

# myteleflora

{news}

new partnerships & promotions  
increasing orders for teleflora members

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## partnerships, promotions reveal rich opportunities

Drawing on the strengths of several partners dramatically increases our power to connect with customers. As we work in tandem with other high-profile brands, we have a tremendous amount going on to showcase the Teleflora difference and bring you business.

Now more than ever, consumers want gift-giving experiences that are engaging, meaningful and convenient. Our product lineup, both ongoing and upcoming, fits the bill perfectly. I believe you'll agree that our promotions—which help people celebrate simple pleasures and count blessings—offer something for every customer.

You may have already seen a boost in sales from our partnership with the **MiGi**® Girls as well as from the **HSN** partnership. As you know, joining forces with this sizeable network takes the Teleflora brand into 90 million American households.

Our **Bravo/Top Chef** alliance is a particularly exciting development that appeals to foodies and flower fans alike. In addition to florist prizes and a consumer prize of a wine-and-dine trip to New York, we will leverage the clout and popularity of the Bravo brand.

And as Teleflora celebrates its 75th anniversary, we're adding to the party with a **"Wizard of Oz"** keepsake bouquet to mark the 70th anniversary of this magical family movie and the new DVD release this fall by **Warner Brothers**. Legions of "Oz" fans are bound to appreciate our exclusive, hand-painted collectible, featuring the film's unforgettable characters.

Meanwhile, the **Susan Winget** songbird bouquet for **Grandparents Day** is yet another element of our well-rounded product mix.

For **Thanksgiving**, our **Gather Round the Table sweepstakes** highlights the timeless appeal of **Lenox** china. We're presenting elegant, stylish place settings as consumer grand prizes. You may be one of three florists who receives a catered holiday dinner for your entire shop as well as a Stems&Bunches holiday flower pack.

Following last year's success, we're especially eager to launch this year's **Christmas** promotion. We've created six terrific products (including offerings from **Thomas Kinkade** and **Lenox**) and more chances to win prizes.

In our **Bake a Batch Christmas sweepstakes**, we've paired a classic brand, **KitchenAid**, with the heartwarming holiday tradition of making cookies. Consumers will be eligible to win the grand prize of a kitchen makeover, valued at \$25,000! This strikes me as a sure-fire way to generate buzz and get people to buy. And, to top it off, you could win a \$5,000 grand prize to update your floral shop and modernize your space.

To maximize the return of these promotions, we will, of course, support them with a variety of tools—high-level advertising, email blasts and in-store marketing to name a few. I will share more details on this front as they become available. As always, we appreciate your feedback and suggestions.

Smart and strategic alliances nurture our brand and help individual members like you build businesses. In a time when many firms continue to tighten their budgets, we're proud to give you an uncommonly robust and richly varied platform to drive traffic into your shops.

We believe that, as a result, you will enjoy unique and plentiful opportunities to touch your customers' lives as they welcome this year's holiday season.

shawn weidmann (president of teleflora)



Joy Morrow of **Silver Lake Florist** in Cuyahoga Falls, OH finishes a wreath that surrounds a cremation urn. 1/3 of the wreath hangs from the front of the table.

## other things we learned...

- Efficiency is paramount when building sympathy work. Look for premade foam forms and fast mechanics to increase design speed and profits.
- Working with funeral professionals is more important now than ever before. Schedule visits to talk about how you can help take the burden from your local funeral director.
- Keep track of what's selling—both online (from your shop's website) and in the shop. Create a gallery of images of unusual sympathy work for your shop's website and also for in-shop use.
- The competitive edge may lie in small touches—a ribbon printer that creates custom messages or a new type of easel for your standing sprays that makes them more distinctive.

## upcoming classes at the teleflora education center

August 30-September 2, 2009  
Business Smarts Summit:  
Operating a Successful Retail Flower Shop  
Instructors: Paul Goodman, CPA;  
Tim Farrell, AIFD, PFCI, AAF;  
and Marie Ackerman, AIFD, PFCI, AAF

September 13-16, 2009  
Countdown to Christmas  
Instructor: Tom Bowling, AIFD, PFCI

## education center hosts sympathy expressions class

In June the Teleflora Education Center in Oklahoma City hosted the Sympathy Expressions class, instructed by Teleflora Education Specialist Joyce Mason-Monheim. Because sympathy work represents the largest portion of most florists' business, this class really focused on creating a distinct image for your shop with high quality flowers and unique design styles. Here are some of the things the class learned:

- Personalization is the big thing in building your sympathy business. Customers want—and are willing to spend money for—designs that reflect the personality of the deceased.
- Marketing sympathy work has always been a challenge for most retailers. Word-of-mouth referrals can make your sympathy business grow. One great casket spray can become the buzz that creates new customers.



