

newsletter

APRIL 2007

Vol. 48 No. 2 FTD Newsletter © 2007, FTD

GREETINGS FROM FTD



Dear FTD Members,

As the Executive Vice President of Sales for FTD, I have met many of you. I have learned many things from each

meeting and I continue to learn. Some of you may or may not know that I have been a part of our great industry for my entire life. I am a florist and always will be. My grandparents, parents and my family have owned and operated flower shops for many, many decades. In 1970, I attended my first of countless FTD conventions. Our family vacations were at conventions. FTD was a way of life for me and remains that way today. The flower business is all I have ever done and it's because a florist lays everything on the line to provide quality products and services for their customer while touching every human emotion imaginable as we journey through all the events that makeup one's life. That's why it is so unique and why I am proud to be in it.

I have worked both sides of our business as a florist and an FTD employee. Like you, my passion for this business is endless. I have seen the changes in our business. Today, we talk about products and services like FTD Florists Online web sites, FTD Mercury Point of Sale, FTD Flower Exchange, FTD WebGifts, and online marketing programs like FTD Local Search. What remains unchanged is you - our customer. You make this business great. It is because of you that FTD will continue to strive for the best of everything. I believe in FTD and I believe in us working together. I want you to be proud of being an FTD Florist. As we continue our journey together please feel free to contact me with ideas, issues and thoughts that can continue to make FTD what it has always meant to you and me.

FTD Executive Vice President of Sales

BOTANICA INTERNATIONAL OWNER WEARS TWO HATS FOR DAUGHTER'S WEDDING

IAN PROSSER, FTD DESIGN INSTRUCTOR and owner of **Botanica International** in Tampa, FL, always takes special care of his wedding clients, but his latest wedding client required all of his attention. As the father of the bride and floral designer, Ian played dual roles in his daughter's wedding this past January.

"Wearing two hats wasn't easy, but my wonderful staff stayed on me so that I took the time to enjoy my daughter's big day. We divided the crew into teams and appointed an event manager, which allowed me to float on production and installation days," said Ian.

The floral choices were a collaboration of both Ian and his daughter, Zoe. Wanting the floral arrangements to be gorgeous, elegant and in good taste, Ian and Zoe chose to focus on the quality and beauty of the arrangements, not quantity.

"I didn't want people to be overwhelmed by the amount of flowers, but in awe of the style and sophistication," said Ian.

His daughter's wedding gown was the inspiration for the floral choices. The dress consisted of very clean lines with a bit of 1940s glamour. That glamour inspired Ian to create sphere-shaped designs with a twist of romance.

"The entire wedding was elegant and stylish, especially my daughter," said Ian.

Botanica International has been an FTD Member since 2003.



Ian Prosser spends time with his daughter Zoe at the wedding reception.



Ian created romantic and glamorous pieces for his daughter's wedding.

Coming to a city near you!
Be sure to visit FTDi.com for the 2007/2008
FTD on the Road Show dates and locations.

FTD on the Road Show

New This Year:

- Full-day show
- Hands-on workshops
- Interactive education
- More demonstrations





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The FTD Team is Working For You! Contact Information:

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your words

filling quality orders is the key to success

By: Cheryl Gee-Rogers of **Flowers Designed with Love** in Calgary, Alberta

FILLING A WIRE ORDER FOR A FELLOW FLORIST IS one of the most important aspects in the industry. You could even say that you make or break a florist when filling their order. We all know customer’s judge a flower shop based on the quality and delivery of their product. Therefore, if a new customer comes into my shop and wants to place an order in another area, the customer’s feelings and attitude towards my business are in the hands of the filling shop. When a customer places an order with my business and it needs to be sent to a residence or business outside of my delivery area, the first thing I do is refer to the FTD Directory and send an order to a florist who meets the requirements of my customer’s needs. I put my trust into that florist that they will deliver the product as shown in the FTD Directory or as close as possible.

In my store, our filling policy ensures that the customer is always satisfied. When filling an incoming wire order, we call the florist if we need to substitute anything. We even confirm with all of our customers when the order has been sent and verify that the recipient was satisfied with the product. It is only after this confirmation that we contact FTD and the receiving florist to confirm the order was successfully delivered.

I have lost customers by sending orders to another florist that did not create a quality arrangement or deliver it in the best manner possible. I realize that everyone makes mistakes, but how we rectify our mistakes can keep or lose current and future customers. Since we are all in the same industry, working together as a team is the best business plan for all of us. That way we will continue to keep and gain current and future customers.

