

# myteleflora

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education for everyone  
with the teleflora units program  
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## improving network quality equips us to be the best

In today's business environment, delivering excellence is a fundamental necessity.

For us, that's true in a very literal sense as we consistently please customers with our hand-crafted bouquets and more figuratively as we implement our enhanced Network Quality program. These changes are vital to maintain the high standards that collectively form our unique competitive advantage, the Teleflora difference.

The network upgrade will improve customer satisfaction, which is good news for everyone. Florists who do well in this area are more likely to receive orders from Teleflora headquarters and other florists. The bottom line is this: the healthier our network is, the more robust your business will be.

The Network Quality program has 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.

Starting this month, top performers will be named "Petal of Honor" floral shops and we encourage you to tout this distinction to drive even more business to your door. Beginning April 15, we will require delivery confirmation on all orders. Those of you who already do this know that it reduces delivery issues as well as calls and complaints.

We will share more details on the Network Quality program as soon as they are available.

On our end, we have revised the substitution policy to make it more specific. We will keep promoting Florist Choice and everyday keepsakes. We've expanded testing of delivered bouquets and continue to conduct extensive market research. Following our major success with this year's Super Bowl commercial, we will look for new opportunities to build consumer awareness using national advertising. Additionally, we continue to develop cutting-edge technology, education and business tools to help you prosper.

As you know, our industry faces a number of challenges. And yet we have the power to arm ourselves with excellence. We know that buying flowers from local florists brings with it the benefit of top quality; let's commit to demonstrating that quality to consumers with every single order.

Sincerely,

shawn weidmann {president of teleflora}



## florist education ahead

If it's January, you know it must be time for the annual Unit Presidents' Meeting at Teleflora in Los Angeles. The Unit Presidents are the florist volunteers who, with help from their local board members, plan the Teleflora-sponsored educational programs that are offered all over the country—more than 350 in 2009.

This year, the presidents landed in a rainy LA, but had a final day of California sunshine before heading back home. Over two full days (three for the first-year presidents) they met with each other, with the five Regional Unit Directors, and with top Teleflora executives for support and advice about bringing educational opportunities to Teleflora members in the field. The Unit Presidents also had a chance to interact with the 20 Teleflora Education Specialists who actually deliver the programs.

Seventeen of the 44 Unit Presidents were recognized for outstanding performance in various ways during the meeting's gala final-night dinner—but all of these volunteers deserve thanks and appreciation for what they do to help Teleflora florists stay informed, inspired, and profitable.



The visiting Teleflora Unit Presidents had a chance to meet and talk and with Teleflora leaders including CEO Shawn Weidmann (opposite page), and with the Teleflora Education Specialists; a luncheon where the Ed Specs played "pilot" gave the presidents a chance to get to know their areas of educational expertise. In working sessions (above left), they received training in how the Units Program operates to bring educational programs to florists across the country. On the final night of the meeting, Karen Genoud AIFD, president of the Northern-California Nevada Unit (above right), was recognized with the Unit Program's National Achievement Award. The National Benevolent Award, given to the Unit that does the most outstanding job with its benevolent projects, went to Alabama Unit President Karen Jenkins. Unit Presidents in each region were likewise acknowledged. Special recognition was given to Wilton Hardy AIFD, AAF, PFCI, FSMD, for 60 years of service to the cause of education in the floral industry. With Wilton in the photo at left are Teleflora CEO Shawn Weidmann, Vice President of Industry Relations and Publications Rich Salvaggio AIFD, AAF, PFCI, and Teleflora Chairman Tom Butler AAF.

a word from tom

most florists do the job right—and want other florists to do the same



*It was a grand occasion at Eastern Floral in Grand Rapids, MI, when the shop dedicated a new headquarters. Part of the new building is devoted to an International Center for Entrepreneurial Excellence, which serves as a "business incubator" for women and minority entrepreneurs. Present were, from left to right, Teleflora Territory Sales Manager Don Ball; General Manager Rick Huisman; CEO Bing Goei; President Jason Goei; and myself.*

Why is Teleflora putting an increased emphasis on network quality? It's not because most of our florists aren't already doing an excellent job!