Tammy Smits-Sommer of **Blossoms** in Denmark, WI gets into creating a square wreath with a fishing theme.



Hannah Kim of the **Rose Gallery** in Springfield, VA creates a foliage cross on a Styrofoam base wrapped with ribbon. She'll add an Iglu cage for the fresh flower and foliage additions.

## a word from tom

### at the teleflora education center, learning is the best investment.



*Jami Snell of **Flowers by Girlfriends** in Liberal, KS can't get enough of the Teleflora Education Center. She recently received a gold pin from the center for attending her 10th class. From left to right, Education Center instructor Kevin Ylvisaker, Teleflora Vice President of Education Marie Ackerman, Jami, and myself.*

I'm always telling florists what a great resource we have in the Teleflora Education Center—but I can't do a better job than Jami Snell of Flowers by Girlfriends in Liberal, KS. Jami just attended her 10th class at the center!

"It's a great place to learn," says Jami. "And it's a bargain, because the cost to be there comes back to you many times over in increased profits." Jami believes so strongly in the value of classes at the Education Center that she has sent staff members there as well. Her general manager has been to nine classes at the center.

Started in 1984 by "The First Lady of the Floral Industry," the legendary Eulalah Overmeyer AIFD, AAF, PFCI, the Teleflora Education Center has welcomed more than 6,000 florists in the 25 years of its existence. With a laboratory workroom featuring state-of-the-art equipment, the center offers hands-on training in floral design techniques. But the business side of floristry is never far from view. And students get one-on-one instruction from some of the finest floral educators in the world.

"Where else are you going to get that from?" asks Jami. Where indeed? Now more than ever is the time to make that investment in your own design and business skills. For information on classes, call 800-456-7890, extension 6234.

tom butler (chairman of teleflora)

# teleflora members are tops!

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



## not so everyday

In July Teleflora's New Hampshire-Vermont Unit sponsored a program on shop management and everyday design featuring Jerome Raska. Seen welcoming florists to the event is Unit President Elaine Hinchey.

## recognition for ralston florist

Not only did **Ralston Florist** of Belmont, CA receive the "Small Business of the Year" award for its district from California Assemblyman Jerry Hill—but the assemblyman came himself to the shop to present the award to owners Leroy (at far left in the photo) and Elena Franzoia (at center, holding the award with Assemblyman Hill). Ralston Florist was the only flower shop in all of California to be given such an award. The award recognizes Ralston Florist for service to the community as well as to its customers.



## Kansas hospitality

Cary and Susan Engle of **Englewood Florist, Inc.** in Lawrence, KS were among those attending the Kansas State Florist Association Convention in Mayetta, who stopped by to visit with Teleflora's Suzi Lawrence at the trade fair booth.

Suzi Lawrence traveled to Kansas to also visit top members there, including Brad White and Teresa Kruse White of **Dean's Design's** in Wichita, KS; Susan McKnight AIFD of **Susan's, Inc.** in Wichita; J.R. Koontz AIFD and April Koontz of **J.R. Koontz Flowers** in Wichita; Jack Hall of **Ruzen Flowers** in Newton, KS; Matt Douglas of **Kistner's Flowers** in Manhattan, KS; and Donna Homan AIFD of **Donna's Designs, Inc.** in Winfield, KS.



## location, location

It was an extraordinary spot for a Teleflora Unit program: a log cabin at the Hillwood Estate in Washington, DC. The estate also includes spectacular gardens and a mansion (now a museum) that in its heyday was filled with fresh flowers. The DC/MD/VA Unit sponsored an educational program there on June 17, with Teleflora Sales Manager Joyce Crist in attendance and National Unit Liaison Neil Caggiano.



## thank you, teleflora top members for your support!

In Arkansas, Teleflora Territory Sales Manager Marty Pulliam visited top members including **North Hills Florist** in Sherwood, AR—where it took three designers to hold up all the plaques the shop has received over the years! Marty also visited **Artistic Florist** in Searcy, AR (pictured are daughter-and-mother team Pam Wood and Sue Osborne), Jim Watkins and Betty Anderson at **Frances Flower Shop** in Little Rock, AR, Alan Hahn at **Ye Olde Daisy Shoppe** in Conway, AR, and Barry Raper and Trisha Douglas at **Letta's Flowers** in Bryant, AR.

Top members in the mid-Atlantic area include Sandra Burdette at **Clarksville Flower Station** in Clarksville, MD; Heather and Chris Drummond at **Plaza Flowers** in Norristown, PA; and Lee Herman and Donna Dolgoff at **Palace Florists** in Washington, DC—all seen here with Teleflora Territory Sales Manager Joyce Crist.

