

# myteleflora

{news}



make the holidays festive  
with merchandising  
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## looking ahead to the holidays

As I settle into my new role as President of Teleflora, I want to congratulate all of you for surviving not only the long hot summer, but also a difficult period of economic uncertainty. You have survived, and with the holidays quickly approaching, we are entering the floral industry's busiest time. I am optimistic about the future of the floral industry and believe that retail florists will survive and flourish.

Looking ahead to the holiday season, Teleflora's products, marketing efforts and web services are here to help ensure your holidays are a success. Our lineup will no doubt be a hit with customers. Thanksgiving features beautifully crafted pieces specifically developed with versatility in mind, not only for fall, but also year-round.

For Christmas, we continue to raise the bar through our partnership with Faith Hill. Faith's collection includes featured product from our Christmas line-up, as well as new bouquets in the two everyday containers we've presented in her collection throughout the year (the Silver Reflections Vase and the Mirrored Silver Cube).

We are also excited about the highly differentiated products within our overall holiday line-up, including a hand-blown art-glass Christmas star, our latest Kinkadee masterpiece with beautiful new features, and our Merry Penguin – the latest addition to the Send-A-Hug line, that in customer testing beat last year's sell-out Send-A-Hug Snowman.

With the busy holiday season on the horizon, it's never too early to start thinking about your marketing strategy before the rush hits. By now, you should have received your FSG Update Kit, containing marketing tools to help you merchandise. Customers love spectacular displays and one way to generate attention for your business and the products is by showing them off. Display these posters in your windows and around the shop. Spreading the word about the products through advertisements in your local papers is an easy and effective way to market your shop to new and existing buyers.

Another key component to great sales this holiday season: maximizing the power of our eFlorist Self Administration Tool (eSAT), the perfect tool to help you prepare. You can log in anytime, day or night to set-up holiday pricing, exclude delivery dates, change your delivery fees for holiday periods, or set up entirely new categories, at no cost to you.

For eFlorist members unfamiliar with our benefits, take advantage of free webinars. This month you'll learn how to set up holiday pricing and customize your delivery dates and fees using eSAT. If you can't attend the live presentations, you can view recordings of the webinars at [eFloristUniversity.com](http://eFloristUniversity.com) or check-out a host of downloadable resources on the page to help you manage your eFlorist site.

From our outstanding keepsake products to our customer-focused services, everything we do is to help make your business a success. I look forward to working together for a great holiday season. Best of luck!

Sincerely,



jeff bennett (president of teleflora)



## unit president profile: lisa fede



Talk to Lisa Fede, of **Fruits & Flowers** in Bridgeport, CT, and you'll find that she's bursting with enthusiasm about the last program hosted by the Connecticut Unit: "We had Kevin Ylvisaker

here, and he is such a great spokesperson for the floral industry. Everyone who left that program couldn't say enough about it—how they enjoyed him, the arrangements, and the things he had to say about the industry and where it's going." Lisa thinks that florists who don't attend Unit programs sometimes dismiss them as "design shows," not realizing that there is a lot of business advice packed into each program. For herself personally, the chance to meet with other florists and talk about how they cope with the same challenges she is facing has been one of the big benefits of getting involved with the Units Program. Now approaching the end of her second year as a unit president, Lisa has also served as secretary, treasurer, and member of the board. "I've been in the industry 29 years," she tells. "But it keeps changing, so there's always something new to learn."

get  
involved!

to find out how you can get involved with your local Teleflora Units Program, go to [myteleflora.com](http://myteleflora.com)

# escape to a tropical paradise

Students participating in a class on designing with tropicals were delighted by the design skills and philosophy of instructor John Hosek AIFD, PFCI, who spent 3½ days showing how to work with these often overlooked flowers. The class took place at the Teleflora Education Center in Oklahoma City—where creativity blossoms! Students learned how to create physical and visual balance in a composition—a very important aspect of designing with weighty flowers like heliconia, ginger and even protea. “Balance is key, not only for the design’s stability, but also for the visual feeling you get when you view the design,” said John. “You must focus on balancing each dominant material with enough foliage or other flowers to make it look and feel stable.”

Tropicals from Hawaii, Costa Rica, Thailand and the continental U.S. were used in the class. Each participant learned how to select accent foliage and how to blend tropical with everyday flowers for a very sellable look. The everyday flowers are used for texture and color contrast to the larger dramatic stems.

Tropical flowers are such a good value for the consumer. They last long and have a very graphic look. Students learned how to price them in arrangements and were also challenged to create designs for a variety of flower-sending occasions, from sympathy to weddings and anniversaries.