One of the realities in today's retail florist market is that customers are increasingly turning to the Internet, whether it's a shop's eFlorist website or Teleflora.com. Naturally, customer expectations are shaped by what they see online. People expect to receive an arrangement that looks like the picture on the website. This means that filling orders to value, with minimal substitutions, has become more important than ever. It's a challenge, but we have to meet it.

Timely, reliable delivery is another area where customer expectations are high. These are points where the reputation of individual florists is linked to the reputation of the Teleflora Network. I'm always reassured, however, when I visit our member florists—especially those with a strong reputation for quality. Recently I paid a visit to a shop that has long been a respected name in Michigan: Eastern Floral in Grand Rapids. It was very clear to me that CEO Bing Goei and his management team have a passionate commitment to quality service—not just for their local customers, and not even just for his own business, but for other business owners as well.

Bing knows that success in business is not a zero-sum game. Rather, we can all be more successful when we achieve success together. I know that Bing and his staff will appreciate Teleflora's efforts to improve network quality, so that all the orders they send will be handled with the same care that's made Bing a success over the years. I hope you feel the same.

tom butler (chairman of teleflora)

# out and about with our members

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



## a creative combo

“Winter Brides and Holiday Parties” was the tantalizing combined theme of a gala open house sponsored at the beginning of last year’s holiday season by Kirby Floral and Signature Floral Supply in Burnaby, BC, with Teleflora as a sponsoring partner. The format included a presentation of all the designs, allowing for a close-up view for the entire audience. Among the featured designers were Kevin Ylvisaker AIFD and 2009 AIFD inductees Sam Solis, Yukari Mitsui and Louisa Lam. The program was produced by Hitomi Gilliam AIFD and her son Colin Gilliam.

## all smiles in oklahoma

Teleflora’s Suzi Lawrence and Tom Butler presented Earl Wheeler of **Glenpool Flowers** in Glenpool, OK with a Top 2000 plaque.



## gingerbread and orchids

There’s already plenty to do at Christmas—but for **Crestwood Flowers** in Kansas City, MO, creating a fabulous gingerbread house has to be on the list. The shopping center where the shop is located hosts an annual gingerbread house contest that is a big hit with customers, part of an open house event with caroling, prizes, Christmas goodies and warm cider. Crestwood is known for its orchids; the shop sells close to a hundred every month. From left to right in the photo are Teleflora’s Suzi Lawrence and Crestwood’s Karina Swearingin with daughter Ruth Ann Swearingin.



\* 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).



Teleflora's Bob Hurley presented top-member plaques to florists in Massachusetts: clockwise from far left, Gregory P. Webber of **Webbers Littleton Conservatory, Inc.** in Littleton; Raymond and Carol Davin of **De Bonis the Florist** in Fitchburg; Rick Sigda of **Sigda Flower**



**Shop** in Greenfield; Frank Boyden of **Knowles Flower Shop** in Amherst; Tom Murphy Jr. of **T.F. Murphy Florist** in Somerville (celebrating 50 years in business!); and Walter and Carol Nuttelman of **Nuttelman's Florists** in Northampton. In South Hadley, Seth Carey of **Carey's Flowers** held his Top 500 plaque proudly in front of his shop's "wall of fame."

marketer of the month



## winning future customers at prom time



Certain promotions can really bring in new business over the long term—not just for the holiday or occasion in question. At **Tim's Touch** in Lexington, SC, Tim Lawing has found that to be the case with prom promotions. For the past two years, Tim's shop has invited prom customers to email their best prom picture to the shop. "Each year, we posted the pictures on our website and included an invitation to view them in our general marketing emails," says Tim. The first year, shop employees voted for the "best prom picture." The second year, Tim went one better and invited friends and family to vote. In order to vote, however, voters had to give their name, address and email address—a goldmine of information for future marketing, just in time for Mother's Day! The winning couple received a \$100 gas card as a prize. In addition, in 2009, Tim played off the prior year's contest in a mailing that also included a discount for "Premium Designed Corsages and Boutonniere" orders placed by March 21. The result: increased website activity, increased prom orders, and a lot of buzz around the shop's fashion-forward prom flowers.



