

SEPTEMBER 2012

# myteleflora

{news}

special edition!  
make someone smile® week  
2012

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## make someone smile®

week 2012

I feel like I blinked and another successful Make Someone Smile® Week has come and gone. It's amazing to hear about all the different Units who take time away from their regular shop duties to spearhead the program in their communities, bringing much needed cheer to thankful residents. I'm happy to report that from July 18-22, over 1,000 Teleflora florists delivered more than 20,000 Be Happy® Bouquets.

I'd first like to offer a heartfelt thanks to all the Units and florists who, year after year, make this event such a success. Even after delivering more than 700 bouquets to the Denver VA hospital, the Rocky Mountain Unit led by Peggie Lipps and Denise Fuller pulled together with 40 other volunteers and delivered an additional 360 arrangements to the first responders in the tragic shooting in Aurora. Denise and Peggie wanted to say thank you to those police officers, fire fighters, emergency medical service workers, hospital employees and the dispatchers at Aurora's 911 call center.

And with participation from florists like Tammy Krein of **Ken's Flower Shop** in Bismarck, ND—who has been a part of the program for six years, just for the joy of bringing smiles to peoples' faces and giving back to her community—or Wayne Debey, a designer with **The Flower Nook** in Salina, KS, this program continues to be a hit. Wayne has participated for six years and the Make Someone Smile Week program allows him to see the expression on recipients' faces when he delivers those smiling Be Happy Bouquets—an opportunity that's not always available to him as a designer.

A huge amount of gratitude also goes to Rich Salvaggio, Vice President of Industry Relations and Floral Publications here at Teleflora, and to Donna Nelson, Manager of Industry Relations, with support from Lottie Slovacek as well as all the other employees who graciously donated their time to assemble and deliver bouquets in Los Angeles, Oklahoma City, and Toronto. Additionally, our communications team from Teleflora headquarters supported many of you in generating well-deserved publicity for your efforts.

For the third year in a row we recieved an overwhelming response to our doodle contest. This year was bigger and better than ever! Be sure to check out the last page to view some of the 2012 contest entires. A big thank you to everyone who entered!

The joy seen on recipients' faces, and on yours, during the deliveries—as seen in news coverage around the nation—reinforces why Make Someone Smile Week is a favorite event for all involved. It's been said before, but it bears repeating: Florists have the unique opportunity to be a part of their customers' lives, in times both happy and sad. This is definitely one of the happier moments. Whether you participated for the first time or if this was your 12th time, I hope you'll be back next year to spread happiness in your community and help us Make Someone Smile.

Sincerely,

jeff bennett {president of teleflora}



## upcoming classes:

### Everyday Magic

with Joyce

Mason-Monheim AIFD PFCI

September 30-October 3, 2012

Teleflora's Spring Equinox  
T148-1A

## regional unit director profile:

### peggie lipps



The mission statement on the Rocky Mountain Unit's Facebook page emphasizes that the unit "makes a huge effort with benevolent projects such as Teleflora's

nationally coordinated Make Someone Smile Week." The Unit's current president, Peggie Lipps, of **Li'l Flower Shop** in Windsor, CO, is clearly behind that priority (you can read about her efforts this summer on page 4). Still, when Peggie first got involved with the Units Program about eight years ago, it was all about education. She especially appreciates that the Units Program makes high-quality education geographically accessible. "Out here in the West, the distances are greater," she points out. "It's harder to get to where the opportunities for learning are." Even so, programs organized by the Rocky Mountain Unit succeed in drawing attendance from three big states—Wyoming, Nebraska, and Colorado—and beyond. "We try to plan programs in the northern, central, and southern part of our territory, so everyone gets a chance," says Peggie. "But people do come, and they come back—because there's something of value in every program, for every person who attends." It's thanks to people like Peggie that they do.



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

## 2012 doodle contest winner!

Need a smile? Imagine this little piglet saying “oink oink” and you’ll grin from ear to ear! Of the many imaginative and incredibly diverse doodles that florists sent in to this year’s Make Someone Smile Doodle Contest (for a sampling, see page 8), this one got the highest votes from our judges. It comes from Debbie Budd at **The Rose & Radish** in Whitehouse Station, NJ.

