

Subject: NewsBud

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February 16 , 2011 [Send us an email](#)

 **NewsBud**

GROWING YOUR BUSINESS TOGETHER

INDUSTRY VETERAN AND WIFE PASS IN TRAGIC ACCIDENT


Florists Supply Ltd.

February 14, 2010

To All Staff and Customers,

It was with incredible sadness we learned of the passing of Roy Jackson and his wife Leona on Saturday, February 12 in a fatal car collision near Wakaw, Saskatchewan returning from a cousin's funeral. Roy was 59 years old. He leaves to mourn two sons, Ryan & Shawn and daughter in law Ashley (Ryan's wife).

Roy had been a member of the Florists Supply family since June 2006 and of the Saskatoon and Saskatchewan floral community for his entire life. Roy was a Customer Service Representative in our Saskatoon Cut Flower department, and a company-wide Education Resource, teaching Hands-On Seminars and contributing to our Design Shows as a Commentator and Designer.

Roy had so much to share with fellow staff and customers due to years of experience, his gifted talents, and his attention for the very small detail. He was passionate about educating our customers

talents, and his attention for the very small detail. He was passionate about educating our customers and about delivering outstanding customer service. His patient, kind, and caring demeanor allowed him to be an outstanding teacher and a model employee.

During his career Roy was awarded the FTD Master Designer accreditation in 1990 and earned his CAFD from Flowers Canada in 1993. He taught Floral Design at the University of Saskatchewan and also taught design at the community level for many years. Prior to joining Florists Supply Roy established himself as a proficient designer and manager at Millar's Greenhouses and later at Cory Parke Florist, both in Saskatoon.

In our industry we can easily replace things like damaged fresh flowers and broken equipment but we cannot replace a caring talented soul with a wealth of experience.

We will all dearly miss Roy and Leona. Valentine's Day going forward will serve as a reminder of one of the good ones in our industry and we will take pause from the busy holiday rush and reflect on warm memories.



Laurie Nesbitt, CA
President

HOW PUTTING PEOPLE BEFORE NUMBERS TAKES CARE OF THE BOTTOM-LINE

A 2007-2008 Global Workforce Study done by Towers-Perrin, which involved an analysis of 90,000 employees in 18 countries, discovered that companies with a high level of employee engagement had a 19% increase in operating income and a 28% increase in earnings per share over a 12-month period. Those with low levels of employee engagement recorded a drop of more than 32% in operating income and 11% in earnings per share.

And according to Gallop Research, companies that manage people right will outperform companies that don't by 30-40%. Says Herb Keller, founder of Southwest Airlines, "There is one key to profitability and stability during either a boom or bust economy: employee morale."

An engaged workforce can lead to reduced turnover, higher customer satisfaction, greater productivity and more positive labour-management relations. When an employee feels they have been heard, and seen, valued (their contribution matters), belong, and can make a difference, they will go above and beyond to perform their job.

The following are 13 low or no cost employee engagement tips:

1. Provide professional development and career advancement opportunities e.g. mentoring, internal coaching, training, etc.
2. Conduct one-on-one meetings with high performers on an informal basis to let them know they're doing a great job -

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provide a recent example of how their work impacted the bottom line.

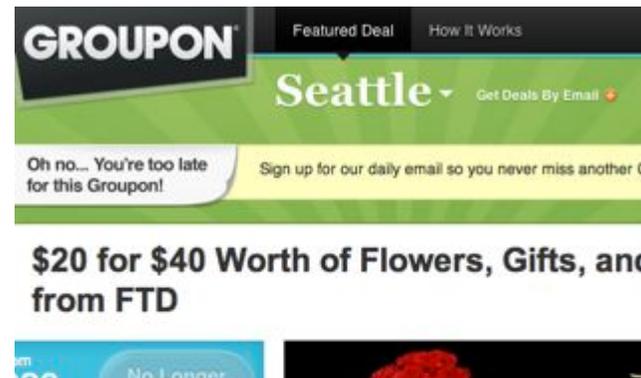
3. Your motivation is not their motivation - understand what motivates your employees and harness that information to bring out the best in them.
4. Create opportunities for autonomy, give your employees the "what" and let them come up with the "how".
5. Involve employees in decisions that will affect them, they may have some great ideas that you haven't thought of and will be more supportive of the final outcome.
6. Be congruent and transparent, say what you mean and do what you say.
7. Demonstrate little acts of kindness for absolutely no reason at all - can I help you carry that? - is there anything I can get for you? etc.
8. Set performance goals collaboratively with employees and then hold yourself and the employee accountable for achieving those goals.
9. Communicate expectations and how the employee's role contributes to the overall big picture. This will give the employee a sense of purpose.
10. Create an on-boarding program (integrate information, build relationships & implement that supports them through the start of the employment relationship).
11. Celebrate and reward team ideas, which would bring in better results, fresh insights, and knowledge to all - and celebrate this each and every time.
12. Keep staff abreast of business strategy and regularly updated on company news.
13. Remember the golden words, 'Thank-you' - The two most underutilized words in north America that get the highest Return on Investment (ROI) and Return on Your Time (ROT).

VALENTINES DAY BAIT & SWITCH: Groupon MUST AVOID BECOMING JUST ANOTHER USELESS COUPON SITE

Some people assume that a "sale!" sign in a retail business usually means that the store keeps the normal prices higher than they should be so they can offer customers a faux discount. Whether it's always true or just often true doesn't matter. People don't really get all that excited about signs that say "HUGE SALE 50% OFF" or whatever. We're desensitized to it.

