

myteleflora

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Valetine's Day 2012

helpful tips for a successful holiday

It's already the middle of the busy holiday season—and before we know it, it'll be time for Valentine's Day, the busiest day of the year for the floral industry. With Valentine's Day falling on a Tuesday next year, we anticipate a tremendous holiday for all retail florists. Make sure you are planning in advance; here's how we can help:

- **Make sure you've ordered enough product.** Remember, just days before Valentine's Day, we'll be part of Super Bowl 2012 with a new ad spot. This is our fourth consecutive commercial to air during the pinnacle of national TV programming, a time-honored sports tradition, and last year the program drew 111 million viewers. We will be top of mind for all these viewers in the days leading up to Valentine's Day, and you don't want to run out of product. Our Valentine's Day product line offers something for everyone. As a reminder, product codification is December 20th. I encourage you to use the next few weeks to finalize everything.

- **Show your customers what you've got.** By now, you should have received your Floral Selection Guide (FSG) update kits containing marketing tools to help you merchandise the assorted bouquets themed for Valentine's Day. Customers are always drawn to spectacular displays and one way to generate attention for your business and the products is by showing them off. Display those posters in your windows and around the shop.

- **Work with Stems&Bunches to source your farm direct product.** They'll have exactly what you need from roses and lilies to tulips and everything else necessary to help make Valentine's Day a runaway success! At Stems&Bunches, we are proud to work with some of the finest floral farms in the world, and you can rest assured your order will be handled with care.

- **Update your eFlorist site so customers are aware of all your offerings.** Why not save yourself last-minute headaches by preparing your site for customers now? eSAT, the eFlorist Self Administration Tool, lets you set-up all kinds of things in advance. You can determine your product pricing and selection, delivery dates and fees and even set up promotion codes for customers to redeem online. If you want to learn more about eSAT before the holiday, sign up for one of the many eFlorist webinars available between now and February; a schedule is posted to eFloristUniversity.com, and all the presentations are FREE for eFlorist members.

Teleflora's products, marketing efforts and web services are here to help ensure your Valentine's Day is a success. As we wrap up 2011, I'd like to personally thank all of you for partnering with us over the last year, and we wish all of you a happy and prosperous Holiday Season.



jeff bennett {president of teleflora}



unit president profile:

brian bak



What's the best thing about getting involved with the Teleflora Unit Program? "The people," says Brian Bak, who is both president of the Michigan Unit and owner of **Bakman Floral Design** of South Lyon,

MI (a small town just north of Ann Arbor). "You meet nice people." That includes some useful business contacts, he admits—but also, "it's a satisfying process working with the other members of the board. We all throw ideas into the pot, fine-tune them, and see it through." This year saw four very successful programs hosted by the Michigan Unit. It's an ambitious agenda, but, "when we do a program and you get that great positive feedback, it makes all your efforts pay off," says Brian, who is going on his seventh year of involvement with the board.

On top of his duties as Unit President, Brian is also the volunteer coordinator for the Michigan Floral Expo. "I like to keep busy," he says. Apparently he's also good at inspiring people to see the value in giving their time for the sake of a common goal. "The unit board is all volunteers," he points out. "They're doing this because they want to. You have to keep the want there."



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

preparing for prosperity

Getting ready for the busy fall and Christmas season is about more than creating displays and preparing for an open house—it's also about developing your own "fashion line" of designs to feature in your shop as well as merchandize on the web. As a greater percentage of sales shift to online, getting a jump on the season by planning your featured designs is more important than ever.

At Teleflora's Education Center in September, Tim Farrell AIFD, AAF, PFCI led a class called "A Season of Prosperity" by sharing many of his own success strategies from 25 years in the flower business. He shared amazing design ideas that work for his shop—and also ideas he has collected as he travels for Teleflora throughout the country. Class participants got hands-on experience creating wreaths, centerpieces and gift arrangements, as well as display tips for making the shop's interior sparkle with holiday magic. They brainstormed on what makes an open house



successful and what really gets traffic in your shop. Design efficiency tips and ideas on controlling cost of goods sold were also front and center during the class—as participants learned that the best holidays are profitable ones!

a word from tom

we love to partner with creative artists. that means you.



