

myteleflora

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Hard work and high quality make good business sense

There is a saying that a chain is only as strong as its weakest link. That is particularly true of the Teleflora florist network as we band together to protect our livelihoods.

In October, we introduced our Save the Florists campaign, which is designed to alert florists to the magnitude of the damage that drop shippers like FTD and 1-800 Flowers/Bloomnet do to local florists. Sending flowers in boxes takes more than \$500 million worth of orders away from you. As always, Teleflora promises that 100% of orders are hand-arranged and hand-delivered by local florists.

As you know, the Teleflora difference is unique in the industry. And so we must be vigilant about maintaining excellence in terms of our florist network. To that end, our enhanced Network Quality program will accomplish several important goals. Most importantly it should lead to improved customer satisfaction, which will lead to increased profitability for all in the industry.

Increasingly, consumers demand high quality at reasonable prices. We all must meet and exceed these expectations to remain competitive. Florists with high marks on customer satisfaction are more likely to receive orders from Teleflora headquarters and other florists. It's important to remember: a healthy network directly benefits you. If your reputation of excellence precedes you, it means you will be at the front of the line when other members send florist-to-florist orders.

The Network Quality program will have several components, including incentives, recognition and rewards for top-performing florists and penalties for those who are consistently and markedly under par. If you do your best to deliver orders promptly without extensive substitutions, you should have no problem maintaining network quality standards.

Adhering to high standards simply makes good business sense. A key element is that we will require delivery confirmation on all orders. Many of you already do this and know that it reduces delivery issues as well as related calls and complaints.

Our research shows that the majority of consumers with issues indicated the bouquet did not look like the picture. So, we are making the substitution policy more specific, promoting Florist Choice and everyday keepsakes, expanding tests of delivered bouquets, fine-tuning SKUs and synthesizing findings from customer-service surveys. We will share more details on these activities and on the Network Quality program as a whole early next year.

Until then, I would like to thank you for your hard work and perseverance, and encourage you to hold to your dreams. For small business owners, there is much cause to be hopeful, over the holidays and for 2010. I look forward to seeing you flourish.

Sincerely,

shawn weidmann {president of teleflora}



Student Rick Cuneo AIFD of Cherry Hill Flower Barn in Cherry Hill, NJ learns how to use the strong lines of a ginger stem.



Tom Butler enters Michigan Hall of Fame

On October 22, Teleflora Chairman Tom Butler AAF became the first-ever recipient of the Michigan Floral Association's Hall of Fame award, benefiting the newly established Michigan Floral Foundation. Present at the ceremony in Detroit's Doubletree Hotel were about 100 people including Tom's family and many of his closest friends in the floral industry. They honored Tom in the traditional fashion—by "roasting" him in a presentation called "This Is Your Life, Tom Butler." A native of Detroit, Tom has been active in the floral industry for more than 40 years. His tireless advocacy has earned a reputation as the "Chief Champion of Florists." In an acceptance speech Tom expressed his feeling of affinity for the work of the new foundation, created to support educational and professional development opportunities for Michigan florists.

tropical fever

This fall, a new instructor introduced a new topic to Teleflora's Education Center when Gerry Toh AIFD taught a class all about designing with tropical flowers. Students learned techniques to meet the challenge of securing large stems, with physically heavy blossoms, in foam. They also worked with foliage in exciting new ways: they sprayed, twisted, braided, pierced, wrapped, rolled, folded and curved all types of foliage to create new looks. Flowers were not limited to tropicals; the class used everyday flowers for basing and learned how to create tropical looks with everyday flowers and tropical foliage.

For the class's final assignment, students paired off to create a floral masterpiece using tropical flowers to fit settings suggested by "the customer." The students had to concept the design, sell the idea to the client, create it, price it profitably and then install it.



Instructor Gerry Toh AIFD demonstrates a new way to create volume with just a few materials - using multiple containers and lots of line!

This design—an armature of curly willow accented by orchids and anthurium—was created by a pair of students as their final assignment.

a word from tom

looking back, looking forward, and staying positive



Visiting **Moehring Woods Flowers** in Grosse Pointe Woods, MI, here I am with (from left to right) Becky Stark and George, Pam, Corey and Bruce Anderson.

