

# myteleflora

{news}



valentine's merchandising  
tips you'll love!  
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## local marketing programs

We are continually looking for ways to improve our products, initiatives and programs to help our florists succeed. We asked and surveyed florists across the country about how Teleflora can improve its marketing programs to help florists grow their businesses. Based on florist feedback and extensive testing, we are proud to announce two new florist marketing programs – our improved Holiday Co-op Program and our new Online Search Marketing Program.

First, our improved Holiday Co-op program will now focus on the five highest performing holidays – Valentine’s Day, Mother’s Day, Easter, Thanksgiving and Christmas – in exclusive partnership with the best performing free standing insert (FSI) publisher – NewsAmerica. Plus, for each of these holidays, we’ve now added a new eFlorist email that will be sent on the florist’s behalf to their customer list with the same message and \$10-off offer as the holiday FSIs. This new eFlorist email will be delivered at no additional cost and, like the print coupons, the \$10-off email offer will be fully reimbursed by Teleflora.

In talking with our florist members, we also understand that some of the biggest challenges arise in driving everyday (versus holiday) business. With online ordering on the rise, many of you expressed that you see your web business as having untapped potential. This was the inspiration for our new Online Search Marketing Program with Google. We wanted to make it easy for our shops to market themselves online and access the 2.8 billion consumers that are now searching on Google for local businesses.

After much testing and research, we are very excited to offer our turnkey solution to online search marketing. Teleflora will do all the work for you, from selecting keywords based on the season and your location, to reporting and monitoring results on a monthly basis. Plus, we are committed to helping our florists get started with a special offer – Teleflora is going to double the ad budget of our introductory rate – our shops will get \$158 worth of Google advertising for the intro rate of just \$79 per month.

Finally, we think of you as our partners and we thank you for sharing your feedback with us. We look forward to making these programs as effective for our shops as possible, and with your continued input we hope to help you boost your sales and become even stronger competitors in your local markets.

If you have any questions about either the improved Holiday Co-op Program or the new Online Search Marketing Program, please contact eFlorist support at 866.983.3932.

Sincerely,

jeff bennett (president of teleflora)



## unit president profile: tara beaire



The bottom line: “My customers come into the shop and say they love what we do—that when they go to a funeral, for example, and see designs from different shops, they can tell which ones came from Tara’s.” Tara Beaire, at **Tara’s Floral**

**Expressions** in Mansfield, OH, believes that distinctive, stand-out quality comes from attending Unit programs and staying up with the trends. She’s a longtime fan of floral education, having taken degrees in horticulture at tech school and in design and marketing at Ohio State University. But she didn’t stop there—it was while studying at the Teleflora Education Center in Oklahoma City that she decided to get involved with the Units Program. As a second-year Unit President, she looks back and says, “Yes, it was hard work, definitely, but the rewards are worth it!” She plans to stay involved even after her term is over: “I’ll always go to classes, support the Unit, keep this happening. We need it, the industry needs it, and as long as Teleflora keeps supporting us, we’ll keep doing it.”



to find out how you can get involved with your local Teleflora Units Program, go to [myteleflora.com](http://myteleflora.com)

## europa comes to oklahoma

Ever since the Teleflora Education Center opened—and that's 27 years ago!—Dutch Master Florist Els Hazenberg AIFD, AAF, has returned each year to teach her always-popular class in European floral design. One of only five individuals ever to receive AIFD's Award of Design Influence, Els is not only a great designer but also an inspiring teacher. Students come away from her class with a sense of pride in their new skills—as seen in these photos!—like making a classic European-style hand-tied bouquet.



### a word from tom

## the best place to get the big picture? SAF.



*This year's Society of American Florists convention was, as always, a terrific opportunity to find out what's going on in the industry from a broad perspective. Teleflora was there to learn, share and lend support. Here I am with, from left to right, Jack Howard (Teleflora Vice President, National Sales), Peter Moran (SAF Executive Vice President), and Jeff Bennett (Teleflora President).*

*Tom Butler*

tom butler (chairman of teleflora)

Florists who attend industry meetings know it's a great way to stay informed and make connections that can help you in your business. Even better than attending meetings is to get involved and contribute. For me the best example of that is the one meeting that happens every year where retailers, growers, wholesalers and others come together on a national level.

