

BLOOMNET'S FLORIST QUALITY CARE PROGRAM

Recognizing BloomNet Florists' Commitment to Superior Quality

To highlight the quality achievements of BloomNet Florists and their staffs, BloomNet works closely with the Florist Quality Care Board to honor deserving BloomNet Florists with an **Award of Quality Achievement**. BloomNet Florists who receive this prestigious award are selected from each region and state in the U.S. and receive recognition for their commitment to maintaining the highest quality standards.

All BloomNet Florists are eligible to be nominated for an **Award of Quality Achievement**. The Final award winners are chosen from a list of nominees by the Florist Quality Care Board and fellow BloomNet Florist nominations. The **Award of Quality Achievement** is presented semi-annually to those shops selected. Any BloomNet Florist may nominate another BloomNet Florist for the award. The process for nomination is detailed on page 8 of this newsletter so all BloomNet Florists and their staffs can actively participate in recognizing dedicated BloomNet Florists across the country.

See page 8 for Quality Achievement Award Winners & How to Nominate a fellow BloomNet Florist!



OUR MISSION

To **promote, encourage** and **facilitate** a sharing of innovative ideas and best practices among Professional Retail Florists to ensure the finest products, the most responsive florist-to-florist order transmissions, and unparalleled support services.

TABLE OF CONTENTS

- Award of Quality Achievementp1
- Florist Quality Care Program Benefits & Obligationsp2
- Florist Quality Care Program Board of Directorsp2
- Quality Research Study from the Floral Marketing Research Fundp3
- Favorite Mother's Day Flowers and TLC Tipsp4
- Helpful Reminders for Sending Florist-to-Florist Ordersp5
- Industry's Most Robust Directory Onlinep6
- Celebrating the 2011 Fall/Winter Florist Quality Care Program Award Winnersp7
- Congratulations to our 2012 Spring Florist Quality Care Program Award Winnersp8
- How to Nominate a Fellow BloomNet Floristp8

BENEFITS & OBLIGATIONS

The **BloomNet Florist Quality Care Board** has developed the key principles of maintaining quality standards and adhering to the guidelines governing the process of handling inbound and outbound floral orders. Among the responsibilities of the Board is to help oversee the Program, offer advice, and monitor standards and performance criteria to assure that the highest level of quality is maintained within the entire BloomNet Network.

The **BLOOMNET FLORIST QUALITY CARE PROGRAM** will offer guidance and monitor Florist compliance in the following key areas:

- Maintain an attractive and professional shop appearance.
- Maintain adequate refrigeration for fresh floral inventory.
- Use only high quality fresh flowers in all orders.
- Employ well trained and skilled design and sales personnel.
- Maintain adequate same day delivery capability.
- Fill all incoming orders to full value.
- Communicate with fellow Florists in a timely manner.
- Assure complete customer satisfaction on all orders.
- Adhere to all BloomNet Directory listings.
- Adhere to codified minimums as listed in the BloomNet Directory.
- Maintain accurate records on all orders.
- Communicate information about all substitutions to sending Florists.
- Exhibit a professional and positive attitude when working with other Network Florists.
- Agree to follow the Code of Ethics.

(These guidelines and recommendations are reviewed in more detail in the Standards and Guidelines tab of your Handbook)

FLORIST QUALITY CARE BOARD



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WHY IS QUALITY SO IMPORTANT?

Quality of Flowers More Important to Consumer than Price

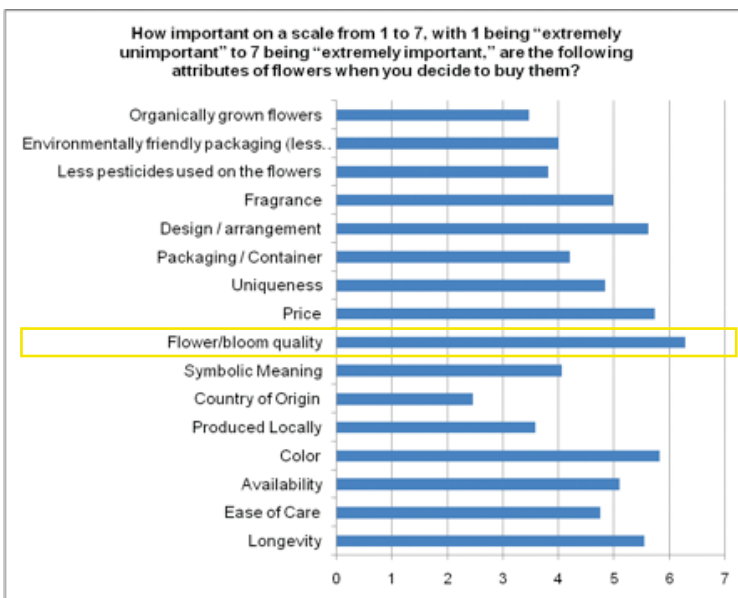
The Floral Marketing Research Fund (FMRF) released a comprehensive study on Consumer Preference for Flowers as Gifts. According to the study, the quality of flowers is more important to consumers than price. When compared



with other attributes when purchasing flowers, consumers ranked quality the highest consideration in the buying process, followed by color, price, design, and other factors.

