


myteleflora

{news}



promote your shop
for free! look inside to see how
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delivery confirmation: another reason we have the industry's finest florists

Successful business owners know that excellent customer service sets them apart from the competition. More often than not, what keeps a customer coming back is a quality product and the belief that he or she will be valued and appreciated; knowing the company listens and communicates proactively.

With the delivery confirmation element of our network quality program, we have a terrific opportunity to strengthen communication and let our customers know how important they are. It shows that we will take the extra step to ensure their satisfaction.

In today's marketplace, consumers expect delivery notices when they order products online. Our research shows that 92% of consumers see delivery confirmation as moderately important to very important.

Many of you already use delivery confirmation and you know that it reduces delivery issues as well as related calls and complaints. You'll also save time searching for orders and calling delivery drivers. Additionally, florists say providing confirmations is the best way to grow their customer email lists.

On our end, we have integrated functionality in Teleflora's technologies so you can easily update orders that have been delivered. If you have any questions about timing, delivery changes, technical issues, etc., please refer to the FAQs on myteleflora.com.

We require confirmation on all orders. If you opt not to provide confirmations, you will not be financially penalized. However, after June 1, if you do not provide confirmations, your shop will no longer be eligible to receive headquarters orders.

There are many ways we consistently outperform the competition. This higher level of service will enhance our reputation, build customer satisfaction and bolster the strength of the Teleflora network.

Let's commit together to making design excellence and delivery reliability the order of the day.

Sincerely,

shawn weidmann {president of teleflora}



school is in

What's the key to a profitable retail florist business? It's you—your own design skills and business savvy. If you're ready to make an investment in yourself, and you haven't yet signed up for a class at the Teleflora Education Center, now is the time! 2010 classes start next month. Weddings, sympathy, European design, permanent botanicals, principles and elements, the popular "Business Smarts Summit" and more—it's all on the schedule, and most classes still have openings.

But don't wait! Classes do fill up, and you won't do it if you don't make the commitment in advance, to your business and yourself. This is a great opportunity to get hands-on instruction from the best in the industry.

To see the class schedule for the Teleflora Education Center, to myteleflora.com, or call the Education Center at 800.456.7890, extension 6234.

upcoming classes:

June 6-9, 2010

TESTING , Testing... 1,2,3: A Primer on Using the Principles & Elements of Design **NEW!**

Instructor: Kevin Ylvisaker AIFD PFCI

June 27-30, 2010

Wedding Bouquets & Flowers to Wear

Instructor: Susan Ayala AIFD

the great, great lakes expo

The Michigan Floral Association is one of those known for doing a fabulous job with its convention every year, and this year was no exception! Among the highlights, Teleflora Education Specialist Kevin Ylvisaker conducted a hands-on workshop and presented a sensational wedding program, sponsored by Teleflora. As she has done in years past, Teleflora's Kathy Petz hosted a bus tour that took participants on a visit to four different shops, all outstanding examples of what a retail florist can be, in one night. At the end of the convention, known as the Great Lakes Expo, Kathy was honored with a special

"Certified Florist of the Year" award, recognizing all her contributions to the association and the industry. Congratulations, Kathy! MFA members are already anticipating next year's expo, once again in Grand Rapids, March 4-6, 2011.

At top far left, a model holds one of the stunning bridal bouquets from Kevin Ylvisaker's wedding program at this year's Great Lakes Expo. At lower far left, Teleflora's Kathy Petz (looking more than ever like Meryl Streep) greets a well-wisher after being recognized with the Michigan Floral Association's "Certified Florist of the Year" award. At top near left, Kathy welcomes participants on her bus tour to four outstanding flower shops. At lower near left, award recipients and dignitaries: Jerome Raska, past president of MFA; Diane Burgess, MFA Designer of the Year; Robbin Yelverton, who received the MFA's Special Recognition Award; Kathy Petz, Certified Florist of the Year; and Tom Butler, Chairman of Teleflora.

a word from tom

get inspired and re-energized - join us for Make Someone Smile Week!



