

# myteleflora

{news}

teleflora education team  
members inducted into PFCI  
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## investing in education keeps you current and competitive

Mark Twain once quipped that he never let schooling interfere with his education. In today's time-crunched, plugged-in world, there are even more distractions and diversions that can get in the way of continuing education.

But it is by remaining current and learning as much as possible that your floral shop will stay competitive and continue to provide customers with the finest floral designs.

I urge you to make training a priority in 2011 and I'm very proud that we can give you the tools to make this happen, efficiently and cost-effectively. For more than 25 years, our state-of-the-art education center in Oklahoma City has provided innovative classes taught by leaders in the floral industry.

As a student, you can expect demonstrations, guided assignments and personal coaching. Not only will you learn from the instructor, you will also glean information from fellow florists and share ideas with them. And if you have attended in the past, you can attest to the high energy and impressive expertise of Teleflora's vice president of education, Marie Ackerman, AIFD PFCI AAF. The center is a certified AIFD pathway provider and education partner of AIFD.

The 2011 education program runs from March to October. Ten classes will cover a wide range of topics, such as designing wedding and sympathy bouquets, European and everyday style, and working with tropicals, as well as the Business Smarts Summit: Operating a Successful Retail Flower Shop. You can make the most of the 2011 holidays by taking A Season of Prosperity: Autumn & Christmas.

Class sizes will be limited to make sure we can offer students plenty of one-on-one attention so it's best to make your plans as soon as possible. For more information or to register for classes, please call 800.456.7890. Class descriptions can be found online at [www.myteleflora.com](http://www.myteleflora.com). If you bring another student to your class, each person will receive a \$50 discount. Scholarships to attend the education center are available from local Teleflora units. Remember that you can take advantage of educational opportunities that are close to you by attending a unit program in your area. For information, go to [MyTeleflora.com](http://MyTeleflora.com) and click on Design Education.

I know this is an extremely busy time of year and I hope you are reaping the benefits of our partnership with Faith Hill and the Teleflora Super Bowl commercial. At the same time, I encourage you to bolster your business by taking advantage of the cutting-edge classes that our education center offers.

Sincerely,

shawn weidmann {president of teleflora}

## 2011 education center schedule

March 20-23, 2011

### **Testing, Testing ... 1,2,3**

*A Primer on using the Principles & Elements of Design*  
with Kevin Ylvisaker AIFD PFCI

