

Flower Shop Network Premieres New Floral Selection Guide!

After months of planning, designing and photography, we are excited to announce Flower Shop Network's first Floral Selection Guide is available for purchase!

Showcasing large, pretty flower arrangements pictured on vibrant glossy pages, this Selection Guide gives florists a beautiful way to communicate the value of their product. Developed in response to members' marketing needs, the new Floral Selection Guide will support florists in growing their sales, increasing their profit potential, and maintaining long-term relationships with their customers.

It is an essential marketing tool for large or small florists that will also support the growing number of florist-to-florist orders being sent through the FSNf2f.com network. With all FSN florists having the Selection Guide in their shops, they can offer customers greater satisfaction and peace of mind that quality and design consistency will be met.

What do you get with the FSN Floral Selection Guide?

- An attractive full-color binder featuring over 200 vibrant, eye-catching floral selections.
- Arrangements organized into 6 category sections: *Occasions, Holidays, Seasonal, Roses, Plants* and *Sympathy*.

With the approaching holidays, you can take full advantage of this versatile selection guide to attract more customers. Affordably priced at only \$149.99 (US\$), order your Floral Selection Guide at FSNmenu.com/SGuide, or call your network coordinator at 1-800-858-9925 and order yours today!



Over 200 Beautiful and Unique Floral Selections

Featuring Everyday Occasions to Holidays and more...

Ensure Your Shop is Easy to Find by Covering All Your Zips!

When florists from across the country access FSN's proprietary florist directory and search for a shop in your local area, make sure you're there!

If you have not provided the zip codes for delivery areas you service, it is important that you log-in to your FSNf2f.com account today and double-check the zips listed for your shop.

Florist - to Florist Directory			
FLOWER SHOP NETWORK			
City:	CINCINNATI		
State / Province:			
Zip:			
Zip / Postal Code:			
SEARCH			
Search for City, State For: CINCINNATI, OH 45201			
Florists Serving CINCINNATI, OH 45201			
Lat	Florist Name / Address	Florist Phone	Minimums
	ADAM'S FLORAL DESIGNS (FLOWERS BY HARRY) 1438 Elm Street CINCINNATI, OH 45216 P.O. Box 1010 (Select Florist)	(513)321-3196 N/A	Roses: 45.00 Plants: 40.00 Fruit: 35.00 Silk Arrangements: 40.00 Sympathy: 50.00 Fruit/Gourmet: 40.00
	Comments:		ADD/DEL Comments
	ROBBEN FLORIST & GREENHOUSE 100 PINE STREET CINCINNATI, OH 45238 (Select Florist)	(513)351-3737 (800)359-0819	Roses: 50.00 Plants: 25.00 Fruit: 45.00 Blooming Plants: 40.00 Sympathy: 45.00 Fruit/Gourmet: 40.00
	Comments:		ADD/DEL Comments
	FLOWERS BY MEDA 1434 CHEVOT RD CINCINNATI, OH 45247 (Select Florist)	(513)741-7777 (800)368-0044	Roses: 40.00 Plants: 35.00 Fruit: 30.00 Silk: 20.00 Sympathy: 40.00 Dish Gardens: 25.00
	Comments:		ADD/DEL Comments
	FOUR FLORAL AND GIFTS 11937 Montgomery Road CINCINNATI, OH 45249 (Select Florist)	(513)697-7300 N/A	Roses: 40.00 Plants: 35.00 Fruit: 30.00 Dish Gardens: 25.00 Sympathy: 45.00 Fruit/Gourmet: 40.00
	Comments:		ADD/DEL Comments
	JONES THE FLORIST 151 WILSON CINCINNATI, OH 45202 (Select Florist)	(800)755-0528 (800)755-0528	Roses: 55.00 Plants: 25.00 Fruit: 35.00 Dish: 15.00 Sympathy: 40.00 Fruit/Gourmet: 25.00
	Comments:		ADD/DEL Comments

It only takes a few minutes!

1. Log-in to FSNf2f.com and click on Main Menu in the upper right-hand corner.
2. Go to Delivery Areas (listed 3rd under Account Manager) and review the list of zip codes we have on record for your shop.
3. Simply add or remove zip codes accordingly.

