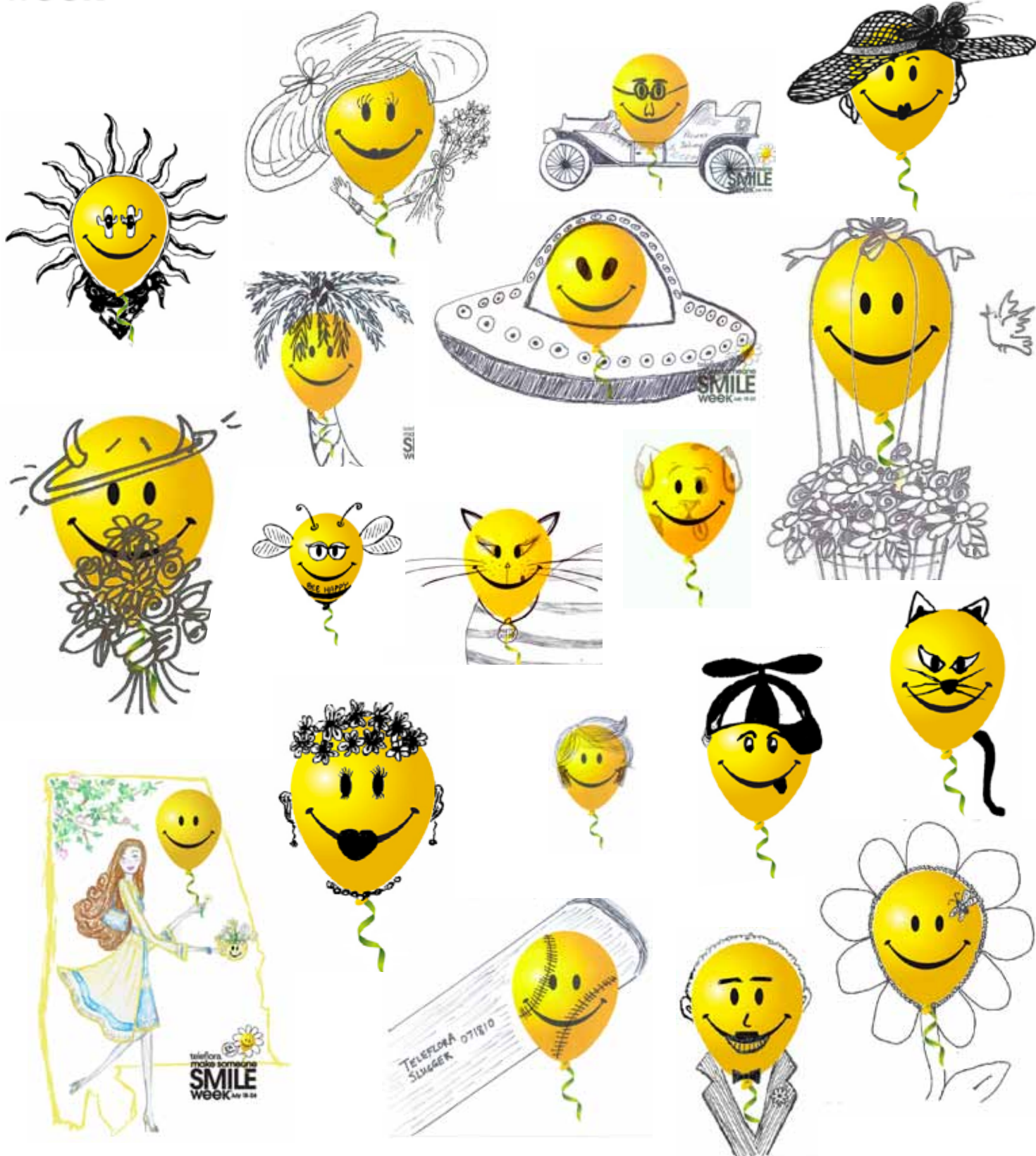




doodles to make you smile!

Announced in Teleflora's weekly email newsletter, the Make Someone Smile® Week Doodle Contest invited florists to add their own happy doodles to a notepad imprinted with the official Smile Week balloon. Winners were picked for each of the four weeks of the contest, and each winner received a volume from Encycloflora®, Teleflora's encyclopedia of floral design and business. Here are just a few examples of the many clever entries received.



myteleflora

{news}

special edition!
make someone smile® week
celebrates 10 years!