April 3-6, 2011

### **Prom Ready? Flowers to Wear**

with Joyce Mason-Monheim AIFD PFCI

June 5-8, 2011

### **Sympathy Expressions**

with Wilton Hardy AIFD PFCI AAF

June 26-29, 2011

### **Weddings TODAY: Bouquets with Style**

with Bert Ford AIFD PFCI

July 17-20, 2011

### **Distinctive Designing with Tropicals**

with John Hosek AIFD PFCI

July 31-August 3, 2011

### **European Design**

with Els Hazenberg AIFD AAF

August 28-31, 2011

### **Business Smarts Summit: Operating a Successful Retail Flower Shop**

with Paul Goodman CPA, Marie Ackerman AIFD PFCI AAF and special guest speakers

September 25-28, 2011

### **A Season of Prosperity: Autumn & Christmas**

with Tim Farrell AIFD PFCI

October 2-5, 2011

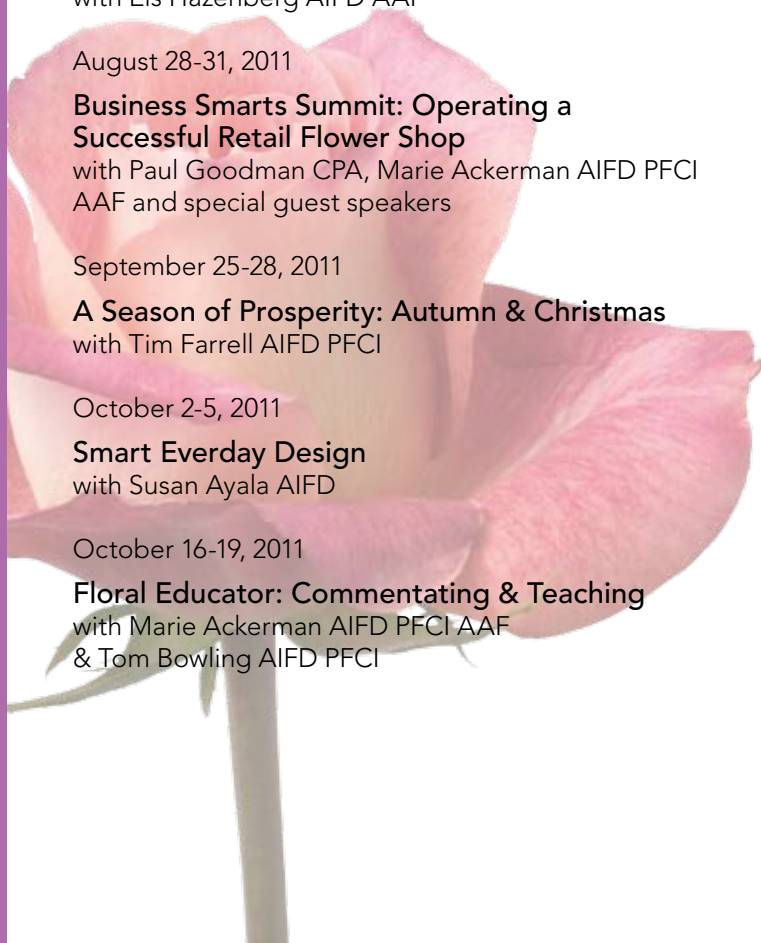
### **Smart Everyday Design**

with Susan Ayala AIFD

October 16-19, 2011

### **Floral Educator: Commentating & Teaching**

with Marie Ackerman AIFD PFCI AAF  
& Tom Bowling AIFD PFCI



# teleflora educators recognized for excellence



PFCI stands for Professional Floral Communicators International —“the servicemark of the floral industry’s finest floral educators.” It’s a credential that must be earned through a demanding process of testing and review, and it’s awarded only to educators with extensive experience. Now four more of the educators on Teleflora’s Education Specialist team have been accepted into PFCI, raising the total number to 13 (not including Teleflora’s two education leaders, vice president of education Marie Ackerman AIFD, AAF, PFCI and vice president of publications and industry relations Rich Salvaggio AIFD, AAF, PFCI). The four new PFCI Education Specialists are Bert Ford AIFD, PFCI; John Hosek AIFD, PFCI; Vonda LaFever AIFD, PFCI; and Julie Poeltler AIFD, PFCI.

In addition, the PFCI designation has been awarded to Tom Butler AAF, PFCI, who delivers business trends and management programs to thousands of florists nationally and worldwide every year as chairman of Teleflora. Earning their “PFCI stripes” says a lot about the commitment these five individuals have made to become the best educators they can be. It’s all in the service of helping florists acquire the skills and knowledge they need to survive and thrive.

Seen in the photo are, standing from left to right, Rich, John, Marie, Tim Farrell AIFD, AAF, PFCI (representing Bert at the PFCI induction ceremony, held during SAF’s annual convention last fall), and PFCI chairman and Teleflora Education Specialist Jerome Raska AIFD, AAF, PFCI, CAFA, MCF; seated are Vonda and Julie.

## a word from tom

### it’s great having a celebrity for a friend



There’s no doubt we live in a celebrity culture, and that celebrities have enormous power and influence. When people come to admire an artist or performer, they naturally take an interest in everything that person says and does. There’s no better way to promote a product or service than to get a celebrity endorsement.

And there is hardly a celebrity better suited to promoting the idea of ordering flowers from your local professional florist than Faith Hill. She is a superstar associated with warm emotions, beauty, integrity and style. At Teleflora, we are indeed fortunate to have Faith Hill as our new friend and spokesperson.

Now it’s your turn. There are plenty of steps you can take to bring Faith Hill, and her fans, into your shop. I hope you’ve been using the Faith Hill bouquet stuffers that arrived in your first-quarter marketing kit from Teleflora, hung the poster, and inserted the new FSG pages featuring The Collection by Faith Hill.

