

# myteleflora

{news}



faith hill gets noticed  
check out all the coverage on  
{pg. 7}

inside

president's {letter}	2	market {your business}	6
a word {from tom}	3	teleflora {in the news}	7
design {and education}	2 & 3	teleflora {technologies}	8
member {spotlight}	4 & 5	marketer {of the month}	8



## valentine's day 2011: congratulations on a job well done

This has been one of our most exciting holiday periods ever, with unprecedented results.

Sales on Teleflora.com increased by 60 percent compared with the same period last year (Feb. 1 to Feb. 14). On Feb. 13, we experienced the biggest Valentine's order day in Teleflora history, beating the previous record day by 40 percent. Together with you, the world's best network of florists, we trounced the drop-shipping competition by providing consumers with the highest-quality bouquets available.

I am extremely pleased with this performance and would like to thank every member of the florist network for the diligence, hard work and extra effort this kind of performance demands. It is greatly appreciated.

For the past few years, we advertised on the Super Bowl to communicate our message of hand-arranged, hand-delivered flowers. The public responded and awareness of the Teleflora difference grew. This year, with Faith Hill starring in our commercial, the message was even more compelling to more than 100 million viewers.

But all of this exposure would not amount to much if it weren't for the strength, flexibility and creativity of the floral shops that make up our network. I'm extremely proud of these excellent, record-setting results that stem from your long-standing commitment and dedication to delivering superior quality. Thank you for being the best.

We have high hopes for leveraging our Faith Hill partnership for maximum success, which means building on the network's reputation for quality and putting ever-more orders into the hands of local florists.

As we approach Mother's Day, I am confident that we will break even more records and continue to see resounding success.

Sincerely,

shawn weidmann (president of teleflora)



At this year's Teleflora Unit Presidents' Meeting, Education Specialists Vonda LaFever AIFD, PFCI and Kevin Ylvisaker AIFD, PFCI dressed up as apples to send home the theme "#1 in education." The meeting progressed smoothly under the leadership of Teleflora Vice-President of Industry Relations and Publications Rich Salvaggio AIFD, AAF, PFCI (pictured on the next page). One Unit President, Dot Chenevert AIFD of the New York Capital District Unit (at center in the middle photo above), won a drawing for an all-expenses-paid trip to Los Angeles, to be on the set for the filming of the next Faith Hill commercial! Unit Presidents in every region were recognized with awards for outstanding performance. The top two awards went to the Oklahoma Unit, which received the National Achievement Award, accepted by Sue Kendall (at left above), and to the Northern California – Nevada Unit, which received the National Benevolent Award, accepted by Wil Gonzalez, Jr., AIFD. Both award recipients are seen here with Lottie Slovacek and Donna Nelson, Industry Relations Coordinator and Manager of Units, respectively.

# education starts here



Who do we have to thank for all those Teleflora-sponsored educational programs that take place across the country, offering design inspiration, tips, trends, and business savvy to florists at very affordable prices? Sure, there's the hardworking staff at Teleflora, but the lion's share of the planning for these events is done by florist volunteers—the Unit Presidents and the members on their Unit Boards. Each January the Unit Presidents are invited to Los Angeles to receive training in how the Unit Program works, share their experiences with each other, and get a big thank you from their hosts at Teleflora.

This year, the VIP visitors heard from Teleflora president Shawn Weidmann on a video made especially for them, since he had to be out of the country during the meeting. Shawn emphasized the priority that Teleflora places on florist

education: "Even in tough times, we never consider cutting the education budget," he said. "We really appreciate everything you do for the industry."

If you've never been to an educational program organized by your local Teleflora Unit, you're missing out on one of the best deals in the business. To find one near you, check out the listings in the Industry Events calendar in *Flowers&* magazine, or go online to [www.myteleflora.com](http://www.myteleflora.com) and click on Design Education, then on the Floral Event Calendar in the Unit Program section. For photos, fun, and news about the Unit Program, visit the Teleflora Industry Relations page on Facebook!

## upcoming classes:

March 20-23, 2011

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

Instructor: Kevin Ylvisaker AIFD PFCI

April 3-6, 2011

**Prom Ready? Flowers to Wear**

Instructor: Joyce Mason-Monheim AIFD PFCI

## a word from tom

### flowers are the best way to speak from the heart



That was the message Teleflora sent to more than 100 million television viewers on Super Bowl Sunday. As befits the occasion, it was couched in a humorous context designed to resonate especially with men. But men and women both can appreciate the awkwardness that sometimes arises when strong emotions make it hard to find the right words to say what you feel.

