

myteleflora

{news}

petal of honor
complete list of winners
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Mother's Day product, promotion poised to deliver results

I believe that 2010 will be a particularly strong year for members of our florist network. Even though Valentine's Day fell on a Sunday and the East Coast experienced record-setting bad weather, you rose to the challenges admirably and made the most of the holiday.

This year's Mother's Day looks likely to be another resounding success. Working together, we can maximize the opportunity that Mother's Day represents to tout your flair for design and tap your business savvy. My hope is that as America honors these very special women, millions of consumers will choose Teleflora to make the holiday memorable.

We are committed to reaching these consumers and making it clear that our floral arrangements are unique in the industry because they are hand-arranged and hand-delivered by local florists.

Following our Christmas spot and our Super Bowl ad in February, we are continuing to tell the Teleflora story by advertising in major markets. Our Mother's Day commercial will drive home yet again the message that we are the best choice for sending flowers. The ad will air on a variety of cable networks, such as A&E, Hallmark, HGTV and Oxygen.

I'm confident that these efforts, backed by our versatile and carefully researched product lineup, will translate into a significant increase in orders for your floral shops.

Additionally, those of you who have your websites through eFlorist are entitled to several key benefits. For example, you can send your customers free, professionally designed marketing emails, which can be tailored to include custom products and special promotions.

It's also important to make sure your website shows up-to-date seasonal categories and that your homepage displays appropriate seasonal products. Remember too that your site is a place to showcase your custom creations. Web Services and/or eSAT can help you update your site as well as upload unique designs, so that you can differentiate yourself from competitors.

The email marketing schedule and deadlines for submitting changes to your site are posted in the eFlorist Service Center on MyTeleflora.com.

As your business partner, we are here to support you. We know that providing the best tools powers your results and we count on your creativity, capability and conscientiousness to fuel our mutual success.

Happy Mother's Day.

Sincerely,

shawn weidmann {president of teleflora}





From top to bottom on the opposite page: As stars like Sandra Bullock (pictured) walk the red carpet to the Academy Awards ceremony, they're surrounded by the floral creations of a team of designers that includes several of the Teleflora Education Specialists—among them, Tim Farrell AIFD, AAF, PFCI; Julie Poeltler AIFD; Rich Salvaggio AIFD, AAF, PFCI (who serves as floral design director for the event); and Tom Bowling AIFD, PFCI. At near left, John Hosek AIFD and Vonda LaFever AIFD work on the flower boxes that are a big part of the Oscars décor.

the envelope, please

What's it like to do flowers for the Academy Awards ceremony? "It's not as glamorous as people think," says Rich Salvaggio AIFD, AAF, PFCI, who has done it for 14 years. "It's long, hard days, but it's fun because it's such a great group of designers to work with." That group includes several members of the Teleflora Education Specialist team: Tom Bowling, Tim Farrell, John Hosek, Vonda LaFever, and Julie Poeltler, AIFD members all. Rich himself takes a short leave from his "day job" as Teleflora's vice president of industry relations and publications to serve as floral design director for the Oscars. A dozen designers work for seven days and use more than 70,000 stems to create the arrangements that line the red carpet and decorate other public areas of the Kodak Theater, where the awards ceremony is held.

a word from tom

At SAF's Congressional Action Days, I feel proud to be an American



The kickoff speaker at this year's SAF Congressional Action Days was J.C. Watts—a former congressman from Oklahoma, who got participants fired up and gave us some good advice. With the congressman in the photo are myself and Paul Goodman, editor of Teleflora's Floral Finance newsletter.

Of the many things the Society of American Florists does for the industry, Congressional Action Days is one of the most significant. This event, which occurs annually, makes it easy for floral-industry members to meet and speak with their congressional representatives. Teleflora has long been a big supporter of Congressional Action Days, not just financially but with our time and effort, because we believe in it.

For me personally, this was my 24th year of going with SAF to Capitol Hill and calling on our legislators under the banner of the entire industry: wholesalers, growers, retailers, and suppliers such as Teleflora. The value of this is that we speak with one voice. Over the years I've met a number of senators and congressmen. When I do, I say, "I'm here on behalf of the Society of American Florists."