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make someone
smile® week:
a reminder of why we
do what we do

Five years into Teleflora's Make Someone Smile® Week program, florist Bill Smith of Hank's Flowerland in Saginaw, Mich., who delivers to Luther Manor nursing facility, puts it this way: "When you see the recipients' faces, you see how much it means to them. You don't need to do much for them to really, really appreciate it."

Over the last ten years, many of you have experienced that gratitude firsthand. Thanks to your hard work, we have built Make Someone Smile® Week into the floral industry's most successful charitable program. And true to the saying, "Imitation is the sincerest form of flattery," our competitors jumped on the smile bandwagon with similar, smaller promotions.

But it is Team Teleflora that has consistently provided joy to people in need of cheering up—such as hospital patients, nursing-home residents and children living in foster-care facilities. Since the launch of the program, more than 22,000 florists in the U.S. and Canada, along with employees and volunteers, have delivered more than 200,000 of our unique Be Happy® bouquets. You should be very proud of that accomplishment.

And this year, as you probably know, had an extra element of excitement to honor the program's 10th anniversary: Teleflora awarded 10 lucky member units a check for \$1,000 to be given to a charity of their choice. A list of the unit winners and the charity recipients they selected is in the story on this page.

Additionally, the doodle pad competition was a big hit. We look forward to picking the winning design from our florist entries. This will serve as the logo for next year's program.

I'd particularly like to thank Rich Salvaggio, industry relations/publications VP at Teleflora, and Donna Nelson, manager of industry relations, with support from Lottie Slovacek, as well as all the other employees who donated their time to assemble and deliver bouquets in Los Angeles and Oklahoma City. It is much appreciated.

Additionally, with communications support from Teleflora HQ, many of you garnered great publicity, including a mention of the program from Al Roker on the Today show. Connecting with your local community means you will likely generate orders based on referrals.

For many florists, Make Someone Smile® Week is a reminder of why we do what we do. We share moments, both happy and sad, in people's lives. Reaching out to members of our local communities, then seeing their heartfelt appreciation makes it all worthwhile.

Sincerely,

shawn weidmann (president of teleflora)

\$1,000 winners

In honor of the 10th anniversary of Make Someone Smile® Week, 10 units were awarded a check for \$1,000 to be given to a charity of their choice. Over the past few weeks, units have voted and selected varying and worthwhile organizations including:

Rocky Mountain Unit, Wounded Warriors Family Support

Lewis & Clark Unit, Ozarks Regional YMCA

Michigan Unit, Hurley Foundation

West Virginia Unit, Make-A-Wish Foundation of Northern West Virginia

New York Unit, Family Health Network of Central New York, Inc.

Penn Jersey Unit, Dooley House

New Hampshire/Vermont Unit, Dover Children's Home

Ohio Buckeye Unit, Silky Terrier Rescue Charitable Trust

Canada, Woodstock/St. Mary's group, Women's Emergency Centre - Oxford, Inc.

Northern California/Nevada Unit - TBD

This year's Make Someone Smile® Week was extremely successful. Thank you to our member florists for making our communities and charities happier and brighter places!

one volunteer's story

On a cloudy Tuesday morning in July, vans filled with Teleflora's Be Happy Mugs and fragrant flowers pulled into the circular driveway of the VA Medical Center of Los Angeles. As the flowers were delivered, smiles began to brighten the rooms of those receiving them. No longer were they looking out onto the cloudy morning,



but to the bright yellow mugs filled with cheer and flowers that brought sunshine to their morning. One man in a quiet room was surprised to see us. However with this surprise came gratefulness for the company, since much of his time now is spent alone with rarely any visitors. Walking away from his room, others could see the smile left on his face.

