

myteleflora

{news}

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stems&bunches standing order program

Sourcing core floral product, like roses, lilies and daisies, is the backbone of a floral shop's daily needs. Leveraging our Stems&Bunches Standing Order program will stream-line your shop's purchases and provide you with access to long-lasting, farm direct product.

Sourced directly from the best farms around the world, Stems&Bunches standing orders provide a combination of extended vase-life, quality and consistency that is truly unmatched in the industry. More and more Teleflora shops are signing up every month, and many are raving about how long flowers of all varieties are lasting.

Standing orders, which are traceable directly from the farm, can be delivered every week or every other week on the day of the week of the shop's choice, creating an easy and convenient way for florists to secure the product they need on a routine basis. All standing order pricing is locked in for the 12 month duration of the standing order, allowing you to remove the fluctuation of the market and control your shop's floral spend.

As an added benefit, all 12 month standing orders will double in quantity at Mother's Day and Valentine's Day, at the shop's choice of course, at the normal standing order price. 93% of our standing order customers choose to take advantage of this offer at peak holiday times, giving them lower overall cost of goods during critical times of the year.

To ensure that the standing order program will work for you, we offer three critical additional benefits. First, all pricing for our standing orders is 100% delivered to your door. There are never any added freight, shipping, or handling charges. Second, all standing orders come with a trial period that allows you to cancel your standing order for any reason before the third delivery. We want to make sure you are pleased with your product before committing to the full 12 months. And lastly, we offer the convenience of billing your standing order to your clearinghouse statement or charging the order to your credit card to help manage your shop's cash flow.

A standing order through Stems&Bunches is an excellent way to plan your shop's purchases, reduce your cost of goods at holidays, and most importantly, get access to farm direct product, which has a track record of exceptional vase life.

If you have any questions, please get in touch with your dedicated Account Manager by calling 800.794.8288 or emailing us at stemsorders@teleflora.com.

On a personal note, this will be my last letter as President. I will be moving on to a senior executive position with a publicly traded company. In the past four years, I have learned a lot about the floral industry. I have such respect for the floral industry and everything you do. I've truly enjoyed working with each and every one of you and I wish all of you continued success.

shawn weidmann (president of teleflora)

aifd goes to market

Creative, cutting-edge floral design is always in the spotlight at the annual National Symposium sponsored by AIFD (the American Institute of Floral Designers). But the agenda for this year's symposium, held in San Francisco during the week of July 4, was also very much about marketing, with plenty of programs sharing ideas for how to turn those fab floral designs into profit. One such was the program sponsored by Teleflora (an AIFD Platinum Elite Partner) and created by Teleflora Education Specialist Hitomi Gilliam AIFD. Hitomi pulled in four other AIFD members and together the five designers presented aspects of youth culture, represented with dynamic designs and displays, to help florists win over the next generation of customers. Among them, Scott Hasty AIFD (seen with Hitomi), of **J Scotts Aflorist** in Orange, TX, covered "street culture" with designs that evoke the zig-zag energy of graffiti art and hip-hop.



unit president profile: thia smith



"Being a Teleflora Unit President, I have had the opportunity to meet many of the world's most wonderful people," says Thia Smith, returning president of the New Mexico-WesTexas Unit, currently serving out her term. Now the owner of her own

shop, **Silver Springs Florist** in Albuquerque, NM, Thia got started in the flower business very young—28 years ago!—and started attending Unit programs almost right away: "I had the good fortune to work at shops that were into education and sent their employees." But while the Units Program has grown and evolved over the years, one thing hasn't changed, says Thia: "The opportunity to help others in the floral industry is very rewarding in itself. Being a Teleflora Unit President has opened so many new doors and has helped me to grow personally. If I could do it again, I would!"



to find out how you can get involved with your local Teleflora Units Program, go to myteleflora.com

florists learn wedding tricks of the trade



Savvy florists know dozens of trade secrets about how to run a profitable wedding business—secrets they probably had to learn the hard way, through experience. But at “Weddings Today,” a recent class at the Teleflora Education Center, instructor Bert Ford AIFD, PFCI shared a wealth of strategies and insights gleaned over the years, some of them surprising. For example—



did you know that if you book weddings with 90% or more of the brides you consult with, it may indicate that your prices are too low? “Success is booking with about 80% of the brides you spend time consulting with on their big day,” Bert told his class. Booking more weddings won’t boost your reputation or your bottom line if you are giving your talent away too cheaply, he warned.