For Canadian shops, contact your sales representative to ensure that we have a current list of postal codes you service. Also, please contact us if you need to update the cities or towns you service.

Snapshots from 2008 State Floral Conventions



Network coordinator, Joe Hays (center) explains what FSN does to help florists achieve success to a couple of new friends at the Texas State Florists Convention.



Connie (right) of Plant It Earth in Webster, TX picks up a free FSN bag from Rebecca Speer and Joe Hays at the TX State Florist Convention.



Mary McCarthy (left) of Blooming Idea, The Woodlands, TX & Amy Hall from FSN have corresponded for years by phone and finally got to meet face-to-face at TX State.



Rhonda Sade (left) of NW Arkansas Florist, Fayetteville, AR and Karen Williams (right) of Flower Basket, Walnut Ridge, AR share a few laughs with Joe Hays at the Arkansas Florists Convention.

Add An E-Commerce Website... Your Flower Shop Online 24/7

Don't miss this chance to give your customers a convenient, secure way to order flowers this busy holiday shopping season by adding a FSN website. Our websites are the most affordable in the industry with no monthly fees, no "per order" fees, no wire service containers and, best of all... you keep 100% of each order! In addition, your directory listing on FSN can also be enhanced with a clickable "Buy Now" function for instant online ordering from your listing to your FSN website.

Personalize your holiday email campaign like the one shown here.

It's not too late to get your own e-commerce website, as well as enrolling your shop in our customized email campaigns for Thanksgiving and Christmas. Holiday deadlines are fast approaching, so call your Network Coordinator today at 1-800-858-9925.

Norfolk Wholesale Floral

**Spread the Christmas Spirit,
Send Flowers**

Christmas is December 25th

NORFOLK WHOLESALE FLORAL
601 East Brambleton Ave.
Norfolk, VA 23510
(757) 625-0901 - Local
(866) 340-3431 - Toll-Free

A radiant Christmas arrangement is always a great way to spread holiday cheer! Send your yuletide greetings with a festive bouquet of vibrant colors. **NORFOLK WHOLESALE FLORAL** can help you say "Happy Holidays" to your family and friends with flowers!

Don't delay! Use **NORFOLK WHOLESALE FLORAL** to arrange the perfect Christmas gift of flowers.

HOLIDAY RHAPSODY
\$60, \$70, \$80
shown at \$70
[Buy now](#)

YULETIDE GLOW
\$45, \$55, \$65
shown at \$55
[Buy now](#)

SPARKLING WINTER JOY
\$55, \$65, \$75
shown at \$65
[Buy now](#)

RADIANT POINSETTIA
\$40, \$50, \$60
shown at \$50
[Buy now](#)

Images and content copyright ©2001-2008 Flower Shop Network
Terms of Use

COMING SOON



&

FloristWare

Join forces to bring florists a simple way to send & receive orders without the expense and hassle of a traditional wire service.

Read more in the next *Networker*!

Tennessee Bans Deceptive Internet Practices

Flower Shop Network applauds the state of Tennessee in their latest legislation against deceptive Internet listings. Flower Shop Network along with our partners in the floral industry appreciate the work being done by the State of Tennessee toward strengthening consumer protection which includes the recent effort to widen an existing ban on deceptive telephone listings. Effective July 1, the state of Tennessee has broadened the current law to include a ban on deceptive Internet practices.

As of July 1, any company or companies that purposely misrepresent geographic location through misleading business name, telephone listings, dialing service or over the Internet with the intention of gaining an unfair competitive advantage is subject to a minimum penalty of \$1000 per violation. Maximum penalty per violation is up to \$5000.

Filing a complaint against a company suspected of fraudulent behavior of this nature involves delivering evidence along with a formal complaint to the office of Consumer Affairs for the State of Tennessee. If the evidence proves sufficient, penalties will be issued.

Learn more about legislation that affects your business and what the Government Relations Team at Society of American Florists (SAF) is doing in Washington to promote floral industry issues on Capitol Hill. Visit the SAF Legislative Resource Center at <http://www.safnow.org/content/category/10/30/78>.