What this event does is to give our legislators a feeling for the personal stories behind issues such as health care, the estate tax, or research for the floriculture industry. On the first day of Congressional Action Days, participants get a briefing on these issues. But the point is not for ordinary citizens to become legislative experts; the point is simply to make personalized contact. Our efforts as citizens are then supported by followup on the part of the SAF government affairs staff, which is very professional and well-respected on Capitol Hill. During the rest of the year, the SAF staff is on Capitol Hill every day, combining their efforts with the efforts of other small-business coalitions.

Many people have concerns about our political system today. But when you're able to meet personally with your representatives in government, it's inspiring and reassuring. This is the American way. Our thanks to SAF and its staff for making that possible.

Tom Butler

tom butler (chairman of teleflora)

out and about with our members

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



long-lasting love

Each Valentine's Day, the local ABC television station usually pays a visit to **North Raleigh Florist** in Raleigh, NC. "Our store is quite busy and the camera folks love shooting our arrangements," says owner Janice Cutler. But this year's Valentine's Day story took a twist when the reporter found out that Janice's parents, Raymond and Gloria



Wagner, met at a Valentine's Day party 59 years ago. They've now been happily married, with three children and five grandchildren, for 54 years. Although the focus was on Raymond and Gloria, Janice got a chance to tell the TV audience that Valentine's Day "is really about the emotions behind the flowers." Her dad followed that up with a comment about the key to a good marriage: "It really is about the emotions—and showing them."

sharing the olympic spirit

No, these aren't the actual bouquets presented to winners at the Olympic Games in Vancouver this winter—but they're mighty competent facsimiles. "One of our staff was a floral volunteer for the games and suggested that our students would enjoy having one, as well as learning how they were made," says Daryle Massen, instructor at The Academy of Floral Design in New Westminster, BC. "The students did enjoy the whole experience, and behaved like medal winners for the duration of the day." The academy shares space with two flower shops that have joined forces, **The New Westminster Floral Co.** and **Heywood Flowers**—hence the Teleflora aprons.



small, with impact

Bank of Memories & Flowers of Pewaukee was awarded the 2009 Small Business of the Year Award from the Pewaukee Chamber of Commerce. Even though this four person shop is small compared to most companies, we have made an impact. This shop is know for their eco-friendly garden and their continuous support to the community. In picture, owner Melissa Maas and husband Tom Maas.



tip-top

Back in action after an accident injury last year, Earl Morren at **Earl's Flowers & Gifts** in Norman, OK is going strong with help from daughter Sherry Ormes. The two accepted a plaque recognizing them as one of Teleflora's Top 500.



* 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.

flowers unmasked

Over 800 guests enjoyed the festive masquerade gala and the unveiling of the Exhibition, Picasso and the Avant-Garde in Paris, at the recent Winter Gala fundraiser held at the Philadelphia Museum of Art. Elegant florals courtesy of **Farrell's Florist** and Teleflora were scattered throughout the event space.

Photos by dave di rentis photography



a soolip wedding

Brides and grooms to be along with wedding planners and others just looking to be inspired were in attendance at A Soolip Wedding event recently held in downtown Los Angeles. A Soolip Wedding featured designers and companies that were highly recognizable, including POM Wonderful and Teleflora! POM Wonderful offered cocktails made with 100% POM Juice, while floral arrangements courtesy of Teleflora and **Edelweiss Floral Boutique** dressed up the atmosphere.

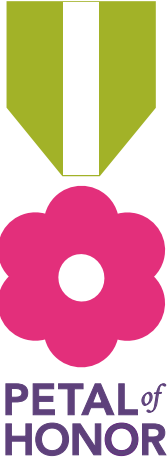
celebrity space

In preparation for the 82nd Academy Awards, celebrities including Jennifer Love Hewitt, Tori Spelling, Angela Bassett and American Idol judge Kara DioGuardi flocked to the "gifting services suite" for pampering, where they were gifted with the latest in fashion, make-up, shoes and hair accessories. To add some sophistication to the space, Teleflora provided its High Society Bouquets, courtesy of **Edelweiss Flower Boutique**, throughout the week.



streetwise

At the first annual LA Street Food Festival, sold-out crowds gathered all day for a chance to sample from LA's most popular mobile trucks including The Buttermilk Truck, Grilled Cheese Truck, Sweets Truck, Fresser's, Komodo, and others. Some consumers took to the VIP lounge that was lined with Teleflora's Zen Artistry Bouquets, courtesy of **Planet Florist**. Located on a patio above street level, the VIP lounge offered patrons a bird's-eye view of the festival, plus premium gift bags, luxe street food from a surprise chef guest, and a private bar.



and the winner is...