In hands-on sessions, the class learned how to design various styles of bouquets and flowers to wear—and then studied how to sell those designs during the consultation. They also learned a few tricks about getting brides prepared for a productive consultation and how to scale the time spent consulting with the bride’s budget. “We all love wedding work,” says Bert. “But it’s even more fun when you know you’re actually making a good profit doing it.”

a word from tom

when you’re a florist, “people are glad to see you coming”



Here I am with Marilyn Brumfield of Silver Cricket in Park City, UT, and Fran Hutchison of The Tulip Tree in Taylorsville, UT. Between them, these two ladies are responsible for cheering a lot of people up, or making them feel even better than they did before. Of course, they do it with flowers!

We all know that’s true, but it doesn’t hurt to send a little reminder now and then. I was impressed with how simply and gracefully this can be done when I attended the Utah Professional Florists Association convention earlier this summer.

The Utah florists have a program called Buds & Hugs. Any member of the association can nominate someone who needs a pick-me-up or deserves some extra recognition. “It could be anything—an illness or a job loss, or a special accomplishment like getting a new job or finishing a degree,” says Marilyn Brumfield, of **Silver Cricket** in Park City, UT. “We select a nomination each month”—usually, two nominations—“and each recipient gets, not a huge arrangement, but a bud vase and a bag of Hershey’s Hugs and Kisses.”

At the convention, Marilyn received special recognition for the program, which she runs along with Fran Hutchison of **The Tulip Tree** in Taylorsville, UT. But Marilyn doesn’t take special credit. “I think most people in the industry do something like this all the time on a regular, ongoing basis,” she says. “I know at my shop, if we know of people who are struggling, we do random flowers for them.

“It doesn’t cost much, but it’s great advertising for the floral industry,” she concludes. “Plus, you get the gift of being able to feel good.” And that about says it all, don’t you think?

Tom Butler

tom butler (chairman of teleflora)

member stories from all around!

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



not so everyday

"Everyday Designs" from Teleflora Education Specialist Hitomi Gilliam are anything but ordinary, as florists found out who attended the program hosted by the Ohio Buckeye Unit in June. Pictured are Hitomi and members of the Unit board.

front-page news

When you design a funeral wreath for a celebrity, you never know when your work will make the paper. The wreath seen here, created by **Buds, Blooms & Beyond** in Tampa, FL for prominent sports writer Tom McEwen, was the only design out of many to be put on display next to the altar. The design team searched out and laminated one of McEwen's early articles, which designer Christopher Ramos incorporated into the wreath along with a scrolled newspaper. The wreath was then featured in photos published in both the St. Petersburg Times and the Tampa Tribune. "We received many compliments," says owner Mary Conte, "not to mention a huge thank-you from the sender after their gift made the headlines!"



'He was a winner'



Top members in Michigan have a lot to smile about! Smiling florists in the Great Lake State include Nancy Butts of Burgett Floral in Grand Rapids, seen here with Deb Waldron, Angie Aernouts, and Lisa Ketchum; Doug Vos of Don's Flowers & Gifts in Zeeland, seen with Janice Curran, Michael Vos, Katherine Vos, and Teleflora's Kathy Petz; manager Chuck Loveless and Pat Anthony of Jon Anthony Florist in Lansing; Lynn and Rex Colbeck of The Wild Strawberry in Holt; and Troy Wasserman and Angie Nelund of Wasserman's Flowers and Gift Shop in Muskegon.



happy 100th, woodbury's!

Recently recognized by Teleflora as top members, this year Diana and Wayne Woodbury of **Woodbury's Flower Shop** in St. Johns, MI, have something even more important to crow about: celebrating a century of serving customers in Clinton County. Founded in 1911, the shop joined Teleflora in 1996.



petal to the metal

Talk about a moving billboard—the new "do" on the delivery vehicle at **Jan's Flower Shop** in Vandalia, OH really grabs your attention! "We get stopped all the time" by people admiring the van and asking about the shop, says owner Paula Licher.





In the Top 250, Jay Alauinezhad at **Ace Florist** in Houston, TX received his first plaque from Teleflora's Cathy Thrash. Other top Texans include Madonna Ballard of **Helen's Flowers** in Alvin, seen here with Cathy and Teleflora's Darrell Housden; Peter and Christie Johnsen at third-generation (since 1923) **Carl Johnsen's Florist** in Beaumont; Nora Anne from **Nora Anne's Floral** in Sugar Land; and first-time top member Debbie Gonzales (seen holding her plaque, with staff) at **Oakleaf Florist** in San Antonio. Also in San Antonio, Top 1000 Teleflora members David and Oralia (AIFD, TMF) Espinoza, pictured here with Cathy and their staff from **Spring Garden Flower Shop**, are the proud winners of the 2010 Marketer of the Year award from Floral Management Magazine!



At **Countryside Florist** in Londonderry, NH, owner Jim Giguere is proud to display his many years of commitment to Teleflora. He's seen here with Teleflora's Bob Hurley.



upwardly mobile

Three generations—including current owners Thelma, Matt, and Amy Lott—have taken **Bellevue Florist** in Hattiesburg, MS, from a mobile home to a 5,000-square-foot building on the same site.