As an intern working for the Teleflora PR department this summer, I was able to be part of a benevolent project and to watch smiles given to people through the beautiful Be Happy® Mugs and efforts of the florists and volunteers. Working with florists for this highly anticipated event, it was great to see just how willingly they gave their time to bring joy to others. From planning and assembling to going out to those in need of a smile, I gained respect for the dedicated Teleflora members who put their hearts into each and every mug. Teleflora's Make Someone Smile® Week helps to set a precedent not just for setting aside one week to give back happiness to others, but to promote it throughout the year.

florist finds mssw proves the power of flowers

For florist Helen Gunther, co-owner of Flowers-A-Plenty in Springfield, Mo., Make Someone Smile® Week is about an emotional connection. “It fills your heart with joy when you do this. It truly does. And the people receiving flowers are so excited and so sweet,” she says.

But it’s also about education. That’s because when deliveries are made – 550 bouquets go to homebound members of local churches – it shows the entire community what happens when you surprise someone with a little piece of nature’s bounty. It’s a lovely, meaningful gesture that will never be forgotten.

And that means the next time they want to give a gift that will be treasured, they think of Flowers-A-Plenty. Says Helen: “They see the joy and excitement in people’s faces, and they think, ‘Maybe I’ll get flowers the next time I need a gift.’ Those people then start shopping with us. It makes people aware of how important flowers are.”

Church leaders and congregation members help with deliveries so that recipients get the flowers from people they know.

This year, Helen’s efforts garnered attention from two TV stations in her area, KOLR 10 and KSPR 33, as well as reader-generated tributes in her local paper, the Springfield News-Leader in the aptly named column, Roses & Thorns.

Helen, who has participated in MSSW for five years, says the program is a sure-fire mood booster. “We love it. People who don’t do it don’t understand. It makes you feel so good about yourself.”

a word from tom

flowers are all about caring—and florists understand that



Jan McDaniel, owner of Jan's Flowers and Gift Shoppe in Minco, OK, is one of those who keep coming back to participate in Make Someone Smile Week year after year.

Can you imagine something like Make Someone Smile® Week taking off in quite the same way in any other industry? Florists have a history of giving back to their communities. It’s natural enough. When you do weddings and funerals, new babies and hospital stays, you’re practically part of the family. Florists are connected with their customers and with local institutions in a way that few merchants are.

Most florists already donate flowers to local charities and support various causes in other ways. But Make Someone Smile® Week is special for a couple of reasons. One is simply that when florists collaborate, we can have an impact greater than what a single flower shop can achieve. Make Someone Smile® Week takes something individual florists do well and from the heart and raises it to the level of a nationally recognized campaign. It really becomes a powerful statement about the emotional impact of flowers.

Another point of difference is the instant feedback that participating florists get. One florist who made this clear to me is Jan McDaniel, owner of Jan’s Flowers and Gift Shoppe in Minco, OK. “Yes, I do other things, but this is the best benevolent project that I’ve ever been involved in,” says Jan. “It’s truly rewarding because the people are so thrilled to receive their flowers. When you just make a donation somewhere, you don’t get to see the impact in the same way. I make the deliveries myself—it’s my outing—and I enjoy it tremendously.”

Jan and her husband Don have shown up every year that the Oklahoma Unit has gathered to design the Be Happy Bouquets. After ten years, as Jan points out, there’s a cumulative effect: “People look forward to it, and that’s half the fun.” By now even the local media have begun to anticipate the annual ritual of Make Someone Smile® Week. After all, it’s a great story, with a great message—or maybe two. Besides the message that flowers can make you smile, there’s “Give and you shall receive.”

Tom Butler

tom butler {chairman of teleflora}

delivering smiles across the continent



canada

Florists in ten Canadian cities rallied to make Canadians smile. In Surrey, British Columbia, two florists who took part in Make Someone Smile® Week for the very first time—Lorraine Corbett at Enchanted Harvest and Tracy Bell at La Belle Fleur—did a bangup job, delivering smile bouquets to a



retirement homes in Surrey and South Surrey.

A big group of 25 volunteers, organized by Marge Armstrong, came out to make over 400 arrangements in London, Ontario. The bouquets were delivered to patients and residents at Parkwood Hospital.