That's just one finding from this comprehensive research study now available from the FMRF. The Floral Marketing Research Fund was established in 2008 by volunteers of the American Floral Endowment board of trustees to support consumer research that benefits the floral industry.

Throughout the qualitative analysis, participants felt longevity was a big issue. Many participants felt cut flowers were an expensive luxury but by improving longevity they would be more satisfied.



Survey results from the Consumer Preference for Flowers and Gifts Report.

The researchers also provided the floral industry with some helpful recommendations:

- Promote and label flowers whose longevity exceeds people's expectation
- Sort and label longevity of different cut flowers to give consumers reasonable expectations, which can alleviate consumer post-purchase disappointment
- Provide labels of care instructions or tips at purchase to help consumers increase flower longevity

FMRF's Consumer Preferences for Flowers as Gifts research project was conducted by:

- Dr. Chengyan Yue Assistant Professor of Horticultural Science & Applied Economics, and Bachman Endowed Chair in Horticultural Marketing at the University of Minnesota
- Alicia Rihn, Graduate Research Assistant at the University of Minnesota
- Dr. Bridget Behe, Professor, Department of Horticulture, Michigan State University
- Dr. Charlie Hall, Professor of Horticulture, Ellison Endowed Chair in International Floriculture, Texas A & M University

BloomNet's Florist Quality Care Program is dedicated to sharing best practices and education to help ensure QUALITY through out the BloomNet Network. By working together to deliver QUALITY floral arrangements and gifts, we will exceed customer expectations and ensure our success!

BloomNet is a proud sponsor of The Floral Marketing Research Fund and American Floral Endowment. For more information or to download these research reports visit www.floralmarketingresearchfund.com

MOM'S FAVORITES REQUIRE SOME TLC



Gay Smith
Chrysal Technical Manager

Flowers push our sentimental buttons and flowers **make Mom smile. Utilizing a few trade tricks of handling, make Mother's Day favorites last longer.**

Flowers drink more solution when it's hot and mid-May is pushing right into summer. Use cold solution to fill vases and top-up arrangements. Cold water travels faster than tepid in flower stems and reduces condensation forming on blooms (reducing Botrytis potential).

Hydrangeas: As the name implies, hydrangeas are big drinkers!

- Allow plenty of time for blooms to fill completely with Professional #2 (min 6 hours).
- Check display buckets...daily! Hydrangeas can drink a bucket dry in a day!
- Top up with fresh Chrysal Professional #2 (not tap water!).

Freesia: Display fragrant varieties on counter areas—the fragrance sells the bloom!

- Treat freesia in Chrysal Bulb T-bag solution so all florets open.
- Don't feel compelled to give freesia stems a fresh cut unless the callous tissue on the stem indicates flowers were dry for a long period.

Gladiolas: Glads are super-sensitive to fluoride—if city tap water is fluorinated, consider using bottled water when making display solution.

- Cut stems and display in Bulb T-bag solution. Unlike freesia, these bulb flowers need a fresh cut every time they go into fresh solution!
- Another big drinker, fill buckets at least 1/2 full and keep close watch.
- Remove an inch of the stem tip to promote floret opening all the way to the top.

Snap Dragons: These tall spikes love to dance and lean toward light and away from gravity and as pretty as they are, snaps foul the water fast.

- Give snaps plenty of room. Allow air flow in buckets to prevent damage to florets.
- Top up buckets with fresh (cold) Professional #2 (NOT tap water).

Stock: Another big drinker! Stocks need flower food for that sweet fragrance.

- Process into Chrysal Professional #2 display food.
- Absolutely critical to check solution level daily and top up with fresh Pro 2, NOT tap water.

Roses: The dearest mother of all....

- Work clean! Roses have very sensitive vascular systems--easily plugged with bacteria and air bubbles!
- Use clean flower shears or knives—NOT paper or ribbon scissors!
- Remove any petals showing signs of Botrytis, and ONLY foliage that falls below water line. Leaves are the plumbing system pulling solution into rose heads.