When it comes to expressing emotion, people turn to artists and trust them to get the message across. That, of course, is why they go to a florist to help them say all kinds of things that come from the heart—whether it's "I love you" or simply "Have a merry Christmas."

It also helps to explain why Teleflora's collaboration with some other creative partners has been so successful. I'm thinking of people like Thomas Kinkade and Christopher Radko, among others.

This year is the tenth-year anniversary of our partnership with Thomas Kinkade. We're celebrating with the first-ever Kinkade Christmas scene that not only lights up but also plays music. In consumer testing, this was the highest-rated Thomas Kinkade product ever. Handpainted and heartwarming as always, it's another great example of why Kinkade has so many devoted collectors.

Teleflora's collaborations with Christopher Radko, including the Celebrations by Radko® ornament jars, have also been consistently popular. The creative team at the Christopher Radko Company is known for their ability to capture the Christmas spirit in ornaments and other items that are truly works of art—which makes them the perfect partners for Teleflora florists.

But the artist we count on most is you. It's only in your hands that all the work Teleflora does to pull together these creative collaborations becomes a reality, in the form of beautiful floral designs that speak from the heart. Please keep up the good work! Thank you—and Happy Holidays.

Tom Butler

tom butler {chairman of teleflora}

news from the teleflora family



readers' choice

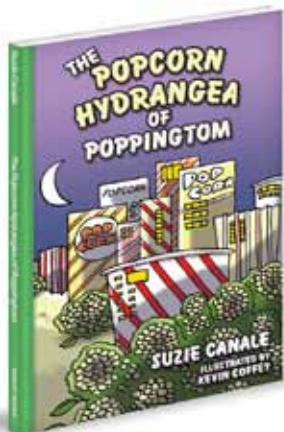
When 6,000 readers of the Tampa Bay Business Journal vote you into first place in the Favorite Florist category, you must be doing something right! Congrats to **Buds, Blooms & Beyond** in Tampa, FL.

hostess with the mostest

Have you ever considered hosting a design program for your state florist association at your shop? Eva Ritter AIFD did, at **Eva's Flowers & Gifts** in Bartlesville, OK. And when Eva does something, she does it right: for her Oklahoma State Florist Association guests, she prepared a feast of all Oklahoma home-grown products, including a baked goose, wild boar, vegetables from her garden, and pecan pies from pecans picked on her farm! Martha Stewart, eat your heart out!



teaching kids



What would an author of children's books write about if she grew up in the flower business and is married to a florist? So far, "The Land of Chocolate Cosmos" and "The Popcorn Hydrangea of Poppingtom" are just the first two titles in a series by Suzie Canale (wife of Rick Canale of **Exotic Flowers** in Boston, MA). The storylines are full of magic and fantasy, yet lessons about environmental issues go right along with the flower themes in both books, which also include photographs, descriptions, and fun facts about the featured flowers, assuring readers that these are actual, real-life flowers. The first book has already won an award and found its way into schools. Interested? Florists can buy them (at wholesale cost, with tax ID) at www.mascotbooks.com.

happy half century

In October, Teleflora's Terry Brueggeman stopped by **Lawrence Florist** in St. Charles, MO, to congratulate current owner Tammy Lawing and the original owner, Mary Lawrence, on the shop's 50-year anniversary. In October 1961, Mary moved to St. Charles with her husband Glennon and five small children; the couple began Lawrence Florist in their converted garage. The shop was later moved to a converted historic home. Tammy purchased the shop in 1998, after Glennon passed away. Earlier this year, Tammy purchased a 4,000-square-foot building in the historic Frenchtown district of St. Charles. The shop has seen record sales in the new location.



leading the parade



When Halifax, NS held its gay pride parade last summer—the fourth largest in Canada, viewed by tens of thousands—who was the grand marshal but Neville MacKay of **My Mother's Bloomers**, a well-known shop in Halifax and across the nation! Neville took advantage of the occasion to make a big floral statement with thousands of roses (donated by suppliers Avon Valley Floral, Floral Express and Staalduinen) covering the jeep where he rode with his husband, and petals from thousands more, tossed to the crowds watching on the route. Says Neville, "It was a fine way to start the week!"



commentating class makes history

Teaching floral commentating can be a tough task. Most class participants yearn for real-life experience—which is tough to deliver in a classroom setting. You can tell someone what it's like to be on stage, or you can throw them out there to experience it themselves. That's exactly what happened to a group of students who attended the Teleflora Education Center's Floral Educator Class in October. In a history-making event, just three short days after landing in Oklahoma, every member of the class was on a real stage sharing their ideas with a live audience. They commentated their own design work and also got experience co-commentating with another class member in a vignette segment.



