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FTD Members' resource

FTD Newsletter

April 2005



LETTER FROM FTD CEO

Dear FTD Members,

I would like to thank you for the incredible feedback with respect to the key issues facing the industry and in particular, your businesses. It is really great to see people so passionate about the success of the floral industry!

QUALITY – THE MARCH CONTINUES

Last month's feature on Quality Assurance has generated a tremendous number of phone calls and letters to my office. I am excited by your comments and the significant amount of member support on this issue. We will stay steadfast in our direction and will not slow down until every order sent over the FTD network is delivered without fail. I thank so many of you for your support and appreciate your continued feedback on the subject.

The implementation of the expanded Quality Assurance program and the termination of members for order curtailment/skimming, poor fulfillment or poor customer service are long-term projects that we are acting on today. Last month, we sent notifications to a number of florists whose customer satisfaction rates were below FTD's expectations. These warnings are providing many FTD Florists with the opportunity to take the corrective quality actions that will strengthen their businesses, the FTD network and the industry as a whole.

Furthermore, I would like to thank each of you who are continuing to practice the highest quality standards in our industry. I believe that as we all hold each other accountable for quality, we will continue to strengthen consumer confidence in professional

retail florists as the best vehicle for all their floral buying needs.

PARTNERSHIP WITH WALMART.COM

WHAT! FTD did a deal with Walmart.com! Why? What is the benefit of that? Why is FTD doing this? All great questions and rather than rely on rumors, I would like to answer them all right here.

For starters, if you go to Walmart.com, you will see that while consumers can purchase flowers delivered via common courier, they also now have the option of choosing FTD florist-filled bouquets for same-day delivery. We are not selling flowers in Wal-Mart stores (they do plenty of that without any of our help already) and our brand is not being used in their cash and carry locations.

That said, why would FTD do this? What are we thinking? As many of you know, the boxed-flower programs that send flowers to consumers via common courier are the fastest growing channel and are a significant risk to the entire industry. Five years ago, we highlighted these programs to the members as a competitive risk to retail florists. At that time, it was our collective "hope" that these programs would suffer substantial quality issues, leaving the consumers unsatisfied and unlikely to purchase through that channel again. As it turns out, consumers are rapidly embracing these products predicated on the belief that these flowers are fresher, longer lasting and of a better value than those delivered by a professional retail florist. Simply put, our strategy of "waiting" and "hoping" that flowers delivered via common courier would not succeed has been a total failure.

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BUSINESS BLOOMS AT PALMER FLOWERS AND DECORATING GALLERY!



WITH NEARLY 30 YEARS OF experience serving Fort Collins, Palmer Flowers and Decorating Gallery is Northern Colorado's premiere florist and home décor shop. What started out as a small dream seed has blossomed into something quite spectacular.

Members of the Palmer family moved west from Chicago to

Denver and Boulder in the early 1900s. Having learned the flower business from his uncles in Chicago, Spiro Palmer and his wife Angela opened the Palmer House Florist in 1976, a 1,000-square-foot fresh flower store in downtown Fort Collins, Colorado population 38,000. Spiro had the knowledge and experience to be successful as

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PROM 2005: INSPIRATION, NOT IMITATION

By FTD Design Instructor J. Keith White AIFD



GET READY, MY fellow floral experts, because this year's Prom is getting an "it" crowd makeover for 2005.

THE STYLE

The polished red carpet look is giving way to a much cooler Bohemian style. Today's teenagers are today's tastemakers and they know the truth: it is all about being the coolest one in their crowd. In order to be the coolest, they must set the trend, not follow the trend. And the trend, you ask? This year's trend is more carefree and laid back. The look is still formal, but not quite as polished as in years past. And this new, free mindset is carried out all through the Prom.

Fashion inspiration, not imitation, is this year's buzz. The looks are stolen glances of old Hollywood glamour or vintage inspired California cool. And the buzz is packing up and moving out match sets of jewelry and making room for eclectic layering of different styles, colors and textures. This change is perfect for the floral addition of the wrist bracelet instead of the standard wrist corsage. Provide floral wrist bracelets or armbands as the perfect accessory item to the strapless dress.

Look for the corsage to go from traditional to couture with unexpected and unusual blooms. Think of mini callas and the numerous orchid varieties that can be incorporated into this

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LETTER FROM FTD CEO ON QUALITY (cont'd from page 1)

In light of consumers' increasing support for flowers delivered via common courier, I felt the need to ask myself a few hard questions. How many more consumers does this industry want to lose? Based on the results of our "inaction" five years ago, how much longer can we "wait" and "hope"? If we do nothing, how likely is it that yet more retailers will embrace this model of distribution – further damaging our industry?

Frankly, I didn't like the answers to any of these questions. While I didn't like any of the scenarios presented to us – leadership dictates that we must make hard decisions. In this case, I decided that having consumers receive products from professional retail florists is better for the professional retail florist than having consumers receive their flowers via common courier. While this decision is difficult, it is simplified by my belief that a consumer once comfortable receiving flowers from a professional retail florist will likely continue to use professional retail florists for years to come.

YOUR THOUGHTS

You may have noticed the changes in the newsletter the last several months. My primary goal is to turn this publication into your publication. A place where you can sound off on what we are doing right and wrong. We also will be substantially increasing our coverage of member events and taking out lots of the annoying FTD advertising. I hope you like it and encourage you to share your thoughts about it with us by writing to the Newsletter Editor at newsletter@ftdi.com or via mail FTD's Headquarters, 3113 Woodcreek Drive, Downers Grove, IL 60515.