Looking back over the past year, there's no doubt that florists are facing some challenging times. In fact, in my 40 years in the floral industry, this past year was the first time I can remember that business was down for so many florists—even for shops that are doing everything right.

The important question remains, as the leader of your shop, how do you stay positive and proactive?

Recently I visited Bruce Anderson of Moehring Woods in Grosse Pointe Woods, MI. Bruce started his business from scratch 30 years ago—in the middle of the last recession. It's near Detroit, in a market area that's been severely affected by the economy.

"First of all, you can't compare current numbers to last year's numbers," Bruce says. "Like other florists we've been adjusting by streamlining operations and looking for new marketing opportunities.

"But most of all, I've been going back to my core values: customer service and personal relationships. I believe those who stick to their core business values and relationships will continue to thrive through this difficult time."

Like Bruce, Teleflora remains optimistic about this industry. We too are staying positive and proactive, finding innovative ways to reach the consumer and encourage customers to order flowers that will be hand-arranged and hand-delivered from Teleflora shops—with service and the personal touch.

My best to you and your family during these holidays and the new year.

Tom Butler

tom butler {chairman of teleflora}

our members shine!



you've come a long way, baby

There's nothing like an old-time photo to drive home what it really means when a shop celebrates its 100th anniversary—as **Butts Flowers** in El Reno, OK did this year. Congratulations to all the folks at Butts Flower Shop!



flying, not sweeping

She's holding a broom and wearing a Teleflora apron—but the witch in the window at **Barber's Flowers Ltd.** in Belleville, Ontario, doesn't look like she's getting ready to clean the workroom—at least not on Halloween!

getting better and better, year after year

Who works harder than a florist? So, it's fitting that Martha Price Thompson of Pearl Price Florist in Vidalia, GA, was named Georgia Older Worker of the Year by the Governor's Council on Aging. Martha has been working in the industry for 61 years. At **Pearl Price Florist** (named after Martha's mother), she supervises a staff of five, ranging in age from 52 to 87. Each has been with her for 40 years! Congratulations, Martha! Now back to work!



Seventy-five years in business is something to celebrate. Celebrating continued success at **Raimondi's** in Baltimore, MD are (from left to right) Teleflora's Rick Davis, Raimondi's manager Marie Gaydos, owners Paul and Charlene Raimondi, Teleflora chairman Tom Butler and territory sales manager Joyce Crist.



This year, DuVal "Butch" Johnston AAF, of **Johnston's Quality Flowers** in Fort Smith, AR, was recognized with the John H. Walker Award, given by the Society of American Florists to recognize the executives of member associations. He's seen here with Teleflora Chairman Emeritus Herman Meinders, Teleflora CEO Shawn Weidmann, Butch's wife Janie Johnston, and current Teleflora Chairman Tom Butler.



flowers for the cure

For the second year in a row, **Flowers Tommy Luke** in Portland, Oregon provided floral arrangements for the annual Susan G. Komen Foundation Lunch for the Cure. In addition to 46 arrangements, the shop prepared 40 individually wrapped, pink roses (donated by a local rose grower), which were given to each breast cancer survivor at the luncheon. Pictured are Yara Cabrera, the shop's director of artistry and studio services, and owner Louella Scott.

* 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.

top honors in maine

Top members in Maine who received plaques from Territory Sales Manager Bob Hurley include: Barbara Frye (incoming Teleflora Unit President; thank you, Barbara!) and Rick Frye of **Chapel Hill Floral** in Bangor; Barbara Courchesne of **The Bud Connection** in Ellsworth; Dan Kennedy of **Harmon's & Barton's** in Portland and Bill Sheehan of **Lougee & Frederick's** in Bangor. A warm thanks to all!



kudos for caribou

In Alberta, Teleflora's Cam Wilson presented a Top 25 plaque to owner Sharon Young of **Caribou Flowers** in Fort McMurray.



