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# myteleflora

{news}



taking a stand  
against deceptive advertising  
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## teleflora announces a new Code of Conduct

We work in an industry whose only constant is that it's always changing. One of the biggest changes in our industry, and probably most industries, is the rapid rise of online commerce. It has created unbelievable opportunities. Yet with those prospects come a few challenges. Specifically, we've heard your frustration over some shops using deceptive advertising online to gain orders. These kinds of tactics hurt Teleflora members and the floral industry as a whole.

We have always led the way in dealing with deceptive advertising, even going back to the days of yellow pages advertising, and we won't stop now.

After talking to a number of Teleflora supporters during the early part of this year about issues within the industry, we committed to helping address the matter of deceptive online practices. We spent considerable time researching and defining the issue. Among our efforts, we held a meeting in Los Angeles with influential florists from around the country specifically focused on addressing this growing problem and what steps we could take to help stop it.

Teleflora members Baxter Phillips, owner of **Phillip's Flowers & Gifts**, and Bob Aykens, President of **Memorial Florists & Greenhouses**, both attended the meeting and praised Teleflora for its role in addressing deceptive advertising. "We commend Teleflora for listening to its members and taking a leadership role in promoting ethical business standards and consumer fairness in our industry," said Baxter. Bob added, "In today's competitive market, we are all trying to grow our business in ways that are different than what our industry is used to because of increased web usage. Nothing is more important than our customers and their perception of the industry!"

As a result of these efforts, we have created a Code of Conduct for Teleflora members, the first of its kind in the industry. Our Code of Conduct addresses the issue of deceptive advertising and clarifies for members the types of actions we believe are unacceptable for our industry and for any Teleflora member. We believe all florists should be able to market to consumers creatively and compete for business, but it must be in a fair and ethical manner. The Code of Conduct will be added to the membership rules and regulations, which you can find on [MyTeleflora.com](http://MyTeleflora.com).

I'd like to give special thanks to the various florists who provided us valuable input throughout the process as we worked to address deceptive online advertising. Without their genuine involvement and contributions, we certainly would not have been able to tackle this controversial topic. We believe involving you, our members, in the process is the best way to find workable solutions to the challenging issues that our industry faces. We hope that our Code of Conduct will help improve the online marketplace in the floral industry.

I hope the strong online growth that so many of you have experienced continues, and I wish all of you the best of luck this holiday season.

Sincerely,

jeff bennett (president of teleflora)

new code of conduct

## unit president profile:



### rachelle nyswonger

In the beginning, like many florists, Rachelle Nyswonger AIFD was self-taught, learning on the job and, once she had her own shop, copying pictures. "It

wasn't until I started going to Unit programs and learning from the Education Specialists that I began to develop a style that's more creative, so that people seek us out," she says today. Having started in the industry with an after-school job at age 16, Rachelle opened her own store—**Flowers by Rachelle** in Chico, CA—when she was only 22 years old. Today her shop has a solid reputation, thanks in part to her own emphasis on continuing education, for her employees as well as for herself. She makes a point of encouraging her employees to attend Unit programs, and sees the impact of that policy on their work: "At every program they learn something and put it into what they do." Rachelle is currently serving a second term as president of Teleflora's Northern California – Nevada Unit. "I do it because I love it," she says. "I love meeting all the florists that come. It's neat to see them learn and get excited. This is an industry where we are all affected by even one person's design skills"—and that belief fires her mission to sustain high standards for the entire network of professional florists, one designer at a time.

get  
involved!

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

Teleflora expects its members to adhere to the highest professional and ethical standards in all aspects of the conduct and promotion of their businesses, including floral design, delivery, customer service, transaction processing, advertising, wire order sending, filling orders to full value and all areas of online marketing, ecommerce, and communications. Furthermore, Teleflora will not tolerate any member engaging in practices which Teleflora deems to be unethical, misleading to consumers, unfair to other member florists, or potentially harmful to the Teleflora brand, network, or the retail florist industry as a whole. Examples of inappropriate practices by a member may include, but are not limited to: (a) allowing employees or agents to misrepresent where a business is physically located; (b) using city, town, or state names, maps, graphics, or other information in ads, phone listings, website pages, or other media, in each case, in a manner reasonably likely to give the false impression of a local presence in a geographic area where the member either does not have a physical business location or does not provide direct local delivery service; (c) not displaying a valid business name and address clearly and conspicuously on its website(s) offering Teleflora products or services; (d) sending Teleflora orders for below the stated Suggested Retail Pricing (SRP) and standard delivery fees; (e) collecting service fees from customer transactions without clear disclosure to such customers; (f) infringing upon the intellectual property rights of others; or (g) any other illegal, unethical, fraudulent or misleading practice.



