

JUNE 2009

myteleflora

{news}

teleflora hits the airwaves
ready for a close-up!

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protect your customers,
protect yourself:
POS is a crucial choice

Just as bricks and mortar are the backbone of your floral shop, choosing a robust, efficient and highly secure point-of-sale (POS) application is the foundation for any business that relies on credit-card transactions.

It's a simple fact: Customers must have complete trust in the security of their purchases with you, whether they buy one bouquet from time to time or you are the go-to resource for many orders each month.

If you're skeptical or unaware of the threat posed from cybercriminals, consider the following statistic. According to the Identity Theft Resource Center, reports of data breaches in the U.S. rose 47 percent in 2008. Just one customer's card information in the hands of an unscrupulous individual could crush a business quickly and completely. Online theft is a pervasive, persistent problem with no easy solution.

It's also an issue we take extremely seriously and I'm proud of Teleflora's recent accomplishments in the area of security validation. In particular, I'd like to thank Jim Talarico, Vice President, Florist Technology, and his team, for driving the work that led to a unique achievement for Teleflora.

Our Dove POS™ 4.2 application is now validated by the Payment Card Industry Standard Security Council's (PCI SSC) Payment Application Data Security Standard (PA-DSS) program. We are the first in the floral industry to earn this distinction.

PA-DSS validation outlines a specific set of requirements a POS application must meet if it is used to process credit cards, and ensures that the system encrypts and limits access to credit-card data.

Efforts on this front are ongoing as we endeavor to help you grow and protect your businesses. Teleflora's RTI 12.6 system, a POS application used by larger florists, is validated by Payment Application Best Practices (PABP), developed by Visa. RTI 12.7 is expected to be PA-DSS validated within a few months. We are also working on PA-DSS compliant versions of the Daisy and Eagle POS systems, both of which are scheduled for release in late 2009.

Choosing and maintaining the best POS application is one of the most important decisions you will ever make. I encourage you to rely on Teleflora resources, including webinars and seminars, as you address this key issue. For more information, visit www.myteleflora.com or call 1-800-615-8229.

Together, we can provide consumers with first-rate security and the best floral products in the business.

Shawn Weidmann

shawn weidmann (president of teleflora)



wedding art

Several inches of snow did not deter the more than 100 florists who attended a program with Hitomi Gilliam held March 29 at Callister Imports in Brigham City, UT, sponsored by the Idaho-Utah Unit of Teleflora. Teleflora chairman Tom Butler also showed up to meet and greet. Many in the Idaho-Utah Unit travel 300 miles or more to attend programs.

upcoming classes at the teleflora education center

June 21–24, 2009

Sympathy Expressions

Instructor: Joyce Mason Monheim, AIFD, PFCI, AzMF

July 26–29, 2009

European Style Design

Instructor: Els Hazenberg, AIFD, AAF

winners of teleflora competitions

That trophy looks heavy—but Robin Weir AIFD of **Langones Florist** in Springfield, MA (at far right in the photo -lower left) can handle it. She was named Designer of the Year at the Northeast Floral Expo, organized by the Connecticut Florists' Association. Besides the trophy she gets \$500 and an expenses-paid trip to represent Connecticut in the national finals in Arkansas this coming October. Second place went to Susan Festa of the **Pink Petunia** in Cheshire; third place was won by Cat Epright AIFD of **Datura** in Middletown. Also pictured are Jon Lindeberg of Teleflora (far left), Design Competition Chair Sylvia Nichols AIFD (center), and CFA President John Tornatore (next to Lisa Fede).

In a separate state competition, Lisa Fede of **Fruits and Flowers** in Bridgeport, CT (lower right) not only won a \$300 prize from CFA, but her winning arrangement will be featured this year in CFA promotions to consumers statewide. Second place went to Christine Correia of **Above & Beyond Floral & Gifts**, Waterbury; third-place winner was Iris Oliveira of **McArdle's Florist & Garden Center** in Greenwich. Finalists were Jorge Uribe of **Fleur de Lys Floral & Gifts** in New Haven and Stephanie Fusco of **Terri's Flower Shop** in Naugatuck.



get involved!



Here I am during last year's Make Someone Smile® Week with members of the Oklahoma Unit of Teleflora.

Recently, Teleflora's Unit Presidents were sent a press release for use in promoting Make Someone Smile® Week to local media. The headline read, "Teleflora's (insert local Unit name) will bring smiles to local residents through the gift of flowers." Isn't that a great message to send your potential customers about Teleflora florists?