At **Countryside Florist** in Londonderry, NH, owner Jim Giguere is proud to display his many years of commitment to Teleflora. He's seen here with Teleflora's Bob Hurley.



In Indiana, top Teleflora Hoosiers include Stephen Craig at **Adriene's Flowers & Gifts** in Noblesville; Janet Lagzdins (with staff Anna Berry and Natalie Alexander) at **Banner Flower House** in Kokomo; Carolyn Taylor and daughter Christy at **Jefferson House of Flowers** in Kokomo; Kathy Garner at **Queen Anne's Lace** in Brownsburg; Lisa Fuchs (seen with Teleflora's Don Ball) at **Raindrops -n- Roses** in Shelbyville; and Rosemary Cunningham of **The Flower Market** in Greenwood.

Is it any surprise that you can find quite a few of the top florists in Maine in attendance at a Teleflora Unit program? So many that Teleflora's Bob Hurley made a group presentation to Teleflora Top Members at the Maine Unit's program on June 5 in Waterville. From left are: Cindy Mattson AIFD, Northeast Regional Unit Director for Teleflora; Linda Murphy, manager at **Lougee & Frederick's** in Bangor; Barbara Courchesne of **Bud Connection** in Ellsworth; Monica Theberge at **Flowers Etc.** in Brunswick (current treasurer for the Maine Unit and a past president); Barbara Frye of **Chapel Hill Flowers** in Bangor (current president for the Maine Unit); Cheryl McKeone of **Ann's Flower Shop** in Auburn (current past president); and Barbara Lawrence, manager at **Harmon's & Barton's** in Portland.



"I wish I had done this sooner," said Mark Buzzetto of top-member shop **Brewster Flower Garden** in Brewster, NY, after getting Dove POS earlier this year. "It really helped make Mother's Day go smoother, and I'm getting the huge benefit of building my customer database for my marketing efforts."



Congrats to Anna Engert at **Del Mar Floral** in San Diego, CA on her Top 1000 plaque!

* 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.

eFlorist helps customers find their way

Nothing's worse than being lost. To help customers find their way to your shop, we're adding an interactive **Google Maps** image on your About Us page.

The map will appear in the address box of your About Us page, centered on your shop location. Visitors will be able to click and drag the image to zoom in or out, and even click on it to get directions from Google from wherever they are. If you have no custom image, the Google map will automatically fill the space. If you currently have an image on your About Us page, like a photo of your shop or staff, the Google map will not replace it automatically. To replace your custom with the Google map once it launches, please contact Web Services to have them update it.

make the most of fall

Fall is a long selling season with so many opportunities for marketing! Start with harvest designs in late summer, transition into thematic Halloween displays, and finish the season with dining and entertaining for Thanksgiving. Fall is also a great time for a customer-appreciation promotion. Let your customers know you're thankful for them by offering a fall discount or free delivery—or even create a co-promotion with another local business. Why not partner with a bakery for a discount on cookies or pie, to go along with Thanksgiving dinner?



Teleflora's Amber Waves
Centerpiece

- Take this product out of the box as soon as you receive it! From late summer all the way through Thanksgiving, it's wonderful for decorating with pinecones, gourds and candles.
- Tablescape: Place multiple bowls down the center of a table and float a single standard mum, open rose or gerbera in each one. Votive candles also create an elegant look.
- Amber Waves is great for summer and autumn weddings, filled with fall-colored roses.



Teleflora's Sunlit Beauty
Vase

- This vase is stunning filled with fall roses or lilies. Create an eye-catching display in your cooler with three vases grouped together, each with a bouquet of the same flower in a different color.
- Fill with seasonal favorites such as dried wheat or cattails and place in the front of your shop.
- The Sunlit Beauty vase is also fabulous on its own. Evenly space several vases in a row along a shelf or mantle and place candles in between.



Teleflora's Harvest Stripes
Vase

- Create a display by filling these vases with dried flowers such as straw flowers and cattails or wheat.
- Cinnamon sticks look great in this vase.
- Value-priced "drop in" bouquets with fall mums have a high perceived value when presented in the Harvest Stripes vase. Make sure you keep a few ready in your cooler for customer selection.

if you have great merchandising tips & tricks to share, email them to newsletter@teleflora.com. Attach a photo if you have one!



fsg update kits

Keep an eye out for your FSG 11.4 Update Kit which should arrive early next month! This kit is full of great posters and FSG pages for the Fall and Winter holidays. You will also find your copy of the 2012 Industry Planning Calendar. For questions or suggestions regarding the FSG or the Update Kits, please email us at FSG@teleflora.com.