ABRASHOFF TO SPEAK AT CONVENTION

We have just announced the addition of Michael Abrashoff to the schedule of events for our 2005 annual FTD Convention in Dallas. Michael is an incredibly motivating and inspirational speaker (much better than I!) with realistic "I can take this home and use it" ideas. He will join our strong schedule of education programs, premier shopping opportunities and really fantastic parties. We have a limited number of free rooms available, so if you are interested please register online at FTDi.COM or contact your FBC.

Thank you for your continued support of FTD. We look forward to each opportunity to strengthen our partnership with you.

All the best,



your words on the partnering with walmart.com

"I understand that FTD is working to increase traffic to members, however I think they should focus on bringing those customers directly to our shops. At my shop, we use every incoming order as a marketing opportunity since we all know incoming orders are not the revenue generators. However, by sending orders to us through a company that is focused on price points, not quality and value, I think this is ultimately hurting our industry. It is no secret that discounted mass merchandisers like Wal-Mart can sell orchids cheaper than I can buy them from a local wholesaler, however, they can't compete with me on value, quality or design. Let's get away from the Wal-Mart mentality of low prices and work harder on redirecting the efforts of the industry to bring consumers to their professional retail florists who value quality and the highest standards of customer service."

– Rob Monroe, owner of **Nate's Flower Mart** in Casper, WY
FTD Member since the 1970s.

"I don't have a problem with FTD pursuing any partnerships with mass merchandisers that will generate more orders for our shop – now or in the future. I would rather have FTD filling those orders than the mass merchandisers poorly filling the orders themselves, driving customers away from our industry."

– Trish Quimby, manager of **Flowers by Steve Inc.** in Haverhill, MA
FTD Member since 1977.

"My philosophy is simple: the more orders that FTD generates, the better chance we have of staying competitive. We need to jump on opportunities that arise and seek out new opportunities that capture FTD Florists more orders, because if we don't, someone else without the high quality standards will take those orders. The most important thing for we florists who are receiving those orders is to upkeep the quality and our customer satisfaction level. That way, we'll continue to capture customers who will be dedicated to FTD, no matter where they find the Brand."

– Pat Reiman, owner of **Richfield Floral and Gardens** in Richfield, MN
FTD Member since 1973.

"Any avenue that FTD can generate orders for the retail florists works for us. The Internet is the wave of the future for the floral industry, and if you don't get on board with filling those orders that FTD is capturing, then I'm not sure what the future of your business will be."

– Vincent Campanella, owner of **Flowers on the Exchange** in New York, NY
FTD Member since 2002.

"I believe that FTD offering florist-filled orders on Walmart.com raises many questions for our company. We have built our business on the basic principle of consistently excelling at providing exceptional products and services, and have matched the practice of this principle by advertising continuously and pervasively in our market for many years. Evidence of the success of this strategy comes from the multi-year results of media surveys by local broadcast companies indicating that our company enjoys the highest "top-of-mind" awareness in our industry by a substantial margin. As a result, we charge appropriate prices for our goods and services to allow us to continue in this operating mode. My concern is that if we were to participate strongly in the Walmart.com "partnership", we would have to find ways to maintain our margins mainly by offering a different set of products in addition to those we currently offer. These products would, in many cases, possess a lower intrinsic value, but must still possess an equal relative value, in order to make a profit. The difficulty, then would be to ensure that our customers are not confused by the differences in the intrinsic values of the Walmart.com product in comparison to prior products received from us, especially when he or she has no idea of what the sender paid for the specific item (70-80cm roses for \$79.99 on sparksflorist.com, vs 30-40cm roses for \$53.39 on walmart.com). Additionally, we still will have the full and sole responsibility of unconditionally supporting the product and consumer, regardless of the razor thin margins that some of the Walmart.com items may offer. So, the challenge will be to ascertain whether we can make the appropriate adjustments in our business to participate in this program with a reasonable expectation of doing it profitably."

– Mike Fiannaca, owner of **Sparks Florist** in Sparks, NV
FTD Member since 1966.

"Wal-Mart is a big issue in my community with five locations within a 30-mile radius. Will it be a competition killer for the floral industry or simply one more opportunity for us to market ourselves to recipients and gain those customers as our own? Time will only tell. Most importantly today, florists need to look at what went wrong in the floral industry to get to this competitive point, and then fight back by marketing, merchandising and taking risks. Every order, no matter where it came from, is an opportunity for future sales. This isn't our parents' or grandparents' industry any more."

– Victor Becks, owner of **Becks Florist** in Peoria, IL
FTD Member since 1953.

BUSINESS BLOOMS AT PALMER FLOWERS AND DECORATING GALLERY! (cont'd from page 1)



well as a vision of growth for the future. In 1982, Palmer Flowers moved to a well-known 10,000 square foot store located on South College Avenue. Palmer expanded his business to include silk flowers and home décor in 1996 when Palmer Decorating Gallery opened adjacent to the flower shop.

In 1997, Palmer opened the Palmer Design Center, which housed a collection of home decorating stores to provide one-stop shopping. The fresh flower shop and gallery combined into an impressive 20,000+ square foot store in 2004. Palmer Flowers and Decorating Gallery has grown with the local population of Fort Collins, which is now roughly 126,000 to become one of the nation's largest retail florists. Inside you will find a wide variety of fresh cut flowers, tropical flowers, a greenhouse with a variety of green and blooming plants, bamboo, succulents, hanging baskets, dish gardens and pots as well as artificial stems, arrangements and trees, art work and furniture in our gallery all under one roof! Our knowledgeable and friendly staff helps to educate our cus-

tomers with every purchase. In fact, our employees make up a combined total of 225 years experience at Palmer Flowers, and we have a total of 350 years combined experience in the floral industry.