MAXIMIZE YOUR SALES WITH THE ALTERNATIVE M2 RECIPE AND NEW EVERYDAY CONTAINERS

TWO RECIPES – ONE CONTAINER! FTD MARKETPLACE has introduced an alternative recipe for The FTD® Spring Garden™ Bouquet (M2). This new recipe will be featured on FTD.COM to help you generate more orders this spring. Incoming orders will be sent as 07-M2A.

ALTERNATIVE M2 RECIPE

- 4 Hot Pink Medium-stem Roses
- 3 Pink Gerbera Daisies
- 3 White Alstroemeria stems
- 1 Italian Ruscus stem
- 1 Seeded Eucalyptus stem

US Delivered SRP \$49.99

CDN Delivered SRP \$56.99

You can also generate more sales by expanding your everyday gift selection with two new FTD codified containers. The FTD® Happy Birthday Bouquet and The FTD® Baby Prince and Princess Bouquets are the perfect additions to your everyday selection and are sure to be a hit in your shop.

Call your FTD Marketplace Representative at 1-800-767-4000 today!



The FTD® Spring Garden™ Bouquet



The FTD® Baby Prince and Princess Bouquets



The FTD® Happy Birthday Bouquet

ARKANSAS FLORISTS BRUSH UP ON WEDDING DESIGN SKILLS

FTD DESIGN INSTRUCTOR IAN PROSSER AIFD presented "Weddings with Style," which taught florists how to create a signature look that will set them apart from the competition at the Arkansas Florists Association Convention. Ian also discussed how to sell and increase revenues while being in control of the entire visual segment of the wedding.



FTD Mercury Technology Sales Representative Terry Thiel (left), FTD Field Business Consultant Cheryl Hartsfield (second from right) and FTD Mercury Technology Sales Representative Jackie Harrell (second from left) welcome FTD Members Margaret Lunsford Abbott (center) of **Lunsford Flower Shop** in Blytheville, AR and Ted Lewis (right) of **Floral Express** in Little Rock, AZ at the Arkansas Florists Association Convention. Lunsford Flower Shop has been an FTD Member for 48 years and Floral Express has been an FTD Member for six years

GEORGE K. WALKER FLORIST GIVES AWAY \$100,000 IN CASH AND PRIZES

EVERY CUSTOMER IS A WINNER AT **GEORGE K. Walker Florist** in Winston-Salem, NC. The florist recently launched a promotional "Scratch and Win" initiative that was a smashing success. Every customer received a scratch and win card, compelling them to come back to the shop to redeem their prize.

"The promotion has been very well-received. Customers love the scratch off cards; 10-15 are redeemed each day," said Joe Hinson, owner of George K. Walker Florist. "The 'Scratch and Win' program has proved to be a worthwhile marketing tactic."

Joe used his relationship with a local radio station to his advantage for the promotion. The station shared some of the prize expenses, as well as help spread the word about the florist. Along with the radio

advertising, Joe also advertised the "Scratch and Win" promotion through billboards and television advertisements.

Prizes included three 5-day Carnival cruises, \$1,000 cash, a \$1,500 diamond ring, roses, free delivery vouchers, baseball hats, candy and Mylar balloons. In addition to the prizes, customers also received a \$5 rewards card which provides a discount on their next purchase.

Because the promotion was so successful, George K. Walker Florist is running another "Scratch and Win" promotion this spring with new prizes and will continue to hold the program annually.

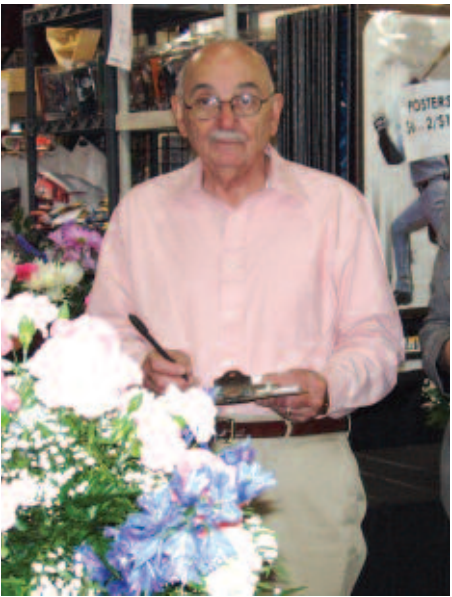
George K. Walker Florist has been an FTD Member for 27 years.



The George K. Walker Florist "Scratch and Win" Card.