Quality is the heart and soul of the Teleflora difference. We are proud of our member florists and their ability to exceed expectations. To recognize shops that exemplify exceptional customer service and satisfaction, Teleflora is pleased to announce its first list of Petal of Honor recipients.

Congratulations to first group of winners!

For more information and tips on how you can become a Petal of Honor shop, visit myTeleflora.com > Member Services > Network Quality.

A Arrangement Florist
East Spartanburg, SC

A Loving Touch
Estevan, SK

A Touch of Class Flowers
Oakdale, LA

A Touch Of Silk & Fresh
Attica, IN

Abernathy Floral Market
Abernathy, TX

Academy Florist
Brandon, MB

Ahner Florists
New Baden, IL

Albion Floral & Gifts
Albion, NE

All Occasion Flowers
Campbell River, BC

All Seasons Flowers & Gifts
Kennett, MO

All Things Beautiful
Springfield, CO

Alma Blooms
Alma, WI

Alpine Floral, Inc.
Lewistown, MT

Alta Florist & Greenhouse
Mansfield, OH

Alvis Floral, Inc.
Rainelle, WV

Amore Blooms
Aurora, ON

Analena's Flowers N Gifts
Riverside, CA

Anderson's Greenhouse
Franklin, PA

Andrew's Florist & Gift Shop
Andrews, NC

Antique Rose Flowers & Gifts
Forrest City, AR

Applebee Tree Flowers & Gifts
Monroe City, MO

April's Creative Designs
Mount Sterling, IL

Ark City Greenhouses
Arkansas City, KS

Art N' Flowers
Garrettsville, OH

Artistry In Flowers
Roslyn Heights, NY

Aurora Floral
Aurora, NE

B & H Lawn Service & Floral
Quincy, PA

B K's Boutique Florist
Canisteo, NY

Baker's Flowers-Twin Creek
Bellevue, NE

Baldwin Greenhouse
Baldwin, WI

Bank of Memories & Flowers
Pewaukee, WI

Barb's Boutique & Floral
Leadville, CO

Barbur Floral Shop
Geneva, NE

Beaver County Floral & Gift
Beaver, OK

Bella Floral Designs & Décor
Tavistock, ON

Bernard Tessier Fleuriste
Lachute, QC

Baulke's Greenhouse Garden
Wanamingo, MN

Beverly's Baskets
Louisville, MS

Bev's Floral & Crafts
Parowan, UT

Big Lake Floral And Gift
Big Lake, MN

Black Forrest Floral
Plainview, TX

Bloomer Floral & Gifts
Bloomer, WI

Blooming Creations & Gifts
New Matamoras, OH

Blooms At The 49th
Ladysmith, BC

Blooms On Main
Ossian, IA

Blossom House Florist
Melbourne, FL

Blossom Shop
Friendship, WI

Blossoms
Cantonment, FL

Blossoms
Denmark, WI

Bo Kay's By Jerry
Hartshorne, OK

Bodnar & Son Florist
Rayland, OH

Boesen The Florist
Clive, IA

Boland Florist
Garden City, MI

Bostonian Florist
Somerville, MA

Bouquet Of Flowers
Anson, TX

Brashears Florists, Inc.
Huntsville, AR

Bratchers Market Flower Shoppe
Moberly, MO

Brenda & Company Floral
Hastings, NE

Brenda's Floral & More
Central City, NE

Broadway Home Floral & Design
Stanley, WI

Bromewood Inc
Knowlton, QC

Bronson Floral Co., Inc.
Bronson, MI

Brookville Flower Shop
Brookville, OH

Bruce Philp Florist
Windsor, ON

Butler's Florist
Allendale, SC

C.R. Flowers, Inc.
Des Plaines, IL

Cagle's Flowers & Gifts
Muskogee, OK

Carl's Flowers
Penticton, BC

Carolyn's Flowers & Gifts
Water Valley, MS

Cauley's Florist & Garden
Fitchburg, MA