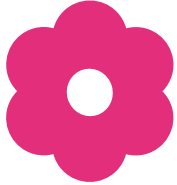
As a complementary prom promotion, Tim contacted the athletic directors at local high schools and offered them a fundraiser that required almost no effort or expense on their part. All they had to do was forward an email from Tim's Touch to other coaches and to students, including members of the athletic booster club. The email included a coupon offering a \$10 discount and a \$10 donation to the athletic department for each tuxedo rented through Tim's shop. Tim also provided the discount coupon to schools in a printed format. One school enlarged the email into posters and put them up all around the school! Not every florist provides tuxedo rentals, but Tim believes the same concept could work for prom flowers, "perhaps with a lesser amount," he says. "Think of the future customers you will have contact with!"

\* 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!

## petal of honor - awarding excellence

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 introduce its Petal of Honor program.

teleflora



**PETAL of HONOR**  
2010

*Award of Excellence*

### How do we choose?

Petal of Honor recipients will be selected based on the following criteria:

- Low complaint rate
- High customer satisfaction
- Prompt delivery

### How can the petal of honor award help your business?

We believe that being the best of the best deserves public recognition. With this Award of Excellence, we hope to drive more customers to your business. Petal of Honor recipients will be distinguished with a special emblem:

- On their eFlorist homepages
- Next to their shop listings on Findaflorist.com
- In the "select a florist" option in Teleflora.com check-out

We have selected and notified our first group of Petal of Honor recipients. The list of honorees is now posted on myTeleflora.com and will also be published in our next myTeleflora newsletter. 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.



## merchandising tips and tricks

### teleflora's dragonfly vase

Create an "outdoor" display featuring dragonflies. Make these stunning vases pop by filling them with colored water or glass or gel beads and place them on a flat of wheat grass. Hang large dragonflies and place the dragonfly accessory picks in the wheat grass so they "fly" around the vases. Place in front of a dragonfly-patterned background or a bright blue sky backdrop.



### teleflora's antique lace vase

The perfect Mother's Day gift is also great for weddings. Fill with white flowers and place on deep-colored tablecloth. Play up the Venetian-patterned lace motif and place a lace runner down the center of the table. Place white rocks or shattered safety glass at the bottom of the vases, fill with water just below the lace pattern and float candles for a romantic touch.



### teleflora's rainbow pitcher

Add color to your cooler by filling this pitcher with tulips, roses or assorted flowers. Create a picnic display with baskets, glasses and fruit over a deep purple or chartreuse tablecloth. Feature this pitcher and surround it with lemons to show an afteruse. Create a backdrop by mimicking the stripes with acetate ribbon; consider using varying widths of vertical colored stripes.



### teleflora's chalk it up

Create a display entitled "Express Yourself with Flowers" and chalk up vases to say everything from "I Love You" to "I'm Sorry." Generate in-store buzz by welcoming kids into your shop to decorate their own vase; arrange bouquets in the liners and simply drop them in once the kids finish designing. Without writing, this vase becomes a modern basic shape for edgy bouquets.