Peonies: Mom's favorite! Ants love these flowers, too. In fact there is a symbiotic relationship between the insect and the flower so take time to inspect buds when putting buckets out on display.

- Display in Professional #2 solution. Prepare with cold water or pre-chill solutions--peonies open fast in warm environments.
- GIVE customers flower food packets to prepare vase at home. Peonies NEED sugar to perform.

SENDING & RECEIVING ORDERS

Best Practices Optimizing the Handling of Orders Between BloomNet Florists

The sending BloomNet Florist is ultimately responsible for the entire customer experience, from the satisfaction of the recipient to the experience of the sending customer. The gathering of all the pertinent order information is the first and most critical step in assuring that both the sending and filling BloomNet Florists are able to maintain quality and an exceptional customer experience.



Sending Orders

Gathering Order Information

- Incomplete or incorrect addresses are one of the most common problems encountered by filling Florists. Extra care should be taken at the point-of-sale to assure the accuracy of all information.
- Many of today's shops have several methods for transmitting orders. Pay special attention to gathering the right information when transmitting orders over third party systems or through traditional systems (phone and fax).
- Be sure to display the most updated BloomNet Floral Selection Guides in the sales area and always reference product numbers.
- When processing orders for codified or branded products, be sure to advise the customer at the point-of-sale of possible substitution, including both floral varieties and hard goods.
- In support of the above, advise the customer at the point-of-sale that BloomNet Florists will make substitutions to achieve the best possible representation of what was originally ordered, using like floral varieties and similar colors and design themes.

Key Information to Include in a Properly-Transmitted Order

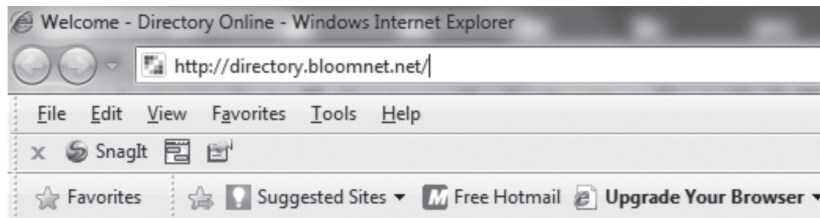
1. Sending Florist's shop name and code number
2. Recipient's name and address
3. Recipient's phone number (if at all possible)
4. Delivery date
5. First choice of floral item
6. Alternate or second choice, if available (highly recommended on all orders)
7. The full gross value of the arrangement, including the delivery charge
8. Card message
9. Special instructions
10. Name of person transmitting order (whenever possible)

NEW BLOOMNET DIRECTORY ONLINE

Two Easy Ways To Access, One Great Way To Send!

BloomNet Florists now have two easy ways to access the NEW BloomNet Directory Online. You can access the Directory Online through BloomLink as many users do so today, or by visiting <http://directory.bloomnet.net/> and completing the two easy steps outlined below.

1) Type <http://directory.bloomnet.net/> into your browser

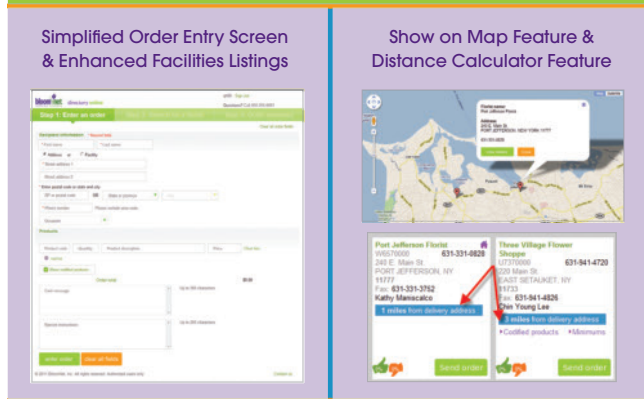


2) Make sure to save the URL to your Favorites.

Type in your log-in information and password and you will be able to access the Directory Online without first having to log into Atlas.

New Features Include:

- Search Faster, Send Faster
- Easier Navigation for Quicker Use
- High-Impact Advertising to Get You Orders



To help answer any questions you may have about the NEW Directory Online, please download the User Manual by visiting www.bloomlink.net and clicking on the Utilities Tab. If you have any further questions, please contact BloomNet Customer Service at 1-800-BloomNet (1-800-256-6663).



congratulations

to our 2011 Florist Quality Care Program Award Winners in meeting the benchmark of excellence for fulfilling orders and building customers relationships!

See what a few of the Award Winners had to say...



◀ “Quality is the key to customer satisfaction and retention...I am very honored and appreciative that BloomNet is recognizing Florists for their commitment to the industry, to each other and to the customers.”