# fashion trends for everyday design



Year-round, “everyday” design is where you can really make your mark as a florist—but to do that, you’ll need some new ideas and techniques. Instructor Joyce Mason-Monheim AIFD (below left) shared plenty of both in her class, “Everyday Magic,” at the Teleflora Education Center last month. Joyce especially highlighted one significant trend: decorative mechanics. That is when the mechanics in a design are intended to be a visible and appealing part of the composition. Often, branches or wire or other materials are used to form a design grid to support stems and control the positioning of flowers in a vessel. These grids can be exaggerated to reinforce the lines of an arrangement or enhance the visual value of a design.

Students in the everyday design class created designs in hands-on sessions using these latest techniques with river cane, birch branches, decorative wire and foliage. Emphasis was placed on using all kinds of design techniques to make floral materials look more dramatic in design. The class learned how to use framing, sheltering, veiling, piercing, weaving, grouping, basing, clustering, and pavé to make their designs more distinctive.



## a word from tom

now is the time to start planning—for Christmas 2013.



*At the Society of American Florists convention in September, a discussion on holiday planning was led by three top Teleflora retailers: Lori Wheat of **Lafayette Florist** in Lafayette, CO; Shirley Lyons of **Dandelions Flowers and Gifts** in Eugene, OR; and Toomie Farris of **McNamara Florist** in Indianapolis, IN. The discussion was moderated by Dave Gaul of DWF in Denver, CO.*

If that sounds like overdoing it in the planning department, consider this: The basis of good planning is having good records. And when is the time to start keeping good records on your Christmas season for 2012? That would be starting now.

This was one of the main messages that came across during a panel discussion on holiday planning at this year’s Society of American Florists convention in September. The panel was one of the highest-rated sessions at the convention. I was impressed by the business savvy of the florists who took part (seen in the photo at left), and reminded of just how valuable these educational opportunities can be.

The shops represented on the panel were of three very different sizes and types of operations. Yet all three florists do most of their planning in a similar fashion. They start serious planning for next year the day after the holiday—based on detailed and accurate notes taken during the holiday itself. “With those kinds of records, we’re able to make a game plan for next year for everything from staffing to purchasing during the first week after the holiday, while this year is still fresh in our minds,” says Shirley Lyons, of **Dandelions** in Eugene, OR.

Maybe you’re already pulling records from last year’s Valentine’s Day—to help you place orders for Valentine roses before January 1. If so, good for you! If, on the other hand, you haven’t yet started taking those kinds of records, there’s no time like the present. Business success depends on looking ahead—with confidence, and with facts.

*Tom Butler*

tom butler (chairman of teleflora)

# teleflora members are tops!

SEND US YOUR  
BEST STORIES  
AND YOU MAY  
BE IN THE NEXT  
EDITION\*

## doers and speakers

Annually at SAF, new members are inducted into the American Academy of Floriculture (AAF)—an honor reserved for those who demonstrate “deep dedication to volunteer service in their local communities and the floral industry.” A number of Teleflora members were among this year’s inductees, including: Robert Aykens, AAF, of **Memorial Florists & Greenhouses** in Appleton, WI; Bitsy Carter, AAF, of **Hope Floral** in Hope, AR; Alex Jackson, AAF, AIFD, PFCI, of **Phoenix Flower Shops** in Scottsdale, AZ; Rutland “Skip” Paal Jr., AAF, of **Rutland-Beard Floral Group** in Baltimore, MD; and Shelby Shy, AAF, of **Shirley’s Flowers and Gifts** in Rogers, AR.



Likewise, skilled speakers and educators were invited to join the ranks of Professional Floral Communicators International (PFCI). This year they included (seen at left): David Boulton, AAF, PFCI, of **Flowers by George** in Arlington, WA; Ted Bruehl, AIFD, PFCI, of **The Chocolate Rose** in Dallas, TX; Arthur Conforti, PFCI, of **Beneva Flowers & Gifts** in Sarasota, FL; Shirley Lyons, AAF, PFCI, of **Dandelions Flowers & Gifts** in Eugene, OR; Neville MacKay, CAFA, PFCI, of **My Mother’s Bloomers** in Halifax, NS; and Anthony Swick, AIFD, PFCI, of **Bay Bouquet Floral Studio** in Tampa, FL. Congratulations to all!



## in the pink

When **Berwyn’s Violet Flower Shop**

in Berwyn, IL does a breast-cancer awareness fundraiser, they really do it up right. Owners Alan and Marlene Comella not only sell candy bars and pink carnations—for the third year running, they have created a street festival with live bands playing, food booths (family members man the grills and bake desserts), a beverage tent and even a dunk tank. The goal this year was to raise \$10,000—not unrealistic for the scale of the event. “The Comellas are an example of what you can do if you put your mind to it,” says Teleflora’s Stew Fishman. “Their whole family helped out and for the four hours I attended I never saw one of them that didn’t have a smile on their faces or a hug for a guest that attended, whether they were a customer or not.”