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



*You'll see this little piggy next year as part of the Make Someone Smile Week 2013 logo!*

a word from tom

## teaching and learning are a proud part of the teleflora tradition



Make Someone Smile® Week is a very special event—but it’s also a reminder that florists have a long tradition of being generous, warmhearted, and responsive to their communities.

Being a florist means being involved with your customers’ lives. When you help celebrate their weddings, births, birthdays and anniversaries, comfort the grieving, and advise young people about the flowers for their first prom, you inevitably feel connected to those who come to you for these services.

Most florists are also active participants in community institutions like churches or temples and the chamber of commerce. In fact, many of the most successful florists turn their own shops into community gathering places, with classes and other public events. They are the first to be solicited for charitable contributions of all kinds.

I was moved, therefore, but not completely surprised, to hear about how Teleflora members in the Rocky Mountain Unit responded to this summer’s tragedy in Aurora, CO. They did it by regrouping—just two days after they had made and delivered over 700 designs for Make Someone Smile Week—to express their community’s appreciation for the heroes of the day, in the best way possible: with flowers. Special credit goes to Unit President Peggie Lipps and Vice President Denise Fuller.

Florists like these might well have done something similar, even without Teleflora’s Units Program to help them get organized and provide resources for the effort. But it makes me feel good to think that Teleflora can help to bring out the best in our florist members. To the florists who give back, year-round and nearly every day, my hat is off to you!

*Tom Butler*

tom butler (chairman of teleflora)

# smiles from all over

These are just a handful of the many Make Someone Smile® Week projects that took place across North America this summer. Thanks and congratulations to all who took part!

## a ray of sunshine

Two days before volunteers from Teleflora's Rocky Mountain Unit were getting together to design Be Happy® Bouquets for Make Someone Smile® Week, a gunman opened fire in a theater in nearby Aurora, CO. The news media were full of the disaster and its effects, not only on the victims and their families, but also on the first responders: police, firemen, dispatchers, emergency medical technicians. "When we were making the arrangements on Sunday we thought, 'We would like to do something for these people who have done so much,' " remembers Unit President Peggie Lipps.



The logistics were challenging: deliveries to the local VA hospital were scheduled for Tuesday night. Many of the volunteers had come great distances. They had flowers and mugs enough for the VA, but no extra. "We made a call to Donna Nelson at Teleflora, and she made it happen, even on a Sunday," Peggie recalls. "They overnighted the mugs. Rick Morissey, our Teleflora rep, went to Denver Wholesale, who donated the space and the product. Rick arranged to be there when the boxes arrived, was soaking foam and foaming the containers. We asked more people if they could come help Tuesday night." In the end, 360 additional bouquets were delivered to the dispatch center in Aurora, and from there to first responders.

"DWF [Denver Wholesale Florists]—I can't say enough about how wonderful they are, so supportive of our local floral community," says Unit Vice President Denise Fuller. "And we had an incredible group of volunteers this year. With a dozen or more people, we were able to start at nine on Sunday, make 700 bouquets and be done and cleaned up by one."



The Aurora project was special to Denise, since she hung out at the Aurora mall in high school. "But I don't want to discount what we did for the VA." It was covered on local television news, which was great, "but none of us do it for the accolades," says Denise. She recalls standing next to a veteran of the Korean war who asked why she was giving him flowers. "We'd like to make someone smile," she said. "Thank you for your service, we appreciate it... He started crying and gave me a hug and a kiss on the cheek." It's moments like those that really make it all worthwhile.

## colonial virginia

Residents at Marian Manor, an assisted-living facility in Virginia Beach, got a lift from flowers and balloons delivered by members of the Colonial Virginia Unit including Stephen Morrin. The visit got a nice write-up in the Marian Manor newsletter. The Unit also made deliveries further north, in Richmond, where florists attending a Unit-sponsored educational program with Tom Simmons AIFD were invited to help create the arrangements—knocking off two goals with one event! Wholesaler Roy Houff supported the projects in both cities.





## canada

In Canada, Make Someone Smile® Week was celebrated in 15 cities, with groups of florists delivering over 1,800 Be Happy® Bouquets—and bringing smiles to well over 1,800 persons!