Preparing them to be "stage-ready" in such a short time has never been done before! Instructors Marie Ackerman AIFD, AAF, PFCI and Tom Bowling AIFD, PFCI covered a variety of speaking subjects, from behavioral skills to building content and even how to handle stage fright. Class participants were taped and coached during the class and learned how to build on their strengths and make small adjustments to their performances to improve their delivery. The experience was life changing for many.

retail florist of the year!

Congratulations to **Nielsen's Florist & Garden Shop** in Darien, CT, honored this year by the Wholesale Florist & Florist Supplier Association as the ninth recipient of WF&FSA's Retail Florist of the Year award. Nominees are judged on a number of factors, ranging from visual merchandising to community involvement, employee training, and overall business achievement. Teleflora's Tom Butler offered congratulations to general manager Sandra Nielsen-Baumann, who co-owns the shop with her three siblings, Karen Kuehler, Tami Whittier, and Gerald Nielsen.



hungry?

That looks like a pretty nice spread at one of the first open houses of the season, at **Penny & Irene's Flowers & Gifts** in Midwest City, OK. Guests included Teleflora's



Suzi Lawrence and Andy Potter, seen here with owner Joann Johnson, who rang up sales with help from daughter Denise. Since the open house took place in October, the décor included a Halloween Christmas tree with a witch!

applause for top members

In Massachusetts, Teleflora's Bob Hurley presented top-member plaques to Kim O'Callaghan of **Morrice Florist Inc.** on Martha's Vineyard, and to Rod Perro of **Perro's Flowers** in Worcester, in the top 500.



* 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.

merry email marketing

Studies show that customers are more likely to make a purchase when a coupon is offered, so why not try one out this holiday season? You can set up a coupon redeemable on your eFlorist site, then promote it through your Google Place page or Facebook page. A particularly effective way to market a coupon is through email. eFlorist members have the ability to send marketing emails to customers promoting your shop and services. These messages can be customized to feature whatever products and offers you choose, making them the perfect vehicle for a seasonal coupon!

The first, and most important, step is to create a promotion code on your eFlorist website. You can use eSAT, the eFlorist Self Administration Tool, to set up such a code. With a few more clicks, you can have that code appear in your marketing emails. It takes just a few minutes and it can make a substantial difference in your sales.

For complete instructions on setting up a promotion code for your eFlorist marketing emails, download our step-by-step guide from eFloristUniversity.com today!

You can also contact our eFlorist Support team to have them set up a promotion code and have it appear in upcoming marketing emails. Call us at 866.983.3932 or email us at eFlorist@teleflora.com.



Teleflora's
Merry & Bright - Deluxe
T125-1B

philadelphia museum of art soirée



Over 400 guests enjoyed summer's last hurrah with the Young Friends at the Rodin Garden Party at the Philadelphia Museum of Art. The event celebrated the continuing restoration of the Rodin Museum and Garden, which is renowned for both the beauty of its grounds and architecture, an extraordinary blend of art and nature, and for the importance of its holdings—one of the largest collections of works by Auguste Rodin.

Teleflora was the floral sponsor and worked with local member, Tim Farrell of **Farrell's Florist** to create some very special centerpieces for the evening. Tim and his team paired aubergine mini callas and green cymbidium orchids swirled in



armatures of curly willow in contemporary low and wide cylinder bowls. The callas and willow framed out a circular area and the chartreuse green cymbidium orchids floated in a pool of water in the center of each bowl.



For the two entryways Tim chose two six foot topiary trees, in oversized stoneware that were placed on either side of a graphic screen imprinted with a photo of the Rodin Garden. The topiaries, accented with clusters of Alice Anderson cymbidiums, were also adorned with yards and yards of chartreuse green silk ribbon. This festive area provided a great "photo-op" spot for the many guests who sipped signature cocktails while they dined on delicious fare by Stephen STARR Events.



bright ideas for spring

Teleflora's Spring Rainbow Vase

Don't wait for Easter to sell this cheerful vase. As soon as it arrives, fill with tulips and add to your cooler display—a quick, easy and festive way to welcome spring!