Of course, I'm talking about the Society of American Florists' convention, held annually in September, this year in Palm Springs. For the floral industry, SAF is Information Central. It tracks all kinds of trends and benchmark data that florists can use to guide their own business strategy. When consumers, or reporters, want information about flowers, SAF is there as the industry resource and representative. In the past year, SAF has upped its national marketing efforts, especially in the online arena, and has scored important victories as the floral industry's Washington lobbyist.

All of those activities benefit retail florists, of course—and they are one reason why Teleflora has always been a strong SAF supporter. But the benefit is even greater because everything that SAF does, it does with input from active members in every segment of the industry. That includes you! SAF is a great place to listen and learn—and also a great place to be heard. To learn more, visit SAF's website at [www.safnow.org](http://www.safnow.org)—and while you're there, join up. It's the best way I know to make the most of an organization that's already working hard on your behalf.

# member stories from all around!



## stronger and better

That's what the sign reads outside **Higdon Florist** in Joplin, MO, where owners Marcia and



Dave Baker, seen here with Teleflora's Suzi Lawrence, were able to do a beautiful job of restoring their shop after last summer's devastating tornado.



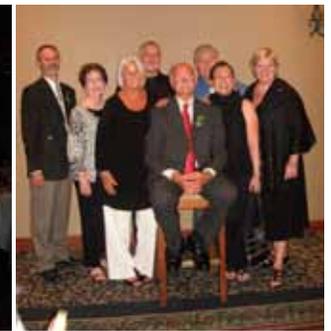
## applause, applause

The folks who received awards and plaudits at this year's Society of American Florists convention included quite a number who are members of the Teleflora family. From top left, Paul Bachman, president of **Bachman's** in Minneapolis, MN, accepted Floral Management magazine's Marketer of the Year award. Paul Goodman, president of Floral Finance Business

Services, not only was inducted into PFCI but received the SAF Paul Ecke Jr. Award. Teleflora Education Specialist John Hosek won the prestigious Sylvia Cup. Charles F. Kremp 3rd, of **Kremp Florist** in Philadelphia, PA, was inducted into the Floriculture Hall of Fame. The Tommy Bright award went to Lynn Lary McLean, of **Lary's Florist** in Friendswood, TX, seen here with PFCI Trustee Jerome Raska, of **Blumz...by JRDesigns Floral & Events Professionals** in Ferndale, MI, also a Teleflora Education Specialist. The Century Award went to **Rothe Florist** of Philadelphia, PA.

## so long, jim

Floral-industry friends turned out in droves to honor Jim Johnson, since 1980 the director of the Benz School of Floral Design in College Station, TX, on the occasion of his retirement dinner in September. It was a night of touching stories from former students and colleagues. As well known for his gentle humor as for his trademark handlebar mustache, Jim has been a towering influence in the world of floral design education. Among those on hand to pay their respects was Teleflora's vice-president of education, Marie Ackerman, who presented Jim with a special plaque.



## the gem state sparkles

Florist education in Idaho got a boost at the 2011 state floral association convention, with help from association president Diana Johnson, at left in the photo. Also pictured are Teleflora Education Specialist Cindy Tole, who held a seminar at the convention, and Territory Sales Manager Laura Ruelas.



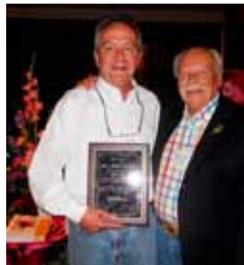
\* We'd love to hear about your anniversaries, awards and achievements, along with human-interest stories. Take photos with camera settings on "large" or "high-quality" and send to [newsletter@teleflora.com](mailto:newsletter@teleflora.com).

## howdy partners

Florists went all out for the Western-themed banquet at the Ozark Florist Association convention. Clockwise from the left, check out the mustaches—and the flower-filled holster—on Pat and Tonya Phillips and crew, of **The Flower Merchant** in Springfield, MO!