FLORIDA MEMBERS PARTICIPATE IN DESIGN COMPETITION

FTD WAS A PROUD SUPPORTER OF THE SECOND annual Floral Design Competition at the Greater Agricultural Fair in Jacksonville, FL. The competition attracted thousands of Florida residents, as well as florists who participated as design contestants or judges.



James Burns of **James Burns Florist** in Jacksonville, FL, judges a sympathy design entry. James Burns Florist has been an FTD Member for 47 years.



Richard LaMee of **LaMee the Florist** in Jacksonville, FL, Marty McCall, chairman of the Greater Agricultural Fair and Bill Cutting, judge of the Greater Agricultural Fair. LaMee the Florist has been an FTD Member since 1947.



Floral design judges Carl and Nita Varnes of **Hurst Florist** in Jacksonville, FL, review a sympathy design entry in front of the FTD booth. Hurst Florist has been an FTD Member since 1987.

VILLERE'S FLORIST VISITS THE WHITE HOUSE

DONNA AND ROGER VILLERE OF **VILLERE'S Florist** in Metairie, LA recently had the honor of visiting the White House in Washington D.C. As a result of Donna and Roger's major involvement in the Republican Party, they were invited to a private political party this past holiday.

"We were able to have a one-on-one discussion with the President about the floral industry and the effects of Hurricane Katrina on New Orleans," said Roger. "It was exciting to be at the White House and part of their holiday celebrations."

Villere's Florist has been an FTD Member for 34 years.



Donna and Roger Villere pose with President George W. Bush and First Lady Laura Bush at the White House.



WATSON FLOWER SHOPS PLACES FIRST IN COMMUNITY PARADE

WATSON FLOWER SHOPS INC IN GILBERT, AZ recently celebrated a first-place award for their float in an annual community parade. Owner David Johnson and his family have participated in the Gilbert Days Parade for the past 30 years, but this year's float was especially important. Fitting into the parade's theme "Western Heroes, Past and Present," David named the float "Irene Watson - The Rose Lady of the East Valley," in honor of his grandmother.

"Our grandmother was a pioneer, flower farmer and the founder of Watson Flower Shop Inc. in 1927. A true western hero!" said David. "Our annual parade participation is a cherished family tradition. We were thrilled to include a family member in the theme of this year's float and honor the memory of our grandmother and shop founder."



The grandchildren of Watson Flower Shops founder Irene Watson ride on the shop's float, "Western Heroes, Past and Present."

Watson Flower Shop's float featured a larger-than-life rose bush that was completely covered with fresh rose petals. The rose bush leaves and stems were covered in fresh rose leaves and the side panels and lettering also consisted of rose petals. In addition to the flowers on the float, the staff and family of Watson's handed out flowers to an estimated 100,000 parade spectators.

"We believe that participating in the parade and handing out flowers is a great way to keep flowers in front of the public and on their minds, as well as a positive way to promote our industry," said David.

Watson Flower Shops Inc. has been an FTD Member since 1951.



A Watson Flower Shops employee passes out flowers to parade spectators.



The entire Watson Flower Shop team proudly stands in front of their first-place float.

DRURY HOUSE PROMOTES BUSINESS AND FLORAL INDUSTRY ON WEEKLY RADIO SHOW

SCOTT COOPER OF DRURY HOUSE IN WATERLOO, IL has gone beyond the traditional advertising methods to promote his shop and the floral industry. He began hosting a weekly radio show last July in the St. Louis area on station WGNU AM-920 titled "Floral Design Inside and Out." During his show, Scott invites professionals throughout the floral industry and related fields, including his FTD Field Business Consultant Tom Spain, to join him for an hour of lively discussion about flower sources, longevity and flower preservation, wedding flowers and more. He also answers questions from listeners regarding caring for house plants and purchasing fresh flowers.

Scott Cooper, a 28-year veteran of the floral industry, wrote a letter to the radio station, expressing his interest in hosting a show about flowers. The letter sparked the station's interest and offered Scott a weekly program.

"Not only does the show create excitement about flowers, but it also provides the perfect venue for self promotion of Drury House," said Scott. "Because of the show, new and existing customers visit the shop to say hi and comment on my floral suggestions."

Drury House has been a FTD member since 2004.

PRECIOUS MEMORIES NAMED 2007 RETAIL FLORIST OF THE YEAR

PRECIOUS MEMORIES FLORIST AND GIFT IN Temple, TX, has been named the 2007 Retail Florist of the Year by *Florists' Review* magazine and the Wholesale Florist & Florist Supplier Association (WF&FSA).