How long has it been since you experienced for yourself the power that flowers have to make people smile? I hope it was today! But if you ever feel like you could use a moving reminder of why you wanted to be a florist in the first place, I have just the thing for you.

It was ten years ago that Teleflora's Make Someone Smile Week got started, with a single project launched by the Wisconsin-Upper Michigan Unit. The idea was to get florists together to deliver floral arrangements to those most in need of a smile—like residents in nursing homes and patients in children's and veterans' hospitals.

The project was a huge success and quickly spread nationwide. Since then it has grown every year. Last year, the florist members of Teleflora Units delivered 37,000 bouquets. This year, the goal is 50,000!

Besides delivering smiles, the Teleflora Units have also succeeded in getting a great message out to the public: flowers do make people smile, and professional florists are the ones who do it best.

With the tenth anniversary, and plans underfoot for promoting Make Someone Smile Week through social media like Facebook, this should be a banner year. (See page 7 for more information.) Now is a great time to get in touch with your local Unit to see how you can participate. Make Someone Smile Week is July 18-24. Each local Make Someone Smile Week project is under the auspices of the local Teleflora Unit—and they can always use more volunteers. Just look in the Resource Guide that comes with your Teleflora Member Directory or on MyTeleflora.com to find the Unit President for your area, who can direct you to the chair of your local Unit project. You'll be glad you did!

Tom Butler

tom butler (chairman of teleflora)



our members make it happen



well-served

As per usual, at the Mississippi Unit Show in Jackson March 30, folks got registered (with help from Unit President and Vice President Tom McIntyre and Lisa Hayman), then lined up for a tasty meal—served by Unit board members including Linda Sowell (in the stylish white, black and green jacket)—before settling down to an extraordinary educational program from Bert Ford, who presented everyday and holiday designs. The program took place at Central Mississippi Wholesale.



artistic in arkansas

Sympathy designs were the subject, Wilton Hardy was the presenter at the Arkansas Unit's educational program held at Betty's Wholesale in Kensett in March. Unit President Jan Diedrich and board member David Goodman helped Wilton prepare for the program.



raising awareness with funeral directors

Texans have a way of taking the bull by the horns. Not content to complain about "in lieu of flowers," the Texas State Florists' Association put together a team of members to represent the interests of florists at the International Cemetery, Cremation, and Funeral Association Convention, held conveniently in San Antonio in March. TSFA secured a booth in the registration area for the event and mounted a display showing how to use flowers to highlight a cremation urn. Funeral directors attending the convention were drawn to the display, notes TSFA executive director Dianna Doss Nordman. What better way to persuade them of the value of flowers in comforting the bereaved? Seen in the photo are funeral directors from North Carolina, admiring the exhibit.



creative vision

"You'd never know," says Teleflora's Mary Jane Lewis, but owner Glen Richardson at **Black Forrest Floral** in Plainview, TX "is legally blind. This doesn't stop him from designing beautiful arrangements!" Nor from running a shipshape business; Black Forrest was recently named a Teleflora Petal of Honor shop.

* 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.



easter bunny boosts sales

A visit from the Easter Bunny—and a chance to get your picture taken with him (or her?)—drew customers in to the point where people were waiting in a line outside the door for more than an hour at **K. Mike Whittle Designs** in Marietta, GA. “The pictures were free,” says Mike. “We printed some on site, but most we e-mailed, which allowed us to capture the customer’s e-mail address and other info.” Located in a 100-year-old former library building on the town square, K. Mike Whittle is in a prime location for attracting walk-in customers. The costume was rented; a driver helped the perennially shy bunny meet and greet.



green all around

The name is appropriate: **Earth Wind and Sea Florist** in Alpine, CA, is a shop that follows earth-friendly practices, among them, recycling water used in the shop to irrigate the plantings that make the exterior so inviting. Shop owner Lori Fay is also the proud and happy owner of a new Dove POS system. Pictured in the photo are Lori (in the apron) and Teleflora’s Ricki Sternfeld.

grand opening

The new location for **Howard Brothers Florist** in Oklahoma City, OK opened last month with great fanfare, including a visit from state senator Debbe Leftwich (in red), who presented a plaque to Lester and Carol Howard in recognition of their support for the local community.



a season for learning

Well known for hosting terrific educational programs, Valley Floral Wholesale in Wichita, KS did it again in March with a spring open house and design event themed “Floral Survivor a season for learning 2010.”