The Palmer School of Floral Design, founded by Angela, opened its doors in 2001. Our school is one of only two schools certified by the Board of Education in the state of Colorado. Students enroll in beginning, advanced, and certification classes that cover both fresh and silk flower arranging. Classes also include teaching a variety of types of arrangements such as colonial and cascade arrangements for special events such as weddings. The five-week courses are limited to 5 to 14 students per session, with six sessions offered yearly. Students from around the region attend, and scholarships are offered to specially qualified individuals.



QUALITY

Palmer Flowers and Decorating Gallery means quality. Our customers know that we sell nothing less than superior flowers,

green and blooming plants, interior design products, furniture, art, accessories and more. In fact, we're so confident in the quality of our flowers and plants we guarantee them. We purchase our design products from only the most highly respected companies, inspecting them carefully for quality of design and manufacture.

STYLE

Palmer floral designs and interior decorating work exhibits an essence that is immediately recognizable. Our creations are standouts.



SERVICE

Customers know that when they walk into our shop they will be treated with respect. They will be greeted personally and professionally by a knowledgeable and courteous employee. Our employees listen to our customers and are able to provide creative and practical solutions for any needs.

Holidays are special at Palmer Flowers and Decorating Gallery. The winter holiday season especially, is a magnificent time. Our entire store becomes a winter wonderland, elaborately decorated in the year's most stylish holiday fashions. We present our customers with the most creative options in high-quality artificial trees and holiday décor such as ornaments, artificial stems and garland and an unbeatable selection of fresh garland, wreaths, greens, poinsettias and beautiful fresh flower centerpieces. We also honor other holidays throughout the year. We provide all sorts of accessories for Halloween, Easter, Mother's Day, Father's Day, Administrative Assistant's Week and Valentine's Day celebrations, as well as personal celebratory events such as weddings, new babies, anniversaries, and birthdays.



FTD congratulates Palmer Flowers and Decorating Gallery for recent recognition in the Fort Collins Coloradoan as "Best Place to Work". Also, Spiro Palmer was voted "Best Corporate Citizen" and the shop was a finalist for the "Small Business of the Year". Palmer Flowers and Decorating Gallery has been an FTD Member since 1983.

MICHIGAN FLORISTS CELEBRATE GIFTS OF THE EARTH

FTD IS PROUD TO PARTNER WITH THE Michigan Floral Association for their recent Spring Conference. FTD Design Instructor Toomie Farris AIFD presented on "Gifts of the Earth" bringing to life the depth of Vegetative Design concepts and demonstrating the principals of line, material selection and color.



FTD Field Business Consultant Julie Atkinson joins Denny Seivert and Markus Chevalier both from Seivert Custom Creations in Kalamazoo, MI for a photo. Seivert Custom Creations has been an FTD Member since 2004.



Rod Crittenden, executive vice president of the Michigan Floral Association takes a break from his responsibilities at the conference to take a photo with FTD FBCs Julie Atkinson and Bob Martin.



Michael Makara, owner of Bob Moore Flowers in Alma, MI, who was awarded Michigan Retailer of the Year joins FTD FBC Julie Atkinson.



Della Wiersum and owner Tina Ginther from Swift's Flower Shop in Lake Odessa, MI take a quick photo with FTD FBC Julie Atkinson. Swift's has been an FTD Member since 2004.



FTD FBCs Bob Martin and Julie Atkinson join FTD Member Charlie Smith from Smith Floral and Greenhouses in Lansing, MI. Smith Floral and Greenhouses have been FTD Members since 1916.

FTD MEMBER WEDS AMONG 800 CALLAS

CONGRATULATIONS TO FTD MEMBER Elaine Fulford, owner of The Open Rose in Milton, FL and Gulf Breeze, FL, and husband Greg Gillis for their recent nuptials! The bride's creativity impressed her friends and family by featuring more than 800 callas at the wedding ceremony and reception! Elaine has volunteered her talents for many hours at FTD events such as the annual Convention. The Open Rose has been an FTD Member since 1992.



FAMILY VISION, BUSINESS CELEBRATES 50 YEARS

RICH MAR FLORIST WAS FOUNDED IN 1955 in the basement of a townhouse in Allentown, PA. Today, the FTD Member has grown and expanded thanks to several generations of family members and their dedication to quality and the highest standards of customer service.

A RICH HISTORY

Contributing to the success of the 50-year-old business are stories of expansion, family member additions, new roles and always the strongest dedication to their customers first.

Rich Mar Florist was founded by Richard and his father Vincent Morrissey in 1955. Richard and his father had a vision of creating a flower shop that could provide every customer with a unique experience regardless of their budget.

Richard's wife Dolores Morrissey became the company's first bridal consultant and later became the general manager of one of the flagship locations.

Through hard work and non-stop dedication, the company expanded in the 1970s and 1980s with the help of Richard P.'s son Richard J. Morrissey, the current CEO to two main locations. Richard J.'s wife Frances became chief financial officer and continues her role responsible for the merchandise purchasing. Both stores offer a large selection of fresh and silk flowers as well as a wide variety of gift items.

In 1989, Rich Mar streamlined their business operations and opened a design and call center in centralizing all phone



calls and deliveries in an 18,000 sq. ft. warehouse location. In 2003, the second floor of this location was converted into a bridal showroom and since has served more than 250 local brides and counting.