The award recognizes the most outstanding retail florists in the United States and Canada based on visual merchandising, store design and image, advertising and promotions, flower variety and quality, customer service, employee training, non-floral product lines, business achievement, floral industry involvement and community involvement.

"All of our employees were absolutely thrilled when we heard the great news," said Selease Thompson, owner of Precious Memories.

One of the many reasons Precious Memories is a successful business is because they incorporate

current events, popular movies, or the latest trends in flowers or fashions into their major holiday promotions.

"If something is hot, we find a way to incorporate and promote that trend in our flower business," said Selease.

Precious Memories, its owners and employees will be the subject of a feature article in the June 2007 issue of *Florists' Review* magazine. Their secrets to success will be shared with florists across the United States and Canada as an example of good business practices in the floral industry. Selease accepted the prestigious award in February during an international WF&FSA meeting in Phoenix, AZ.

Precious Memories has been an FTD Member since 1991.



Billy Hardin, president of WF&FSA presents Selease Thompson, owner of Precious Memories, with the 2007 Retail Florist of the Year award.

ALASKA MEMBERS PREPPED FOR THE HOLIDAYS AT AN FTD DESIGN SHOW AND TECHNOLOGY SHOWCASE

FTD PARTNERED WITH CEDARS WHOLESALE Floral Imports in Anchorage, AK to put on a holiday design show and technology showcase for Alaska florists in October. FTD Design Instructor Deborah De La Flor AIFD presented a variety of Christmas

and Valentine's Day arrangements that appeal to a wide range of consumers. Nearly 100 FTD Members also participated in a technology showcase that allowed florists to see first-hand how the FTD Mercury system could benefit their business.



Pictured left to right: Aram Markossian, owner of Cedars Wholesale in Anchorage, AK, FTD Mercury Technology Sales Representative Michael White, FTD Field Business Consultant Connie St. Jean, FTD Mercury Technology Sales Representative Mitch Louis, FTD Design Instructor Deborah De La Flor, Haig Markossian, owner of Cedars Wholesale in Anchorage, AK and FTD Mercury Technology Sales Representative Ed Dembek.



FTD Design Instructor Deborah De La Flor entertained the audience while creating a red, green and white basket arrangement at the FTD & Cedars Wholesale Holiday Design Show & Technology Showcase.

FTD ROSE PARADE FLOAT NAMED #1 FOR SECOND YEAR IN A ROW

FTD IS VERY PROUD TO HAVE WON THE PRESTIGIOUS grand prize Sweepstakes Trophy in the 2007 Rose Parade. This award honors the float that demonstrates the "Most Beautiful Entry with Outstanding Floral Presentation and Design", and it is the second year in a row that FTD has won the top award. FTD's breathtaking float "Jewels of Nature" featured a record-breaking collection of springtime flowers and Children's Miracle Network co-founder Marie Osmond along with two children served by Children's Hospital Los Angeles.

In addition, FTD Members traveled from across the U.S and Canada to celebrate FTD's 54-year partnership with the Tournament of Roses and took home a lifetime of memories including a behind-the-scenes look at the official float judging and VIP seats at the Rose Parade and the legendary Rose Bowl Game.

"FTD's Tournament of Roses event is an unforgettable experience for FTD Members. It gives florists the opportunity to see firsthand FTD's participation in the most historic and largest consumer floral event of the year," said Michael Soenen, CEO and President of FTD. "We are proud to have received the number one award, the coveted Sweepstakes Trophy two years in a row."

FTD has been the recipient of 36 Tournament of Roses trophies since the first entry in 1933. FTD's beautiful float, featuring Children's Miracle Network co-founder Marie Osmond as the float rider, reached millions of viewers through national and international

media coverage on ABC, NBC, Telemundo, Discovery Channel and HGTV, as well as coverage on local television stations.

As the Official Floral Company of the Tournament of Roses, FTD also sponsored well-known floral designer Els Hazenberg from the Netherlands and FTD Design Instructor Keith White (left) to decorate the official cars of the Rose Parade. Hazenberg (center) and her husband George (right) celebrated their 30th and final year as Rose Parade floral designers and were recognized by FTD and the Tournament of Roses for their dedication creating beautiful designs year after year.



The FTD Tournament of Roses' Celebration package is offered annually to FTD members and includes lodging, meals, transportation to all events, behind the scenes viewing of the FTD Float, tickets to the Rose Parade and Rose Bowl, a New Year's Eve celebration and much more. Please email events@ftdi.com for more information on next year's Tournament of Roses' Celebration package.