But don’t stop there. The Collection is the perfect thing to use to create buzz on your Facebook page and on Twitter. Create a Faith Hill trivia contest or a drawing for a Faith Hill bouquet. Send an email to your customer list. There are a dozen creative ways you can leverage the star power that Teleflora and Faith Hill are making available to you.

And of course, you’ll want to have plenty of the Teleflora containers that are featured in The Collection on hand, so you can fill those orders that will be coming in! It’s great to have friends—but it’s up to us to make the most of the benefits that friendship can bring.

tom butler {chairman of teleflora}

# teleflora members are tops!

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



**texas**  
Some of our top Texas members include Sheri White of **Botanical**

**Designs by Montgomery** in Baytown; James McAlister of **Flowers Etc.** in Dumas (seen with Teleflora's Tom Butler); Twyleen Lara of **Kay-Tee Florist on Mason Road, Inc.** in Katy (seen with Teleflora's Cathy Thrash); Kathy Green of **Olive Tree Florist** in Houston, also pictured with Cathy; Jan Hall (holding

plaque) with her staff and shop dog Max at **Pearland Florist** in Pearland; Sarah Cain, pictured with manager Chuck Smith, of **Sarah's Florist** in Houston; and Erin Swann and staff at **Town South Floral** in Lubbock.

## arizona

Arizona top members include Jeff Raymond of **Arcadia** in Phoenix; Sally Davis of **Bobbie's Flowers** in Tempe; Jack and Maggie Pozenel of **Heaven's Scent Florist** in Kingman, seen with Teleflora's Darrell Housden and Cathy Reifschneider; and Tony Medlock and Jodi Medlock of **PJ's Flowers** in Phoenix, celebrating 25 years in business.



## illinois

Illinois top members are smiling: at the **BoKa Shoppe** in Monticello, Jeanie, Jessica, and at center, owner Donna with canine florist Amos; at **Flower Shak** in Watseka, Nonie, owner Marilyn Conger, and Annette, members since 1982; at **Grimsley's Flower Store** in Clinton, John Baker; and at **Jean's Flower Basket** in Normal, owner Jean H. Chiodo.



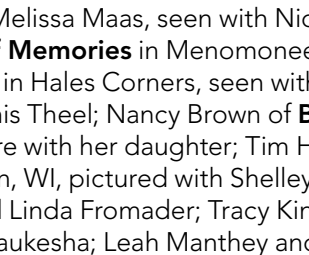
## rhode island

Rhode Island top member Pam of **Flowers by Bert and Peg** in North Kingstown has seen a huge increase in business since relocating her business a mile and a half away to a busier part of town. Pam is a big supporter of stems&bunches and loves her Dove POS.



## wisconsin

Don't the top shops in Wisconsin look grand? Teleflora's Dan Natalizio recently presented plaques to these florists: Sandy Wilbur at **A New Leaf**



**Floral** in Brookfield; Melissa Maas, seen with Nicole Pecha and Krista Schroeder at **Bank of Memories** in Menomonee Falls; Barb Weis at **Barb's Green House** in Hales Corners, seen with Nicki Rueckert, Susie Schmidbauer and Janis Theel; Nancy Brown of **Brown's Floral** in Port Washington, seen here with her daughter; Tim Humphrey of **Humphrey's Floral** in Fort Atkinson, WI, pictured with Shelley Greene, Chris Neuns, Dan, Amy Sexton and Linda Fromader; Tracy Kinski of **Olde English Flower Shoppe** in Waukesha; Leah Manthey and Bryan Lorentzen of **Parkway Floral** in South Milwaukee; Phil and Monique Krainz from **Rose's Flower Shop** in Wauwatosa; Peggy and Charles Schroeder from **Schroeders Floral** in Green Bay, with their manager Brad on the left; Cheryl Last of **Sterling Gardens** in Neenah; and Dan Yerke of **The Flower Garden** in Hartland.