Everyone's in the pink at **A Blooming Basket Flowers and Gifts** in Millersville, MD: owners Suzzy Provine (with little Miles) and Sue Hepworth (holding plaque and pooch), along with staff members Sarah, Chloe, Dean, and Ariel. A Blooming Basket celebrates 15 years in business this year! They've been Teleflora members since 1994.



At **Flowers of Kingwood** in Kingwood, TX, Robin Martinez is going to need a bigger desk to accommodate all the awards she's been getting. Besides having a shop that's in the top 1% of all Teleflora members, Robin is the Allied Florists of Houston 2008-2009 Member of the Year and a recipient of the Better Business Bureau's 2009 Houston BBB Pinnacle Award for Excellence. Last year Robin was recognized by the Houston Business Journal as one of the Top 50 Fastest Growing Women-owned Business in Houston. She is a member of the American Academy of Floriculture (AAF) and a certified Texas Master Florist (TMF). Way to go, Robin!



That's a very attractive display behind Bobby Fincher and Pam Fincher, OMF, owners of **Graves Floral & Greenhouses** in Shawnee, OK. Marta Land at **House of Flowers, Inc.** in Shawnee, OK, is seen at near left with grandsons Roman and Corban and daughter Megan Lincoln, OMF.



In Chelsea, MA, Teleflora's Bob Hurley visits with Frank and Barbara Kowalski of **Val's Flowers**.



Texas top members include **Blackshear's Florist** in Houston, where owner Sheryl Lemmon recently installed the Dove POS system with help from Teleflora installer and trainer Dave Talley. In Bayton, TX, Territory Sales Manager Cathy Thrash visited **Botanical Designs by Montgomery**. In the photo she is flanked by owners Vicki Knuppel and Sherry White.



\* 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).

## hollywood here we come!

In case you haven't heard, the movie Love Happens is opening next month—starring Jennifer Aniston as a Teleflora florist! (and Aaron Eckhart as her hunky love interest).

The film is sure to make romantic moviegoers of all stripes think about flowers, and think "Teleflora." What else would we do but come up with a Love Happens bouquet? It comes in Teleflora's chic and adaptable Brown Satin Cylinder. To celebrate both the movie and the bouquet, Teleflora created the Love Happens Florist Contest. All florists who purchased the Brown Satin Cylinder were eligible to win fabulous prizes, including a trip to Los Angeles to attend the premiere of the movie!

**congratulations to our first prize winners:**

**Yardley Flower Shop** of Morrisville, PA and **Flowers by Minerva** of Houston, TX.

**second prize winners will also be happy—each of them won a \$100 gift card! they include:**

- Grafton Floral & Greenhouses**, Grafton, ND
- A Flower Blooms In Clifton**, Clifton, VA
- Berthold's Flower Barn Nursery**, Elk Grove Village, IL
- Ken's Flower Shop**, Bismarck, ND,
- Renning's Flowers**, Rochester, MN
- Carousel Of Flowers**, South Sioux City, NE
- Phil Judge Florist**, Barrington, RI
- Betty's Flower Box**, Estherville, IA
- Baker's Flowers**, Bellevue, NE
- Mary's Lake Street Floral**, Chisholm, MN



## introducing teleflora's top chef bouquets

On August 26th, the number-one food show on cable will launch its sixth season: "Top Chef: Las Vegas." Seventeen new "chef-testants" will take on Sin City to see if they have what it takes to become Top Chef. Some of the top names in food, movies and entertainment will be featured, including Wolfgang Puck, Todd English, Natalie Portman, Daniel Boulud, Penn and Teller, Hubert Keller, Charlie Palme, Nigella Lawson and of course hosts Padma Lakshmi and Tom Colicchio.

What better way to enjoy fine food and wine than coupled with beautiful flowers? Hence, Teleflora's Top Chef bouquets—the ultimate centerpiece or gift for any aspiring Top Chef!

Be sure to stock up on the silver container from the Satin Collection. To order, call 800-333-0205.



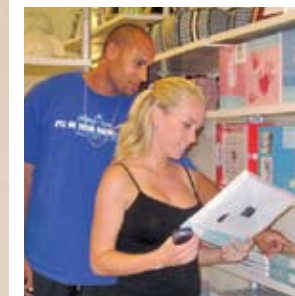
## if ever a wiz there was

If you're a fan of The Wizard of Oz—and who isn't?—you'll be excited to know that Warner Brothers is releasing a 70th Anniversary edition of the movie this fall. Even more exciting, Teleflora has partnered with Warner Brothers to create a Teleflora exclusive product that will have you heading down the yellow brick road to success!

This detailed, hand-painted sculpture of Dorothy and her friends will drive Wizard of Oz fans of all ages to your shop! Also, you can win your own 70th Anniversary edition DVD in our florist-only sweepstakes. For details, visit MyTeleflora.com.



teleflora's MiGi Baby Elephant bouquet made by **Edelweiss Flower Boutique** in Santa Monica, CA



Kendra Wilkinson and her husband Hank Baskett.