National advertising has long been a strong suit for Teleflora. It's one of the best ways we can leverage our strength as a network on behalf of our members. No individual florist could afford to advertise during the Big Game, but Teleflora can use its marketing muscle to create buzz and attract customers on a large scale. In the end, it's all about sending orders to you, our member florists—and Teleflora remains the only wire service that sends all orders to local florists to be filled.

By all indications, the ad succeeded in achieving that goal. There's no doubt it was one of the most talked-about and searched-for ads on the day after the game.

A big reason for that is the way the ad portrayed someone trying (and failing) to find an appropriate card message. The marketing folks at Teleflora followed that up with a free app for the iPhone that gives suggestions for what to say on the card. The app, called Flower Coach, debuted on the day of the game. It can be downloaded from the iPhone App Store or from [Teleflora.com](http://Teleflora.com). Versions for other phones will follow.

We hope that customers will know, when it comes to expressing their feelings, they can always rely on Teleflora—and that means you.

tom butler {chairman of teleflora}

# members' stories from all around



## a mission in minnesota

When Teleflora folks visited **Engwall Florist** in Duluth, MN, they were impressed with the mission statement that's posted prominently in the shop: "to professionally help each customer express their emotions with beauty while providing excellence in service." From left to right in the photo are owner Rod Saline and Teleflora's Kathy Petz, Marie Ackerman, and Tom Butler.



## butler chairs endowment



The American Floral Endowment (AFE), which funds research and education for the advancement of floriculture, has appointed Teleflora chairman Tom Butler AAF, PFCI as the new chairman of AFE. With more than 40 years' in the floral industry, Tom is considered a preeminent authority on it. "I can think of no other person who has a greater understanding of the issues the industry is facing today," said outgoing AFE chairman Harrison "Red" Kennicott, president of Kennicott Brothers in Chicago.

## christmas in north carolina

It was a splendid open house at **Talley's** in King, NC (Teleflora members since 1988 and new Dove POS users). Teleflora's Angela Spry was on hand to congratulate owners Jerry and Carol Williams.



## get on board

After the Unit Presidents' meeting in January (see page 2), many Teleflora Units around the country got together for their first board meetings of the year. Among them were the LA Coastal Counties Unit (top photo) and Oklahoma Unit (bottom photo). LA Coastal Counties Unit President Terri Alvarez reminds everyone that joining your local Unit Board is fun, educational, and a great way to give back to the industry!



## indiana

**Rosemary's Heritage Flowers** in Crown Point, IN was beautifully decorated for Christmas when Teleflora's Don Ball came to deliver a top-

member plaque. Congratulations to Rosemary De St. Jean, a Teleflora member since 2001!



## operation cupid

Just before Valentine's Day, we heard this from Waneita Bovan at **June's Floral Company** in Mount Morris, MI: "This Valentine's Day, I am sending flowers free of charge to wives, mothers, girlfriends and daughters of deployed solders that are overseas. For

delivery, I have gotten help from veterans, businesses and individual volunteers. I will be sending a single wrapped flower, with a card that says 'Operation Cupid: Happy Valentine's Day, Love, Your hero.' " The benevolent project was announced with a notice on the June's Floral Company website. Great idea, Waneita!



## montana

Out west in cowboy country, **Bitterroot Flower Shop** in Missoula, MT received a Top 500 award from

Teleflora's Laura Ruelas. Owners Nancy Larson, Jeff Larson, Lindsay Irwin and Cliff Irwin were busy transitioning into fall holiday mode—an easier task, they say, thanks to their RTI system.



## massachusetts

Top members in the creative Commonwealth of Massachusetts include Nancy Tripodi of **Bedford Florist** in Bedford (a Top 500 member, seen here with Teleflora’s Bob Hurley), Susan Stewart of **Burlington Florist** in Burlington, Bob Adams of **Hartstone Flowers & Nursery** in Weymouth, Annette Fuller of **Malvy’s Flowers & Gifts** in Woburn, Heather Busa of **Wayside Florist** in Concord, and Nancy Carafoli of **Stevens The Florist Inc.** in “America’s Home Town,” Plymouth, seen in the photo with Kerri Carafoli, Olga Florentine, Lisa Hachey, and Maureen Hurley.