All over North America, kids and teenagers were often involved in this special event. They contributed their youthful enthusiasm, and in return they had a chance to learn about the love of flowers and the art of giving.

In British Columbia, for example, six teenage volunteers accompanied the adults, visiting both the elder care and the pediatric wards at Surrey Memorial Hospital (top two photos). Thanks to florist member Tracy Bell for the photos.



In Newfoundland, over 80 bouquets were delivered to a nursing home in St. Johns (two photos directly above), where the driver's daughter was a big hit with residents. Thanks to John Frecker in St. Johns.



In Ontario's Hamilton East – Stoney Creek community, smile balloons lit up the entire display window at House of Floral Designs, which delivered 220 bouquets to places across Hamilton. A member of the provincial parliament, Paul Miller, joined Frances and Vince LoPresti and their six-year-old grandson in making nursing-home deliveries (as seen in the two photos above right). That cinched a story in the Stoney Creek News!



A florist group in London, Ontario (directly above), led by Mary Ann Verberne, also received a warm thank-you from recipients of their deliveries to the McCormick Home for Alzheimer patients.



In St. Mary's, Ontario (above three photos), participants in an adult day care program received arrangements from Julie Docker-Johnson in St. Mary's, assisted by others, including her 12-year-old daughter, Emily.

The Toronto group (left) was led by Inta Taurins and Brad Higginson, assisted by students from the Canadian Institute of Floral Design. The Canada office of Teleflora in Toronto also delivered over 100 bouquets to a veterans care center.



## big apple

Two students from the Helen Keller National Center helped Northeast Regional Unit Director Sean Beckert fill mugs, and also helped deliver them the next day to a health-care center in Port Washington, NY with the Big Apple Unit of Teleflora. The Unit also delivered to a nursing home in Patchogue.



## la coastal counties

Volunteers from the Los Angeles office of Teleflora joined Unit members, led by Unit President Terri Alvarez, in creating bouquets destined for the West LA Veterans Hospital and an assisted-living facility called Ocean House.

## arkansas

The very active Arkansas Unit sponsored projects in Fort Smith, Springdale, and also in Camden, where Debbie Nussey and others delivered bouquets to delighted residents at the Ouachita Nursing and Rehab facility.



## maine

For the Maine Unit, Unit President Cullen Schneider led a group making deliveries to two area nursing homes in Deer Isle and Penobscot. The local elementary school's garden club participated in the project and definitely contributed to its success! "It was a fabulous way to connect members of the community with one another and to generate new and young interest in our industry," Cullen writes. In the southern part of the state, another project was equally successful. Ellie Newel reports that at Norway Rehab, the Unit gave flowers to a patient who was 107 years old! "It was so nice that we were able to make her smile and that our young daughters were able to meet the oldest woman in the state," says Ellie.



## north florida

Flowers—and smiles—were delivered to a low-cost senior community center, a homeless family shelter, and two nursing homes in Vero Beach, FL. At one of these facilities, "they

had made an announcement before lunch, and so many people waited like Christmas morning," reports Southeast Regional Unit Director Gary Snow. "The power of giving flowers never stops amazing me!"

## montana big sky

Montana florists who helped to make people smile included Leslie Darling, who recruited her grandson Bradley Darling, and Donna Haines.

Unit President Lisa Levandowski was also on hand to distribute mugs filled with blooming plants at local retirement homes.



## oklahoma

In Chickasha, OK, the Vice Mayor proclaimed Make Someone Smile Week! Meanwhile, different Unit board members led projects that resulted in 1,250

deliveries statewide. Ronn Doby is one of those who have participated for many years. "This project is near and dear to me," he writes. "I saw several patients who reminded me of my dad, and that sent the need for it home to me."



## south carolina

In South Carolina, residents at Heartland Health Care in North Charleston received 72 arrangements, thanks to Unit President Sandra Bird and the designers at her shop, Bettina and Linda, with help from Sandra's granddaughter, Makenna, and her friend Katy. Makenna also helped driver Ruthie deliver the bouquets.

