

SEPTEMBER 2011

# myteleflora

{news}

special edition!  
make someone smile® week  
2011

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## make someone smile®

week 2011

As the new President of Teleflora, I am thrilled and honored to be taking over the reins of the nation's leading floral wire service. It is a pleasure to work with all of you who make Teleflora the thriving, florist-centered business it is today, and I intend to carry on the great work of my predecessor.

I'm also delighted to celebrate your efforts surrounding Make Someone Smile® Week, a florist driven program. Over the years, I've heard and seen firsthand the hard work and dedication that goes into the success of this program. You have been consistent in delivering joy to people in your communities whose spirit needs uplifting—such as hospital patients, nursing-home residents and children living in foster-care facilities. And this year was no exception. From July 17-23, over 1,000 Teleflora florists delivered more than 25,000 Be Happy® Bouquets.

Last year, we hosted a doodle pad competition, and the winner was member Debbie Budd of The Rose & Radish of Whitehouse Station, New Jersey. Debbie's winning drawing served as this year's Make Someone Smile® Week logo and was featured on your aprons, pens and the doodle pads. Since the contest was such a hit, we brought it back. If you turn to the back of this newsletter, you'll see some of the many creative entries we received.

I would like to take a moment to thank Rich Salvaggio, industry relations/publications VP at Teleflora, and Donna Nelson, manager of industry relations, with support from Lottie Slovacek, as well as all the other employees who so graciously donated their time to assemble and deliver bouquets in Los Angeles and Oklahoma City.

Additionally, our communications team from Teleflora headquarters supports many of you in generating well deserved publicity, including articles and photos in the Los Angeles Times, Sacramento Bee, and Oklahoman and during many local news broadcasts. We recognize that connecting with your local community can generate orders based on referrals.

Most importantly, I'd like to offer a heartfelt thanks to all the units and florists who make this event the success it is, year after year, including Karen Genoud of Mt. Vernon Florist in Fair Oaks, CA whose unit once again delivered the most bouquets, more than 6,000, or Shirley Lyons of Dandelions Flowers & Gifts in Eugene, OR, who delivered to care centers and promoted the program with a Facebook contest for fans to nominate someone they knew who needed cheering.

For many of our members, Make Someone Smile® Week is a reminder of why we went into the floral industry. As florists in your communities, you share moments, both happy and sad, in people's lives. I know some of you participated for the first time this year, and I hope it was such a positive experience that we can count on your support again next year. Reaching out to members in our local communities and seeing their genuine appreciation makes all the work worthwhile.

Sincerely,

jeff bennett {president of teleflora}

## doodle contest winner!

Do caterpillars make you smile? Of the many imaginative and incredibly diverse doodles that florists sent in (for a sampling, see page 8), this one got the highest votes from our judges. It comes from Carissa Russell at Bank of Memories and Flowers in Pewaukee, Wisconsin. Wearing a jaunty bow tie, Carissa's little guy is grinning with pleasure at the bite he's just taken out of a salal leaf. With seven pairs of feet, he's a parade all by himself. Can there be any doubt that one day he'll turn into a beautiful butterfly?

Congratulations to Carissa and thanks to all those who shared the wild, smile-inspired imaginings of pen and pencil on paper!



## unit president profile: sandi yoshihara-sniff



This year was a banner year for Make Some Smile at the Rocky Mountain Unit, which delivered 720 mugs to hospices in three different parts of the state. "Smile Week was the first volunteer thing I did with the Units Program,"

remembers Sandi Yoshihara-Sniff AIFD, AAF, CPF, of **Lafayette Florist** in Lafayette, CO. The experience got her hooked! She served on the unit board for six years and is currently in her second year as president of the Rocky Mountain Unit. "I've enjoyed every minute of it," she says. "I've learned so much; I love working with the Education Specialists." A third-generation florist, Sandi got her AIFD around the same time she got involved with the Units Program. Through the Units Program, she says she acquired a whole new set of friends—"amazing people who love to give to others. Flower people are great"—and Sandi's one of them!

get  
involved!

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

## one more reason to SMILE – free shipping!

Free-shipping has been extended on our five newest utility glass containers. Our latest lineup of containers includes stylish vases in the most popular and classic styles, all beautifully priced to assure maximum profit. Don't pass up the opportunity to load up these everyday essentials. Offer extended to orders placed by the end of September 2011. To order, call 800.333.0205.