Cedar Floral Design Studio
Owatonna, MN

Cedar Spur Creations
Baudette, MN

Centre Jardin Hamel, Inc.
Quebec, QC

Chariton Floral
Chariton, IA

Charles The Florist
Appleton, WI

Chelsea Greenhouse
Chelsea, MI

Claudia's Flora Bunda
Columbus, IN

Clay Country Florist
Celina, TN

Coleman Floral
Coleman, WI

Comer Flower Shop
Ferriday, LA

Comfort Flower Shop
Comfort, TX

Conyngham Floral
Drums, PA

Corner Florist & Candle Shop
Hazen, AR

Corriveau's Hilltop Blossoms
Fort Kent, ME

Country Arts In Flowers
West Hempstead, NY

Country Cottage Florist
Rocky Mountain Hou, AB

Country Creations Of Mt. Forest
Mount Forest, ON

Country Crossroads Floral, LLC
Plain, WI

Country Cupboard Floral
Portland, MI

Country Flowers
Condon, OR

Country Gardens
Columbus, KS

Country Hearth Flower & Gift
East Berlin, PA

Country Hearts & Flowers
Crawfordsville, IN

Country Petals Flowers & Gifts
Summersville, MO

Crazyblooms
Blairsden, CA

Creative Touch Flowers & Gifts
Morehead, KY

D.J. Campus Floral
Winona, MN

Daisy's On The Square, Inc.
Tipton, IA

David W. White Flowers, Ltd.
Toronto, ON

Deckers Floral & Gift
Newcastle, WY

Delmerie Flowers
High River, AB

Designing Ideas Florist & Gift
Salem, MO

Details Florist
Lakin, KS

Dora's Flower Cottage
Vidalia, LA

Dublin Floral Co.
Dublin, TX

Eagle's Landing Floral Design
Stockbridge, GA

Edelweiss, Inc.
Berne, IN

Edelweiss, Inc.
New Ulm, MN

Elkader Floral Shop
Elkader, IA

Elko Floral Gifts & Fabric
Elko, NV

Elsie's Flowers & Gifts
Salisbury, NB

Enchanted Florist
Vancouver, BC

F.S.J. Flowers By Tamee Ltd
Fort St John, BC

Faith & Flowers
Newport, AR

Faye's Flowers
Live Oak, FL

Fig-U-Rose
Wheatland, WY

Flandreau Flower Shoppe, Inc.
Flandreau, SD

Fleur d' Leigh
Melrose, MN

Fleuriste Antique (1993), Inc.
Cowansville, QC

Fleuriste Casaflore
Montreal, QC

Fleuriste Centre Floral Enr.
Trois-Rivieres, QC

Fleuriste Charbonneau L'Expert
Laval, QC

Fleuriste Gala D'Outremont
Outremont, QC

Fleuriste La Prairie
La Prairie, QC

Fleuristes Lucye
St-Jean-sur-Richelelieu, QC

Fleuriste Secret Garden
Dalhousie, NB

Flours Le St. Charles
Vaudreuil-Dorion, QC

Floral Designs
Hartington, NE

Floral Express & Gifts
Parksley, VA

Flower Buds
Charlottetown, PE

Flower Cart
Webster, SD

Flower Shak
Watseka, IL

Flower World
Danville, AR

Flowerama Of America #428
Waterloo, IA

Flowers & Gifts By Confetti's
Dodge City, KS

Flowers & More
Scotland, SD

Flowers & More
Hondo, TX

Flowers By Anna
Amherstburg, ON

Flowers By Chere
Poseyville, IN

Flowers By Gabrielle
Grosse Pointe Park, MI

Flowers By Jim
Fordyce, AR

Flowers By Lasting Visions
Bowman, ND

Flowers By Lynda
Blackfoot, ID

Flowers By Rare Earth
Tullahoma, TN

Flowers By Sarah
Trenton, MO

Flowers By Shirley
West Point, MS

Flowers For You
Ponoka, AB

Flowers Forever
Oakville, ON

Flowers From The Heart
Stratford, OK

Flowers Of Joy
Lexington, NE

Flowers Unlimited
Mangum, OK

Flowerville
Park Ridge, IL

Forest Florist & Country
Forest, ON

For-Ever Green & Gifts
Port Huron, MI

Forget Me Not Florist