## our hero

“The chief champion of the florist” is how Teleflora chairman Tom Butler AAF, PFCI was described in speeches of praise leading up to his recognition with the floral industry’s highest honor, induction into the Floriculture Hall of Fame, at the Society of American Florists convention in September.



Though he is widely acknowledged as one of the industry’s most influential leaders, countless florists also see Tom as a friend and advisor. Over the years he has managed to balance top-level decision-making and advocacy with personal visits to nearly 125 florists annually for the past 25 years.

Tom—who was instrumental in the merger of AFS and Teleflora in 2000—was inducted into the Hall of Fame alongside his longtime friend and colleague, AFS founder Herman Meinders. He remains a florist champion who fills a vital role at Teleflora, guiding the company and its members through challenging times with wisdom and compassion.





At this year's SAF Convention, three retail florists—Teleflora members all—were recognized with the "Century Award," presented to companies that have been in business for 100 years or more. They included **Carey's Flowers** in South Hadley, MA; **Holdridge Flowerland** in Ledyard, CN; and **Olympia Flower Store** in Olympia, MA. All three are family-owned businesses that are still being operated by the descendants of the founders. Congratulations to all!



## happy anniversary

We also heard from other Teleflora shops celebrating significant anniversaries this year: 75 years for **Gilmore's Florist & Gifts** in Conroe, TX, a suburb of Houston, and for **Jewett City Greenhouses & Florist** in Jewett City, CT, where Louis and Janice



Demicco grow many of their own flowers and plants. 55 years for **Jensen's Ferndale Floral** in Ferndale, WA, where Rosalie and Clary Jensen, with their daughter Faith, are among Teleflora's top members. 50 years for **Hazel's Flowers & Gift Shop** in Ozark, MO, where the owner (third from left) is Bobbi Wixon, and the dog (held by Tiara Johnson at far right) is named Hazel! 30 years in the greater Ottawa area for **Talisman Flowers** in Kanata,



ON, where Jacques and Irene Hebert are seen with Teleflora's Suzanne McMillan. 25 years for **Artistic Flowers** in Cochrane, AB, where Marianne (holding Kipper the dog) and Dorothy are seen with Teleflora Canada's Cam Wilson, and for **The Flower Garden** in Hartland, WI, where Dan (seen here with Teleflora's Dan Natalizio) and Pam offer both contemporary and traditional arrangements including European hand-tied bouquets.

## what's in a brand name?

Plenty, says Bruce Minoff of **Hansen's Flower Shop** in Fairfield, CT—a shop that was recently recognized by Teleflora as a Top 250 member. Bruce, who currently owns three other shops in Connecticut, was recently the subject of a cover story in Connecticut Florist with the headline, "The Minoff Formula for Success." The story tells how Bruce has bought 18 flower shops over the past 40 years. While many of them are no longer operating as full-service storefront florists, Bruce has been able to keep their brands alive and leverage continued customer loyalty with high standards and smart business practices.



## sales ahead

How do you boost sales? At **Debbie's Bloomers** in El Paso, TX, Sandy Blanco hopes to do it by making her shop into "the Disneyland of the floral industry"—with help from the scholarship her shop just won, the Gary Buckwald Scholarship for Excellence in Floral Sales & Customer Service. Launched in June by sales coach Tim Huckabee of FloralStrategies in collaboration with SAF, the scholarship is sponsored by Syndicate Sales and will provide Debbie's Bloomers with \$10,000 worth of training, coaching and mentoring over the course of a year. Debbie's Bloomers is already a top Teleflora member—so the shop is well positioned to become the Magic Kingdom of floral sales and service.

## entrepreneur of the year

That's how Georgianne Vinicombe of **Monday Morning Flower & Balloon Company** in Princeton, NJ was recognized by the Princeton chamber of commerce—a very nice honor for a florist in an area that swarms with enterprising small businesses in many fields, from finance to pharmaceuticals. Georgianne started the business out of a spare bedroom of her rented condo in 1988. Today she's well recognized, inside the floral industry and out, as an energetic and innovative marketer who actively supports the industry.



\* 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).

## teleflora to be featured on the today show

We are happy to announce that this December Teleflora will once again be featured on the widely popular national morning show, "The Today Show"! Last year, three of our holiday bouquets were part of the Steals & Deals/Holiday Edition segment, and we are pleased to have been invited to appear again this year. Details of the segment are still in development, so look for more specifics – including the air-date and the bouquets that will be featured – in the upcoming weeks.