Also getting into the spirit were Randy Buttram, daughter Shelby Shy, and Jo Buttram of **Shirley's Flowers** in Rogers, AR. Toni Garner of **Toni's Flowers** in Tulsa, OK and crew member Stephanie posed with Teleflora's Suzi Lawrence, as did Toni's Flowers employee Colleen Horrigan, the new past president of the Ozark association. Retiring officers included King James of **Cathy's Flowers** in Sand Springs, OK and John Shackelford of **Shackelford Botanical Designs** in Kansas City, MO—who look all of six feet and more with Suzi in the middle—plus retiring secretary Butch Johnston of **Johnston Quality Flowers** in Fort Smith, AR, who received a plaque from Teleflora's Jim Morley.



## these florists are tops!



Three shops in Boise, Idaho, recently received their top-member plaques. At **Boise at its Best**, owner-designer Georgia Wells-White is flanked by designers Ashleigh and Kathy. A long-time member of Teleflora, now Georgia is also a member of the President's Club. She loves her Dove POS! At **Capital City Florist**, Ric Martindale operates with an Eagle POS system. Ric is active in the Idaho State Florist Association. At **Hillcrest Floral** (a Teleflora member since 1974), Nick Harrigfeld and his staff received a Top 2000 award. Meanwhile, in Nampa, ID, Ryan Baker at **Nampa Floral**—a member since 1967—is in the Top 1000.

At **Burke Flowers** in London, Ontario, owner Barry Mathews accepted a Top 25 plaque from Teleflora Canada's Cam Wilson (holding the plaque). Also on hand were, from left to right, Cathy from Burke Flowers and, from Teleflora, Amas Tenumah and Beverley Pinnock.



In Alberta, Canada, Teleflora's Randi Thomas visited two Top 25 florists, both in the provincial capital of Edmonton: Denise Griswold at **Flowers by Merle**, and Eric Armstrong at the multi-branch operation **Bunches**.



G'day mates! Top members in Teleflora's Petals Network including **Aunty Jax Florist** in Tamworth, NSW Australia. Pictured from left to right are owners Brian Stevens and Mick Sweeney, with Teleflora's Michael Martin and Petals Sales Representative Amanda Slick.



Top Hoosier florists include **West View Florist** in Elkhart, IN, where owner Judy Richter and employee Jen Hayden proudly accepted a Top 250 plaque. In business since 1913, West View carries gifts and accessories along with a wide range of fresh flowers.



## we're in business

Some of the topics that were covered (pricing, marketing, controlling payroll and productivity) might not sound too exciting. But when you're figuring out how to make money doing what you love—and sharing ideas with other florists about what works and what doesn't—it turns out to be fun as well as profitable! That was the case with the fourth annual Business Smarts Summit, held at the Teleflora Education Center in Oklahoma City at the end of August. Each member of the class received one of the first copies (hot off the press!) of the new edition of *The Profit Minded Florist*, just published by the Education Center. Teachers included Paul Goodman (Accounting), Marie Ackerman (Managing Creative People, Shop Operations and Industry Trends), Danielle Ezell (Marketing 101), and Troy Schilling and Chris Campbell (Technology and Data Safety).



## sell faster with paypal express

Earlier this year, eFlorist sites added PayPal as another way for customers to pay for their purchases. PayPal offers consumers the convenience of simple, secure online checkout without having to divulge their actual credit-card number to merchants. Nearly 100 million people around the world use it to protect their information when shopping online.

Now, eFlorist is adding PayPal Express to further improve the customer experience. PayPal already simplifies the checkout process by automatically filling in a user's billing information. Now, customers can use their PayPal address book to enter their recipient info as well! It's convenient for customers and keeps them on your site, which helps ensure they complete their purchase. Watch out for this upgrade this month!

## eFlorist holiday deadline reminder

If you'd like our eFlorist Support team to make changes to your website in time for Christmas, please keep the following deadlines in mind:

- After **December 9, 2011**, we cannot guarantee any custom template changes, development of new sites or the registration of new URLs.
- Custom products must be submitted before **December 15, 2011**. We cannot guarantee requests for custom product additions or changes on or after **December 16, 2011**.
- Most other changes, such as price or delivery fee adjustments, can be guaranteed if submitted by **December 19, 2011**.