## a word from tom

### marketing is the key, and we make it easy for you



*Jo Buttram AAF, AMF, of Shirley's Flowers & Gifts in Rogers, AR really knows her marketing. She also has designers who really know design: Chelle Gerhardt, also of Shirley's Flowers, won this year's Arkansas Cup! Here are Chelle and Jo with me and with Teleflora's Vice President of Education, Marie Ackerman.*

By now you've heard this message before—but with the holidays upon us that are so crucial to a flower shop's profitability, it's worth repeating: the shops that are thriving today are those that pay attention to marketing and merchandising.

I know some florists say, “I'd like to do more marketing, but I don't have the time,” or “I don't really know how.” That's why we do everything we can at Teleflora to help you.

One florist who takes full advantage of that is Jo Buttram AAF, AMF, of Shirley's Flowers & Gifts in Rogers, AR. “Teleflora is a great partner to have when it comes to marketing and merchandising your business,” says Jo. “Sometimes I think Teleflora can read our minds and our customers'. The posters are always in bright great colors and feature some of our best sellers.” Jo also uses the guide for corporate gift giving. “It has a great selection of florals and green plants,” she says. “I was thinking about getting together a catalogue and now I do not have to. I love it!”

Today, of course, merchandising your “web store” is just as important as merchandising your brick-and-mortar shop—and again, Teleflora makes it easy. “We make sure the in-store merchandising correlates with our website, so the images are the same,” says Jo. “I am also excited about our new Teleflora eFlorist mobile website. It is so easy to manage ourselves, so we can customize it to our shop's look.”

If you know you need to do more marketing, but you don't know where to start, let us lend a helping hand.

tom butler {chairman of teleflora}

# member stories from all around!



## dog heaven



At **Main Street Florist** in Newcastle, OK, the big local attraction is Ace, the big black Lab who greets the customers every day. Kids come in to get their photo taken with Ace, who is fond of cookies! Florist Farah Payton helps run a center that takes in abused Labs in the area. She's pictured here with Teleflora's Suzi Lawrence.



## goodbye, Betty Ford



Many people admired Betty Ford, but most of them didn't get to do her funeral flowers. John Ballow, owner of **J. Ballow Signature Florist** in Rancho Las Palmas, CA, treasures that opportunity (following her funeral, he was interviewed by newspapers and television networks from all over the United States). But what he likes to remember most is the time he asked the former First Lady for a hug. "I had met her before and we had talked many times on the phone," John recalls, "so when she came into the shop one day, I felt I could ask her, Is it OK if I give you a hug?' I'm not a huggy guy in general, but she has done so much—for breast cancer awareness, for drug and alcohol awareness. She was totally cool with it. I walked around the counter and hugged her, with all the Secret Service guys watching. That was a life-changing moment for me because I really felt the connection."

## flowers & more secretariat



Making floral arrangements for a period film about horse racing is quite different from everyday floral work—as anyone can see by looking at this photo, with arrangements for the set of *Secretariat*, the highly regarded film about the Triple Crown winner. Most of the movie was filmed in Lafayette, LA, where as Dean Savoy and Tina Guidroz, of **Flowers & More by Dean** have their shop. "The whole movie feels authentic," commented critic Roger Ebert when the film came out—and it takes teamwork including florists to pull that off!

## texas tropicals

Tropical flowers were at center stage in a program organized by the Central Texas Unit of Teleflora, featuring Education Specialist Gerry Toh. Gerry wowed the Austin audience with the drama and versatility of the flowers contributed by the Hawaiian Tropical Flower Council.



## flowers for the fallen



On a Saturday morning in July, staff at **Poplar Flower Shop** in Terre Haute, IN took time to add a touch of red to each of 1,000 white carnations for a slain police officer's funeral. The red signified the blood shed by Officer Brent Long, shot while trying to help serve an arrest warrant. The shop donated the carnations for the service. "This is my community, and we've been here since 1920, so it makes me feel good being able to help out," said owner Jim Sitarski, who also hung a wreath and a flag in the shop.





## we're OK!

It was a year of extraordinary honors for Teleflora at the Oklahoma State Florists' convention. The association made Herman Meinders, Chairman Emeritus of Teleflora, the very first recipient of an award named for him: the Herman Meinders Rosebud Award, described as "the highest to be presented by OSFA," for outstanding and lasting contributions to the association and the Oklahoma floral industry.

Meanwhile, Teleflora Chairman Tom Butler was named the first inductee into the Oklahoma Florists Hall of Fame. Members of Tom's family were on hand to see him receive the award from OSFA president Gaylyn Wattman. Naturally, the event also included a program by a Teleflora-sponsored designer: Education Specialist Tom Bowling, who taught attendees how to "Pretty Up Your Party Profits."