Tournament of Roses' staff members carry the Sweepstakes Trophy banner in front of FTD's award-winning float, "Jewels of Nature."



The Tournament of Roses' Executive Board stopped by the FTD tailgating tent for a picture with Marie Osmond (second from right) and Merlin Olsen (far right).



Marie Osmond and two children from the Children's Miracle Network wave to parade viewers from the FTD float.



FTD Executive Vice President of Sales George Kanganis presents Els and George Hazenberg a plaque for their 30 years of work on the official cars of the Rose Parade.



Annice Schuler, Barbara Gardner and Linda Pomfrey of **Rochette's Florist Farmville**, VA enjoy their trip of a lifetime at the FTD welcome reception. Rochette's Florist has been an FTD Member since 1969.



Todd, Marcy and Buzzy Heroman of **Billy Heroman's Flowerland** in Baton Rouge, LA stand in front of one of three official Rose Parade vehicles which are sponsored by FTD and decorated by FTD Design Instructor Keith White.



Terry and Carolyn Prange of **Laura Sharpe Flowers** in Kitchner, ON show their support for Michigan at the FTD hospitality tent at the Rose Bowl game. Laura Sharpe Flowers has been an FTD Member since 1986.



Dave and Megan Mitchell (foreground) of **Orland Park Flowers** in Orland Park, IL get to see the floats' details up close in their front row seats at the 2007 Rose Parade.



your words

Valentine's Day



“Our Valentine's Day was a success! We partnered with three other businesses in our town to develop a flier that was distributed two weeks before the big day. Each business was allotted a quarter of the flier to promote their Valentine's Day special. The flier was sent to everyone in our town and surrounding area by mail. I saw sales increase by 26% over last year and cut the cost of the mailer by a fourth since we shared the cost equally. I've learned that advertising is key. By involving local businesses, costs are dramatically reduced while sales soared!”

— Heather Benjamin, **La Petite Fleur** in Mount Albert, ON

“We deal with holidays the best way we can... by planning. Most importantly, we make notes about what went right and what didn't from each year. Writing everything down helps me remember to have an extra driver for the day after the holiday or that we ran out of water tubes and pre-made bows; so I look back from last year to refresh myself. We also like to bring in dinner and desserts the night of the 13th so no one who puts in the extra effort has to go hungry when we're all working late. And a little sugar rush helps our employees at the design table!”

— Elizabeth Johnson, **AppleBlossom Florist** in Winter Park, FL



“Our shop showed initiative following the severe weather forecasts scheduled for February 14. We cut back on the amount of product purchased. Additionally, we posted a large note on our web site, told every customer on the phone and in store, and attached notes on all the deliveries that went out until Valentine's Day informing customers that due to forecasted weather, we may have to deliver their flowers a day earlier. We had customers calling to thank us for taking initiative to send out flowers a day early. When the 8 + inches of snow and ice mix fell on Valentine's Day, we had already delivered over 90% of all our orders and still accepted orders on that day. Proper planning on purchasing and logistics made the difference in making a profit or going bust.”

— Jonathan R. Morrissey, **Rich Mar Florist** in Allentown, PA

“A marketing strategy I used this year was to buy the new Ecuadorian four-foot roses. We bought several newspaper ads the week before Valentine's Day that promoted our four-foot roses, which made people curious about the giant roses. I figured it would bring people into our store to see them. Even if they didn't purchase the Ecuadorian roses, customers still walked out the door with one of our other great Valentine's Day arrangements!”

— Wendy Hotaling, **North Country Florist** in Northville, NY

“Knowing that we were in for very bad weather on Valentine's Day, my staff and I decided to stay over night at our shop in sleeping bags. We finished all of our orders for the big day by 1:30am. We got a few hours sleep; just enough to get us started wrapping and putting delivery tags and balloons on all the arrangements. When our four drivers arrived at 8.30am, everything was ready to go. We were very glad that we stayed because a lot of our deliveries were for early morning. Our customers called to thank us for the prompt and timely deliveries.”

— Kay Majoros, **Bow-Kay Florist** of Bricktown, NJ

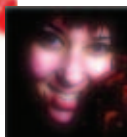
“Our delivery driver is known for performing random acts of kindness. Before Valentine's Day, he encountered an older woman who talked about how she never gets flowers. Before leaving for his first delivery run on Valentine's Day, Steve asked our florists for a dozen carnations that he delivered to elderly people's homes throughout the day. He even received a letter from one of the recipients thanking him for this thoughtfulness.”