as seen on tv

It was a great opportunity, and **Durocher Rootseller Florist** of West Springfield, MA made the most of it. Invited to be featured on the popular television reality show "Extreme Makeover Home Edition," florists Marybeth and Peter Soule contributed over 40 arrangements to the reveal of a "makeover" home. Their flowers were described as "the bow on the gift." Oh, and they are Teleflora top members (seen here accepting their plaque). Congratulations!



a capital district

Teleflora Education Specialist Vonda LaFever AIFD wowed the crowd with holiday designs at Seagroatt Riccardi in Latham, NY, in a program sponsored by Teleflora's New York Capital District Unit. Go Vonda!

eyes on the prize patrol



It's a lot of fun delivering a \$10,000 check from Publishers Clearinghouse. Even better, it's a great opportunity for publicity, as Vanessa Hill (in black in the photos) and her daughter Gina (in cream) realized when their shop, **Occasions At Paramount** in Newport News, VA, was contacted to provide roses for a local winner. Vanessa and Gina got in touch with their Teleflora Territory Sales Manager, Angela Spry, for support. End result: the event was

covered on television, on the Internet, and in the newspaper, from the Publishers Clearinghouse van picking up the roses at the shop, all the way to the presentation of the roses and the check. The roses were "donated by Teleflora and professionally arranged by Occasions"—the perfect partnership.

marketing madness

This year Teleflora was overwhelmed with submissions for our Marketer of the Month program! We were impressed with the creativity and innovative ideas our members were eager to share. Though we could only pick 12 winners for 2009, there were several additional submissions that we thought were such great ideas, they deserved a mention. Take a peek at what these savvy members did to market their shops and drive more business and hopefully get inspired for 2010!



bouquet of the month club

How do you get customers into the shop—and into the habit of purchasing fresh flowers 12 times a year? Simple: sponsor a "Bouquet of the Month Club." At **Cardwell Florist** in Livonia, MI, Colleen Siembor has been using this promotion for over a year. "Customers purchase a member card, which entitles them to come in once a month for a fresh bouquet," she explains. "The card is punched to indicate the bouquet has been redeemed. Each monthly bouquet has a different theme, usually tied in with the corresponding holiday." Benefits include increased foot traffic and flower awareness, says Colleen—plus, "customers who do this think of us as 'their' florist whenever the need arises."



better marketing through golf

It's great to get a high-profile job like providing the flowers for the 2009 U.S. Women's Golf Open—as did **Rich Mar Florist**, a fourth-generation, family-owned shop in Bethlehem, PA, after months of hard work behind the scenes. "This was the single largest sale in our company history," says Jonathan Morrissey, general manager of the shop.

It's even better when you figure out how to cross-market the event in a way that not only creates awareness of the event, but also lets consumers know you're the event's official florist. Jonathan and his father Richard Morrissey came up with an insert the size of a business card, which they added to all their non-sympathy deliveries for the months leading up to the event. The card was designed to help to sell tickets as well as spreading the word about Rich Mar Florist. Altogether they delivered more than 3,000 cards. "We had such a great response from customers who received their arrangements with the insert, thanking us for making them aware of the event," says Jonathan. Of course, the event sponsors were also happy. Cross-marketing also took place on the shop's website, with the Women's Open logo and a banner saying "Rich Mar Florist, Official Floral Provider of the 2009 U.S. Women's Open."

The Women's Open was a huge success—and so were the arrangements. "Corporate sponsors, spectators, and athletes all went out of their way to tell us how beautiful everything was," says Jonathan, giving credit to head designer for the project, Darcie Garcia, who also happens to be President of the Penn-Jersey Unit of Teleflora. Why settle for par?

wedding expo-ential



Plenty of florists participate in wedding fairs—not so many create their own. “This was all my granddaughter’s idea,” says Ivan Seppell, who owns **Jonlee Flowers** in Aurora, IL with his wife Marilee. “She thought we were in a rut. We were!”