The MiGi girls, Michele Adams and Gia Russo and teleflora's new bouquets, the MiGi Baby Elephant and MiGi's Baby Circus Bouquets were on display throughout the store along with announcement cards about the bouquets.

## migi magic charms west hollywood

Starting Friday, July 19th, Teleflora was part of the festivities at the unveiling of the newly renovated Bel Bambini store, an upscale baby and children's boutique providing the finest selection of children's products, apparel and furniture – from traditional to modern – for discerning parents in West Hollywood.

At the VIP reception benefiting the Healthy Child Healthy World organization, celebrities including Kelly Rutherford of the CW's popular show Gossip Girl and Girls Next Door star Kendra Wilkinson and her husband Hank Baskett browsed excitedly through store, commenting on everything from baby bottles to high-tech strollers. Kendra even commented how the Teleflora MiGi Elephant Bouquet was adorable.

Don't forget to add these adorable new products to your in-store baby line-up. Call 800.333.0205.

## merchandising with style



### lenox sauce server

Our stunning new ivory sauce server is the first product to emerge from our new partnership with Lenox, one of the biggest names in giftware for over a century. This lovely centerpiece is the perfect dressing for the Thanksgiving turkey and can be used year-round for all dinner occasions. Merchandise a lovely tablescape in-store with leaves and gourds and fill several sauce servers with artificial cranberries.



### artful autumn

This spectacular hand-blown art-glass vase is beautiful with flowers and on display. Customers will enjoy it for years to come. Each one is a one-of-a-kind work of art with swirls of autumn color. This is a great piece for autumn as well as masculine arrangements year-round.



### williamsburg salt-glazed pitcher

We are excited to introduce our newest keepsake collaboration with Williamsburg! Crafted of ceramic, graced with a rustic leaf design and a vintage salt-glaze reproduction finish, it's a keepsake that can be used even after the flowers are gone. Display as a pitcher or kitchen utensil holder. In the spring and summer months, fill the pitcher with blue delphinium, white stock and greens for a lovely country picnic look.

## teleflora testing network delivery confirmations

Starting in mid-June, a small number of Teleflora shops began testing a new program that provides a quick and easy way to improve customer satisfaction. Members participating in the test took just a few minutes each day to confirm deliveries of Teleflora headquarter orders, using new functionality in the Dove Network, DovePlus or their point-of-sale system. The confirmation then triggered an automatic email message to the consumer, confirming delivery of the order.

"Providing delivery confirmations, even if you're using a delivery pool, doesn't take a lot of extra time," says Chris Drummond of **Plaza Flowers** in Norristown, PA. "We've offered them to consumers for many years and have improved customer service without much extra work on our part."

"With so much emphasis on our hand-arranged, hand-delivered product, it is great that we are able to communicate a delivery confirmation to online customers about their special purchase," adds Jim Gervais with **Ann's Secret Garden** in Bethany, OK. Ann's Secret Garden is one of the DovePOS users who tested the new delivery confirmation program.

Florists who offer delivery confirmations say they provide several benefits, including fewer inquiry phone calls.

"Nine out of 10 consumers say that delivery confirmations are important to them," says teleflora CEO Shawn Weidmann. "As more consumers place their orders online, providing confirmations becomes increasingly important to remain competitive and to provide a high level of customer satisfaction."

"Depending on program results, the service may be introduced to all members later this year," adds Marc Washington, Teleflora's vice-president and general manager of consumer programs.

Interested in learning more about the delivery confirmation program? Visit [www.MyTeleflora.com](http://www.MyTeleflora.com).



marketer of the month



## happy hour Fridays

Would you think you can make a profit selling an arrangement that cost the customer only \$15? **Designs by Eva Rosa LLC** in Windsor, MO figured out how—and launched a very successful promotion at the same time.

For Happy Hour Fridays, BYOV (Bring Your Own Vase), the shop lines up buckets of all the flowers that haven't sold for the week. Customers are allowed to pick their own flowers and then get the vases they have brought in filled with a custom bouquet for \$15. They're given a flyer with recipes they can use to pick the flowers: for example, 2 roses + 1 carnation + 2 fillers + 1 green. They have a variety of recipes to choose from, any one of which will yield \$15 retail worth of flowers.

"I like it because it allows us to test our design skills" making arrangements quickly in all different types of containers, says Ruben Zamora, a partner at the shop. The promotion also allows the shop to sell unsold inventory before it expires. It brings customers into the store week after week. Naturally, many customers decide to go beyond the \$15 limit and pay more to get more flowers. "They love it!" says Ruben. And that's what counts.

\* 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 MyTelefloraNews, you will receive a \$100 American Express Gift Card!