— Helene Lew, **Java Florist and Coffeehouse** in Venice, FL



“Aside from our always popular long-stemmed red and colored roses, one of our most popular arrangements this Valentine's Day was an elegant vase filled with sweet smelling, long-lasting flowers with a ceramic heart tied around the vase and lush ribbon. “Octokissie,” a plush octopus that made a kissing noise when squeezed and was displayed on a bed of brightly colored-roses was the staff's favorite Valentine's Day gift. We also carried plenty of a la carte items and custom-made gift baskets for our last-minute customers.”

— Faith Chartrand, **Alicia's Flowers & Treasures** in Dracut, MA



“Do preparations early! I printed a holiday workbook from the FTD web site and filled it out as much as I could. I pre-booked flowers in late December and thought about Valentine's Day every day, even if it was only for a few minutes a day. I also recommend donating left-over roses to your local hospitals and senior homes. Find some leftover vases you no longer use, clean them out and fill them with roses that have a few days left, but you can't really sell. Also, be sure to remind your drivers that they are brave souls who did a good job delivering this year and every year.”

— Janine Gerade, **Janine's Floral Design** in Needham, MA



“We had a very successful Valentine's Day. We rented 85 trucks and delivered 2,100 arrangements. The local CBS affiliate came to our shop the morning of Valentine's Day to capture some of the behind-the-scenes action. It turned out to be a 3-minute segment on the morning news that highlighted the incredible amount of arrangements our shop delivers on the busiest day of the year.”

— Keith Riewe, **Bice's Florist** in Hurst, TX

“We were very pleased with this year's Valentine's Day orders. Most of our orders were over \$100. This year, the orders came in earlier than last year, therefore, we were able to plan delivery scheduling more efficiently for internet orders, incoming wire orders and local customers. We use the delivery module that is part of the FTD Mercury system and it is a tremendous help. The amount of deliveries that we do would not be possible without this module. The system also gave us the ability to increase the number of orders we accepted for delivery. We are now able to delivery more orders with less delivery drivers, thus saving us money. The FTD Mercury system pays for itself during the holidays.”

— Gina Hyon, **Xpress Floral and Gifts** in Fort Myers, FL

“This was our first Valentine's Day as flower and candy shop owners. Because of an ice and snow storm, our shop had 3 inches of water. It also caused all the major roads to close and knocked out power. We were forced to stop delivering and inform customers that we couldn't deliver their Valentine's Day flowers on time. To my surprise, every customer was understanding and we set up deliveries as roads opened and power returned.”

— Scott and Kerry Schaefer, **Truffles Gifts** in Eastern Monmouth County, NJ



“Despite heavy snowfall on February 13 and 14, our Valentine's Day was a great success. We advertised our premium 80cm Ecuadorian roses, setting us apart from other area florists. In addition to this, we included a complimentary lei of orchids with deliveries of a dozen roses for any customer who mentioned our promotion. One of our biggest time-savers was cleaning and pre-cutting our greenery so that it was ready at hand. Another great help was pre-wrapping singles, threes, sixes and dozens of roses to save our customers a lengthy wait. And when the holiday was done, we kept note of anything that helped us this year so that we can apply it to our order of operations next year.”

— Jen Anderson, **Posno Flower Service Ltd** in London, ON



“Our shop had the honor of filling an order for a man who was planning to propose to his girlfriend on Valentine's Day. He ordered 1 dozen rouge long stem red roses. To make it extra special, we arranged them in a garden vase filled with million star gypsophila and salal and accented the vase with glass beads with dangling hearts. We were very excited to find out she said yes. She enjoyed the flowers so much, she called to place an order and discussed the possibility of having us design her wedding flowers!”

— Arlene Ziegler, **Alice in Flowerland** in Vero Beach, FL

“Our shops received media attention from two local TV stations and a radio station for participating in the “Share Love, Give Hope” campaign this Valentine's Day. For every dozen roses our shop sold, we donated \$1 to World Vision Canada, a non-profit organization, to support HIV and AIDS initiatives in Tanzania, Africa. Participating wholesalers and growers also contribute to the campaign to make each dozen sold equate to almost \$3 in donations. This year there were more than 40 Canadian florists involved. A pamphlet containing information on how the recipient's roses would “Share Love, Give Hope” was included in each delivery. Many Mostly Roses' customers generously donated to the charity from their own pockets as well.”