*Wyoming Florist
Cincinnati, OH*



▲ “We have always taken pride in our work and the commitment we make to all customers. Being recognized for all that goes into these efforts is very much appreciated.”

*David' Flowers, Gifts and Interiors
Midwest City, OK*



▼ “My employees care deeply about the shop and they take ownership of everything they do. It's a true blessing to be open every morning!”

*Agnew Florist
Watertown, CT*



▶ “Robert was proud to receive the award and couldn't wait to hang it behind the counter for all his customers to see.”

*Mother Virginia Florist
Washington, DC*





CONGRATULATIONS TO OUR 2012 QUALITY ACHIEVEMENT AWARD WINNERS

STEPHANIE'S FLOWERS	Tuscaloosa	AL	GRASSO'S FLORIST	Omaha	NE
SARAH'S FLORIST	Little Rock	AR	RUTHERFORD FLORIST	Rutherford	NJ
FORT HUACHUCA FLOWER SHOP	Fort Huachuca	AZ	THREE CHICKS FLORIST & GIFTS	Lake Hopatcong	NJ
SAN MARIN FLORIST	Novato	CA	FLOWERS BY CHUCK	Lyndhurst	NJ
ANGEL'S FLOWERS & GIFTS	San Jose	CA	THE FLOWER GARDEN	Farmington	NM
BOULDER GARDENS	Boulder	CO	BEST FLOWERS BY JULIE	Reno	NV
KESER'S FLOWERS	Glastonbury	CT	FLOWERS BY JOHNNY	Buffalo	NY
FLOWERS ON FOURTEENTH	Washington DC	DC	VIOLET'S FLORIST & GIFTS	Hauppauge	NY
POSEY PALACE	Seaford	DE	SEIFERT'S FLOWER MILL	North Canton	OH
PARK AVENUE FLORIST	Orange Park	FL	AURORAS FLORIST COUNTRY OWL	Aurora	OH
THE FLOWER MARKET	Ormond Beach	FL	FLOWER FASHIONS	Tulsa	OK
NAPLES FLORAL	Naples	FL	CASCADE FLORAL	Portland	OR
VALDOSTA GREENHOUSES	Valdosta	GA	COMMUNITY FLOWER SHOP	Munhall	PA
BECKER FLORIST	Fort Dodge	IA	LOEFFLERS FLOWER SHOP	Meadville	PA
HILLCREST FLORAL	Boise	ID	ALWAYS IN SEASON	West Warwick	RI
LOCKER'S FLOWERS	McHenry	IL	POWDERSVILLE WREN FLORIST	Piedmont	SC
MARY M. FLOWERS & PLANTS	Bloomington	IN	THE FLOWER BOX	Sioux Falls	SD
THE FLOWER CART	Leavenworth	KS	JOY'S FLOWERS	Nashville	TN
ELLIS FLORIST	Harrodsburg	KY	BLOOMERS FLORIST	Tomball	TX
HUNT'S FLOWERS	Baton Rouge	LA	FLOWERS GIFTS N MORE	Houston	TX
JODI'S SEASONAL	Pittsfield	MA	IN FULL BLOOM	Salt Lake City	UT
BLOOM'S FLORIST	Edgewater	MD	BLUMEN-HAUS DOVE FLORIST	Roanoke	VA
VAL'S FLORAL BOUTIQUE	Lewiston	ME	WINDHAM FLOWERS	Brattleboro	VT
BAKMAN FLORAL DESIGN	South Lyon	MI	CAPITOL HILL FLORIST	Seattle	WA
HYACINTH HOUSE	Lansing	MI	OSHKOSH HOUSE OF FLOWERS	Oshkosh	WI
PETERSON ANDERSON FLOWERS	Duluth	MN	BETHANIS BOUQUETS	Wheeling	WV
LAWRENCE FLORIST	St. Charles	MO	BRIAR ROSE	Jackson	WY
FLOWERS FOREVER	Gulfport	MS	FRESH FLOWER FANTASY	Laramie	WY
THE FLOWER BED	Missoula	MT	FIORELLA'S DESIGNS	Salinas	PR
MARSHALL GARDENS	Carolina Beach	NC			
FLOWER BOX	Minot	ND			

Nominate a fellow BloomNet Florist For The Florist Quality Care Program!

1. Complete FQCP nomination form under Utilities Tab on BloomLink.com, or facebook.com/bloomnet.net.
2. Submit your nomination by August 1, 2012.
3. Email us your feedback at floristqualitycareprogram@bloomnet.net.

2012 Fall / Winter BloomNet Florist Quality Care Program Awards will be Announced in December 2012!