Also in 2003, Richard J.'s son Jonathan Morrissey joined the family business, marking the fourth generation on board.

Today, as general manager, Jonathan has designed and created the shop's Web site, which has taken the company even further into innovation and progression.

"Rich Mar Florist has always prided itself on its great customer service from the initial phone call up to delivery. We have and will always go the extra-mile for any of our customers. Even as we have grown, our values of customer service have not changed. We hope to keep the family vision alive and well for another 50 years." – Jonathan Morrissey, general manager of Rich Mar Florist. FTD Member since 1980.

SEND YOUR BEST VIBES TO PHOENIX

FTD ENCOURAGES ALL FTD MEMBERS to send their best vibes and good wishes to fellow member Fordyce Steinhour, owner of Fordyce Flowers and Gifts in Phoenix, AZ. Fordyce, age 64, is living with leukemia and is in need of a bone marrow transplant to treat myelodysplastic syndrome. With siblings and three children who are unfortunately not compatible blood types, the community is chipping in to hold blood and bone marrow drives hoping to find a fit for Fordyce soon. The Steinhour family joins together in this time of strength and hope.

On behalf of all of the FTD Family, we send Fordyce and the Steinhour family our warmest wishes and hope for a match soon!



Row 1 (top): Jordon Steinhour, Ken Flick, Richard Steinhour and Fordyce Steinhour Row 2: Carol Steinhour, Leah Steinhour, Denise Flick-Steinhour and Valerie Steinhour Row 3: Michael Steinhour, Jeannie Steinhour, Mikayla Steinhour and Tanner Steinhour

MEMBER CELEBRATIONS

CONGRATULATIONS TO LOUGHEED Flowers in Sudbury, Ontario for their Top 500 status with FTD! Lougheed Flowers has been in business since 1952 and an FTD Member since 1989!



FTD Vice President of Canada Frank Stornelli (left) and FTD Field Business Consultant Angelo Pace (far right) present the team from Lougheed Flowers, Barbara Villeseche, Marguerite Lougheed (owner)

and Karen Halverson with recognition for their Top 500 status in FTD.



(1) Edward Silacci of Swenson and Silacci in Salinas, CA shows his top status with FTD. (2) Dawn Baumgarten, owner of Log Cabin Florist in Bakersfield, CA shows her shop's top status with FTD. (3) Linda Steis from Oakhurst Floral in Oakhurst, CA shows her new and larger space. The new beautiful location drives in more walk-in traffic due to its better placement in the community. (4) Owner Maurice Sournany and Manager Roxanne from Victor the Florist in Santa Barbara, CA, show their top status with FTD.

FTD SUPPORTS LONG ISLAND RETAIL FLORISTS' ASSOCIATION

FTD PROUDLY SUPPORTED THE LONG Island Retail Florists' Association recent event in Jericho, NY. FTD Design Instructor J. Keith White AIFD showcased "Color In Style" a symposium of stylish and creative designs showcased in popular saleable consumer friendly choices. The event opened doors of the new color choices for the 2005-2006 marketplace.



FTD Field Business Consultant Andrew Himmelstein met with florists from around state, discussing profitable business solutions and today's competitive industry.



(1) Mingling at the event are FTD Design Instructor J. Keith White AIFD, Long Island Retail Florists' Association President Sean Beckert, owner of S.F. Falconer Florist of Port Washington, NY and FTD FBC Andrew Himmelstein. S.F. Falconer Florist has been an FTD Member since 1930. (2) FTD FBC Andrew Himmelstein poses with FTD Design Instructor J. Keith White AIFD and Ken Beebe AIFD of Beebe's Florist in Brightwaters, NY. Beebe's Florist has been an FTD Member since 1977. (3) FTD FBC Andrew Himmelstein discusses FTD products and services with Eleanor Hanzik of Flowers Galore in Wyandanch, NY for a photo. Flowers Galore has been an FTD Member since 1978. (4) FTD Member Kevin McGovern of McGovern Florist in Brooklyn, NY, FTD Design instructor J. Keith White and Tony Nunziato of Enchanted Florist in Maspeth, NY. McGovern Florist joined FTD in 1964 and Enchanted Florist joined in 1987.

NORTHEAST FLORISTS CRUISE THEIR WAY TO A GOOD CONVENTION

FTD IS A PROUD SUPPORTER OF THE Northeast Floral Expo helping to join florists from the entire Northeast portion of the U.S. together for an exciting event. The events cruise theme drew hundreds of florists. FTD sponsored "Intimate Parties", a presentation by FTD Design Instructor Tina Stoecker AIFD, PFCI. The program featured the rewarding challenge florists face to wow each guest with the latest in table centerpiece designs and party accessories.



FTD's Dick Schooler joined John Tornatore of Gordon Bonetti Florist from Hartford, CT and FTD's Regional Vice President Jim Weedon before the evening festivities kicked off. John is this year's Chairman of the Northeast Floral Expo and Vice President of the Connecticut Florists' Association. Gordon Bonetti Florist has been an FTD Member since 1978. According to FTD's Jim Weedon, Jim turned down 28 requests to sing the theme from "The Love Boat"!

FTD's Sallie and Dick Schooler join FTD Members Chuck and Elsie Kleiner (below) of Myers Flowers in Branford, CT for

a photo at the Northeast Floral Expo. Myers Flowers has been an FTD Member since 2004.



FTD's Dick Schooler (below) takes a photo with Ron and Robin Kogut of Kogut Florist in Meriden, CT. Kogut Florist has been an FTD Member since 1950.