T172-1A  
Teleflora's Lush and Lovely

# vday merchandising headline



## Teleflora's XOXO Vase

- Have a contest for your customers to win an XOXO Bouquet for Valentine's Day. Ask for creative card ideas including "hugs and kisses" signatures using this bouquet as inspiration. Be sure to collect customer contact information to increase your database!
- Merchandise this vase with monobotanical arrangements along with the codified bouquet. It's perfect for bouquets of all tulips, carnations, lilies, or roses.
- Don't forget to put up your in-store poster from your FSG update kit.



## Teleflora's Beautiful Vase

- Light from below with red or white LED lights, or incorporate submersible lights inside completed bouquets.
- Candles complement this vase beautifully owing to the reflective quality of the beveled glass.
- This is a great everyday vase. Take it out of the box as soon as you receive it and merchandise with mixed bouquets.



## Teleflora's Send a Hug™ Puppy Love Vase

- Fill vases with red licorice sticks and also display puppies without the vase to showcase the puppy by itself.
- This vase can also be filled with crayons, markers, or Valentine's Day themed pencils to create a fun display. Add balloons and festive streamers to create a Valentine party theme.



## Teleflora's Two Sweet Vase

- With its iconic shape, this vase will add a "valentine" flavor to all of your holiday displays. Fill it with heart-shaped lollipops!
- Add a few in your cooler and throughout the shop during the Valentine season.
- Tuck in a few open roses and a curl or two of aluminum wire for a simple modern interpretation to enhance the display.

## punch up sales with email marketing

Keep your customers engaged this holiday season—with emails from your shop! With Dove POS, your system will remind you to send out your holiday email campaigns. Email campaigns are an extremely cost-effective marketing tool that can drive more traffic to your website and boost order volume.

For Dove POS shops with Basic Marketing (including users on Standard and Pro), you'll have two new templates for Christmas. One template features our popular Thomas Kinkade bouquet and the other template features another seasonal, themed bouquet.

For Dove POS shops with the Advanced Marketing module, you'll have four new Thanksgiving and Christmas templates. The Thanksgiving template features one keepsake item and one holiday-themed bouquet. Advance Marketing module users have access to the Thomas Kinkade bouquet template as well as another seasonal, holiday-themed bouquet template. In addition, shops with this module also have the ability to add your own custom images to your holiday emails.

For a quick tutorial on how to send your email campaigns through Dove POS or for more information on the Advanced Marketing Module, visit [myteleflora.com](http://myteleflora.com).



T173-1A  
It's My Party by Teleflora

## marketer of the month



### a design contest raises funds, and awareness

How do you draw attention to your shop's floral design expertise—and do some good at the same time? At **Petals and Stems** in Dallas, TX, Brad Weinstein came up with an inspired concept: he created a floral design contest where the contestants—in this case, six prominent individuals from the Dallas area—would compete to raise money for their favorite charities. Just for participating, each contestant received \$100 from Petals and Stems for their charity. The winner received an additional \$800 for the charity, along with a few other gifts.



Each contestant had 20 minutes to create a floral design. He or she could use any of 100 different flowers available in the Petals and Stems floral inventory, and received a little coaching from Petals and Stems designers. Not only the contestants, but also the charities had

a high profile in the Dallas area. The contest was videotaped and the edited video was posted on the shop's website. Contestants were given an opportunity to talk about their designs and also the charities they hoped to benefit. Customers were then invited to vote for their favorites; the contest was also promoted on Facebook. Seen in the photo is Brad (in the green shirt) and winner Donald Ashley, a local banker, who chose the Susan G. Komen Foundation for his charity. It's fair to say none of the contestants is ready to be a professional floral designer—but at the end of the video, all are smiling, and so is Brad!

\* Do you have a story about a program or promotion that has worked for you? If so, write us at [newsletter@teleflora.com](mailto:newsletter@teleflora.com). Include a photo if you have one. If your story is featured in MyTeleflora News, you will receive a \$100 American Express Gift Card!