## two in one

The Designer of the Year competition for the South Carolina Florist Association just happened to fall on a sad occasion for contestant Billy Jolley, of **Piedmont Flower Gallery** in downtown Chesnee, SC. It was exactly one year from the day he buried his mother. "That made it a bit of a challenge," remembers Billy. But he pulled through and not only earned the 2011 Designer of the Year title, but also won the association's Palmetto Cup, awarded for interpretive design. He is only the second person to have won both awards in the same year. "Mama would be really tickled," he says.

## top members

In Canada, Teleflora's Suzanne McMillan delivered a "Top 25" plaque to Jeff Deruiter of **Pam's Flower Garden** in Kingston, ON. Thanks, Jeff!



Washington State top members include **Bellevue Crossroads Florist** in Bellevue, WA and **Bothell Florist** in Bothell, WA. Both are owned by Larry Arzumanov, a top 500 member who operates his stores with Dove POS system and loves his eFlorist website!

With Larry is Bothell store manager Lauren. In Kirkland, WA, Patty and Dan

Proud Wisconsinites holding top-member plaques include Sandy Wilbur of **A New Leaf Floral** in Brookfield, WI, seen here with Teleflora's Dan Natalizio; Danny Grogan of **Alfa Flower Shop** in Milwaukee, see with Dan, daughter Katie Grogan, and Teleflora's Mark Schaefer; Jim Kolb of **Oshkosh House of**



Holder opened **Brittany Flowers** in 2002 as a Teleflora member. Other Washington top members include Lynda Cromer of **Buds and Blooms** at South Hill in Puyallup, a great Teleflora member for over 11 years, seen here with her staff

and Teleflora's Dan VanHousen, and Judi Tsuchida of **Fena Flowers** in Kirkland, see with Lynn Baker, Jennifer Warren, Linda Green, and Lan Opheim. An RTI shop and a Top 250, Fena Flowers has been a Teleflora member since 1989.



**Flowers** in Oshkosh, with Robin Zernzach, Fransiska Kolb, Jay Kolb, Wendy Block, Randy Brock, Shelly Farvour, and Meghan Kuschel; and Monique and Phil Krainz from **Rose's Flower Shop** in Wauwatosa.



In Kansas, Teleflora's Suzi Lawrence presented plaques to Donna Homan AIFD at **Donna's Designs** in Winfield and to Kim

and Steve McKnight at **The Flower Factory** in Wichita.

Congrats to JoAnn Chumley, owner of **All Occasions Flowers & Gifts** in Jacksonville, IL, a Top 2000 Teleflora shop serving Jacksonville, Franklin and Murrayville.



\* 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).

# make it festive with merchandising



## Faith Hill – Colors of Christmas Bowl

- Stand a nine-inch red pillar candle in the center of the bowl and surround it with green crushed glass or small green millimeter balls for a more contemporary candle statement.
- Display with floating candles or monofloral bouquets, alternating red, white and green.
- Place bowl near your register or consultation table, filled with holiday candy.

## Thomas Kinkade Christmas Carolers Keepsake

- The details and superb craftsmanship of this keepsake make it look great alone or in a holiday display.
- Play with the carolers theme by incorporating sheets of Christmas music into your display.
- Don't forget to put up the in-store poster from your FSG update kit!



## Teleflora's Star Bright Hurricane

- Pair with the star bowl to make a stunning tablescape.
- To display the hurricane safely, fill it with a battery operated candle.
- Fill it with seasonal botanicals—greens and berries or rose hips—for a warm look.

## Celebrations by Radko Glitter & Shine Ornament by Teleflora

- Cover a mounded display surface with fake snow and glitter and arrange ornaments throughout.
- Hang snowflakes above the display and stick some into the snow as well.
- Place a few ornaments with lids ajar filled with peppermint candy. For a touch of whimsy, add peppermint-striped ribbon candy.
- These ornaments also pair well with Santas, nutcrackers, snowmen, or polar bears for a playful novelty display.



## Teleflora's Send a Hug™ Penguin Vase

- Play with levels and place penguins on upside-down Mirrored Silver cubes from Teleflora, clear glass cubes or silver satin cylinders.
- Place with an artificial ice sculpture and hang icicles above.
- Place small poinsettia plants in the vase for added color to show the consumer multiple uses.

## Teleflora's Winter Snowflake Present Perfect™

- Set up a party table with a Present Perfect as a centerpiece or place multiples down the center of a table.
- This bouquet is perfect for office parties or hostess gifts throughout the holiday.
- Create a "Thank You" display with Thank You cards as a background. Add people to thank during the holidays in your signage, such as baby sitters, newspaper carriers, mail carriers, and hairdressers.