## indiana

Go Hoosiers! Indiana top members include Cathy, owner Carol Anderson, and Wilma at **K's Blossom Shoppe** in Anderson; Dennis Ashley at **The Flower Cart** in Pendleton; and Toni Wheatley of **The Sparrow Florist** in Frankfort.

## kansas

Rhonda Bradley and Deb Schmid of **Pettles Flowers** in Salina, KS, proudly accepted a Top 2000 plaque.



## connecticut

Among top members in Connecticut is Luigi Nuzzolillo of **Forget Me Not Flower Shop**, serving North Haven since 1977.



## missouri

Teleflora's Jeff Newlin presented a top member plaque to Sheila Robbins and staff of the **Flowerama #142** in Springfield, MO.



\* 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).

## bridal co-op

Teleflora has tied The Knot! We have signed an exclusive deal for a new, comprehensive bridal program with wedding industry leader, The Knot. This is your chance to be seen and trusted by over 3 million brides year-round. You can advertise, brand and build your local wedding business with the program. All program participants receive the following:

- Your own profile on theknot.com and weddingchannel.com
- Exclusive icon with "featured Knot florist" on your eFlorist website (year-round)
- Exclusive Bridal Marketing Kit which includes a window decal, counter standee, custom published wedding guides, appointment cards and review cards
- Banners on theknot.com directing consumers to a website where they can find a Teleflora florist (year-round)
- Full-page ads in The Knot magazine directing customers to a website where they can find a Teleflora florist (published 4x a year)



**get online >>** log on to [myteleflora.com](http://myteleflora.com) to get more info about our new, exclusive bridal program!

## make the most of mother's day



### Teleflora's Magnificent Mom Vase

- For a stunning in-shop display, combine this gorgeous glass vase with pink Cubes and Bunch vases. The straight lines will accentuate the graceful curves by contrast. Add candles and river rocks.
- Be sure to display the Magnificent Mom vase with and without flowers, so customers can see and appreciate the flower shape of the hand-cut opening.
- Think beyond Mother's Day and create a fluffy and girly "princess" display using this vase as the focal point and a sign entitled "For Your Special Princess." This is the perfect vase for a young girl's birthday or get well.

### Teleflora's Indulge Her Vase

- Exquisite hand-blown art glass, sculpted with a beautiful "wrapped leaf" motif.
- Use artificial green leaves to create a background to display this vase. Suspend leaves above the vases and lay some underneath. Choose leaves that are similar in color to the leaves on the vase but don't be afraid to try some different interesting shapes.
- Display this vase in your bridal consultation area. It makes a wonderful gift or a great choice for reception centerpieces.



### Teleflora's Peek-a-Bird Teapot

- Whimsical teapot design with charming details and textures.
- Great for collectors. Merchandise as a tea set with Teleflora's Orchard Teacup.
- Display in a garden setting on a bench with plants and decorative garden tools.
- Display on wheat grass with birch branches, garden trellises, nests and birds.

### Teleflora's Sweet Violet Vase

- Sweet and affordable vase adorned with flower applications.
- Display in your cooler with the mixed bouquet, but also with varying shades of purple astroemeria.
- Create a "Violet Lovers" Basket pairing this vase with a live African violet plant in a charming basket. Add a few violet ribbons and you have the perfect gift suggestion.
- Display under a purple umbrella with a sign saying "It's Raining Violets." Hang vases from purple ribbons and include live violet plants in the display.



## breaking news for mother's day!



Teleflora continues our exciting partnership with superstar and super mom Faith Hill for Mother's Day 2011. The Collection by Faith Hill, an outstanding assortment of beautiful bouquets, includes this year's Mother's Day Star! Faith and the Magnificent Mom product will be spotlighted heavily in multiple marketing vehicles including print, online and in Teleflora's Mother's Day TV commercial.

Be sure to stock up on the Mother's Day Star product as well as Teleflora's Silver Reflections and Mirrored Silver Cube containers, which will all be featured this Mother's Day in The Collection by Faith Hill.

Stay tuned and be sure to check out [myteleflora.com](http://myteleflora.com) for more exciting Faith Hill news!