The Seppells’ granddaughter, Ashley Brown, is a graduate student at Western Illinois University. “She planned the whole thing and did a heck of a job,” says Ivan. The fair was held right in the shop, where the staff had set up elaborate displays. Ashley prepared a slick handout for brides-to-be, replete with lots of colorful photos. Sections included a personal message from Marilee and Ivan, a “Meet the Wedding Team” page introducing staff, a bridal survival guide with helpful tips, an FAQ about wedding flowers as supplied by Jonlee Flowers, and, most important, a description of the shop’s wedding packages. Wine and cheese, champagne and soda pop were served. Brides who booked a wedding appointment at the expo received \$100 off the wedding, and one lucky grand prize winner won \$500 off her entire wedding-flower order. The event was advertised with a glossy flyer and in the newspaper. With 45 in



attendance and five appointments booked, the Seppells consider the expo a success. “We’ll do it again,” says Ivan but with a twist or two, so as not to get in a rut.



baby chic with teleflora and MiGi

Trend-savvy mothers and mothers-to-be swarmed the fashionable Hollywood Roosevelt Hotel in October for “plan A BABY,” an intimate celebration that showcased high-quality baby products, services, and educational materials. Teleflora was there with the MiGi Girls, Michele Adams and Gia Russo, to showcase the latest, in-demand MiGi products, including the Teleflora MiGi bouquets.

The MiGi Girls were part of a stellar lineup of expert speakers that included The Baby Planners (known as “the celebrity baby concierge”), pediatrician

Dr. J. J. Levenstein (co-creator of Baby Silk skincare), and baby-care gurus from Hollywood’s favorite new-mom haunt, The Pump Station.

A special thanks to **Edelweiss Flower Boutique** in Santa Monica, CA for providing the arrangements for this special event.

answer to last month’s trivia question:

In which area of London did Eliza Doolittle (Audrey Hepburn in the 1964 movie version) sell flowers in “My Fair Lady”?

Answer: Covent Garden.



new features with Dove POS 5.0

The latest version of the Dove POS system adds a number of new enhancements, including new security features required by the credit-card industry.

- Cash On Delivery (COD) – A new method of payment, cash on delivery or COD has been added to Dove POS and can be used on pick up orders.
- Pick Up Orders - A new order type, pick up orders, allows the user to enter an order intended for pick up. In addition, the pick up order type can reference the payment as cash on delivery (COD).
- Supertickets – Supertickets now include the order’s Dove number to help designers and delivery drivers keep track of orders.
- Thermal receipt printers – New thermal receipt printers are more efficient, faster and quieter for retail environments.
- Garmin GPS navigation –In a new feature for the Delivery Manager module, your shop will be able to transfer delivery routes directly into a Garmin GPS device, making deliveries easier for your driver with step-by-step directions from the device. (Contact Dove POS Support for technical specifications and recommended Garmin GPS navigation devices.)

Contact Dove POS support today at 866.444.3683 to schedule your FREE upgrade or call your Territory Sales Manager for more information at 800.615.8229.



marketer of the month



bras for the cause

How can you get more foot traffic into your shop, obtain plenty of press coverage, and raise money for a good cause all at the same time? At **Adrienne’s Flower Garden** in Union, NJ, Adrienne Kubicz came up with this terrific idea: way back in July, she started a Bra Contest that was also a fundraiser for October Breast Cancer Awareness month. The concept was simple and clearly explained in a press release: Decorate a bra in a theme of your choice. Winners in each of four categories (including best theme, best overall design, best workmanship, and best creative use of materials) were to receive one dozen roses. The grand prize consisted of one dozen roses plus a floral arrangement delivered to them monthly for a full year. The money was raised by asking the public to come and vote on the bras, which were on display in the store from September 15 to October 14. Each person who voted was asked to donate a minimum of \$1 per vote.

Having more than 20 bras, decorated in humorous, creative and uplifting ways, on display in the shop “caused a real buzz in my community,” says Adrienne. “The people that have entered said they are already thinking of ways to decorate their bra for next year!” The campaign culminated in a reception when prizes were given out to the winners and a check for all donations presented to the North Jersey affiliate of Susan G. Komen for the Cure.

“This contest has brought creative, inspiring, talented people from many neighboring towns, including my own, into my store that had not heard of it before,” says Adrienne. And that’s only one measure by which the contest was a double-D success!

* 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!