



Flower Shop Network Celebrates 10 Years!



Flower Shop Network owners, Brock & Lorraine Atwill

It's hard to believe that another year has passed, but here we are in 2010. This year is particularly important for FlowerShopNetwork.com (FSN) because it marks our 10 year anniversary. We've come a long way since our humble beginnings in the loft of our small town flower shop.

During the last decade the internet has afforded much opportunity and change for the floral industry. The most significant change comes in the form of customers' expectations to place an order with a florist anywhere in the world at any time without picking up the phone. Choosing not to have a website is like doing business without a phone number.

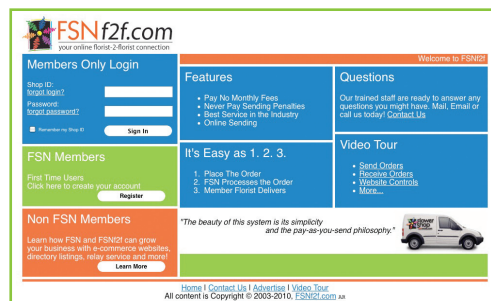
The internet has leveled the playing field for local retail florists trying to compete with large order gatherers. However, it has also provided a way for order gatherers to move their deceptive advertising from the phone book to online.

Traditional wire services have provided the platform for order gatherers to thrive. Astonishingly they themselves have dipped more aggressively into the order gathering business. Companies like Bloomnet (1-800-Flowers), Teleflora and FTD continue to market directly to consumers on their own behalf, while raising membership fees to the retail florists they are supposed to be serving.

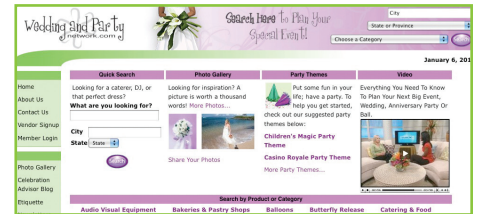
"Choosing not to have a website is like doing business without a phone number."

FlowerShopNetwork.com offers retail florists the tools they need to do business and compete online, and at a fair price. We don't compete with you for your customer. We do not charge monthly fees, and you only pay for the services you use.

FSNf2f.com provides an efficient, economical way for florists to send and receive orders, manage their websites and other services.



Our websites for florists set the industry standard for quality and flexibility while being simple to maintain. Email marketing programs drive the consumer directly to the florist.



We offer our member florists additional avenues to bring in floral business through FSNFuneralHomes.com and WeddingandPartyNetwork.com.

Our blog, BloominBlog.com has become a social gathering place for a community of people interested in all things floral. Other social avenues for FSN include: Myspace, Facebook and Twitter.



Through social media venues and mobile internet, we will continue to enhance and improve online visibility for our florists. Mobile internet is the next influential technology for the floral industry and it will be a valuable tool for keeping florists visible online.

As we move forward into the next year and decade, you will see Flower Shop Network continue to be innovative and diligent in promoting local florists to the consumer. I wish you health, happiness and great success in the future!

Brock Atwill



Owner/President

Attract giddy, new brides-to-be and start booking weddings!

Grow your wedding business by appealing to today's increasing number of budget-conscious brides. One way you can woo these thrifty brides-to-be is by offering wedding packages that feature value-enhanced "transition" arrangements. Suggest several creative ways to re-use or "transition" flowers from the wedding ceremony to the reception.

Double-Duty Wedding Flowers

- Place bridesmaids' bouquets in unique vases for quick and easy reception centerpieces. (shown below)



- Altar flowers at the ceremony can quickly double as head table centerpieces for the reception.
- Use standing candelabra flowers as cake table or head table accents.



- Floral arches and column arrangements at the ceremony can easily be transitioned to the entryway of the reception. (shown above)
- Pew bows make great table skirt decorations.
- Low unity candle arrangements are beautiful head table centerpieces.
- Use tall altar flower arrangements as buffet table decorations

These creative ideas will not only attract budget-conscious brides into your shop for beautiful flowers and to save money, but they'll also appeal to eco-friendly brides planning "green" weddings by reducing waste.

To learn more about transition flowers and get valuable design tips, visit the Bloomin' Blog at FlowerShopNetwork.com/blog/budget-savvy-wedding-flowers/.

Increase wedding exposure with an enhanced ad on WeddingandPartyNetwork.com • 800.976.3980

2010 Floral Convention Schedule



- Illinois State Florists' Association Spring Conference, March 4th - 7th, 2010 at the Crowne Plaza, Springfield, Illinois.
- Great Lakes Floral Expo, March 5th - 7th, 2010 at the DeVos Center, Grand Rapids, Michigan.
- Northeast Floral Expo, March 5th - 7th, 2010 at the Crowne Plaza Hotel, Cromwell, Connecticut.
- AIFD Southern Regional Chapter Conference, March 12th - 14th, 2010 at the Marriott at the Convention Center, Chattanooga, Tennessee. FSN is proud to be sponsoring designer, Regina Berryman, AIFD.
- Georgia State Florists' Association Convention, March 12th - 14th, 2010 at the Macon Marriott City Center, Macon, Georgia
- South Dakota Florists Association Convention, March 19th - 21st, 2010 in Pierre, South Dakota.



Did you know that FSN has a Facebook page, a Twitter page chock full of helpful lists, a YouTube Channel, as well as a Myspace page? Well, we do and we'd love for you to join us!