Colorado City, CO

Forget Me Not Flower Shop
Lexington, OH

Four Seasons Floral Design
Harriston, ON

Four Seasons Flowers & Gifts
Ferriday, LA

Friendly Flower Shop
Snyder, TX

Gardens To Go
Elizabethton, TN

Gaudreau The Florist, Ltd.
Saginaw, MI

Gerlach's Floral
Erie, PA

Gibney-Sims Flowers
Hannibal, MO

Gibsons Florist, Ltd.
Gibsons, BC

Ginger's House Of Flowers
Harrow, ON

Glas' Florist
Ottawa, ON

Glasgow Flower & Gift
Glasgow, MT

Grandville Floral
Grandville, MI

Greenbriar
Carey, OH

H. Julien Designs
Berkeley, CA

H.W. Mc Kenna, Inc.
Ste-Foy, QC

Hamilton Floral & Nursery
Hamilton, TX

Happiness Is...The Little
Farmington Hills, MI

Harry Miller Flowers
Dearborn, MI

Hazel Williams Florist
Archdale, NC

Heart Strings Of East Texas
San Augustine, TX

Heather Ann's Floral & Gifts
Hankinson, ND

Helen's Flowers
Farmingdale, NY

Hometown Floral & Gifts
Falls City, NE

Honestone Flowers
Grand Rapids, MI

Hudson Flower Shop
Hudson, WI

J & R Gift Floral
Fairmont, MN

Jane Marshall Flowers
Huntsville, ON

Janet's
Bremond, TX

Janette Florist, Inc.
Windsor, ON

Jan's Flower & Gift Shoppe
Minco, OK

Jansens Flower & Gift Gallery
Longview, WA

Jay's Florist
Milford, OH

J-Mac Flowers & Gifts
Anthony, KS

Joplin Floral Co.
Caruthersville, MO

Joy's Floral & Gifts
Minden, NE

Just For You Floral
Montezuma, KS

K & H Flowers & Gifts
Marshall, AR

Katelyn's Flowers
Gainesboro, TN

Kevin's Flowers, Ltd.
Petawawa, ON

Lacombe Florist & Gifts
Lacombe, AB

Lafayette Florist
Lafayette, TN

Lake Pepin Floral
Lake City, MN

LaPier's Flowers & Gifts
Sarnia, ON

Lavender
Groton, MA

Lebanon Valley Flowers & Gifts
Lebanon, PA

Leonora Moss
Sierra Madre, CA

Levi's Floral
Pikeville, KY

Linda's Place Flowers & Gifts
Hugo, OK

Listowel Florist
Listowel, ON

Locker's Florist
West Allis, WI

Locust Str. Flowers
Dexter, MO

Lowell Floral Shop
Lowell, IN

Lowe's Flowers, LLC
Marshalltown, IA

Luhman Floral Co.
Muskegon, MI

Luling House Of Flowers
Boutte, LA

Lumpkins Flowers & Gifts
Lumpkin, GA

Lynn's Country Floral
Moberly, MO

M & M Florist
Lonoke, AR

Madelyn's Flowers & Gifts
Locust Grove, OK

Majsdac Hill Greenhouse
Granite Falls, MN

Marcia's Garden
Ford City, PA

Marcie's Florist
Milwaukee, WI

Marguerite Fleuriste
St-Jerome, QC

Maria's Flowers
Hershey, PA

Mary Lou's Florist
Pearson, GA

Mason Floral & Garden
Mason, MI

Mc Donald's Flower Cart
Owen Sound, ON

Meadows Florist
Toledo, OH

Milbanke Flowers, Ltd.
North Battleford, SK

Mimosa Fleurs et Cadeaux
Longueuil, QC

Monteagle Florist
Monteagle, TN

Monticello Flowers At Seasons
Monticello, AR

More Than Flowers
Erie, PA

Morning Glory Flower Shop
Glenview, IL

Mostly Roses
Woodstock, ON

Mount Ida Floral
Mount Ida, AR

Mountain View Flower & Gift
Mountain View, AR

Nancy's Flowers & Gifts
Elkton, KY

Nature's Nest
Eldorado, IL

Neddermann's, LLC Florist
Thomaston, CT

Nine Patch Floral & Gifts
Columbia Falls, MT

O.J.'s Plants & Petals
Stroud, OK

Odden Flowers
Cumberland, WI

Orchidee, Inc.
Quebec, QC

Originals By Design