Karen Beebe of Beebe's Florist in Brightwaters, NY and Eleanor Hanzik of Flowers Galore in Wyandanch, NY shop at the FTD booth at the Northeast Floral Expo.



FTD MEMBERS RIDE A WAVE OF TECHNOLOGY WITH MERCURY



(1) Congratulations to the team at Mann's Florist in Sault Ste. Marie, Ontario for stepping into a new wave of technology innovations by partnering with FTD Mercury 6.0. Mann's Florist has been an FTD Member since 1999 and will now enjoy new enhancements and progressions the FTD Mercury Technology team is making to help FTD Members save time and money every day through technology. FTD Field Business Consultant Angelo Pace joins the team at Mann's Florist in celebration. (2) FTD Field Business Consultant Paul Donovan celebrates with Donna Mulhearn, Sue Thompson and Allan Gilmore from Gilmore's Flower Shop in East Providence, RI. The photo was taken only days before the installation of FTD Mercury POS. Gilmore's Flower Shop has been an FTD Member since 1939! (3) Congratulations to Chad Conley, owner of Chad's Florist in Covington, TN, who smiles right after he committed to the new FTD Mercury POS system as well as converting to FTD's Cash Flo credit card program. Chad joins FTD Field Business Consultant Bridget Whelan for a photograph in celebration.

FLORIDA BUZZ

WHAT'S THE BUZZ IN NORTHEAST Florida? FTD Member Bali Thigpen (below), owner of The Rosery Florist in Madison, FL, showcased a buzz-worthy design presentation at the Northeast Florida Florists Association meeting. Bali featured Everyday Designs You Can Sell! The Rosery Florist has been an FTD Member since 2002.



OTHER ATTENDING FLORISTS INCLUDE:

- Paul Bryant and Bill Gross of **Flowers of Mandarin/James Burns the Florist**, Jacksonville, FL
- Ofelia Malalang of **Oloha Blossoms**, Jacksonville, FL
- Bonnie Huggins of **Sally's Roses & More II**, Jacksonville, FL
- Fred Callahan of **Skinner's Florist**, Jacksonville, FL
- Elaine Wilson of **Flowers by Elaine**, Jacksonville, FL
- Carl, Nita and Joannie Varnes of **Hurst Florist**, Jacksonville, FL
- Tangela Parker of **Honey B's Florist**, Jacksonville, FL (Welcome to the FTD Team, Honey B's!)
- Winnie Cross of **Sally's Roses & More**, St. Augustine, FL
- Barry of **Flowers by Shirley**, St. Augustine

PENNSYLVANIA FLORIST CELEBRATES FOUR GENERATIONS

VIRG-ANN FLOWER SHOP IN WARREN, PA recently held a birthday party celebrating 60 years in business. The event included a nostalgic display of the shop's history and drew customers into the door through treats and local media coverage. Four generations involved in the business showcase its history and strength. Virg-Ann Flower Shop has been an FTD Member since 1956.



Fourth Generation Stephanie Miller, Founder, Treasurer and First Generation Angelo Dicembre and President and Second Generation Annamarie Dicembre-Miller gather on the shop's 60th anniversary.

MEMBER RECEIVES KATE EARLY AWARD

FTD WAS A PROUD SUPPORTER OF The Kate Early Award featuring the "Best in Use Tropicals" at the Central Massachusetts Flower Show in Worcester, MA.

The award is in memory and tribute of the late FTD Member, Kate Early, whose life was tragically taken at age 48 from leukemia. Kate was fond of working with tropical plant arrangements and also was extremely active with the Central Massachusetts Floral Industry.

The FTD-sponsored award was presented to Herbert E. Berg Florist Inc. from Worcester, MA and was accepted by Joan Moreschi from Herbert E. Berg Florist and Paul Carlsberg, one of the

Board of Directors of the Central Massachusetts Flower Show and director in charge of judging. Herbert E Berg Florist has been an FTD Member since 1950.



Joan Moreschi from Herbert E. Berg Florist poses with The Kate Early Award for "Best in Use Tropicals" accompanied by Paul Carlsberg from the Central Massachusetts Flower Show.

PROM 2005: INSPIRATION, NOT IMITATION (cont'd from page 1)

By FTD Design Instructor J. Keith White AIFD

creative design style. I believe that we'll see carnations and roses still making appearances, but only in fashion forward colors. Plus, the addition of one or multiple add-in items will be everywhere – jewels, feathers, colored wire and ribbon will accomplish the customized couture-designed piece for both male and female corsages.

THE MECHANICS

Construction and mechanics involved in the wrist or arm bracelet are simplified with the use of Oasis Floral Adhesive. Blooms may simply be adhered to clear plastic cuff bracelets or to the fabric-covered wrist corsage band, which is available in black, white, platinum and pearl. Inexpensive bangle bracelets are an alternative to adhere flowers to... now, imagine the possibilities: simple button mums set next to each other on the bangle; it's the next tennis bracelet! For a more elegant masterpiece, try orchids combined with jewels and colored wire.

A new look with the elastic armbands is easily adapted from the corsage, in order to have it worn higher on the arm. Use wired sheer ribbon for a last minute move from corsage to armband, but be sure to tread cautiously about adjustments with your customer, as this can be difficult to determine the overall floral coverage vs. wrist or arm size.

As professional designers, we all know how important Prom flowers are to our young customers. During this emotional, hormonal rush, we should allow the new creative minds some aspect of customization and inspiration. In order to do this, you must market early ordering to your local schools and provide lots of options to inspire their creativity. Always be sure to showcase the FTD Selections Guide's Celebrations section to guide your customer towards hot trends and color possibilities, and inspire this year's "it" crowd.