Make Someone Smile® Week is Teleflora's annual benevolent project, in which Teleflora members create and deliver bouquets to recipients in nursing homes and veterans' and children's hospitals. While the florists volunteer their time, Teleflora donates thousands of Be Happy® Mugs and supports the program in other ways. Last year, 2,000 florists throughout the United States and Canada delivered over 35,000 floral arrangements to those in need of a smile.

Yes, it's a lot of work. But those who have participated will tell you it's also one of the most satisfying things they do all year long. It generates great publicity; it brings happiness into the lives of the recipients — and it reminds everyone, including the florists who take part, about the power of flowers to make someone smile.

This year's Make Someone Smile® Week is July 19–25. To get involved in your area, call 800.421.2815 to get the name of your local Unit President. To get involved in Canada, call 800.668.5770. You'll be glad you did!

Tom Butler

tom butler (chairman of teleflora)

a word from tom

thanks and congratulations

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

Several top members recognized in the North Carolina region include (at right, from top to bottom), **A Daisy A Day** in Winston-Salem, **Ellington's Florist & Greenhouse** in High Point, **North Point Florist** in Winston-Salem, **Plants and Answers The Florist** in Greensboro, **Scruggs Florist** in Greensboro, and **Sherwood Flower Shop** in Winston-Salem.



Lindsey Bennett at **Claybar Floral Shop** in Beaumont, TX, recently purchased Dove POS as an upgrade. She's pictured here with Teleflora's Greg Haddad.

At **Terra Flora** in Rosenberg, TX, Teleflora's Cathy Thrash (center) dropped by with a top-member plaque for Marcia and Ron Gould.



Marcia and Ron took the plunge and bought a multistation Dove POS system! A great step for this family-owned and-operated shop, Teleflora members since 2003. Congratulations, Ron and Marcia!

* 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.



At **Phillips Flowers** in Chicago, IL, Teleflora's Stew Fishman (right) presents Baxter and Jim Phillip with a "Top 50" plaque.

A happy 30th anniversary to the folks at **Betty Lou's Flowers** in Norman, OK! Teleflora's Andy Potter and Tom Butler (in the blue shirts, of course!) paid a congratulatory visit to Dewight and Betty Lou Mitchell for the occasion. Back in the day, Betty Lou was the first graduate of all the AFS design schools (now Teleflora)! Several of the staff are Oklahoma State Master Florists. No wonder this shop has thrived for 30 years!



Top-member recognition brought smiles to florists in Ohio, including (left), **Bartz Viviano Floral** in Toledo, **Ken's Flower Shop** in Perrysburg, **Joe I Cooper Florist** in Toledo and **Baker Florist** in Dover. Teleflora's Denise Patchen made the rounds and took photos, but since Mother's Day was approaching, she couldn't get Kathy Wilhelmy of **Kathy Wilhelmy Flowers** in North Olmsted, out of the cooler! At **Sisson's Flowers and Gifts** in Avon Lake, an eye-catching display with pretty parasols calls attention to the beautiful cooler and evokes the adage, "April showers..."

Teleflora would also like to congratulate owners Joseph and Bill Schroeder of **Milton Flower Shop and Greenhouses** in Alton, IL. This shop was established back in 1929 and it has been in the same location since then. This past April they celebrated their 80th anniversary.

more kudos to lynn shipman



Last year, Lynn Shipman was recognized as "America's Favorite Florist Mom" during Teleflora's promotion for Mother's Day of 2008. Now her shop, **Brenda's House of Flowers** in Woodstock, GA, has been named one of the top 100 diversity-owned businesses in the state of Georgia, as well as a top-500 diversity owned business in the U.S., by DiversityBusiness.com, a leading multicultural website. "Almost 80% of my staff are women," says Lynn. "We have taken a small florist to become one of America's largest. I only hope our success will encourage more women to enter the world of commerce." The photo shows Lyn with some of the other 20%: nephew Ryan Bermingham, husband Skip, and shop dogs Lucy and Caleb.

Of the several shops in North Carolina recognized with top member plaques, only Don Clemmons at **Clemmons Florist** in Greensboro let Teleflora's Angela Spry sit on his motorcycle!



teleflora hits the airwaves... and the newstands!

Dr. Mehmet Oz, Founder and Chairman of HealthCorps, and his wife Lisa co-hosted the organization's annual gala, The Green Garden. The gala raised funds to expand their groundbreaking in-school health educational and mentoring program, which is growing across the country. Quincy Jones was presented the First Annual HealthCorps "Music for a Better Life" Award. Wyclef Jean, Stepp Stewart and Eternity Band performed. Teleflora worked with **Macres 30th St. Florist** to provide arrangements.



When Latina leaders in business, law, and public service were honored by **LATINA Style, Inc.** in Orlando, Teleflora was there, providing a presentation bouquet for each of the honorees with the help of **A Basket & Floral Affair, Inc.** in Orlando, FL.