Volunteers from five shops in Saskatoon, Saskatchewan got together to deliver flowers to the Royal University Hospital. Seen in the photo are Terry Galbraith of Carriage House Florists, Jana Ellis of Bill's House of Flowers, Sam Selzler and Jillian Larose of Saskatoon Florist, and Jillian of the Royal University Hospital Volunteer Services Staff. Michelles Flowers and Nosegay Flower Shop also participated.

alabama

The Alabama Unit's Make Someone Smile® Week project in Dothan delivered over 350 mugs to patients at Southeast Alabama Medical Center, Noland Hospital, HealthSouth Hospital, Southern Care Hospice, and to the staff of Wiregrass Children's Home.



oklahoma

In efforts led by current Unit President Sue Kendall of Kendalls Flowers in Chickasha, the Oklahoma Unit delivered flowers to Chickasha Nursing Center, Glenhaven Living Center, and Grace Living Center. Past president Ron Doby, of Art in Bloom in Owasso, also made deliveries.



georgia

Lisa Kaye of Woodstock Flowers and her team of florists and volunteers designed and delivered Be Happy® Bouquets to residents at an assisted-living facility.



indiana

Together with Teleflora Territory Sales Manager Don Ball, Mary Crosby of The Rose Lady in New Palestine, IN and several of her relatives distributed 96 arrangements to residents of Morristown Manor, a nursing home, as part of the effort made by the Indiana Unit.



maine

Here's a great creative twist on the Make Someone Smile® Week concept: Again this year, the Maine Unit chose to give disabled people the opportunity to make their own arrangements in Teleflora's Be Happy® mugs. "What a rewarding project!" says Unit President Barbara Frye, from Chapel Hill Floral in Bangor.

michigan

Michigan Unit President Bill Smith of Hanks Flowerland brought his granddaughters (left to right) 5 year old Grace and 8 year old Gwyneth, who helped deliver Be Happy® Bouquets to Luther Manor including a special delivery to a 100 year-old resident.



ohio

More than 120 smile-face mugs were delivered to assisted-living facilities in Stow, Ohio, on behalf of the Ohio Buckeye Unit by staff from Cox Flowers in Cuyahoga Falls.



new york

Thanks in particular to cochairs Robin Philips, Russann McElaney and Steve Bessler at Shaw & Boeller in Cortland, NY, the Upstate New York Unit delivered a whopping total of 488 arrangements! The Unit's efforts made the YNN news out of Syracuse. "But it's the smiles we saw that made everyone's hard work worthwhile," says Unit President Rodney Johnson.

washington

The smiles started at the work party for the Washington State Puget Sound Unit at Northwest Wholesale in Seattle, where Northwest Wholesale owner Doug Otani joined board members Patty Holder, Dawn Griep, and Trudy Rosemarin, plus Northwestern Regional Unit Director Donita Toquinto in preparing arrangements for residents at Ronald McDonald House in Seattle. The group met at 6:00 a.m. on Sunday morning. Doug donated the workspace as well as the fresh flowers.



colorado

Teleflora Territory Sales Manager Rick Morrissey pitched in to help members of the Rocky Mountain Unit make smiles at Denver Wholesale.



western penn

Teleflora florist Carole Aguglia of Mount Troy Floral and her team of florists and volunteers delivered Be Happy® Bouquets to residents at Grace Manor at North Park.



south carolina

Sandra Bird of The Bird's Nest Floral and Gifts had some little helpers who helped her staff design Be Happy® Bouquets that were delivered to residents at the White Oak Manor Nursing home in North Charleston.



california

Los Angeles Unit members designed Be Happy® Bouquets in celebration of Make Someone Smile® Week in the flower room at Teleflora's headquarters, Sunday, July 18th.



Volunteers from the Veterans Hospital in Los Angeles and Elks Lodge delivered balloons and Be Happy® Bouquets to patients on Tuesday, July 20th.