A new look with the elastic armband is easily adapted from the corsage, in order to have it worn higher on the arm. Showing photographs of these new concepts and ideas to your customers will help visualization turn to a sale!



Floral bracelets are a new twist to the wristlet. Try modernizing this look even more by using plastic bangle bracelets covered with button mums!



Small nosegays of yesterday are not eliminated from the Prom marketplace; however always offer your customers today's trends to yesterday's bouquets. Try the latest in color schemes noting that the floral colors should complement the dress instead of match it completely.



Offer your trend setting customers a wide variety of boutonniere flowers like orchids, mini callas or festive greens.

FTD Upcoming Events

April 9-10, 2005

Maine State Florists' & Growers' Association Spring Design Show

Bangor Motor Inn • Bangor, ME
FTD sponsored Saturday Night Cocktail Hour.
Registration contact: Rhonda Little at 207-723-9016.
Look for FTD Team Member Dave Galvin.

April 10, 2005 • Niagara International Association of Florists Spring Show

Marriott Buffalo Niagara • Amherst, NY
Sponsored in part by FTD. Registration contact: Cathy McGovern at 716-839-2033 or Elaine Bialecki at 716-681-4688 (U.S.) or Helen Rietveld at 905-687-3490 (Canada).
Look for FTD Team Members Nadine Compisi, Angelo Pace and Roberta Belanger.

June 3-5, 2005

New Mexico State Florist Association Convention

MCM Eleganté • Albuquerque, NM
Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Adam Ornelas at 505-243-5499. Look for FTD Team Member Amanda Gresko.

June 10-12, 2005

Florida State Florists' Association Convention

Orlando Marriott Downtown • Orlando, FL
Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Betty Rauenzahn at 407-522-8699. Look for FTD Team Members Jill Weishaupt, Chris Bordes, Doug Crescimanno, Bryan Whitehouse, Terry Thiel and Dick Schooler.

June 30, 2005

2005 AIFD Accreditation Evaluation Session (AES)

Seattle, WA
Floral designers interested in pursuing the AIFD Accreditation may still be able to qualify to the AES in Seattle. Those interested should contact AIFD@assnhqtrs.com. Further information on Accreditation in Floral Design is available at www.aifd.org.

July 2-6, 2005

AIFD National Symposium

Washington State Convention & Trade Center and Sheraton Seattle Hotel & Towers • Seattle, WA
FTD sponsored designer Gregor Lersch. For registration information, contact the American Institute of Floral Designers at 410-752-3318 or visit their website at www.aifd.org. Look for FTD Team Member Dick Schooler.

July 8-10, 2005

Texas State Florists' Association Convention

Westin Galleria Hotel • Houston, TX
Featured FTD Design Program: "The 'Cent' of Flowers" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact the Texas State Florists' Association at 512-834-0361 or visit their website at www.tsfa.org. Look for FTD Team Members Joe Arbona, Cheryl Costello, Jayla Love, John Hurdt, Steve Sproule and Dick Schooler.

July 9-11, 2005

OFA Short Course

Greater Columbus Convention Center • Columbus, OH
Featured FTD Design Program: "Wedding Floral Review" presented by FTD Design Instructor Keith White AIFD. For registration information, contact OFA at 614-487-1217 or visit their website at www.ofa.org. Look for FTD Team Members Cindy Riffe, Steve Huebner, Dawn Deran and Doug Parks.

July 15-17, 2005

Oklahoma State Florists' Association Convention

Meridian Convention Center • Oklahoma City, OK
Featured FTD Design Program: "Garden Gorgeous or Organic Originals" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact the Oklahoma State Florists' Association at 888-482-4496. Look for FTD Team Member Donna Spaulding.

July 22-24, 2005

The 2005 FTD Floral Extravaganza

Gaylord Texan Resort • Dallas, TX
Extended FREE Room Offer!
Register at www.FTDi.COM or contact your local Field Business Consultant.

July 22-24, 2005

Arizona State Florists' Association Convention

Tempe Mission Palms Hotel & Conference Center
Tempe, AZ
Featured FTD Designer & Commentator Tony Medlock AIFD. For registration information, contact Amy Medlock at 602-494-9094 or visit the Arizona State Florists' Association website at www.azflorists.org. Look for FTD Team Member Amanda Gresko.

July 30-31, 2005

Louisiana State Florists' Association Convention

Lafayette Hilton & Towers • Lafayette, LA
Featured FTD Design Program: "Supporting Creativity with Alternative Mechanics" presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Bob Peden at 318-255-2671 or 888-723-0010. Look for FTD Team Members Jackie Harrell and Terry Thiel.



2005 FTD FLORAL EXTRAVAGANZA SCHEDULE OF EVENTS

**Register now and secure your FREE room offer! Visit www.FTDi.com.
Questions? Call 800-788-9000 ext. 6240 or email convention2005@ftdi.com.
2005 Member Award nominations are now being accepted! Nominate a fellow florist for one of the six prestigious awards! Visit www.FTDi.com. (Deadline is May 15th)**