# hollywood glamour for grownups

It wasn't the Oscars, but there were plenty of Hollywood celebrities honored at the annual awards gala sponsored by AARP The Magazine last month. Called "Movies for Grownups," the presentation recognizes the best movies for the 50-plus crowd. Among a host of other awards, a Lifetime Achievement Award was presented to film legend Robert de Niro. The dinner and awards ceremony took place at the Beverly Wilshire Hotel in Beverly Hills; flowers including elegant centerpieces of white roses, lilies, and hydrangea were supplied by **Planet Florist** in Los Angeles, courtesy of Teleflora. AARP The Magazine is the world's largest-circulation magazine with more than 35.7 million readers, and is regarded as "the definitive voice for 50-plus Americans."



Hollywood legend Robert de Niro was among the actors, directors, and other movers and shakers honored at the "Movies for Grownups" pre-Oscars gala, sponsored by AARP The Magazine and dedicated to recognizing the best films for the 50-plus audience.

## teleflora scores at the big game



On February 7, Teleflora had a second date with the Super Bowl just in time for Valentine's Day. The brand's famously sarcastic talking flowers returned to the ultimate advertising playing field with a new quarterback - Mr. Warmth himself, Don Rickles.

Teleflora's 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 and online sites including; USA Today, New York Times, Los Angeles Times, Los Angeles Business Journal, New York Post, Tampa Tribune, Houston Chronicle, Advertising Age, AdWeek, Society of American Florists, Associated Press, Chicago Tribune, CNN.com, CNBC, IMDB.com, ClickZ and E! Online. Teleflora was also part of a pre-Super Bowl advertising story on the nationally syndicated entertainment show EXTRA!



(Left to right) Actresses Laura Clery and Senta Moss take a break during the shooting of Teleflora's Valentine's Day commercial which debuted during Super Bowl XLIV on CBS Sunday, February 7, 2010. Photo Credit: Gary Rose

## email marketing made easy with PlusMail

Teleflora's new PlusMail system is the first in a line of several new web-based modules that Teleflora plans to add to its DovePlus system over the next few months. Also available to Eagle and Daisy users, PlusMail offers florists the ability to send anywhere from 500 to over 5,000 emails monthly. With a number of email packages available —



tailored to the amount of emails a florist sends per month — PlusMail is affordable and scalable for any size shop.

### PlusMail's new benefits and features include:

**Easy to Use:** You don't need to know HTML. An intuitive tool walks you through creating an email marketing campaign.

**Professional Templates:** Florists using PlusMail will have access to professionally designed holiday and seasonal templates throughout the year.

**Customized Campaigns:** Personalize with your shop name, contact information and other details.

**SPAM Compliance:** You don't have to worry about CAN-SPAM compliance, as the new program automatically adds required footers and unsubscribe information to each email.

To subscribe to PlusMail, you must be using DovePlus, or have a Daisy (Version 7.0) or Eagle (Version 6.0) point-of-sale system and a high-speed Internet connection. For more information or to sign up, visit [MyTeleflora.com](http://MyTeleflora.com) or call 800.720.9410 today.

## eFlorist launches customer rewards program

Many consumer product companies offer rewards or incentives in order to retain their customers. Frequent flier miles are a great example of this, as airlines reward customers with perks for booking their travel through the same airline. Now, eFlorist members are able to offer a similar program for repeat customers through their eFlorist sites. Similar to any other frequent buyer program, customers earn points with every purchase they make, and when they reach a specific point level, they're given a reward. In this case, it's a discount coupon redeemable on a future purchase. The best part is that the system practically runs itself!

To get started, you need only four things:

1. A name for your program
2. The number of points are earned per dollar spent
3. The number of points it takes to earn a discount
4. How much the discount is worth

Once you decide those four little items, you can log into the eFlorist Self Administration Tool (eSAT) or contact Web Services to activate your rewards program. It's just that simple! Points are accrued with every purchase, and when a customer earns enough points for a discount, they get an email notifying them of the available discount. Customers can also monitor their earnings the same way they view their order history, by logging in to their account on your eFlorist site. You don't have to do a thing once you set it up, as points are automatically added to each order and coupons are sent via email through your eFlorist site. This is an easy and effective way to encourage repeat business and make your customers feel appreciated.