## washington puget sound

In the greater Seattle area, Northwest Regional Unit Director Donita Toquinto did something a little different: she made up 30 or so bouquets and brought them to a local rehab center for the lunch tables—along with mugs and flowers for many more bouquets. After lunch, the residents had a craft day and assembled the rest of the Be Happy Bouquets themselves! Across Puget Sound in Port Townsend, thanks to Washington Puget Sound Unit President Sharrai Morgan, smiles were spread around at a shelter for battered women and their families.



## western pennsylvania

In western Pennsylvania, Unit President Sue Smith belongs to a chorus, Sounds of Pittsburgh. Members of the choral group not only helped to fill mugs with ferns and distribute them, they also performed for residents of the Center for Community Supports in Kennedy Township.

# teleflora florists in the news for mssw

Every year during Make Someone Smile® Week, when volunteer florists create and deliver Be Happy® Bouquets to residents in their local communities, Teleflora's PR team supports their efforts by insuring that local media are aware of them. Make Someone Smile Week deliveries are coordinated through Teleflora's Units Program; florists who serve on their local Unit boards shared some of their stories about making the news.



In Menomonee Falls, WI, Melissa Maas of **Bank of Memories & Flowers** (secretary of the Wisconsin Upper Michigan Unit of Teleflora) delivered more than 700 Be Happy Bouquets this year. A reporter with Menomonee Falls Now interviewed Melissa about her participation in the program and captured shots of bouquets being assembled. And when Melissa set out to make her deliveries to the Milwaukee VA Medical Center, her local ABC, CBS and Fox stations sent cameras to follow her and other volunteers as they spread joy to the patients.

This marks the 11th year that Sherry Moon of **Buckhead Wright's Florist** in Atlanta, GA has participated through the Georgia Unit, of which she is the current president. Selecting facilities can be a tough decision for some florists, but Sherry knew exactly where her bouquets were going: a few years ago, her nephew received wonderful care at the Shepherd Spinal Center following a motorcycle injury, and Sherry wanted to give back. That's a great story! The Neighbor Newspaper sent a photographer to capture Sherry's deliveries, and she was interviewed by a reporter with the Atlanta Journal Constitution for the paper's weekly "Doing Good" column. Additionally, the local Fox and CBS affiliates ran footage of Sherry making her rounds.



In Los Angeles, CA, Terri Alvarez of **Forest Lawn Flower Shops**—president of the L.A. Coastal Counties Unit—had no idea that she would be serenaded when she walked into Navy veteran Michael Cudahy's room at the Veterans Administration West Los Angeles Healthcare Center with a Be Happy Bouquet. Michael, a musician, was so overcome with emotion that he wanted to return the favor. Luckily for Terri, his guitar was close by. A Los Angeles Times photographer was on hand and captured the moment. Later that afternoon when Terri popped by Ocean House, a senior citizen living facility, word spread quickly about her presence. Residents were tracking her down, because no one wanted to be left out, but Terri had a bouquet for everyone, and a reporter with the Santa Monica Mirror captured images and comments from recipients. Additionally, La Opinion, the area's Spanish-language daily, ran a feature story about the program with quotes from Terri and other volunteers.



Lewis & Clark Unit president Diana Criger of **Flowers A Plenty** in Springfield, MO loved seeing the smiles on Richard and Retha McDowell's faces when she knocked on their door with bouquets for both of them. Retha and Richard, both in their 90s, have been married for 73 years. They were overjoyed at the unexpected delivery, which was captured on camera by the local CBS and Fox affiliates.



The first time Wayne DeBey of **The Flower Nook** in Salina, KS (and the Heart of America Unit) learned of Make Someone Smile, he thought it would be fun. Fast forward six years later and Wayne is still having a blast making deliveries and seeing the expressions on recipients' faces. As Wayne made his way around the Salina Health Center, a reporter and photographer with the Salina Journal followed him, as did on-air reporter Matt Horn with the local NBC affiliate.



President of the New Mexico – WesTexas Unit Billie Gurule of **Bloomfield Florist** in Bloomfield, NM returned to the Make Someone Smile® Week program for the third year this year. Billie and her team of volunteers delivered more than 130 bouquets to The Bridge Assisted Living in Farmington. A photographer and reporter with Las Cruces Sun-News followed Billie and captured moments of the deliveries by her and other florists. Additionally, the Tri-City Tribune, which highlights a local event each week on its website, sent a reporter, as did the local NBC station.