## teleflora shines at emmy party



Before making the long walk down the red carpet for the 64th Emmy Awards, celebrities and tastemakers spent a day relaxing, unwinding and getting pampered under the bright California sun at the home of reality TV star Adrienne Maloof of "The Real Housewives of Beverly Hills." Guests enjoyed delicious bites and drinks created by Adrienne's private chef while they indulged in various spa treatments and sipped specialty cocktails by Zing Vodka, the Maloof family's brand-new spirit venture. Meanwhile, beautiful floral arrangements—compliments of Teleflora and **Edelweiss Flower Boutique** in Santa Monica—added that extra touch of glamour and luxury to the already colorful décor.

Celebrities in attendance included Anna Lynne McCord, Melissa Rycroft, Diana Neal, Alexis Bellino, Taryn Manning, Brooke Mueller, Camille Grammer, Kyle Richards, Keshia Knight Pulliam, Lisa Rinna and Nicole Ari Parker.



## giving thanks to loyal customers with eFlorist

The season of giving is upon us, making it the perfect time to thank your customers. eFlorist shops can express gratitude without adding to your to-do list by setting up your own loyalty program on your eFlorist site.

You can use the eFlorist Self Administration Tool (eSAT) to set up your program in just a few steps. You choose what to call your program, how many points are earned per dollar spent, and how many points are needed to receive a prize. We suggest making the prize a discount towards a future purchase.

Points are tracked automatically with every online order; if you've got an in-store program in place, you can combine it with your online program so customers earn points no matter how they shop. Once a customer earns enough points for a discount, they'll get an email automatically with instructions for using their discount online. Once you've started your program, it runs by itself. It couldn't be easier!

To set up your own customer rewards program, visit [esat.myteleflora.com](http://esat.myteleflora.com) today!



T152-2A  
Sunny Sunflowers



# everyday for the holiday!

Here's a new way to deck the halls—and your store—this holiday season: Teleflora is now offering a large selection of beautiful holiday bouquets in popular Everyday containers, from our sophisticated and exclusive Mercury Glass Collection to the high-style contemporary mirrored cubes.

Stock up on these Everyday favorites and create holiday excitement with in-store displays that showcase the many after-uses of these products:



Accentuate the chic finish of the mercury glass collection by filling them with ornaments and bows in bright holiday colors.



Highlight the rich red bamboo cubes with poinsettia plants and boxwood trees.



Add scented candles and potpourri to the luxurious mirrored and glass cubes.



Make a grand statement by filling the larger vases with twisted twig and dried branches in festive colors.



Offer a selection of fresh-flower centerpieces and bouquets in a variety of exquisite Teleflora containers for the cash and carry customer.

# less stress from delivery delays

One of the most frequently requested changes to our systems has arrived and is now available at your fingertips: Delivery Confirmation Date Changes!

Delivery Confirmation Date Changes allow users to alter the date on orders directly from their systems for times when a delivery date change is necessary. This upgrade gives both sending and receiving florists a better way to communicate changes while making delivery confirmations on orders with date changes easier than ever before. Our florists asked for a change to this feature, and we were able to make the changes based on your input. The natural convenience of this enhancement will help to reduce the number of inquiries from sending florists, and take some of the stress out of unexpected delays florists may face while making deliveries.

The changes to delivery confirmations arrived in time for the busy holiday season. More and more florists are using this great new feature, and we encourage you to take advantage of it as well. This feature is one of the most requested, and we're thrilled to be delivering it to you in time to make the season a little easier on you and your staff.



T174-2B  
Golden Days Basket



## marketer of the month

### a "thanksgiving tree" pulls customers into the shop

It's easy enough to send a message to your customers and hope they hear it. It's more difficult to start a conversation—to come up with an interactive idea that gives customers a way to express themselves and be involved with your shop by participating in a shop display. But that's what happened last year when Rose Helms, of **Evansville Floral** in Evansville, WI, put up a Thanksgiving "tree" (made of bare branches) and invited customers to answer the question, "What are you grateful for this holiday?" The answers are simply printed on artificial fall leaves and hung on the tree. "Customers and passersby would stop and read the leaves all the time," says Rose. Last year, she collected answers over the phone by asking people the question whenever a customer called. She also had the blank leaves available in the front of the shop. This year she made plans to promote the idea also through social media and her newsletter, on the sandwich board outside the shop, and through a public event that her shop participates in during the second week of November. Customers can "sign" the leaves with their initials, with a first name and last initial, or simply with their city and state. "Some of the answers have had me in tears," says Rose. Doubtless, customers who see them also are moved—and inspired to their own spirit of thanksgiving.



\* 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!