Glass Bubble Bowl  
11R400FS



Glass Rose Vase  
11R200FS



Glass Gathering Vase  
11R100FS



Glass Cylinder Vase  
11R500FS



Glass Ginger Jar  
11R300FS

### a word from tom

#### pulling together turns out to be its own reward



When I talk with florists about Make Someone Smile Week, I'm always impressed at how much teamwork it takes, and how many people contribute, in most cases, to each local project.

Front and center, of course, are the florists who volunteer their time—not just to make and deliver floral arrangements, but also to plan and coordinate the effort. Unit boards are a beautiful example of florists working together to achieve something good for the industry—and not just during Make Someone Smile Week, but all year long, as these same florists organize educational programs that are local, affordable, and open to all.

Let's not forget the wholesale florists across the country who donate flowers for Make Someone Smile, and often also work space and floral foam. In my experience, people in the floral industry tend to be generous with their time and resources. A project like Make Someone Smile Week brings out the best of the best.

One of the big rewards of Smile Week is the happiness that it brings to tens of thousands of people who otherwise are often forgotten. There's nothing like the expression on the face of someone who has just received an unexpected gift of flowers to remind you how powerful that gift can be.

But another is the inspiration we draw from each other as everyone pitches in to reach a common goal. Charity is a terrific motivator. It takes a lot of willing hands to pull off something great—but once we've done it, we know that we can.

A handwritten signature in cursive script that reads "Tom Butler".

tom butler (chairman of teleflora)



# everywhere you look: miles of smiles!

## canada

This year, from coast to coast, 17 Canadian city groups participated and brought smiles to over 2,000 recipients! The cities included Amherst, Charlettetown, Hamilton, Kenora, Ladysmith/Nanaimo, London, Manotick, Markham, Orangeville, Orillia, St. Catharines, Sarnia, Saskatoon, Surrey, Tillsonburg, Toronto, and Woodstock.



Among the many touching stories:

In Kenora, ON, the Pinecrest Ladies Auxiliary group usually hosts a monthly birthday party for residents of a local nursing home. Be Happy Mug Bouquets were used as centerpieces for the party and then given away to each person with a birthday in July. One resident turned 100 and another 101! Donna Friesen of Page Florist in Kenora says, "I was proud and humbled to be a

part of this project for the fifth time and to know we have made a difference in some people's lives. It meant so much to them and took so little on my part. Thank you, Teleflora!"

In Amherst, NS, one of the Be Happy recipients was 108 years young! Cathy and Donna at Fort B Flowers

Gift N' Baskets participated for the first time this year and commented, "One of the reasons we got involved in the floral business in 2004 was to work with flowers every day and to experience the joy our customers feel when flowers are delivered. Please keep us in mind for next year!"



In the Sarnia/Corunna/Petrolia area, Nicole and Tracy Kingston made funny hats, decked with smiles, as a way to make their visits to the children's ward of a local hospital, Bluewater Health, and to a group home for the developmentally disabled all the more memorable.



In Saskatoon, a group of five florists delivered smiles to the Parkridge Centre, a long-term care facility.

## special thanks to canadian donors

Mex Y Can Trading Inc.—one of the largest importers of fresh cut flowers in Canada—donated and delivered flowers to most of the participating city-groups of florists in Canada. So did some of Mex Y Can's growers, vendors, and freighters, including the following: Colombian growers The Elite Bouquet Company, Flores Funza S.A., Flores Silvestres, Hosa Flowers, and Vegaflor; Ecuadorian growers Alamo Roses, Bellaflora Group, and Valleflor CIA Ltd; Peruvian grower Roots Peru; and freight service providers Cargo Masters Colombia, Consolidated Freight Services, Lan Chile Airlines, Mex Y Can Vancouver, and Star Van systems. Thanks to all!

## arkansas



The Arkansas Unit delivered 115 arrangements to the residents at Crawford Healthcare and Rehab in Van Buren. "Thanks to activities director Laura

Sentell for letting us share the gift of flowers with your residents today," says Unit President Robert Robertson. The story was covered by the Argus/Courier newspaper from Crawford County.



## big apple

The Big Apple Unit delivered colorful, long-lasting blooming plants in smile mugs, along with Make Someone Smile Week balloons—a brilliant alternative!





## connecticut

Warm hearts from the Connecticut Unit filled smile mugs with African violets for delivery to the Bridgeport Health Care Center. Thanks to Unit President Lisa Fede for sending pics!