TOP CHEF

Bravo's hit new show inspires a sizzling sweepstakes!
See pages 42 and 43 of your Summer 2009 Resource Guide

Consumers across the nation were made aware of what Teleflora and our local florists had to offer for Mother's Day as part of outreach efforts to media by the PR team — from the inclusion of the bronze callas in **OK!** Magazine's "Mother's Day" gift guide to stories in **USA Today** and **BrandWeek** regarding Teleflora's aggressive marketing plans.



As part of Teleflora's outreach to the media for Mother's Day, Richard Ramey—owner of **Flower Cottage on Main** in East Point, GA—appeared on his local morning show, "Good Morning Atlanta" which airs on FOX. Richard spoke in detail about the different floral gift options customers have for Mother's Day, and brought several bouquets, including the Mom's Butterfly Bouquet by Teleflora and Polka Dots & Posies.



Don't forget Make Someone Smile® Week is July 19–25.
Check myteleflora.com for details.



teleflora on HSN

Taking a quick time-out on the Teleflora set at HSN are Teleflora's own Marie Ackerman, Anda Pho, Marc Washington, HSN host Alyce Caron, Tim Farrell AIFD, PFCI, AAF and Rachel Askew. Teleflora aired three 30-minute segments promoting Mother's Day 2009 codified products and highlighting the "Teleflora Difference" during the week leading up to the holiday.

Southern Living



Teleflora partners with *Southern Living* to bring you 15 million new prospects! We are delighted to introduce two new bouquets created exclusively for the loyal readers of *Southern Living* magazine. Bouquets will receive exceptional exposure in the June and August issues of *Southern Living* and on southernliving.com, as well as in the 2009 Southern Living Idea Houses opening this June. Find *Southern Living* bouquet recipes on myteleflora.com!



Get ready to set your DVRs to record "Bridget Jones – The Edge of Reason," on TBS in conjunction with "Movie & A Makeover," on June 6th. The overall theme of "Movie & A Makeover" is "Splurge" vs. "Savvy," where the on-air host will show ways to save on everything for a wedding, from the cake, to invites, and of course flowers.

We worked with **Carither's Flowers** in Atlanta and provided a variety of bouquets. Teleflora and Carither's will receive a verbal mention, as well as inclusion in a slideshow on TheKnot.com which will launch after the show airs.

five easy ways to grow your online business

Every day, businesses are trying to find ways to increase their customer base without spending a lot of money. Here are five easy (and inexpensive) things you can do to attract new and repeat online customers.

Mention your website as often as possible.

When speaking with clients, remind them that they can place orders 24/7 through your website. Make sure your after hours and hold messages mention your site too.

Print your web address on all your materials and advertising.

Anywhere your shop name is printed, your web address should follow. Don't forget your delivery vehicle(s). Magnetic signs are inexpensive and turn your vehicle into a mobile billboard.

Turn recipients into customers.

Now that the recipient has seen the quality of your work, having your web address on the pick card will make it easier for them when they want to send flowers to someone else. You can even include a discount offer for their next online purchase.

Claim and update your online business listings.

eFlorist sites are included on Google Local and Yellowpages.com as part of their membership, but you can still be listed even if you don't have an eFlorist site. By claiming your listing, you can be sure customers have accurate information so they can find you.

Encourage customers to write an online review or provide a testimonial for your site.

Nothing beats actual customer feedback when it comes to convincing prospective customers how great your shop is.



marketer of the month



ladies' night out

Going from "open house" to "Ladies' Night Out," attendance increased from 30 to over 300! It was a simple idea: "I was tired of getting just 25 or 30 people at an open house, so I decided I would join forces with other businesses in my town," says Nancy Witte-Dycus of **Fantasy Flowers** in Thiensville, WI. And so was born "Ladies' Night Out." Here is Nancy's timeline:

- 2005** Three businesses took part, with customers going from one business to another. Attendance: 75.
- 2006** Eight businesses, attendance: 125. "We added a prize drawing based upon the ladies getting a checklist stamped at each business," says Nancy.
- 2007** 29 businesses, attendance: 325. "Ladies' Night Out" had become the event of the fall. "Ladies were calling to ask when it was happening," Nancy reports. "We added posters and a website."
- 2008** 26 businesses, attendance: 420. Two shuttle buses were added. Fantasy Flowers had coupons, an in-store raffle, snacks, a gift card discount, and men in kilts.

The cost to each business? Membership in the Thiensville Business Association (\$50), donating something for the prize baskets, and splitting the cost of the newspaper ads. Results? Business is up all over town. "It's great to do something for your own business," comments Nancy, "but it's even better to take the entire village with me."



* 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!