Sponsored by Teleflora, Tom Bowling AIFD led off the day with a design program featuring fresh botanicals for spring and summer. Behind the scenes, Eva Ritter AIFD of **Eva’s Flowers & Gifts** in Bartlesville, OK assisted Tom. Below

left, from left to right: Valley Floral owner Kelly Yokum, Teleflora’s Suzi Lawrence, Valley Floral Marketing Manager Kerry Sallabedra AIFD, Tom, and Mary Jane Lewis from Teleflora Technologies.



a dog’s life

At **Floral Expressions** in Clio, MI, owner Deborah Taylor the owner loves having Teleflora’s dalmation poster on her front door. It has elicited many comments from passersby, and started some great conversations!



early shop training

At **The Lamplighter Flower Shop** in Bridgeport, MI, they start with their new employees at a very young age. Granddaughter Bianca (just turning one) was very excited to be in the shop with Grandma and Grandpa (Debbie and Dale Meyer), who hope one day she will take over and carry on the family tradition!



promote your shop online for free

When times are tough, many businesses trim paid advertising to cut costs. Fortunately, if you have a website, there are a number of ways you can promote your services online, without paying a dime. If you have an eFlorist site, some of these are working for you already. However, you can make them work even harder with just a little extra effort on your part—all of you need to do is take action to add a coupon or discount. All the websites and services listed below allow you to do this at no cost, giving both new and existing customers an added incentive to do business with you.



• Google Places (formerly Local Business Listings)

Included features: Basic contact information for eFlorist members is uploaded to Google's directory listings automatically. Claim your listing to add more information about your shop and services to your Place Page.

Go one better: Google allows businesses to add coupons to your Place Page. Visitors can print the coupons and bring them into your shop. You can also include a promo code in the text if you'd like people to redeem the coupon online.



• eFlorist Marketing Emails

Included features: eFlorist helps you send marketing email messages to customers at no extra cost. Emails are sent on behalf of your shop and direct customers to your website.

Go one better: Place a coupon in your upcoming email messages to entice customers to make a purchase. Don't forget to set an expiration date and remove the coupon after that date! For more information about the eFlorist Email Marketing Program, visit the eFlorist Service Center on MyTeleflora.com.

• Find a Florist listing

Included features: eFlorist members are automatically listed on findaflorist.com, the Internet's largest florist directory.

Go one better: Add a promotion to your listing, like "Receive 5% off for mentioning that you found us on Find a Florist," for first-time customers only.

Regardless of the vehicle you choose, it goes to show that you don't need to spend a lot of money to get your name out there. None of the vehicles listed charge a fee for your listing or to place a coupon, so what is there to lose? Get out there and get advertising!

For more tips and tricks on promoting your eFlorist site, check out the great resources available on www.efloristuniversity.com. There you'll find instructions on claiming your Google Place Page and information about the eFlorist Email Marketing program.

everyday sales stars

Back by popular demand, Teleflora's Lots of Dots and Two-Lips vases are now part of our everyday lineup! Our whimsical Lots of Dots vase, covered with delightful polka dots, will work hard for you 52 weeks a year. Float a votive candle in the Two-Lips vase and place it at checkout so your customers will know they can use it as a delightful candle holder for years to come. Stock up on our best-selling pink and purple Cube, Oval and Bunch vases and merchandise them all together for a great in-store color story.



make someone smile week turns 10!