Le Mars, IA

Our Flower Shop
Medicine Hat, AB

Overhill Flowers #2
Wynnewood, PA

Owen Florist, Nursery & Florist
Bloomington, IL

Pardon My Garden
Parry Sound, ON

Paris N Bloom, Etc.
Tahoka, TX

Pat's Floral
Medicine Lodge, KS

Patterson's Flowers
West Milton, OH

Paul's Flowers
Charlottetown, PE

Peggy Sue's Alma Flower Shop
Alma, GA

Petals and Blooms
Marlton, NJ

Petals Florist & Gifts
Reidsville, GA

Petals on the Square
Owenton, KY

Petals-N-Pieces, LLC
Cambridge, WI

Phillips Flowers & Balloon
Franklin, PA

Phillip's Flowers & Gifts

Wheaton, IL

Picket Fence Floral Shop

Higginsville, MO

Plant Factory

Kingston, ON

Pomfret Florists

Somerset, MA

Pontiac Greenhouses Florist

Pontiac, IL

Prairie Friends & Flowers

North Platte, NE

Proper's Florist & Greenhouse

Bradford, PA

Quaker Corner Flowers & Gifts

Salem, OH

Quebec Fleuriste SD

Quebec, QC

Rainbow Flower Shop

Bowling Green, MO

Rancho Mirage Florist

Rancho Mirage, CA

Raye's Flowers

Leitchfield, KY

Ribbons-N-Roses

Nashville, AR

Ridgefield Floral

Ridgefield, WA

Rockingtree Floral

Sturgis, SD

Rockwood Gardens & Floral

Onalaska, WI

Roger Fleuriste

Valleyfield, QC

Rome Florist, Inc.

Rome, GA

Rosewood Nursery & Floral

St. Cloud, MN

Royalty's Florist & Gifts

Harrodsburg, KY

Ruthie's Flowers & Gifts

Mountainair, NM

Ryerse's Flowers

Simcoe, ON

Sabellico Greenhouse & Florist

Hopewell Junction, NY

Sabers Flower Shop

Alden, NY

Saddleback Flower Shop

Tustin, CA

Sandy's Flowers

Orillia, ON

Sherbon's Flower Market

Walker, IA

Sherry's Elegant Flowers

Atmore, AL

Show-Me Scapes

Mountain Grove, MO

Sidey's Flowers & Gifts

Port Colborne, ON

Sid's Flower Shop

Ionia, MI

Signature Designs

Batesville, IN

Silver Leaf Designs

Fort Erie, ON

Silver Tulip

Lincroft, NJ

Sisters' Treasures & Florist

De Witt, AR

Somerset Floral Co.

Somerset, PA

Something Special Flowers

Magnolia, AR

Stan Doucet Fleuriste Flower

Meteghan, NS

Sue's Flowers, Gifts

Haskell, TX

Swan Cove Flowers & Gardens

St. Michaels, MD

The Angel Garden

Mountain View, MO

The Antique Flower Box, Inc.

Bay City, MI

The Blossom Shop

Altus, OK

The Corsage Shop Florist

New Madrid, MO

The Eagles Nest

Carthage, MS

The Flower Cart

North East, PA

The Flower Connection

Claysburg, PA

The Flower Dell

Little Falls, MN

The Flower Shop

De Kalb, MS

The Flower Shop

Mansfield, LA

The Flower Shop At Kennedy's

Scituate, MA

The Flower Shoppe

New City, NY

The Flower Shoppe II

Delphi, IN

The Flowerbox

Plentywood, MT

The Flowersmith

Rangely, CO

The Kent Florist

Lindsay, ON

The Rainbow Rose

Elkland, PA

The Rose Pro's

Newmarket, ON

The Rose Shop

South Haven, MI

The Victorian Rose

Whitewater, KS

The Village Green Florist

Erin, ON

Thomas The Florist, Ltd.

Woodstock, NB

Tiger Lily Floral

Rayners Oconomowoc, WI

TLC Floral Designs

Redwater, AB

Todd Flower Shop

England, AR

Toni's Flower & Gift Shoppe

Granville, IL

Tottenham Flowers & Gifts

Tottenham, ON

Town & Country Flowers, Inc.