July 22-24, 2005

Gaylord Texan Resort ☆ Dallas, TX

THURSDAY, JULY 21, 2005	FRIDAY, JULY 22, 2005 (cont'd)	SATURDAY, JULY 23, 2005 (cont'd)
2-6pm Registration/Information Desk Open	4-5pm Member Discussion Groups: Handling Holiday Volume – Multi, Medium and Small Shop Perspectives	2-6pm Trade Fair Open
8am Registration/Information Desk Open	5:30-6pm Mechanics and Q&A: Follow up to Main Stage Design Program	2-3:30pm Marketing: An exciting marketing program to come!
9-10:30am Advertising and Marketing: Advertising/Promotions Workshop (Level: Beginner) Instructor: from The Media Mix	6:30-8pm NEW! Welcome to the FTD Floral Extravaganza Dinner Kick off the FTD event by finding out how FTD is working for you. FTD CEO Michael Soenen will present the future of FTD partnerships, featuring each area of your business, the changing retail environment and how FTD Florists can compete stronger than ever now and in the future.	Sales: Explode Your Sales! Instructor: Bob Negen of WhizBang Training
Business: Shop Management and Business Procedures Instructor: FTD Design Instructor John Klingel AIFD, AAF, PFCI of the South Florida Center for Floral Studies	8-10pm Trade Fair Open Come back to the Trade Fair to find incredible deals, coffee and treats!	Finance: Improve Your Profitability and Create a Business with Value (Advanced) Instructor: Gaylon Pyle of Quality Advantage Training and Consulting
Finance: Financial Management for the New or Non-Financial Floral Owner (Level: Beginner) Instructor: Gaylon Pyle of Quality Advantage Training and Consulting	SATURDAY, JULY 23, 2005	Mercury Delivery: Zoning, Mapping and Reporting (Part 2 of 2) Instructor: from Mercury Technology
Mercury Delivery: Introduction to Mercury Delivery (Part 1 of 2) Instructor: from FTD Mercury Technology	8am Registration/Information Desk Open	Mercury Marketing: Getting Started on the Marketing Module Instructor: from FTD Mercury Technology
Mercury Technology: Welcome to the Mercury Technology Showcase Instructor: from FTD Mercury Technology	8-9am NEW! Regional Networking Breakfast By popular demand, FTD now will offer an opportunity to mingle regionally even though you maybe thousands of miles away from home! Join us and show your pride for your state, meet fellow florists from your area and chat with your dedicated field business consultant.	4-5pm Member Discussion Groups: Buying Smart – Multi, Medium and Small Shop Perspectives
11:30am-1pm Profitable Design: Thinking Outside the Container...Turning Inventory into Cash Instructor: FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI	9am-noon Trade Fair Open	Main Stage Design Program: A Profitable Wedding Story Instructor: FTD Design Instructor J. Keith White AIFD
Marketing: E-Marketing Workshop (Level: Beginner) Instructor: from Yahoo!	9-10:30am Marketing: An exciting marketing program to come!	5-5:30pm Mechanics and Q&A: Follow up to Main Stage Design Program
Human Resources: 8 Essential Steps to Finding and Keeping the Best Staff Instructor: Donald Cooper of The Donald Cooper Corporation	Sales: Explode Your Sales! Instructor: Bob Negen of WhizBang Training	7-11pm REACH FOR THE STARS! Dinner and FTD Member Awards Celebration This event promises to be a first-class celebration of your hard work and dedication to the floral industry. Celebrate with your fellow florists and enjoy a first-class dinner, drinks and entertainment. Plus, the prestigious 2005 FTD Lifetime Achievement and John A. Valentine Awards will be presented. Dress is semi-formal.
Mercury Delivery: Zoning, Mapping and Reporting (Part 2 of 2) Instructor: from FTD Mercury Technology	Finance: Improve Your Profitability and Create a Business with Value (Level: Advanced) Instructor: Gaylon Pyle of Quality Advantage Training and Consulting	SUNDAY, JULY 24, 2005
Mercury Technology: Welcome to the Mercury Technology Showcase Instructor: from FTD Mercury Technology	Advertising and Marketing: Advertising/Promotions Workshop (Level: Advanced) Instructor: from The Media Mix	8-10am NEW! Farewell Breakfast in the Trade Fair
1-1:30pm NEW! '1st Timers' Orientation First time at the FTD Convention? Come mingle with fellow first timers and seasoned professionals to find out what you can expect, what NOT to miss and how to get the most out of your time at the largest and most exciting FTD Member event of the year!	Marketing: E-Marketing Workshop (Level: Advanced) Instructor: from Yahoo!	8am-1pm Trade Fair Open
1-6pm Trade Fair Open	Mercury Delivery: Introduction to Mercury Delivery (Part 1 of 2) Instructor: from FTD Mercury Technology	Mercury Technology: Hands-On Lab
Mercury Technology: Hands-On Lab	Mercury Technology: Welcome to the Mercury Technology Showcase Instructor: from FTD Mercury Technology	9-10am Main Stage Design Program: Everyday Designs in Home Décor Instructor: FTD Design Instructor Deborah De La Flor AIFD
2-3:30pm Human Resources: 8 Essential Steps to Finding and Keeping the Best Staff Instructor: Donald Cooper of The Donald Cooper Corporation	Marketing: E-Marketing Workshop (Level: Advanced) Instructor: from Yahoo!	10-10:30am Mechanics and Q&A: Follow up to Main Stage Design Program
Finance: Financial Management for the New or Non-Financial Floral Owner (Level: Beginner) Instructor: Gaylon Pyle of Quality Advantage Training and Consulting	Mercury Delivery: Introduction to Mercury Delivery (Part 1 of 2) Instructor: from FTD Mercury Technology	10-11:30am Sales: Explode Your Sales! Instructor: Bob Negen of WhizBang Training
Marketing: An exciting marketing program to come!	Mercury Technology: Welcome to the Mercury Technology Showcase Instructor: from FTD Mercury Technology	Business: Shop Management and Business Procedures Instructor: FTD Design Instructor John Klingel AIFD, AAF, PFCI of the South Florida Center for Floral Studies
Mercury Advantage: Getting Started on General Ledger Instructor: from FTD Mercury Technology	noon-2pm FTD Member Anniversary and Awards Luncheon with Special Guest Speaker Michael Abrashoff Come celebrating yours or fellow members' landmark anniversaries in partnership with FTD, plus four of the prestigious FTD Member Award will be announced at the luncheon. Then, see Michael Abrashoff, the former Commander of U.S.S. Benfold and author of It's Your Ship! Michael will speak exclusively to FTD Members. Don't miss it!	Profitable Design: Thinking Outside the Container...Turning Inventory into Cash Instructor: FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI
Mercury Marketing: Getting Started on the Marketing Module Instructor: from FTD Mercury Technology		Mercury Advantage: Order Entry and POS Tips and Tricks Instructor: from Mercury Technology