— Lee-Ann VanWees, **VanWees Mostly Roses**, Woodstock, ON and **Mostly Roses by VanWees**, Brantford, ON



education:

designing on a budget

By FTD Design Instructor Deborah De La Flor, AIFD, PFCI



OVER THE PAST 21 YEARS, my clientele has learned that quality has a price and they're willing to pay for it. However, I would be remiss if I did not have lower cost items to offer a new customer or a customer with less disposable income. Whether you make a bold statement by creating a stylish arrangement with only a few flowers or jazz up a design with fun accessories, you should have always have a variety of price points for your money-conscious customers.



cost. Use your imagination – weave colored wire through an arrangement. Or roll spool wire in the palm of your hand to make spheres and thread them on lily grass. This adds a unique flare to your design and is cost effective.



Another great accessory is ribbon. I suggest tying ribbon around the neck of a vase in a knot instead of a large ribbon-wasting bow. I like sheer #9 ribbon in all colors, and animal prints are always fun and make quite an

impact. Use your ribbon as an accent to compliment, not overpower your design.

SIMPLICITY

Save on labor and product by creating a vase arrangement that requires no foam or greenery. Only using hydrangea, roses and lily grass with beads, the arrangement can be sized to fit any budget \$25 and up. This



design makes a great centerpiece or can be used as a group of arrangements to scatter throughout a room.

Another way to work within a customer's budget is by creating a monobotanical design which is simple and beautiful. A vase of alstromeria makes a big statement, yet minimum labor and product is required.

Make your customer's dollar go a long way - sell perceived value by selling space. Leave stems long and create a more stylized design using fewer flowers. Customers on a budget won't dwell on how many flowers are in the arrangement, but will be enthusiastic about the size and simplicity of the arrangement.

SELL A LOOK, NOT A FLOWER

Tell your customer about a beautiful European style bouquet, a trendy monochromatic arrangement or a bouquet that has an airy garden feel. Selling a look instead of a specific flower keeps you in control of cost and flexibility.

I have used these techniques with great success at my own store, and I hope that you can make the most of them in yours.

Visit FTDi.COM/education to view upcoming trade shows, education opportunities and additional educational articles from the FTD Education Team.



ACCESSORIES

Use accessories to dress up a simple arrangement. An inexpensive pre-made sisal collar reduces labor and makes a unique addition to your design. Beads on lily grass add panache and take little time or cost. By adding several river rocks or glass beads in the vase you create interest and value, but don't incur

FTD MEMBERS CHALLENGED BY MOTHER NATURE ON VALENTINE'S DAY



(1) Carl Falcione of **L&M Flower Shop** in Canonsburg, PA endures blowing snow and snow-and-ice covered roads to deliver roses on Valentine's Day. L&M Flower Shop has been an FTD Member since 1979. Photo courtesy of *Observer-Reporter*. (2) Pat Thomas, owner of **Joseph Thomas Flower Shop** in Greensburg, PA, walks up a snowy sidewalk to deliver flowers to a customer. The shop was featured on the 5:00 and 6:00 pm local news on Valentine's Day. Joseph Thomas Flower Shop has been an FTD Member since 1913. (3) Steve Taranto of **Cricket's Flowers and Gifts** in Lexington, MA was followed by the *Boston Globe* newspaper during his deliveries for a news story that was featured in the newspaper and web site on February 15. Cricket's has been an FTD Member for 21 years. (4) Barb King and Rachelle Soucy of **Bill's House of Flowers** in Saskatoon, SK pose for a picture that appeared on the front page of the local newspaper. Bill's House of Flowers has been an FTD Member since 1966. (5) **Beavercreek Florist** in Beavercreek, OH advertises the post-Valentine's Day sale on their outdoor sign. Beavercreek Florist has been an FTD Member since 1997. (6) The enormous Valentine's Day displays in front of **Creations by Mom & Me Inc.** in Kelowna, BC attracted a large amount of walk-in customers and phone calls. Creations by Mom & Me Inc. has been an FTD Member for eight years.





SEND YOUR SALES SOARING WITH FTD MARKETING MATERIALS

IT'S EASY TO MARKET YOUR SHOP WITH FTD'S wide range of marketing materials. Our complete line of everyday marketing materials provide great target-marketing opportunities. Each of these pieces has the option to be customized with your shop imprint or logo. Add pricing, special offers and even your postal indicia for easy mailing.

