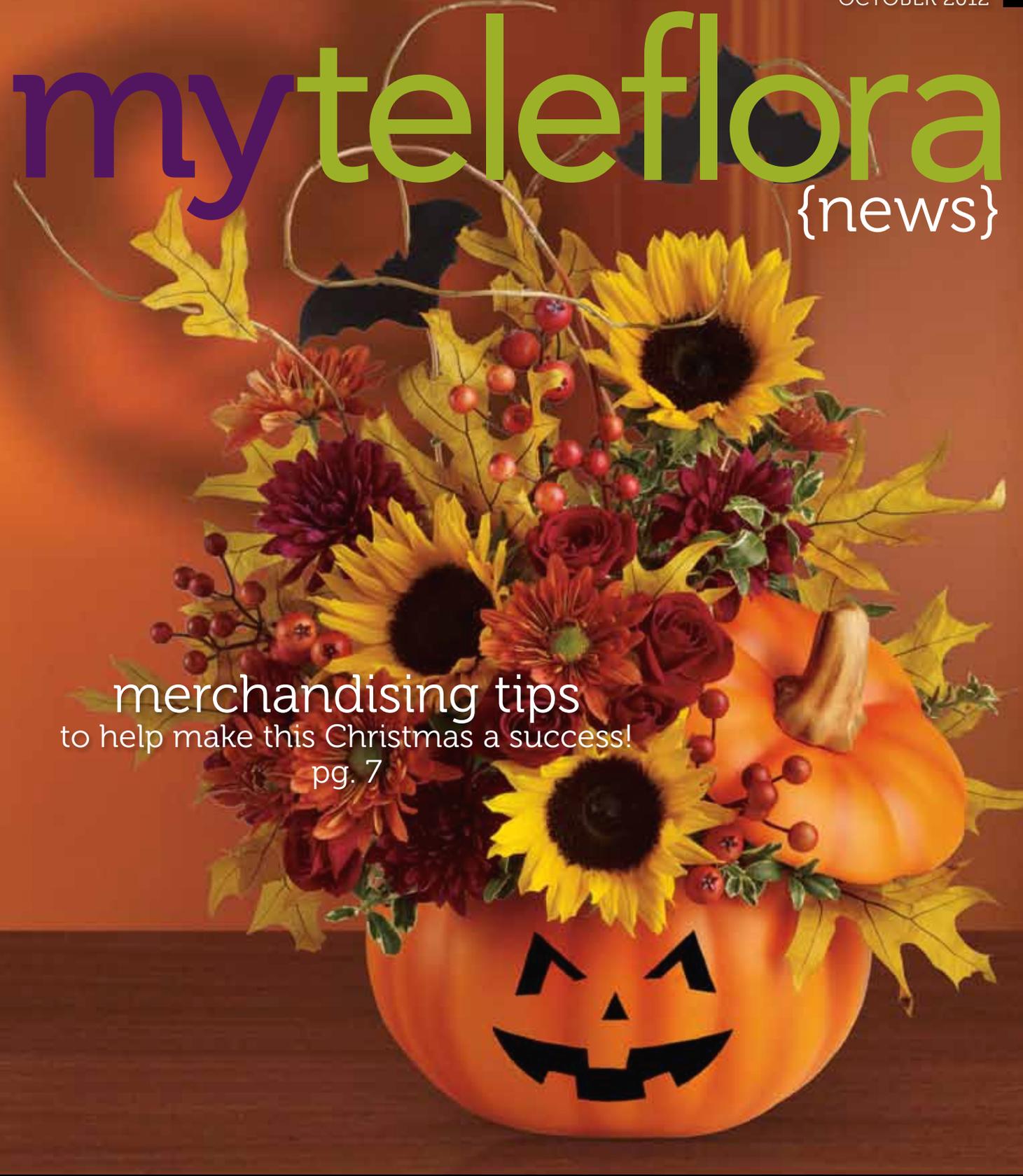


myteleflora

{news}



merchandising tips
to help make this Christmas a success!
pg. 7

inside

president's {letter}	2	market {your business}	6
design {and education}	3	merchandising {tips}	7
a word {from tom}	3	teleflora {technology}	8
member {spotlight}	4-5	marketer {of the month}	8



holiday cheer

Here come the holidays! Here at Teleflora, we're excited about this year's lineup of products and services, designed to maximize your profits during the all-important holiday season.