## minnesota

Up in the Great White North, top members from the beautiful state of Minnesota include Tim Speckel of

**Buffalo Floral** in Buffalo and Jane Williams, Amy Odette and Jim Williams of **Forget Me Not Floral** in Northfield. In Fridley, Teleflora Chairman Tom Butler was on hand to present a Top 500 plaque to Marcia Schaaf of **Schaaf Floral**.



## north carolina

Accepting top member awards in North Carolina last November were Mary & Robert Burchette of **Sherwood Flower Shop** in Winston-Salem; Betty and Ken Young of **Young’s Florist** in Kernersville; Ellen Francis & Annette Mullins of **A Daisy A Day Florist** in Winston-Salem; and, at **Sandy’s Flower Shoppe** in Morehead City (a Dove POS shop and a member since 1992), owner Sandy Willis and store manager Karla, seen here with (at center) Teleflora’s Angela Spry.



\* 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).

# bonus blooms make every gift twice as nice

This month, eFlorist unveils Bonus Blooms, a chance for you to turn flower recipients into flower buyers. It's simple:



1. Flower recipients get a game code in an enclosure card.
2. Recipients can visit your website and enter their unique code to see if they win a prize.
3. Anyone who checks their code can opt to join your shop's mailing list to receive future updates.

You get to decide how many prizes to award and what those prizes are. Free arrangements, discounts on future purchases, free add-ons or gift cards are all great prizes! Remember, you decide what

they'll win and how many winners there will be. Whether or not someone wins, they're invited to join your email list, so it's an easy way to grow your marketing list.

To set up Bonus Blooms for your shop, please contact Web Services at 866.983.3932 or [webmaster@teleflora.com](mailto:webmaster@teleflora.com). Then just add the code to your enclosure cards, which you can distribute as you see fit. Once that's done, you can start doubling your customer base!

## teleflora in the news



### sundance kid

On Saturday, January 15, acclaimed documentary filmmaker Morgan Spurlock brought his latest film, "POM Wonderful Presents The Greatest Movie Ever Sold," to the Sundance Film Festival. Following the premiere of the well-received film, Morgan and guests ventured to the Montgomery Lee Fine Art Gallery for an after-party. Beautiful bouquets by Teleflora, courtesy of local floral shop Galleria Floral & Design, added elegance to the overall look and feel of the space.

### moms in the city

To celebrate the new TV show, "Moms and the City and a Dad Named David," a party was held Monday, February 7 at the glamorous new Le Posh Salon/Spa/Lounge in Los Angeles, an oasis of calm and sophistication catering to moms, dads, celebs and professionals alike who want to indulge in a little slice of heaven. The show is all about the edgy, honest and sometimes controversial opinions of three real moms of New York City, who also happen to be award-winning journalists: Denise Albert, Melissa Gerstein and Raina Seitel Gittlin (seen in the photo at right with comedian Bill Bellamy and his beautiful actress wife Kristen Baker). The women cover parenting issues from the trenches as they trek through the joys and dysfunction, the exhaustion and exhilaration that motherhood brings.



The space was outfitted with amazing floral arrangements from Teleflora, thanks to Santa Monica floral shop Edelweiss Flower Boutique. The New York City celebs together with West Coast friends and colleagues had a moms' night out, noshing on delicious appetizers and desserts from Wolfgang Puck, sipping on Bethenny Frankel's Skinnygirl Margaritas and fishing for fabulous prizes from mom-and-baby retailer Zulily. A number of Hollywood parents including Elisabeth Rohm, Parks and Recreation's Jama Williamson, and Babycenter's Catherine McCord also took part in the celebration!



# super bowl sensation



On Sunday, February 6th, Teleflora returned to the big game for the third year with a new ad just in time for Valentine's Day. We benched the sarcastic talking flowers and introduced the public to our partnership with country singer, Faith Hill. Faith starred in a laugh-out loud ad staged in a recording studio where Faith helped her sound tech through a Valentine's Day dilemma, creating an unexpected and funny twist to the spot.