Columbus Grove, OH

Towne Square Flowers

Yates Center, KS

Trost & Steinfurth Florist

Erie, PA

Tulia Floral

Tulia, TX

Unique Creations Floral

Laredo, TX

Unique Floral Designs

Baxley, GA

Vandalia Florist

Vandalia, MO

Vine Designs

Inman, KS

Walden's Flowers

Prentiss, MS

Wanda's Florist

Opelousas, LA

Waseca Floral

Waseca, MN

Watertown Flowers, Inc.

Watertown, SD

Wellman Florist & Greenhouses

Quincy, IL

Wellsville Flowers

Wellsville, KS

West End Flower Shop

Bedford, IN

West Hill Florists

Scarborough, ON

Westbrook's Flower Shoppe

Wallaceburg, ON

Western Floral

Greybull, WY

White's Weber City Floral

Weber City, VA

Wildflower Designs

Malden, MA

Williams' Flowers & Gifts

Water Valley, MS

Willy's Flowers & Gifts

Beamsville, ON

Zaiser's Florist & Greenhouse

Burlington, IA



deliver for dad!

With Father's Day around the corner, now is the perfect time to merchandise gifts for men. Teleflora offers a variety of products that cater to a masculine sensibility, from our sleek basic blue and black cubes to our classic 1948 Ford F1 pickup truck.

Create a "Zen for Men" in-store display featuring our eco and man-friendly bamboo cubes. Place a Bamboo Paradise arrangement as the focal point and then play with angles and levels stacking the other sizes and colors of bamboo cubes around it. Include candles, wind chimes and possibly an indoor waterfall in the display. Fill a few more bamboo cubes with black rocks, sand, succulents, orchids or potted plants to finish off the look.

Studies show men respond well to primary colors—so be sure to display your '48 Ford Pickup and Big Hit Mug to appeal to the male customer or recipient. Once your customers see the craftsmanship of the hand-painted pickup truck, set off with whitewall tires, and the novelty of the baseball mug for the sports lover—they will grab and go!



introducing an exciting new product!

Teleflora's Bamboo Collection!

- Contemporary eco-friendly material (real bamboo!) complements all flower types and colors
- Smaller cubes nest into larger ones to save shelf space
- Elegant cachepot for small green plants
- Versatile—perfect for weddings, parties or any occasion



starting a preferred-customer loyalty program



Customer loyalty programs are designed to keep current customers coming back to your shop—and they really work! Consumers in today’s economy are driven by value and savings, and that’s precisely what a loyalty program offers them.

One popular and easy-to-start program uses loyalty cards or punch cards. Any customer can pick up a loyalty card from your shop, and they get it punched at every purchase. For example, one card punch could equal \$20 spent in your shop. Customers need to get five punches on their card to receive \$10 off.

Another idea for a preferred-customer loyalty program is to set up a group of VIP customers. You can actually offer this to all of your customers or just a select few. With this group, you can give them special discounts or upgrades on their purchases. For example, for this group at Mother’s Day, a small box of chocolates is complimentary on all local delivery orders.

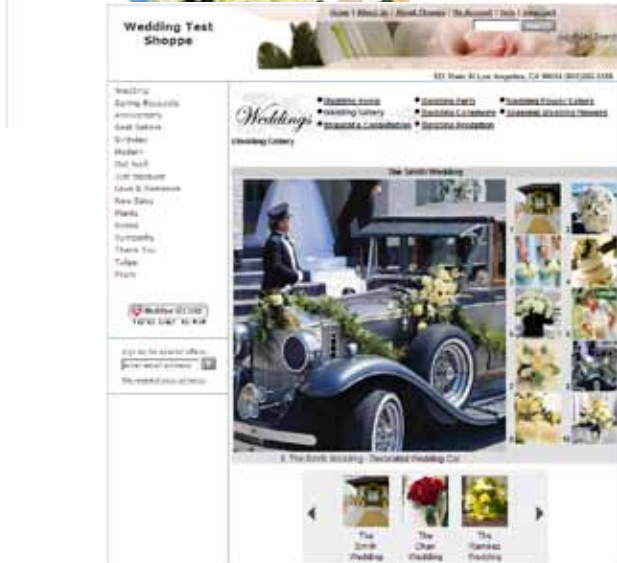
There are a number of other ways that you can set up a preferred-customer loyalty program in your shop. For more information and other ideas, visit myteleflora.com.