We have to begin by acknowledging the tremendous loss of the great American artist and Teleflora partner, Thomas Kinkade. Kinkade emphasized simple pleasures and inspirational messages in his art. We strive to bring the same kind of feeling to the arrangements we've created with him over the last decade. His legacy lives on in our exclusive collection of holiday centerpieces, approved by Kinkade himself and inspired by his most beloved paintings. Fans will want to add the latest cottage to their collection: Thomas Kinkade's Winter Wonder with plaque, available this Christmas.

The fall and winter lineup also includes a number of products designed to sell not just during the holiday season, but year-round. A good example is our latest Christmas star: an exquisite hand-cut clear glass bowl, developed with versatility in mind. Mercury glass continues to be a big trend in the marketplace, and our centerpieces delivered in these containers are sure to be standouts throughout the season and beyond. For the young and the young at heart, the latest addition to our Send-A-Hug line is an adorable take on the classic " 'Twas the Night Before Christmas" tale.

We all know that displays help generate attention and sales—so we've provided marketing tools to help you merchandise these holiday products. You'll find them in the Floral Selection Guide (FSG) update kits that you should have received by now.

And, as you ready your physical shop for the holidays, you'll also want to prepare your online storefront. We make it easy with the eFlorist Self Administration Tool (eSAT). Over the next few months, eSAT will get even better, with a new look and layout so it's easier to use. Remember, you can log in anytime day or night to set up holiday pricing, exclude delivery dates, change your delivery fees for holiday periods, or set up entirely new categories, at no cost to you. For eFlorist members unfamiliar with eSAT, we urge you to check out the free webinars offered through eFlorist University. If you can't attend the live presentations, recordings of the webinars can be viewed at eFloristUniversity.com at any time. You'll also find a host of downloadable materials on the page to help you manage your eFlorist site more efficiently. If you'd rather have our eFlorist support staff update your site, please be sure to plan ahead and submit your requests by early December to avoid missing any holiday deadlines.

From our outstanding keepsake products to our customer-focused services, everything we do is designed to help make your business a success. We're here to ensure your holidays are prosperous. I look forward to working together for another great holiday season.



jeff bennett {president of teleflora}



unit president profile ace berry, TMF



Ace Berry's first attempt at floral design happened when he was a 19-year-old delivery driver. "I destroyed a casket piece and had to put it back together behind the funeral

home," he remembers. It was an inauspicious beginning—but after eight years of working in oil fields, Ace decided he wanted to get back into the floral industry. "I took a class, and the teacher must have thought, 'What is this guy doing here?' I was six-foot-one and back then around 380 pounds. But she saw some talent in me." Today Ace is designing at MC Florist in Houston, TX, has earned his TMF (Texas Master Florist) and is aiming for AIFD while serving as president for the South Texas Unit. Under his leadership, attendance at Unit programs has boomed. The key? "It's really just me and my Unit members talking to people, showing enthusiasm. I've learned so many things from Unit programs—as simple as a bridal bouquet handle made with PVC pipe that you can sell for an extra \$20 or \$30. I have this passion to teach and to learn—and that's really what we sell, passion. That's the best thing the Units Program does, is help you find that passion."

get involved!

to find out how you can get involved with your local Teleflora Units Program, go to myteleflora.com

going dutch at the education center

Q. How can you experience the Netherlands without leaving the United States?

A. Attend the European Design Class with Els Hazenberg AIFD of the Netherlands at the Teleflora Education Center!

This year's class was delighted to learn some of the latest trends in Europe from one of the Netherlands' most successful designers—Els Hazenberg AIFD. She always manages to bring parts of her homeland into every class—from delicious waffle cookies to materials available only in Holland to photo shows of exciting floral exhibits that take place at the Floriade and other Dutch venues. It's almost like being there—minus the windmills and wooden shoes of course.