the write stuff

Earlier this year, eight fearless women writers who have produced highly successful work for stage and screen were honored at WriteGirl's fifth annual Bold Ink Awards. Each honoree received a beautiful presentation bouquet, courtesy of Teleflora and local member florist **Edelweiss Flower Boutique!** Honorees included Savannah Dooley (*Huge*) and Winnie Holzman (*Wicked*,

My So-Called Life) seen here in pink and turquoise dresses, along with Aline Brosk McKenna (*The Devil Wears Prada*, *27 Dresses*) and Kara DioGuardi (*American Idol*).



bar none

When it comes to the MTV Movie Awards, it's all about the pre-award primping preparation. And the ultimate VIP pampering was provided this year by the CoverGirl Beauty Bar at Nine Zero One Salon in West Hollywood. Hair stylists from the salon, celebrity makeup artists with CoverGirl, Fake Bake and Wella Color professionals joined forces to create a tour de force of beauty treatments. Celebrities relished the pampering while savoring signature cocktails among floral bouquets provided by Teleflora and local member florist **Edelweiss Flower Boutique.**



ending thirst

The Thirst Project is an organization dedicated to ending the clean-water crisis in developing countries, one community at a time. Each year since its inception, the project has hosted a celebrity-filled gala that has raised thousands of dollars for the organization. This year at the Beverly Hilton, \$150,000 was raised as actor Michael Welch (known for his role as Mike in the Twilight film series) was honored for his work with the organization. Michael's Twilight co-stars and friends Justin Chon and Christian Serratos came out to support him. Teleflora was on-hand as the official floral sponsor and worked with **Edelweiss Flower Boutique** to create beautiful centerpieces full of lilies and white and pink roses.



now available!

Teleflora's NEW Flower Gifting Guide is here! This 16-page full-size floral guide is the perfect tool for marketing your shop to businesses, associations, and everyday consumers. The guide also includes a pocket and card holder for easy personalization.

To order, call 800.333.0205



powerful dovePOS modules

Make the most of these Dove POS tools, designed to help you achieve maximum efficiency, boost your business and improve your bottom line!

Report and Confirmation Email Module

This module allows invoices and statements to be sent quickly and easily via email. No more snail-mail billing issues! Within the billing section, you can email a copy of a single invoice or statement to an individual customer. Further, when this module is paired with the Delivery Manager/Mapping Module, your customers will automatically receive email delivery confirmations, a service that's much appreciated by customers and that contributes to your own productivity.

Delivery Manager/Mapping Module

Have you gotten lost on a delivery lately? Have you taken all day, and driven all over town for just a few deliveries? Wish there was a way to make more efficient use of the gas in your tank? The Delivery Manager/Mapping Module gives you the technology to meet these challenges! This module groups deliveries into zones and maps the most efficient travel route for your deliveries. It is compatible with Garmin GPS devices*, includes address verification, and (paired with the Report and Confirmation Email Module) sends delivery confirmation emails to your customers as well!

Advanced Targeted Marketing Module

Send holiday and seasonal marketing emails to your customer list! It's never been easier with the Advanced Marketing Module. Select a list of customers using specific criteria, choose a template, add your custom message, and send! You can personalize messages and images as well as include your shop contact information. Mailing labels and postcards can also be printed directly from your system for those customers who do not have email addresses. This module also reminds your shop of any upcoming holidays, so you can get your messages out!

For more information about any of our modules, visit dovepos.com, or call 800.720.9407.

*Shops must purchase their own Garmin GPS devices.

marketer of the month

WIN
\$100*



"think pink" builds courage and community

October is Breast Cancer Awareness Month, and plenty of florists have done a super job of supporting this very good cause with creative projects that raise both funds and awareness. One of the best stories we've heard comes from Alan and Marlene Comella at **Berwyn's Violet Flower Shop** in Berwyn, IL. "We became aware that many of our customers/friends are courageously battling breast cancer right now, and many more are survivors," the Comellas wrote. "We had to do something."

The Comellas picked Sweetest Day, October 16, to sponsor an event that included a prize raffle with 75 gifts donated by friends and colleagues—among them, a pink ladies' mountain bike and sports memorabilia from the Chicago Bears and Bulls. A local band played for free; pink lemonade and cupcakes were served, along with wines from a local wine maker. A hot-dog cart and dunk tank added to the festivities. Wholesalers donated flowers and

vases, which the shop staff made up into arrangements that were given away. "I feel like I just won the Publisher's Clearinghouse," said one recipient.

Best of all, the shop raised \$4,500 for the Breast Cancer Research Foundation. "Perhaps that will be part of the grant that the foundation will give to that one doctor or scientist who will put an end to this disease," the Comellas wrote. In the meantime, October remains a month for celebrating courage.

* 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!