**get online >>** go to [myteleflora.com](http://myteleflora.com) to get up-to-date info about our Faith Hill partnership

## spreading the word about teleflora florists

In 2010, Teleflora's PR department turned to the expertise of our member florists to help in ongoing PR campaigns. For example, last year, Teleflora partnered with LATINA Style, the premier magazine addressing the needs of Latina professionals and business owners. Throughout the year, Teleflora provided centerpieces and bouquets that were

presented to honorees at the LATINA Style Business Series, an interactive business development program that brought together Latina business owners with key corporations and government agencies that provide the goods and services needed by these outstanding entrepreneurs. Over 22,000 Latina entrepreneurs in over 80 cities have participated in the series since its inception in 1998.



The PR team had the pleasure of attending the business series when it was held in Los Angeles and to quote Robert E. Bard, Publisher, LATINA Style "Teleflora is one of the most popular items at every business series event.

Honorees are deeply touched by the beauty of the flowers and the special significance they have when presented."



### a "thank you" from PR!

We wanted to take this opportunity to thank to all those shops who supplied flowers for various public relations events throughout the year!

- A Mystic Garden, San Francisco, CA
- Chesa Verde, Park City, UT
- Edelweiss Flower Boutique, Santa Monica, CA
- Farrell's Florist, Drexel Hill, PA
- Flowers by Grace, San Antonio, TX
- Jenny's Flowers Inc, Miami, FL
- Lavender & Vine, Seattle, WA
- Lee's Flower & Card Shop, Washington, D.C.
- Macres 30th St. Florist, New York, NY
- Planet Florist, Los Angeles, CA

## 2011 rti users conference

In mid-January, Teleflora hosted the 2011 RTI Users Conference in New Orleans. The three-day event featured numerous classes about the RTI point-of-sale system as well as a keynote address by a social technologies expert and a Teleflora company update by President Shawn Weidmann. While at the conference, over 100 shops also took advantage of the One-on-One Lab, which provided individualized instruction and q&a with a RTI support technician.



The conference also offered plenty of time for attendees to socialize with each other and enjoy the city of New Orleans. Final night festivities included a 300+ person parade through the French Quarter complete with a marching band, police escort, mardi gras masks and hundreds of tulips to give to parade watchers. Florists called it "one of the best events in the history of the floral industry!"

## promote sales with promo codes

Over the past couple of years, the use of discounts and promotion codes has exploded—and now, even as the economy improves, the money-saving habit has stuck. Cash in on the trend by setting up promotion codes on your eFlorist site at any time! Contact Web Services with just a few pieces of information:

- The dates you'd like to run the promotion
- How much you'd like to offer (percent or dollars off)
- Products and/or categories where you want to apply the discount

Even better: Starting next month, you'll be able to manage online promotion codes on your own using eSAT. In the left-hand menu, under Website Settings, a link will be added that reads Manage Promotion Codes. Click on that to add new promotion codes, edit existing ones and delete inactive codes. You'll be able to control the amount of the discount, the length of the promotion, and what products or categories are affected. As with everything else in eSAT, step-by-step instructions will be listed right on the screen for you to follow. That upgrade and more are in store for eFlorist in the month of March, so stay tuned!

## marketer of the month



## garters are a hot item for both weddings and proms

Everyone knows that a fancy garter plays a traditional role in some wedding receptions—and at Bobbie's Flowers in Ada, OK, brides are delighted to receive a jeweled, custom-decorated garter as a gift from the shop. But the garters play an even more important role in promoting the shop's prom business. "We have found that the garters are just as important to the girls as the wristlets are," says Bobbie Fowler, who has worked at the shop since she was 16 and bought



it when she was 21, in 1971. Her niece and great-niece, Cissy and Shayla Sutton, also work at the shop and help to make and sell the garters. "They sell for \$25 each, and no two are alike," Bobbie continues. "Each year we create a prom section where the garters are on display, and the girls come in and buy them up. In fact, last year I had a few girls buy two—one for her and one for him, so they could both have a prom souvenir." Now that's a memento!



\* 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!