2008 CALENDARS

- Use as an incentive during your shop's open house
- Give away to walk-in customers
- Enclose the smaller calendars with monthly statements

BUSINESS CARD AND RULER MAGNETS

- Attach to outgoing orders
- Use as an incentive for walk-in customers
- Leave as take-ones on your counter

STATEMENT STUFFERS AND MINI CATALOGS

- Perfectly sized to enclose with monthly billing statements
- Attach to outgoing deliveries
- Available with your shop's or FTD pricing

EVERYDAY POSTCARDS

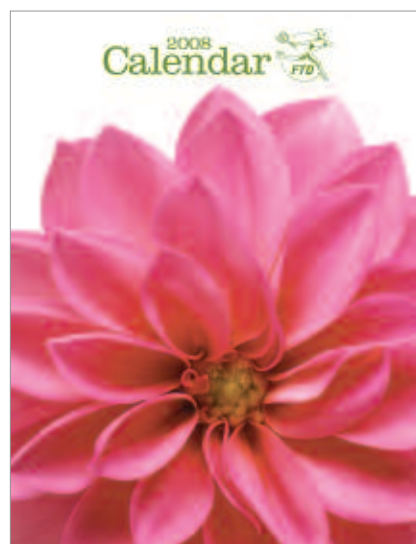
Direct Mail is a powerful and cost effective way to reach existing and potential customers. It also

allows you to track response rates and sales generated by a mailing. Create a mailing list: start with anyone who makes a purchase in your shop and continuously add new customers to build your list. Update your mailing list on a monthly basis and discard duplicate names and eliminate returned mail addresses. Mail these marketing materials to customers for the holidays. All you need to do is obtain your postal indicia from the post office by asking for a permit number and providing them with the city, state and whether the mailing is first class or standard mail. We will print this information, along with a custom offer if you choose, and they are ready to be labeled and placed in the mail.

AUTOMATIC DIRECT MAIL POSTCARDS

FTD has made Direct Mail even easier for you with Automated Direct Mail Postcards...all you have to do is provide us with a mailing list and we'll take care of the rest! We will add your shop imprint or logo, a custom offer and your indicia and place them in the mail. The postal indicia can be obtained from your local post office by asking for a permit number and providing them with the city, state and whether the mailing is first class or standard mail.

Call FTD Marketplace at 1-800-767-4000 or order online at www.FTDi.com/membermarketing/imprintmaterials.htm. You can also visit www.FTDi.com to view our complete imprint collection.



Wall Calendar



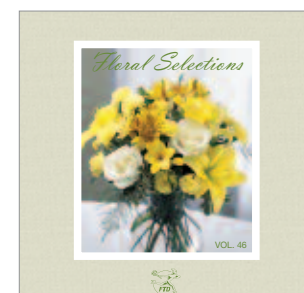
Pocket Calendar



Desk Calendar



Business Card Magnet



Volume 46 Mini Catalog



Bride's Guide



Statement Stuffer



Direct Mail Postcards



6" Ruler Magnet

JOIN THE MULTI-BILLION DOLLAR GIFT BUSINESS INVENTORY FREE!

GET A JUMP START IN THE LUCRATIVE GIFT industry when you sign up for inventory-free FTD WebGifts at a one-time introductory fee of only \$50! Participating is as easy as 1-2-3!

1. Enroll and add FTD WebGifts products to your web site

- Contact your FBC at 800-788-9000 or myfbc@ftdi.com
- If you are an FTD Florists Online (FOL) Member, we will coordinate with FOL to have WebGifts added to your web site
- If you host your own web site, we will send you a CD-ROM of images and Suggested Retail Prices (SRP) for you to add to your web site
- All images and SRP's can be found at FTDi.com

2. Promote that you are in the gift business in your marketing materials

- Utilize FTD WebGifts marketing materials in your daily business
- Direct consumers to your site through FOL, FTD Local Search, FTDFlorists.com and FTD Online Yellow Pages
- There is no inventory to carry and no product to buy!

3. Close the sale and send the orders to 90-0233AA for fulfillment. The vendor will ship the product directly to the gift recipient with your store's information.

- All orders received in the given month will appear on your Clearinghouse Statement
- Receive 20% commission (normal sending commission)
- Earn sending rebates
- Sent orders count towards your monthly order commitments



Bundle of Joy (Canada Only)



Readers Delight (Canada Only)



Bountiful Gourmet Basket (US Only)



Raspberry Truffle Topiary (US Only)

Available in US & Canada

Call your FTD Field Business Consultant to get signed up for FTD WebGifts today!