Each year Els teaches something North American designers often need to learn. She calls it "the art of leaving out." Knowing when a design has "enough" is really a key skill—especially in these times when product costs are high and profits are slim. Making sure each material is seen and used to its best advantage is what good design is all about. This year, students also learned the skill of making spiral, parallel and armature hand-tied bouquets. Many in the class were delighted to master the elusive spiral hand-tied bouquet Dutch designers have made famous.



a word from tom

honoring one great man is a way to honor greatness wherever we see it.



Herman Meinders AAF, Chairman Emeritus of Teleflora, with Teleflora President Jeff Bennett, Floral Finance editor Paul Goodman CPA, PFCI, and myself at a recent Society of American Florists convention.

I'm enormously proud of my long association with Herman Meinders AAF. It's the same kind of pride that I feel about serving all the members of the Teleflora network—and I know Herman would be the first person to understand that.

Herman's career in the floral industry is legendary. Many people know about how he launched American Floral Services, Inc. out of a two-room garage apartment in 1970, with 137 florists in the first directory. Just 15 years later, the membership had grown to more than 17,000. By the time the company merged with Teleflora in November 2000, it was already one of the largest floral wire services in the world.

Last month, Herman was inducted into the Society of American Florists' Hall of Fame. It was only the latest in a long list of awards, from organizations inside the floral industry and out. Herman would be the first to give credit for his success to others—especially, to the florists who made AFS, and who today make Teleflora, what it is.

And that's because the qualities that have always driven Herman Meinders are the same qualities that we recognize in everyone who succeeds in this great industry of ours: hard work, self-sacrifice, belief in the business and its mission, and above all, dedication to serving the customer well, no matter what it takes.

tom butler (chairman of teleflora)

teleflora news from all around!

signs of the times



A drive-through window is certainly the perfect place to send the message, "Don't drink and drive." During prom week at **Galbraith Florists** in Saint John, NB, each corsage that went out included a sticker on top supporting Canadian MADD (Mothers Against Drunk Driving). Inside the corsage box was a red ribbon, which is attached to the car to show support for the cause. Kudos to owner Wendy Maber and her staff for a great idea!



At **Bank of Memories & Flowers** in Menomonee Falls and Pewaukee, WI, owner Melissa Maas teamed up with local organizations to collect school supplies for kids from struggling families in the community. Among other ways of promoting the program, including an announcement on her blog, Melissa put up a chalkboard announcement right in the shop.



Finally, here's how **Heaven Scent Flowers** in Bonita Springs, FL used Teleflora's counter mat to send home a message to customers about the value of arranged, hand-delivered flowers for Mother's Day!



education for all

Teleflora's Vice President of Technology Sales, Cole Brannick, led a seminar on Dove POS at the Teleflora Canada office in Markham, ON last May.



Teleflora Education Specialist Vonda LaFever drew a crowd to her everyday design program in Oklahoma City—sponsored by Teleflora's Oklahoma Unit, who shared the spotlight with Vonda for a photo.



Valley Floral Wholesale in Wichita, KS is one of the industry's great supporters of florist education. In August, 150 florists turned out to hear from Valley Floral's Jerry Yokum and Kerry Sallabedra AIFD, along with Teleflora Education Specialist Alex Jackson AIFD—who demonstrated, among other things, the art of making a hand-tied bouquet.



funding the future

For more than 50 years, operating under the umbrella of the Society of American Florists (SAF), the American Floral Endowment (AFE) has provided funding for research that benefits the entire floral industry. For example, AFE-sponsored research has resulted in longer-lasting cut flowers and in more effective strategies for educating the public about how flowers improve the quality of life.