Groupon has been different, though. They've had real discounts, verifiably way below normal retail costs. That's why so many tens of millions of people look forward to their Groupon email every day, and why so many people sign up for skydiving lessons that they never knew they wanted.

There are signs, though, that the model may not scale infinitely forever. Beyond just common sense, I mean. Some merchants have



failed to take the coupons they've already sold on Groupon when they saw the overwhelming volume it brought in, for example.

Groupon seems to do a very good job of returning money to unhappy customers in those situations. And by doing that they've kept their brand strong and synonymous with getting genuine good deals.

Not today though.

Groupon offered users throughout the U.S. a \$20 off coupon for Valentines Day flowers from FTD. People who bought the coupon had to use a special URL to purchase the flowers. And then they were shown a regular price for the flowers of \$50 before the \$20 coupon.

Which is fine except that the regular FTD site shows a price of \$40 for the same item, meaning Groupon users only really got \$10 off, not \$20.

This is all kinds of things. False advertising by FTD to start, since they're showing a different retail price for Groupon users v. people coming to FTD without the Groupon link. And, say users, the coupon only works if you go through the Groupon link.

There are other complaints about the offer as well, like FTD pushing deliveries to February 15, and charging a service fee. Those things are annoying. But the different price point is what really worries me.

Value	Discount	You Save
\$40	50%	\$20

Buy it for a friend!

This deal closed at:
9:17PM
02/10/2011

3,271 bought
Limited quantity available

The deal is on!
Tipped at 4:41AM with 50 bought

The Fine Print
Expires Jun 15, 2011
Limit 2/person. Limit 1/order. Online only. Post-2/14 option not valid until 2/15. Groupon value reduces by \$20

Highlights
• Beautiful floral t
• Delectable gifts
• Nationwide sam

Carolina commented 1 day, 8 hours, and 18 minutes ago

It seems like the FTD website has lower "Anniversary Sale" prices for non-Groupon purchases. many of the popular items are \$10 off, but this is not the case when I access the website through the Groupon link. it seems to me like my purchase through Groupon is being devalued. I would appreciate some guidance as to how I can use my Groupon and benefit from the FTD anniversary sale, as I did not read in the find print that Groupon users would be excluded from sale prices for the exact items—in my many previous purchases through Groupon this has not been the case.

As an example, the FTD® Precious Heart™ Bouquet starts off as \$39.99 on the regular website and \$49.99 if accessed through the Groupon link.

For Groupon to continue to grow they need to get more big national advertisers, and those advertisers need to not be screwing around with customer trust. [The Gap campaign](#) was well handled. This FTD "deal" wasn't.

Sour deals like this hurt Groupon's brand, because burned customers won't be so eager to check out the new daily deals. They'll just assume it's a scam, and ignore it all. Just like those HUGE SALE! signs in the window at your favorite retail store.

Update: Groupon responds below in the comments. Among other things, they're giving users an automatic refund for any difference they paid over the retail price FTD was offering everyone else.

Hey Everyone,

This is Joe Harrow. I'm the head of customer service at Groupon.

First of all, we totally see where everyone is coming from – we spotted this issue last night and have been working since then to make it right.

We just sent an announcement to everyone who has purchased this Groupon that explains what we're doing:

First, we worked with FTD to make the Groupon valid for merchandise at the sale price. As customers ourselves, we were confused by the initial presentation of the prices as well.

Second, anyone that already used their Groupon to buy something from FTD that was on sale will automatically receive a refund to their card for the difference that they paid over the sale price.

There is nothing more important to us than cultivating our customers' trust, and we know that the best way to do that is to consistently offer great deals without "gotchas." Thanks to everyone who expressed their disappointment and called this to our attention.

Source: www.techcrunch.com

Source: [Image credit](#)

ANDEAN TRADE PROMOTION ACT NOT EXTENDED --- WILL THIS CAUSE FLORAL WHOLESALE COSTS TO RISE?

The U.S. Congress was not able to act on an extension of the Andean Trade Promotion and Drug Eradication Act (ATPDEA) that is set to expire tomorrow, February 12, 2011. Importers will be assessed duties starting Sunday, February 13, 2011 at the rate of 3.2 to 6.8 percent.

In December 2010 at the very last hour Congress passed a six week extension of the ATPDEA which allowed flowers to be imported for Valentine's Day duty free.

Knowing that a six week extension at the beginning of a new Congress with about 100 freshmen was going to be a hard task to get an extension accomplished in a short time, AFIF decided to be proactive and made visits to Congress from January 25th through February 10, 2011. During the Congressional visits there was an overwhelming support for the ATPDEA renewal. But, there was not that support for some of the additional items that were being "attached" to the ATPDEA renewal. AFIF, along with delegations from Colombia and Ecuador, expressed to the Congress the detriment that the lapse of the preferences will have on the flower importing companies. Next week Congress will be back in session and they indicated that the ATPDEA is one that they will work on. The hope is that Congress can work out their difference and pass another extension of the ATPDEA. AFIF will continue to make sure that Congress moves forward so that the flower industry is not burdened by paying duties for a long period of time. Ways and Means Chairman, Dave Camp (R-MI) stated ".....Without this commitment from the Administration, other trade measures – such as TAA and ATPA, which we sought to extend this week – are now in limbo, and American workers will suffer as a result."

FLORIST DESIGN SCHOOL AT UNIVERSITY OF GUELPH

The next session of the Florist Design School will start in June 2011.

Curriculum will be released February 21, 2010. Stay tuned!

**Flowers Canada Retail represents all segments of the Canadian Retail Floral Industry.
Our goal is helping you reach yours.**

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