Be Happy® Bouquet is spotted at Rockefeller Plaza

Each year, Teleflora's PR team works hard to secure national attention for the florists' Make Someone Smile® Week efforts and with help from Big Apple unit member Christine Conzanzo of Flower after Flower, Inc. and Sean Beckert from S.F. Falconer Florist in Port Washington the team succeeded. Armed with posters and several Be Happy® Bouquets, Christine and Sean hopped the subway early Wednesday morning and met up with a Teleflora representative. Their mission was to get on-camera. The team made it happen and got a Be Happy® Bouquet into the hands of Al Roker of the Today Show who was heard giving a shout-out to Teleflora. Al then passed the bouquet onto a young girl in the crowd, who was seen grinning from ear-to-ear!





giving smiles

Teleflora's PR team also worked with national publications the Examiner and Sun and hosted giveaways of the Be Happy® Bouquets in honor of the 10th anniversary of Make Someone Smile® Week.

mssw efforts make the news

For one week every July for the past 10 years, Teleflora member units have given up their time to give back to residents in their communities by designing and delivering Be Happy® Bouquets as part of the Make Someone Smile® Week program. Teleflora's PR team looks forward to this program each summer because it allows the opportunity for direct collaboration with our member florists.

Teleflora's PR team wants to be sure members of the community are aware of what their local florists are doing by securing stories about their efforts in their local newspapers and on local news broadcasts.



First time Make Someone Smile® Week participant, North Florida Unit member Bert Williams of Deerwood Florist in Jacksonville, FL delivered more than 100 bouquets to residents at the River Garden Hebrew Home and kids living at the Children's Home Society of Jacksonville. Before Bert and his team set out to make their deliveries, he received a visit from the Florida Times-Union. The paper sent a reporter and videographer and they captured footage of and interviewed his team compiling bouquets. The reporter and videographer also followed Bert and his team as deliveries to the River Garden Hebrew Home were made. Bert also received an early morning visit from on-air reporter, Nikki Preede of WJXT-TV (IND) who shot a segment in his shop. In addition, Bert's local ABC and NBC stations followed him as he delivered to surprised residents at the River Garden Hebrew Home.

As part of the Michigan Unit, Waneita Bovan of June's Floral Company in Mt. Morris, MI, was featured on her local NBC affiliate. In addition, Waneita's local ABC station featured her on the 6 p.m. news and honored her with their "person of the week" award for her Make Someone Smile® Week efforts. Waneita was also the subject of a feature story in her local paper, Mt. Morris/CLIO Herald.

From the New Hampshire/Vermont Unit, first time participant Laurel LeMaistre from Dandelion Flower Shop in Wolfeboro, NH received some great media coverage. For Laurel's deliveries to residents at the Mountain View Nursing Home, she was featured in her local papers, the Granite State News and Carroll County Independent.

Helen Gunther from Flowers-A-Plenty in Springfield, MO, received wonderful broadcast coverage on her local ABC, FOX, and CBS affiliates. Helen, a Lewis and Clark Unit member, and her team of volunteers from the Northside Assembly of God were followed as they delivered to thrilled recipients.

Flowers bring smiles to senior days
The City of Springfield, Mo., is celebrating its 100th anniversary. To mark the occasion, the city is sponsoring a series of events, including a senior citizens day. On July 15, the city sponsored a senior citizens day at the Springfield Senior Center. The event was held from 10 a.m. to 2 p.m. and was attended by about 100 senior citizens. The event was a great success and the senior citizens enjoyed the day very much. The city is proud to sponsor such a wonderful event for its senior citizens.

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Michigan Unit member Jan Cunningham of Wedding and Celebration Creations in Canton, MI, was featured in her local newspapers including the Plymouth Observer and Canton Observer. Along with print coverage, Jan was also featured in an online article from Hometownlife.com where photos of her deliveries to an assisted living center and the nursing home were shown.



Spirings Valley Herald



Photo by Kathy D. Kuhl
Roger Winger of Winger's Floral in French Lick, IN, is shown here with a patient at the Paoli Health & Living Community. Winger delivered a Be Happy Bouquet to the patient, who was recovering from surgery. Winger's floral business is a family-owned and operated business. He has been in the floral business for over 20 years and is proud to be a part of the community.

For his first year participating Roger Winger of Winger's Floral in French Lick, IN scored a photo in his local paper, the Spring Valley Herald for his deliveries to the Medco Rehab and Health Center. As a member of the Indiana Unit, Rodger also delivered Be Happy® Bouquets to residents at the Paoli Health & Living Community and patients at the Bloomington Hospital. Now that Roger knows what it feels like to be a part of the program and its impact on recipients, he's determined to double his deliveries next year!