## colonial virginia

Mugs were greened on Saturday starting at 7 a.m., and on Sunday designs were made and delivered to veterans by the Colonial Virginia Unit. "Roy Houff has been kind and generous as always to donate all the flowers and foam, plus the work area," notes board member Stephen Morrin.



## kentucky derby

"We did something a little different," says Kentucky Derby Unit President Tammy Gibson: "We dropped off 44 mugs at a facility called Day Spring, which is a community for adults with learning disabilities. As a twist, we had some members of their crafts club come by the flower shop to help design some of the arrangements!"

## la coastal counties

Operating out of Teleflora's Los Angeles office, the LA Coastal Counties Unit gathered quite a big crowd of volunteers—including some very young ones—to help create arrangements that were delivered to the Los Angeles VA hospital.



## lewis & clark

In Aurora, MO, with help from her staff, Lewis & Clark Unit President Lisa Ferguson delivered a total of 48 Be Happy Mugs, which were divided between Aurora Nursing Center and Ozarks Methodist Manor for use on individual tables in their dining rooms. Altogether, the Unit (which covers Missouri and parts of Illinois and Iowa) delivered 1,006 mugs in the Aurora, Springfield and Poplar Bluff areas. Wholesaler Mears Floral of Springfield donated the flowers.



## lewis & clark: a community effort

Over 300 is a lot of bouquets—especially when many of them are to be delivered individually, to elderly shut-ins living at home. How do you do that? In the Poplar Bluff, MO area, "we asked local churches to get involved," says Justin DeGonia, who chaired this Smile Week project for the Lewis & Clark Unit. Out of 27 locations, 16 were churches, who redelivered the bouquets, employing a youth group or their outreach ministry. One effect was that "it wasn't so much our shop delivering flowers as it was people touching people," notes Justin. "I did not want this to be like a marketing program for our store." But in fact, by creating community participation, the project had a wider impact and probably got more publicity. "The mayor made a



proclamation that it was Make Someone Smile Week for the entire town. Recipients still saw the care card we put in that said it came from Teleflora. And even without the delivery van pulling up, we got card after card after card from the shut-ins and their relatives. A business called us and asked how they could contribute. The best was the effect it had on the young people from the churches. It allowed them to see the positive effect that flowers can have."





## oklahoma

"Florists from near and far came together to make this the most worthwhile project yet again," says Teleflora's Suzi Lawrence about the Oklahoma Unit's Make Someone Smile Week project, spearheaded by Unit President Sue Kendall. "We had 25 to 30 workers all day Saturday and Sunday to make the mugs" at Teleflora's Oklahoma City office. Florists then returned to their home communities to deliver them—like Marta Land, delivering to a shut-in in Shawnee. Mary Shumake and Jan Wear got delivery help from the Cub Scouts! The local Fox News channel came in Saturday morning and aired film on the project Saturday night.



The timing was perfect for deliveries from Teleflora and Madeline's Flower Shop in Edmond to the very first recipients of chemotherapy at the new Peggy and

Charles Stephenson Oklahoma Cancer Center in Oklahoma City. On hand to mark the first day of treatment were representatives of both the cancer center and Teleflora, along with Barbara Bilke of Madeline's.

## south carolina

"We delivered 48 arrangements to Heartland Healthcare in Hanahan, SC," reports South Carolina Unit President Sandra Bird. "Our young helpers enjoyed seeing firsthand what a difference their visit made to the residents!"



## west virginia

Who better than Girl Scouts to help deliver smiles?



## tennessee: first-time smiler

Over the 11 years since Make Someone Smile Week was launched, many florists have come back to do the project again and again. But there is always room for more! Phil Chandler became president of the Tennessee Unit only in May of this year, when some units have already laid plans. That wasn't the case in Tennessee, and Phil had never participated before,

but he decided he wanted to get something going. "We only did 36 mugs, but we were very happy with those," says Phil. "Now I wish we had done more. We got a late start, but we had the volunteers to do two or three times that many. People at the nursing home were so appreciative. One story especially touched me: One of those who received flowers was a lady who had owned and operated a flower shop for many years. She is quite elderly now and in failing health, but when her son came to see her one evening, she was rearranging the flowers in the mug! It gave her a chance to do something she loves." To anyone thinking about participating, Phil says, "Don't hesitate!" Pictured left to right are unit board member Michael Bryan, secretary Charlotte Woosley, and Phil.



## western pennsylvania

Nothing says it like the thank-you note from activity director Marleen Dean of the Vincentian Home in Pittsburgh:


"I just wanted you to know that the residents were thrilled and touched by the Make Someone Smile day flower arrangements," she writes. "We had all residents and staff

wear yellow and they all got smile buttons to make someone smile that day... The flowers were the icing on the cake! Please commend Janet Woloszyk from McCandless Floral for a job well done."