It's the 10th anniversary of Teleflora's annual philanthropic project. Plans are underway to make this the biggest year ever!

- Facebook is the perfect medium for promoting an event like Make Someone Smile Week and will be used to create plenty of buzz this year.
- In an exciting twist, a check for \$1,000 will be awarded to ten out of all the local charities that work with local Teleflora Units to allow flower deliveries to their clients. The checks will be randomly distributed among the boxes of Be Happy containers delivered to the Units. When a Unit receives a check, the Unit board will get to decide on the recipient of the funds.
- Florists who sign up with their local Units to participate in Make Someone Smile Week can use that to reach out to their customers. For example, florists with an eFlorist website can get a banner on their site, "Our shop is a proud participant of Teleflora's Make Someone Smile Week, July 18-24."

Make Someone Smile Week has always been a great vehicle for getting the word out to the public that flowers do make people smile—and that professional florists do it best. But of course, the best reason for participating in Make Someone Smile Week is for the great feeling you get working with other florists to bring smiles to people who really need one—through flowers!

Make Someone Smile Week is a project of the Teleflora Units Program. To volunteer, contact your local Unit President, who can put you in touch with the chair of your local Unit project. For a listing of Unit Presidents, look in the Resource Guide that comes with your Teleflora Member Directory or on MyTeleflora.com.



disaster preparedness planning

Have you taken into account the possibility of an unexpected disaster at your place of business, such as a fire, a flood, a tornado, or maybe even a strong power surge? What would you do if all of your data were lost due to one of these events? Without being prepared, you could find yourself and your shop in a scary situation with no data on your sales, your customers, or your billing!

Other events may occur that may not cause data loss, but that require your business to react and possibly take a different course of action to still perform daily functions. If your business is without power for several days, do you have a backup plan to operate your business on paper?

When your business runs up against an unexpected event, it will be easier on you, your staff, and your customers to have a Disaster Preparedness Plan in place. This plan may consist of items like:

- Contact information (phone numbers for: utilities, Internet provider, phone service, credit-card voice authorization, etc.)
- Action plans for the following:
 - If power is lost to the building (for 1 hr, 3 hours, 8 hours, 1 week, etc)
 - If the phone service goes down
 - If the server failed (how would you operate without computers?)
 - If the Internet service goes down
 - If the business location is not operational due to a fire or other event

For help in putting a plan together, check out the Disaster Recovery Work Plan Template, available on MyTeleflora.com, under Member Services. This is a basic outline to help you put together the information you will need to put together your own Disaster Preparedness Plan for your shop. Or visit www.Ready.gov, a great resource for both your personal and business disaster preparedness plans.

marker of the month



conversation starter: an eco-friendly garden



Not sure what to do with that empty outdoor space outside your shop? At **Bank of Memories & Flowers** in Pewaukee, WI, the solution was to plant a mix of perennial plants that can be harvested for use in floral designs. "Every season when the forsythia was in stock at the wholesaler we would ask, 'Why aren't we growing this ourselves?'" remembers owner Melissa Maas. The area available (on both sides of the shop) is small, and it takes some time for the garden to mature (these photos were taken last summer). But over time Melissa thinks the garden will contribute significantly to the shop's fresh-flower inventory.

The biggest benefit, however, might be the buzz created among the shop's customers. The garden has been cultivated as a model of eco-friendly practices: rain is collected in a barrel to irrigate the garden; staff have found natural ways to limit pests and weeds. As excitement over the project has grown, it led to a class (one among others offered at Bank of Memories & Flowers) called "Go Green." The class offers customers a chance to learn about the benefits of rain barrels, compost piles, and how to make your own eco-friendly fertilizer. Customers are charged a nominal \$10 for the class, which lasts about an hour and is given in the evening during the summer slow months. "We also talk about what flowers to plant and how to arrange your garden flowers at home," says Melissa. Customers come away with intensified loyalty to Bank of Memories & Flowers—and the little green sanctuary is expected to bloom and grow for years to come.

* 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!