## parlez-vous profit?

This fall, eFlorist sites will be translated into French and Spanish! Translation experts are working right now to translate your eFlorist site content into these languages. We're employing human translators instead of computers to make sure your site content is correct and free of any confusing or incorrect language. The process will take some time, but once it's done, you'll be ready to sell in not one, but three languages!

The English-language version of your website will appear by default when visitors get to your site. Links will be added to your homepage allowing visitors to select either a French- or Spanish-language version of your site content. When someone clicks the link, your site's content will feature the chosen language. The layout and general look of your site will not change in any way. Your products will all remain the same, and pricing will remain in the currency you use. The alternate versions will not require a separate URL, and clicking on the link for an alternate language will not take visitors away from your site.

French versions will arrive by November 1st, with Spanish versions following shortly thereafter. Stay tuned for more news on this upcoming enhancement!

## dining for a cause

On a warm summer night in July, the Saban Free Clinic hosted its 14th "Extravaganza for the Senses" at Gower Studios in Hollywood. Proceeds benefit the clinic, which provides a full range of high-quality free medical, dental and social services to the homeless, the uninsured, the working poor, and runaway and high-risk youth. Celebrating its 44th anniversary, this year the Clinic will provide nearly 90,000 patient visits to the men, women and children who need them the most.

Approximately 1,500 people walked through the studios and sampled from more than 80 wineries and 40 Los Angeles-based restaurants.

In keeping with tradition, DJ Scott Silva provided music that kept everyone moving from sampling booth to sampling booth. Making the evening complete, beautiful bouquets graced the VIP lounge and all of the cocktail tables, courtesy of Teleflora and **Sada's Flowers**.



## now available: the profit minded florist book

The Teleflora Education Center proudly announces it has published *The Profit Minded Florist – A Financial Startup & Operating Guide for Retail Florists*. The book was written by Paul Goodman of Floral Finance and contains more than 300 pages of detailed information about running a profitable retail florist. Included are subjects like controlling cost of goods sold, controlling payroll, controlling expenses, pricing, designer productivity, marketing basics, technology and a host of other financial topics for successful retailing.

This is the fourth edition of the book, originally published in 1987. All information in the book has been updated and is formatted in a three-ring binder with laminated tab pages. A CD Rom of all the book's forms is included for quick desktop printing. The book (EDR-1000) is well priced at \$129.95 plus shipping and can be ordered through Teleflora's Customer Service at 800.421.2815. It's like an accounting lesson in a book!

Visit [myteleflora.com](http://myteleflora.com) to read a chapter sample.

## teleflora dovePOS backups versus other options

Why are backups for your Dove POS system important? Backups are crucial for your business to recover from a natural disaster like a flood, fire or hurricane, power or internet outages, hardware failures, or even computer viruses. If you're not backing up and protecting your data in some way, you could lose years of customer data and financials.

There are a number of backup programs available, but what you may not realize that a number of these online backup programs do not actually backup the critical data files for your POS system. This includes programs such as: Carbonite, Rebit5, Data Rescue 3, Disk Warrior and Recuva. While these online backup programs are great for backing up your images and other files, they are not backing up the data files used in your POS system. If you are using a non-recommended backup software, your shop is most likely only backing up images and files on your computer's hard drive, not the files that include your shop's most important information – your customer database and transaction history.



This is why Teleflora recommends using our backup system software. This backup program is specifically designed for your shop, and is programmed to backup nightly. And, don't forget to take your backup off site for storage – in the event an unexpected disaster occurs at your shop location.

If you have questions regarding your backups, please contact your Dove POS Support team at 866.444.3683.

## marketer of the month



### "flower grant" program handles donation requests gracefully

Several times a week at Julia's Florist in Wilmington, NC, owner Dana Cook finds herself fielding calls from nonprofits seeking flower donations. Having worked herself as a volunteer with various nonprofit organizations, Cook is sympathetic to their plight. She wants to give as much as she can—but how much is that really, and is there a way to stretch the donations by doing it more efficiently?

Dana's solution was to develop the Julia's Florist Flower Grant program. "I can't help everybody, but this effort will allow me to give more," says Dana, explaining that with the grant program, she'll know her recipients' needs ahead of time and be able to keep a calendar of upcoming donations. The program was announced in advance, and organizations were given a deadline to submit applications, with forms and details available on the Julia's Florist website, [www.juliasflorist.com](http://www.juliasflorist.com), or at the shop itself. Qualified candidates included non-profit agencies in the local county and part of a neighboring county.

On September 29, about a month after the submissions deadline, the grants were announced. Local nonprofits will now receive free plants and floral arrangements as designated in their grant application. "I truly want to help these folks," says Dana. "Every single one of them willingly gives and gives to make our city a better place. I'm excited that our floral creations will set the stage to help them accomplish amazing things."

\* 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!