Last month, AFE got a big boost with a \$1 million donation from Teleflora. The donation—the largest in AFE history—establishes the Teleflora Fund, which will provide funding for special projects and additional research. For the past two years, Teleflora Chairman Tom Butler AAF, PFCI has also served as chairman of AFE. Together with Teleflora President Jeff Bennett and Executive Vice President Jack Howard, he presented incoming AFE Chairman Paul Bachman of Bachman's Inc. with a \$1,000,000 check on behalf of Teleflora and owners Stewart and Lynda Resnick at the endowment's annual fundraising dinner.

"Stewart and Lynda Resnick acquired Teleflora in 1979, and since then, Teleflora has been supporting the Endowment with yearly contributions," said Jeff. "We know that this work has and will continue to advance and improve our industry."



well-deserved awards



Two of Teleflora's outstanding Unit Presidents were inducted as members of the American Institute of Floral Designers this summer! The prestigious AIFD credential went to both Sharrai Morgan AIFD of **Holly's Fine Flowers** in Port Townsend, WA, president of the Washington State Puget Sound Unit, and Rachelle Nyswonger AIFD, of **Flowers by Rachelle** in Chico, CA, president of the Northern California – Nevada Unit. Sharrai is seen here with outgoing AIFD President Tom Bowling and AIFD membership committee chair Joyce Mason-Monheim—both Teleflora Education Specialists.

It's not his first "first"—but, at this year's AIFD Symposium, Teleflora's Vice President Emeritus of Education Jim Morley AIFD was honored with a lifetime achievement award—the first such award ever from the South Central AIFD Region.



At the 2012 Louisiana State Florist Association convention, Jon L. Nicholson AMF, PCF, of **Florist of Covington** in Covington, LA, was named Designer of the Year—his second win in the last three years. Kudos to Jon! He is seen on the right in the photo, with co-owner James Nicholson.



It was an amazing August for designer Franklin Mera of **Artistic Flowers and Gifts** in Denver, CO: first he received first place for Best Florist in the annual Best of MetroNorth Newspapers competition (the second straight year that he received this award). Then, at the Floral Association of the Rockies Floral Expo, he received the honor of 2012 Iron Fist Champion, after meeting the surprise challenge: to create a bridal bouquet and hat and to dress a mannequin in just 30 minutes of fun, fast-paced floral frenzy!

Congrats to Jenna Naylor GMF of **A Daisy A Day Florist** in Snellville, GA—winner of this year's Mid America Invitational Cup, a competition held at the Arkansas Florist Association convention, with 14 states represented! Teleflora co-sponsored, along with the association, a cash prize for the competition and an educational scholarship. Jenna also received a nice trophy, presented by Teleflora's Mike Valade.



The Oklahoma State Florist Association honored a few of its own at their convention this year, among them: twins and third-generation florists Lenzee and Lacey Bilke of **Madeline's Flowers** in Edmond, OK (seen here with Teleflora's Suzi Lawrence), recipients of the Blossom Award for outstanding work in the industry; Lynell Thomas, also of **Madeline's Flowers & Gifts**, recipient of the Key Award for outstanding employee; Allen Mann of **Mann's Flower Shop** and Greenhouses in McAlester, OK, recipient of the Herman Meinders Rose Bud Award, seen here with wife Ann and their granddaughter "B" Beatrice; and Mary Murray of **Mary Murray's Flowers** in Tulsa, who was inducted into the OSFA Hall of Fame, seen with OSFA President Dennis Muggenborg.



Designer of the Year is a pretty great title to have, and at this year's OFA design competition, it went to Dee Conrad of **Petals and Leaves** in Powell, OH. Shop designers Amanda Smith and Lisa Gazette also took home awards for their designs in the competition.