The PR team set out to ensure that viewers and media would be on the lookout for our new ad and scored stories in more than 200 top-tier papers, online sites and nationally syndicated entertainment and morning talk shows including; *USA Today*, *New York Times*, *Los Angeles Times*, *Wall Street Journal*,

*Advertising Age*, *AdWeek*, *Star Magazine*, *Society of American Florists*, *Associated Press*, *CNN.com*, *EXTRA*, *Access Hollywood*, *E!*, *The Insider*, *Inside Edition*, *Good Morning America*, *Country Music Television "Insider,"* *ClickZ*, *Examiner.com* and *Yahoo!*



January 10th, 2011

"She relates to people on both sides of the gender divide," says Shawn Weidmann, president of Teleflora. In its Super Bowl spot, Hill gives Valentine's Day gift advice to a young sound technician who doesn't quite know what to get for his girlfriend.

Hill, who has sold 40 million records, will have an entire Teleflora flower collection named after her. "Even though the Super Bowl is a male event, women drive a lot of buying," Weidmann says.

January 26th, 2011

Teleflora, back again for its third round as a Super Bowl advertiser, has in the past used Facebook to spark conversations about its commercial. But this year, it's placing even more emphasis on the social-media aspect of the campaign. "This year is definitely more of an intense marketing effort, because the channel is becoming more developed," said Laurie McCartney, Teleflora's chief marketing officer.

**AdvertisingAge**



February 7th, 2011

Donny Deutsch, chairman of Deutsch Inc., the agency responsible for this year's much-talked-about "Use the Force" Volkswagen commercial, called the Teleflora ad "cute, honest and fun" on NBC's "The Today Show" with Kathy Lee Gifford and Hoda Kotb. "It's human ... that's something likeable and real," Deutsch said. "Great advertising holds up a mirror to who we really are."

## new versions of Dove POS ideal for smaller shops

This spring Teleflora adds two new version options to the floral industry's most popular point-of-sale system, Dove POS.

"Our goal is to have a POS system for any florist," said Teleflora President Shawn Weidmann. "Starting for less than a single tank of gas each month, a florist can own a version of Dove POS that fits their individual needs and budget."

Joining the current version of Dove POS, known as the Enterprise version, are Dove POS Standard and Dove POS Pro. These new additions to the family are ideal for smaller shops. In addition to ticket or order entry, both versions include free email marketing for birthday and anniversary reminders as well as major floral holidays; over 30 business reports; and the ability to provide customer statements online via a Teleflora eFlorist website.

That last feature is just one of the many available in all three versions of Dove POS 5.2. Florists can automatically email their customers alerting them that their statement is ready to be viewed online. The email includes a link that customers can then use to access up to six months of records on the florist's eFlorist website.

"Florists need to put technology to work for them," said Weidmann. "My goal is for every florist to have a website and point-of-sale system. These tools are absolute musts to compete today."

According to Teleflora's Vice President of Florist Technologies Jim Talarico, florists using DovePlus to send and receive orders today will find the transition from DovePlus to Dove POS to be quite easy.

"The two systems are similar in many respects and Dove POS will give the shops powerful new tools to improve efficiency across many areas of their business," said Talarico.

Like DovePlus, Dove POS requires a high-speed internet connection to operate. Dove POS Standard may run on a shop's existing computer hardware if it meets Dove POS system requirements.

To learn more about Dove POS, visit [dovepos.com](http://dovepos.com) or contact your Teleflora Territory Sales Manager.

## marketer of the month



## wedding contest reaps publicity and goodwill

Noting that "with today's economy we have seen a drastic drop in wedding flowers," the guys at Citrus Valley Florist in Covina, CA decided to do something about it. Don Waters and Albert Perez, who also have shops in nearby Glendora and Rowland Heights, sponsored a contest. Couples were invited to submit a 500-word essay on how they met and became engaged. Each of the top five finalists received a free wedding bouquet and groom's boutonniere; the first runner-up couple received flowers for the entire wedding party, while the winners of the grand prize received \$3,000 worth of wedding flowers. Don posted the promotion on the shop's website and on the marquee at each store, and it received wide publicity in local news media, both before and after the selection of the finalists.

Almost 100 couples entered. The winners, Megan Garcia and Patrick Magallanes, had a dramatic engagement story, with Patrick proposing on a stage in front of thousands of people, and Megan, too overwhelmed to speak, simply nodding her assent. Both are working second jobs to help pay for their wedding in July. "We wanted to help a couple that otherwise would not have been able to afford flowers for their wedding," says Don. Meanwhile, he and Albert have been overwhelmed with recognition from the community for their generous gesture.



\* 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!