*Schedule of Events subject to change. Dress for all events is business casual, unless otherwise noted.

FTD MEMBER WINS MOST OUTSTANDING AT LOCAL PARADE

CONGRATULATIONS TO WATSON'S Flower Shop in Mesa, AZ, this year's Grand Marshal of the Mesa Day Parade and winner of the Sweepstakes, Most Outstanding Commercial Float Entry for the 23rd time. As their 30th consecutive float entry, the Johnsons, David and Pam, with the help of 70-plus family members who bring the floral entry to life, donned their "Celebrating 30 Years of Little Floats, Big Fun!" – a particularly fitting name.



As strong partners of FTD since 1951, the Johnsons proudly display the FTD Mercury Man logo on their entry each year. To build the float, they use an abundance of fresh flowers including four side panels completely covered with stock blossoms. Also as seen in the photograph, there are two photo albums laying on their sides that read "Watson's

Parade Photo Albums" that were completely covered in flower blossoms as well.



Following behind the award-winning float were two trailers loaded to the top with loose cut flowers that were passed out to float goers along the way.

Riding the float were three of the great-great-grandchildren of Charles & Irene Watson, Watson's Flowers founders (1927). From Left to Right: Five-year-olds Ethan Johnson and Emma Lee Hulse and four-year-old Tyler Johnson.



JUST IN TIME FOR MOTHER'S DAY... NEVER MISS AN ORDER WITH HELP FROM FTD!

IT'S A 24/7 WORLD AND CONSUMERS want convenience when it comes to shopping, especially those last minute Mother's Day shoppers.

With FTD Flowers All Hours, your shop can be open 24/7 to collect orders from new and existing customers. And the cost for Flowers All Hours is as little as \$0.83 (\$1.20 CAN) per day.

FTD Flowers All Hours is not just a telephone answering service. We are a full-service order taking and customer service facility that will answer your calls using your shop name and take care of your customers with that same special care that you do.

Professional FTD telephone representatives, trained specifically on your shop's product selection and pricing, can answer your shop's phone calls and take orders and messages anytime, day or night. Many florists are utilizing this service not only when their shop is closed, but also during the holidays and busy periods during normal business hours as opposed to hiring additional staff.

Hire FTD Flowers All Hours for only \$0.83 (\$1.20 CAN) a day and you will have a professional "FTD Employee" that is fully trained to answer your phones 24/7, plus Flowers All Hours will never be sick, take a vacation day or require health benefits.

Call your FTD Field Business Consultant or call FTD directly at 800-788-9000. We want to introduce you to your NEW professional and reliable FTD Flowers All Hours "employee" so they can get started right away.

BENEFITS:

- Never close! Ring up sales 24/7/365.
- Generate new customers and increase sales.
- Decrease costs. No need to hire additional phone staff.
- Offer increased convenience to new and existing customers.
- Compete with large, national 24-hour flower services and other competitors.
- Improves customer loyalty, making your shop 'easy to do business with'.



ADVANCEMENTS IN MERCURY TECHNOLOGY BOOST EFFICIENCY FOR FTD FLORISTS

MERCURY TECHNOLOGY IS PLEASED to announce two new upgraded systems, FTD Mercury 6.1 and Mercury Advantage 9.1, offering florists greater timesavings and increased profitability. These business solutions will assist members in obtaining the highest levels of efficiencies through more than 350 enhancements available FREE to current users.

FTD Mercury 6.0 and Mercury Advantage 9.0 were launched at the 2004 FTD Floral Extravaganza in Las Vegas, NV, driving tremendous excitement in the floral industry. Thousands of FTD florists have joined the Mercury Technology team, benefiting from each of the product's ability to cut costs and increase profitability. Today, the upgraded systems offer increased ease of use, additional speed and enhanced stability.

With these new enhancements, plus the addition of Mercury Marketing and Mercury Delivery modules that were launched in the Summer of 2004, FTD Mercury 6.1 and Mercury Advantage 9.1 users will broaden the amount of deliveries made each day, increase their customer satisfaction, expand sales through personalized marketing campaigns, and most importantly, make more money while staying competitive in today's retail environment.

For more information about FTD's latest technology solutions please call a professional Mercury Technology representative at 800-767-3222.



CALLING ALL BARGAIN SHOPPERS!

FTD MARKETPLACE OFFERS A NEW closeout sale where you can shop from the comfort of your own home! Visit www.FTDi.COM and see the new "closeout" tab located at the top of the page. Here you'll find more than 90 incredible deals on glassware, baskets, floral supplies and more! Since there is only a limited quantity of each item available, bargain shoppers must hurry! Find big savings at the closeout sale online at www.FTDi.COM today!