# teleflora florists in the news for mssw

The primary purpose of Make Someone Smile® Week is to bring happiness to those who receive flowers as a result of the program. But it's also important that the efforts of Teleflora florists be recognized, and that the general public gets the message, "Here's what flowers can do!"

Every year, Teleflora's PR team works with local florists to help them generate media coverage. In this, the 11th year of Make Someone Smile, the coverage continues to expand.

**THE SACRAMENTO BEE**  [sacbee.com](http://sacbee.com) Once again the Northern California Unit, led by Karen Genoud of **Mount Vernon Florist**, Fair Oaks, CA, delivered the most bouquets of any local unit: 6,200 Be Happy® Bouquets to various assisted-living facilities in area! Karen was interviewed by a reporter from the Sacramento Bee. She was also interviewed and featured in Society of American Florists' weekly "E-Brief." "Good Day Sacramento," the area's local morning show, broadcast live from one of the facilities to capture footage of reactions from the residents while Karen and her team delivered bouquets. In addition, Sacramento's local NBC and My Network affiliates aired an interview and footage of Karen along with other florists and volunteers designing the bouquets during the afternoon and evening news shows.



Sherry Moon of **Buckhead Wright's Florist** in Atlanta, GA has been participating in Make Someone Smile® Week for 10 years. Sherry selected Summer's Landing Assisted Living to receive Be Happy® Bouquets, for personal reasons: Sherry's grandmother lived at the facility many years ago, and because of the kindness they showed her, Sherry wanted to give back to them. This year, Sherry received recognition in the press for all her efforts. The Neighbor Newspaper, a local paper, sent their photographer to capture Sherry and her team delivering to all the residents. Sherry was also interviewed and featured in Society of American Florists' weekly "E-Brief." In addition, her local FOX and NBC affiliates ran footage of Sherry's deliveries.



When Terri Alvarez of **Forest Lawn Flower Shops** in Los Angeles, CA walked into army veteran Lawrence Hill's room with a Be Happy® Bouquet at the VAWest Los Angeles Medical Center, the old soldier's eyes filled with tears. A Los Angeles Times photographer was on hand and captured the moment. The photo ran in the paper, making this the first time in Make Someone Smile® Week history that the efforts of Los Angeles florists were recognized by the largest metropolitan daily newspaper in the country.

Florist Justin DeGonia and owner Allen Payne of **New Leaf Flower and Plant Shop** in Poplar Bluff, MO were recognized by their local city council, who proclaimed July 17-23 as Make Someone Smile® Week in recognition of their efforts. The proclamation was publicized in the Daily American Republic, the city's local newspaper.



Faith & Values editor Linda Leicht with The Springfield News-Leader witnessed firsthand the impact of the program when she followed florist Diana Criger of **Flowers A Plenty** in Springfield, MO for a feature story. Linda met Diana at the home of 88-year-old Mary Ann Jennings and then followed Diana down the street to see the smiles and appreciation on 91-year-old Joe Peterson and his 88-year-old wife Marion when Diana arrived with Be Happy® Bouquets.



Lisa Hayman of **Chapman's Florist** in Pearl, MS scored a great story in her local paper, The Clarion Ledger. When Lisa delivered more than 200 Be Happy® Bouquets to residents at the Mississippi State Veterans Home in Jackson, MS, local reporter Dustin Barnes was present. Dustin captured photos and comments from Lisa about her participation and from recipients about how delighted they were to receive the visit and flowers.



Billie Gurule of **Bloomfield Florist** in Bloomfield, NM enjoyed the Make Someone Smile® Week program so much last year that she returned for a second year. Billie delivered more than 90 bouquets to Bloomfield Nursing Home & Rehab. Billie was followed by a photographer with the Las Cruces Sun-News, who captured moments of the deliveries by her and other florists. The story also ran in the El Paso Times. In addition, the local NBC station sent a camera and interviewed Billie about the program and aired footage of recipients' reactions as the bouquets were delivered.



# mssw 2011 doodle submissions

During the month of July, in Teleflora's weekly email newsletter, the Make Someone Smile Doodle Contest invited florists to add their own happy doodles to a notepad imprinted with the official Smile Week balloon. Below are just a few examples of the many clever entries we received. Check out page 2 to see this year's doodle contest winner!