* 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.

eFlorist offers better service, more control



The eFlorist Self Administration Tool (eSAT) is the best tool in the industry for managing your e-commerce website. With eSAT, you get as much control over your online storefront as have over your physical storefront. Any time, day or night, you can log in and can change the products in your online window, greet customers with a personal message and more.

Over the next few months, eSAT will get even better, with a new look and layout aimed at making it easier to use. If you've used eSAT in the past, you'll see that the new version will have all the same great features as before. If you haven't, we hope the new look will convince you to take advantage of this powerful tool. You can see a preview of the new homepage design below.



Teleflora's Ghostly Gardens T176-1A

If you'd rather have our eFlorist Support staff make changes to your site, that's improved too! We've condensed our call centers, so when you call our toll-free number to make changes to your site, your call will now go to a representative in the US. An eMarketing Counselor and Paid Search Specialist is now assigned to specific areas of the US and Canada, so when you call to speak with one of them, you'll get someone that works only with your area of the country. If you'd like help with your shop's online marketing efforts or are interested in running online ads through our Online Search Marketing Program, they're the people to talk to.

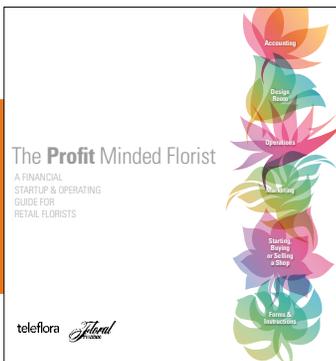
For the latest eFlorist happenings, check the eFlorist Resource Center on MyTeleflora.com.

next best thing to a smart pill

What's the best thing about the annual Business Smarts Summit at Teleflora's Education Center? Is it the proven marketing ideas that every shop brings to share? Is it the in-depth detail about how to manage your website? Learning the benchmarks of profitability? All these things are important to today's retail florist. You never know where the next great idea will come from—the class sessions, a casual lunch discussion, or a one-on-one with an industry professional.

In July, florists from all over the country participated in the 2012 version of the summit. They went home with page after page of great ideas and changes they wanted to implement immediately.

Some shops have already reported significant changes to the most important line on their financials—the line that details net profits! Taught by a team of professionals (led by Paul Goodman CPA, PFCI and Marie Ackerman AIFD, PFCI, AAF), this class covered a wide range of topics from marketing your business to managing creative people. A highlight for many class participants was learning about the fastest growing part of their business—online sales.



Every florist who attended the summit received a free copy of The Profit Minded Florist, Paul Goodman's financial operating guide for florists, now available in a newly updated and expanded edition. For more information about this year-round "business smarts" resource, check the Design Education section of MyTeleflora.com—or call 800.421.2815 to order.

merry merchandising!



teleflora's sparkle of christmas bowl

Expect shimmering sales all season long with this high-value décor piece that can be used throughout the year. Expertly molded and hand-polished glass is the perfect setting for an elegant holiday centerpiece. Create an eye-catching display by filling the bowls with classic holiday ornaments and pillar candles, then display with your other glass merchandise.

thomas kinkadee's memorial winter wonder keepsake

Continue the Thomas Kinkadee - Teleflora tradition with our #1 seller year after year! Inspired by festive traditions of the season, this holiday must-have will delight collectors, young and old. Showcase the superb craftsmanship of this hand-painted collectible alongside the poster from your FSG kit.



teleflora's silver glow hurricane

Go for the glow with this gorgeous accent piece that can be used year-round in the home with flameless or traditional votive candles. Set up a holiday tabletop in your shop featuring Teleflora's gorgeous vintage-style Mercury Glass Collection. Fill vases with pine, snowflakes & candles surrounded by acrylic ice. 'Tis the season for elegance!

teleflora's shimmering snow ornament jar

The holidays will sparkle with our collectible ornament jar—a long-standing Teleflora tradition! This delightful winter white ornament features glitter for a dazzling effect. Cover a display surface in your shop with fake snow and glitter and add ornament jars throughout. Fill them with holiday candy and festive flowers, and they'll be perfect for your grab-and-go customers!