**Let Your Voice
Be Heard in the
Bloomin' Blog!**

Let your voice be heard on the Bloomin' Blog - a community of flower enthusiasts, garden devotees, florists and you. Flower

Shop Network would like to encourage you to submit your thoughts and ideas to the Bloomin' Blog just as you did for The Networker.

We love receiving new ideas and enjoy the community shared through blog posts and comments. In fact, many of the suggestions and announcements The Networker received have been featured on the Bloomin' Blog. What will you find on the Bloomin' Blog? You will find flower tips, gift ideas, design techniques, plant care questions and more.

So join our floral community on the Bloomin' Blog at
www.FlowerShopNetwork.com/blog.

Tapping Into myspace® To Beef Up Your Business

a place for friends

With a growing population of Internet-savvy shoppers, knowing how to use an Internet strategy to your advantage is absolutely crucial in today's business.

Tapping into Myspace.com has become the latest trend in cyber networking and social media marketing. For florists, developing a Myspace.com account is an excellent grassroots marketing strategy that empowers florists by giving another way to be visible on the web.

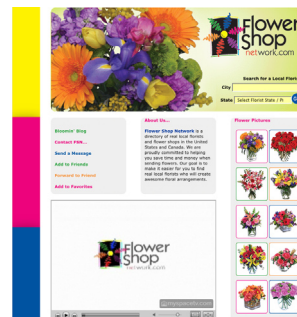
Presence in social media venues is also another valuable way to create a word of mouth community, build friendships, and develop quality contacts. However, many people jump on the social media bandwagon without drawing out a plan of action.

Here are a few helpful things to remember when creating a Myspace.com profile for your business:

- Create a Myspace profile with the intention of reaching out to a social community with information about your store and its products, designs and services.
- Most importantly, customers have to be able to reach you! Include shop name, address, phone numbers, email and website addresses.
- User-friendly and attractive Myspace layouts are worth their cyber weight in gold.
- Myspace blogs encourage interaction among friends and can help drive traffic to your main website.
- Myspace conversion time is like watching a flower bloom or developing a budding friendship—it takes time, consistency, and caring.

- Most of all participate and look for friends. You can begin by adding Flower Shop Network as a friend!

www.myspace.com/flowershopnetwork



To create your FREE Myspace.com profile, visit www.myspace.com. Click the sign up button and enter your information into the sign-up form. Click the sign up button below the form and you're all set!

Quick & Easy Ways To Spot Fraudulent Orders



- Scrutinize unusually large or hurried orders.
- Pay attention to the signature on the card.
- Pay special attention to foreign credit card orders.
- If you have a reason to be suspicious, contact the sender for more information.
- Keep detailed documentation (especially for phone orders).

For more information, and to read about one member florist's own experience with handling a fraudulent online order, see the *Bloomin' Blog* post <http://www.flowershopnetwork.com/blog/quick-easy-ways-spot-fraudulent-orders>.

Don't Forget to Call Your FSN Representative and Add the Additional Cities You Serve

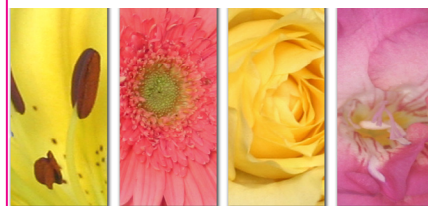
FSNFuneralHomes.com
FSNHospitals.com
1.800.858.9925

Gift Idea for Boss' Day & HALLOWEEN



Stacey Vaas of Stacey's Flowers & Gifts in Manistee, MI wanted to share an idea for a candy mug design. She said they have sold hundreds of these over the last 10 years. "We make arrangements in mugs and novelty containers, but instead of using fresh flowers, we use an array of candy bars. They are especially great for children and guys who may not want to receive posies," Stacey added. Stacey's Flowers & Gifts keeps a selection of these candy bouquets available for purchase trimmed for different occasions. The staff offers to tie a balloon to the handle of the mug for a fun and easy add-on sale.

Flowers of the Month



October: Marigold



November: Chrysanthemum



December: Poinsettia