Create a display highlighting the festive colors of the vase. Start by balling light green tissue paper over a flat area to act as grassy hills. Next, add upside-down cube vases in pastel shades to display Spring Rainbow vases on them. Fill vases with the spring flowers you want to highlight in your shop and offer a special price. Once they've seen them in Teleflora's Rainbow vase, they won't want to separate the two!



Teleflora's Happy Daisies Pitcher

This Happy Daisies pitcher is a sure hit with all types of customers because of the playful colors and textured design.

Highlight this item in your shop with a strong yellow backdrop and surround the vases with wheatgrass or green ribbon to accentuate the colors in the pitcher. Keep it simple and eye-catching by filling the pitchers with daisies or tulips and promoting as a weekly special prior to Easter.



Teleflora's Send a Hug Funny Bunny Vase

Create an Easter-egg hunt display with wheatgrass; position brightly colored eggs on the grass. Include the Funny Bunny product and fill with Jelly Beans and other Easter candy favorites. Try suspending additional Funny Bunny products over the display and fill with brightly colored eggs.

The adorable Funny Bunny basket is also perfect for new baby, birthday and get well!



Teleflora's Hooray Vase

Teleflora's Hooray Vase is the perfect gift for Professional Secretaries Week and also great for birthdays and everyday.

Use this vase to create dramatic all-pink displays. Start by repeating the pattern on the vase as large cut-out foam board flowers, then add other vases, balloons, ribbons, flowers, butterflies and anything "pink" to make this display an eye-catcher. Use various shades of pink to add contrast and interest to the display.

Ask your customers to celebrate their "Best Secretary" by having an in-store or online contest. Ask for submissions about why their secretary is the best, and offer a prize such as Teleflora's Perfect in Pink Bouquet for the most convincing story. This is fun for customers and a great way to add to your email list!

free POS system tutorials

Need help with Dove POS™ or DovePlus? Training tutorials are now available on MyTeleflora.com! These short and easy-to-follow videos provide step-by-step instructions helpful in understanding your system. Tutorials can be viewed at any time, making it easy for staff at your shop to learn about your system.

Dove POS training tutorials cover a range of topics from Basic Marketing to End of Day Tasks to Product Setup, and will help you and your shop's employees become an expert with Dove POS. Each tutorial also comes with a printable cheat sheet to act as a reminder the next time you perform a specific task.

DovePlus users also have access to tutorials for their system. DovePlus tutorials cover everything from order entry to reporting. These tutorials are especially helpful during the busy holiday season when you may have seasonal staff in your shop.

To view any tutorial, be sure the latest version of Flash Player is installed on your computer. To access your free Flash download, or to update, visit www.adobe.com and search Downloads.



By Golly, It's Jolly - Deluxe
T118-2B

marketer of the month

WIN
\$100*

facebook + gift cards = a winning combination!



Since Wendy Dallas, at **The Flower and Gift Shoppe** in Lafayette, TN, signed up for Teleflora's Gift Card program, she's discovered that the cards—in amounts as little as \$5.00—are a great marketing tool on Facebook. They not only motivate people to like and visit her Facebook page, but they also get people into the shop (to use the cards). Wendy works on her Facebook page every day, showing off new items and upcoming specials. Her teenage daughter, Ashley, helps her and often comes up with promotional ideas. They have found that the gift cards make great prizes in contests of various kinds: It could be as simple as quoting the lyrics of a popular song and offering gift cards to the first three people who can name the song. At prom time, the shop invited customers to post pictures of themselves in their prom dresses; the owner of the picture that got the most votes received a gift card, along with a free corsage. Of course, these customers directed their friends to the Facebook page to vote.

In a similar contest, customers posted photos of autumn scenes. One of those who posted was from a neighboring town, says Wendy, which got lots of people from that town onto the Facebook page, to cast their votes. Any Facebook post that has a photo along with it gets more attention, Wendy has noticed. She also gets the most response when she posts at night and early in the morning. She likes Facebook because the interactive nature of it makes it clear what gets a good response—and not just on Facebook itself. "Now people come into the shop and say, 'You're the lady from Facebook,'" says Wendy. "And then they add, 'I just love those gift cards!'"

* 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!