new eFlorist merchandising for weddings



Spring and summer are the prime season for weddings! To give your wedding services as much exposure as possible, the eFlorist Marketing Team has updated the wedding merchandise on eFlorist sites. The goal is to show customers the depth of products your shop has to offer and give them ideas for their own big day, without overwhelming them with too many choices. To do this, we’ve added many beautiful products to your wedding ceremony and reception categories, and removed some products from the wedding party category. We’ve also grouped products by color themes and put popular items in prominent locations.

The changes to your wedding section will not affect any other categories. If you’d like to keep your wedding merchandise arranged as it was before, please contact Web Services at 866.983.3932 or webmaster@teleflora.com.



The re-merchandising is part of the wedding overhaul we started last summer, when we unveiled the redesigned wedding section and photo galleries. These galleries give you plenty of room to showcase your design style and skills through your past wedding work. If you haven’t taken advantage of our newly redesigned wedding section, please contact Web Services to get started. The new layout is very chic, but a layout is only as good as the products it contains, so we encourage you to upload custom products that show prospective customers your shop’s style and range. To see what your site could look like with custom wedding galleries, check out our sample site at www.efloristweddings.com.

credit-card non-compliance is costly



Regardless of the size of your business, if you handle credit cards you must comply with credit-card security mandates known as the Payment Card Industry Data Security Standards (PCI DSS). PCI DSS is a complex set of rules that include requirements for security management, policies, procedures, network architecture, software design and other critical protective measures. All merchants must adhere to the standards or risk substantial fines if a data compromise occurs. In addition, credit-card processors like Global Systems, which processes credit cards for Teleflora, must refuse to process credit-card transactions for merchants who aren't at least using PCI-compliant terminals or PA-DSS-validated point-of-sale software.

"One of the biggest misconceptions about PCI is that it doesn't apply to small businesses, or that because I use an up-to-date POS system I'm all set," says Jim Talarico, Teleflora's V.P. of Florist Technology and a frequent speaker on this topic. "If you accept credit cards, you're responsible for complying with all PCI regulations, which go far beyond having an approved credit-card terminal or PA-DSS-validated point-of-sale system."

According to Talarico, Teleflora has helped member florists comply with standards by introducing PA-DSS-validated point-of-sale systems and PCI-compliant eFlorist sites (both firsts for the floral industry), but florists still need to familiarize themselves with how to secure other aspects of their business. For example, shops maintaining paper records that include credit-card numbers should shred the documents (PCI DSS 9.10.1). In addition, employees need to be educated that writing credit-card numbers on paper is never a good idea (PCI DSS 12.4).

Don't delay learning more about PCI and making sure your shop is complying with regulations. SAF has created a credit-card security page on its web site with easy-to-follow guidelines and resources. Visa also offers resources on its web site at www.visa.com/cisp including video tutorials and how-to guides. Another great resource is the PCI Security Standards Council at <https://www.pcisecuritystandards.org>.

marketer of the month



it all adds up

Our Marketer of the Month for April has a bouquet of simple and effective marketing ideas to share. They're all from Georgette's Flowers in Peoria, IL. Special thanks to owner Georgette Pacyga!

- The delivery van from Georgette's features an attention-getting gimmick: a stripe around the middle, topped by a "bow" that makes the van look like a giftwrapped package. As the van drives around town, everyone notices it, and customers call requesting to have their flowers delivered in the "bow van."
- For brides who come into the shop, and to give away at bridal shows, Georgette's came up with a free gift that brides just love: a keychain with the shop's business attached, along with a huge diamond. "It's something they won't get from their husbands-to-be!" jokes Georgette.
- "We have a Good Neighbor award," Georgette continues. "If we have to leave flowers at a neighbor's, we give the neighbor a free flower for accepting them. This makes the person happy to take them and also makes them think about us the next time they need flowers."
- For customers picking up flowers who either can't or just don't want to get out of their cars, Georgette's has a "double honk policy." It's easier when the customer calls ahead, but even if they don't—two honks and Georgette's staff will come out to the car. "People love the curbside service," says Georgette.



* 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!