There's always a new contest, link opportunity, or chance to get your name out in the open. In case you missed some of our contests in 2009, here's a recap.

FSN on facebook

2009 has been a busy year for FSN Facebook. With a weekly photo contest, weekly questions, and Fan Friday, there's tons of fun to be had—not to mention free promotion for FSN members. Some of the winning photos:



FSN on twitter

FSN kick started their Twitter page in 2009. We even allowed some lucky tweeps to win free flowers. For 2010, there's plenty more where that came from!

A recent winner with her flowers:



FSN on YouTube

We've loaded down our YouTube account with helpful design tip videos and a few humorous videos for your information and enjoyment. We're adding stuff all of the time so check back often!



Get excited! There are still plenty of FSN contests and opportunities to become a part of through these sites. You're only missing the fun if you don't come check it out!

Visit FlowerShopNetwork.com/pages/more.php for links to FSN on these sites.

Delivery Confirmations Set You Apart from the Competition

Successful florists understand they have to go the extra mile in order to stay ahead of the competition. Here's a story of one retail florist that has made customer service a priority and found the extra attention can really pay off.

Shirle Malone, owner of Bloomin', a flower shop in Gadsden Alabama, took a call from a young woman named Jessica who wanted to send flowers to her grandmother. Shirle, being the "above and beyond" florist that she is, personally delivered the flowers, took two pictures of the recipient and sent them to Jessica in Oklahoma.



You can imagine how this pleased both the sender and the recipient. Being several thousand miles away, it was important for the young woman to witness the smile on her grandmother's face as she received a beautiful flower arrangement and the sweet message.

Actual testimonial the sender posted to Bloomin's FSN listing:

Jessica of OK writes about BLOOMIN:
Rating: ★★★★★

Thank you so much for the beautiful flowers that you delivered to my 91 year old grandmother. She just got out of the hospital and they really made her day. I live in Oklahoma and was even able to see the joy the flowers brought her when you so kindly sent me a picture of her holding the flowers! You really went above and beyond. Thanks so much!!!!

It's this kind of customer service that woos people of all ages into buying flowers. They already know that sending flowers will make the recipient feel special, but the process of buying flowers from a helpful local florist will also make the sender feel good about their purchase.

At FSNf2f.com, our Delivery Confirmation function makes it easy for you to confirm web and florist-to-florist orders.

What are you doing in your shop to set yourself apart and ensure your customers are satisfied and pleased with their floral purchases? Let us know by sending your comments to FlowerShopNetwork.com/blog.

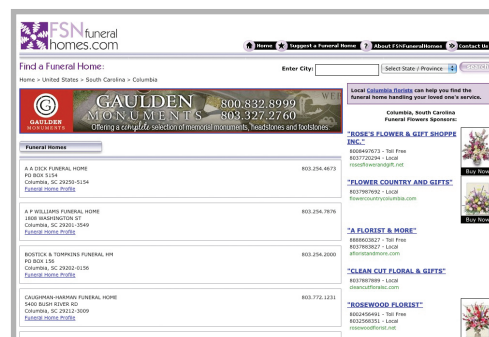
FSNFuneralHomes.com now offers Custom Banner Advertising!

The affordable, effective way to promote your business online!

- Limited space available.
- Secure your ad today.
- No Pay-Per-Click charges or monthly rates.
- More than 100,000 unique visitors monthly.
- More than 250,000 page views monthly.

Get started today! 877.737.0807

Visit FSNfuneralhomes.com/advertise



Developing A Positive Relationship With Funeral Homes

Cheryl Bakin (Parkway Florist), along with 4 other florists Clay Atchison (McAdams Florist), Lisa Greene (Nunan's Florist), Melissa Mega (The Ivy Green) and Kathy Dudley (The Bloomery), recently attended the National Funeral Directors Association convention. After speaking with several funeral directors, Cheryl Bakin (Parkway Florist) developed a list of 8 tips florists should follow to aid in developing a positive relationship with funeral homes.

- **Deliver On Time.** Deliver Sunday flowers on Sunday -- NOT on Saturday!!
- **Do Not Deliver Old Flowers.** Especially mums or other flowers that shed.
- **Eliminate All Hand-Written Cards.** To make cards easy to read from a distance, use an 18 to 24 point type.
- **Include A Brief Description And Sender's Info.** On the back of the card, write the name and address of the sender and a brief description of the flowers.
- **Offer Small Take Home Pieces.** Offer smaller pieces that family members can take home like plants, planters or vase arrangements.



- **Learn To Display Non-Floral Gifts.** Space can be limited. Learn how to display funeral throws on an easel.

- **Focus on Funeral Home's CUSTOMERS NEEDS.** Funeral directors have a deep commitment to the families they service. As a result, they expect florists to have the same commitment to these families.

- **Educate Yourself As To What Is Appropriate.** Sell appropriate pieces.

For more information go to FlowerShopNetwork.com/blog/positive-relationship-funeral-homes.

Add VALUE & BOOST your creativity!

Visit FSNf2f.com to find a collection of short design tips for you to use in your shop. Demonstrated by designer, Regina Berryman, AIFD these design tips are appealing to beginner florists, as well as to well trained veteran floral designers.

To see the design tips, login to FSNf2f.com and click "Help". Then click "FSN Design Videos" from the right-hand menu. Or check us out on YouTube at youtube.com/user/flowershopnetwork.