teleflora's send a hug™ night before christmas teacup

Sales will stir when you display the newest addition to Teleflora's best-selling Send a Hug™ collection in your shop! This adorable and festive mouse teacup is guaranteed to be a surefire hit for all ages—and it's FDA-approved! Set up a cozy "Night Before Christmas" display by hanging stockings and garlands near a table with cookies. Fill cups with cinnamon sticks, and leave pens and paper out for customers to write letters to Santa!

teleflora's peppermint christmas vase

Sweeten your pot with the "peppermint candy" ceramic vase—it's a sweet complement to festive holiday arrangements and the perfect gift for everyone on the list, including teachers and hostesses. Fill with candy canes and place next to the register so your customers will be sure to see it!



we want to see your creative merchandising displays! email a high-res photo to newsletter@teleflora.com and include your tips and tricks in the body of the email.

protect yourself against credit-card fraud

How can you avoid becoming a victim of the fraudulent activity that is becoming more and more prevalent in our industry? Here are some best practices to help prevent credit-card fraud:

- Never process a transaction for which you are being requested to send money to a third party—for example, wiring money to a courier service.
- Be careful when an order is being paid for by check and a request is made to return money to the customer or a third party. Negotiation of a fraudulent check will leave you liable to the bank for any uncollected funds.
- Take extra precautions when receiving orders via email. The people committing fraud are often located in foreign countries using stolen North American credit-card information. The use of emails is a way to mask their identities/accents. Additionally, you should never receive credit-card information via email.
- One type of fraud that is on the increase is through the use of telephone relay services such as are used to assist the hearing impaired in making telephone calls. This is yet another way for persons attempting fraud to mask their identities/accents. Although federal regulations require you to accept such orders, you are highly advised to take extra steps to confirm the validity of the order.
- It is okay to be careful with orders outside of your normal activity. You know your business; you know the normal type of orders and customers that your shop frequently processes. Do not hesitate to take extra steps to validate the authenticity of the order when it is outside of the norm.

These suggestions may assist you in preventing fraud. You as a merchant are ultimately responsible for any fraudulent transactions processed. However, as your business partner, Teleflora aims to provide information and tools that help you run your business profitably. If you have any suspicions or need any assistance related to possibly fraudulent transactions, feel free to contact Teleflora prior to processing the credit-card payment.



Teleflora's Spooky Sweet
T176-2A

marketer of the month



a feel-good fundraiser inspires merchandising magic



"Last year at the Dallas market, there were elves everywhere, and so it hit me when I was on the plane coming back," remembers Elaine Bialecki of **Elaine's Flower Shoppe** in Depew, NY. "ELF: Everybody Loves Flowers." Elaine had been trying to think of a way to give back to the community, and the acronym was perfect for promoting The ELF Bouquet. During the month of December, for every ELF Bouquet purchased, Elaine's promised to donate \$5 to support the area's local food pantries. The cost of the arrangement was only \$34.95, plus tax and delivery—a good value for a basic but attractive centerpiece featuring red carnations, white mums, holiday greens, cones, and ornaments in a utility container—especially when it offers the added benefit of helping charities that have struggled to meet rapidly expanding need. Was it successful? "Yes, though not as much as I wanted it to be in terms of raising funds," says Elaine (she donated generously to the pantries beyond the funds raised through sales of the bouquets). "It raised awareness of a good cause." The campaign made the front page of local papers. And Elaine's open house was extra-lively and cheerful, with elf décor, employees wearing elf hats, and Elaine's young niece acting the part of an elf with

spirited enthusiasm. Elaine's advice for anyone trying a similar fundraiser: "Get the people it's going to benefit on board; find a key person in the organization that you're going to work with who will support you." And yes, she does plan something similar this coming Christmas: these days, Santa needs all the help he can get.

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