

MERCURY MESSENGER

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A MESSAGE FROM THE PRESIDENT

Dear FTD Florists,

Spring is here and Mother's Day is quickly approaching! We have had quite a challenging winter with frigid cold temperatures and record levels of snow all across the U.S. (even in states that don't normally get snow like Alabama). I am sure that you are looking forward to sunshine and spring weather, which makes everyone think about flowers even more.

VALENTINE'S DAY GROWS BUSINESS

Before we focus on Mother's Day, I do want to acknowledge Valentine's Day because we have heard it was a great holiday for many of our florists. According to our Valentine's Day survey results, you had great news to share with us!

- 78% of responding florists said they experienced an increase in their overall holiday business.
- 61% of responding florists said they experienced an increase in their online sales.
- More than half of the respondents also said they received the most incoming orders from FTD compared to other wire services.
- More than 50% said the average order value of holiday incoming wire orders was \$60.00-\$69.99.



I want to thank you for supporting the FTD network and partnering with us to make the holiday a success. Overall, FTD had an approximate 24% increase in consumer orders during the Valentine's Day period (February 1-14) compared to last year, which is why it is critical, and we always appreciate, that you accept and fulfill every order that you receive from FTD.

TOOLS FOR A SUCCESSFUL MOTHER'S DAY

We want to continue driving orders to the florist network and exceed consumers' expectations, so I encourage you to take advantage of the planning resources we have available to you for Mother's Day. Being prepared with fresh flowers and codified containers to fulfill orders until the very end of the holiday is vital. Being on the Path to Orders, which is a combination of increasing your codification and expanding your directory advertising, is important because for the eighth consecutive holiday, we saw increased demand for our holiday codified collections. For more information about the Path to Orders, a list of projected Mother's Day best sellers on FTD.com and other important information, go to www.FTDi.com/mothersday.

MEETING CONSUMER EXPECTATIONS

I understand that your business is very demanding and hectic, especially during peak holiday periods. It can be challenging to juggle all of the shop's operations when the phones are ringing nonstop and wire orders are coming in at a rapid pace. However, I am asking that when receiving orders from FTD, especially during the critical holiday periods, you must determine if you are going to accept or reject the orders as quickly as possible — even if it is for a future delivery date. Our goal is to ensure the timely delivery of all orders, especially to those consumers who place orders well in advance of a holiday or special occasion. It is critical to the sustainability and success of the entire floral industry that orders are filled on time, accurately and beautifully.

As we head into the biggest floral holiday of the year, I want to let you know that FTD will be working hard to ensure you have all the tools you need to be prepared for Mother's Day. Your success is our mission and we want to give you the opportunity for your profits to bloom. From the entire FTD team and myself, I want to thank you for supporting FTD and wish you the best for a prosperous Mother's Day.



Robert Apatoff
FTD President

STEP ONTO THE PATH TO ORDERS THIS MOTHER'S DAY

The greater the scope of codified products offered by your shop and the greater the delivery area your shop services, the better your chances to increase the quantity of orders your shop receives. We want to share with you how to get the most out of your FTD membership by putting you on the Path to Orders and increasing your shop's profitability.

PATH TO ORDERS CHECKLIST

- FTD Directory Advertising**
 - ✓ Expand delivery area coverage
- FTD Marketplace**
 - ✓ Codify for Holiday containers
 - ✓ Codify for Everyday containers
- FTD Online Services**
 - ✓ Activate a customizable website
 - ✓ Launch an email marketing campaign
- FTD Mercury**
 - ✓ Schedule a point-of-sale demonstration

For a complimentary Path to Orders review, contact FTD Member Solutions at 800-788-9000.

BEST PRACTICES FOR A SUCCESSFUL MOTHER'S DAY

- ✓ Be open for orders and making deliveries on Sunday, May 8. Let us know you'll be open at distributiongroup@FTDi.com.
- ✓ Make up arrangements in FTD holiday codified containers and offer for sale to walk-ins.
- ✓ Set up an assembly line to put together the top selling arrangements the day or two before your busiest delivery day.
- ✓ Offer a promotion for orders delivered on Friday, May 6.
- ✓ Hire additional delivery drivers to increase your capacity to fill orders, especially on Saturday and Sunday.
- ✓ Get pay-as-you-go cell phones for delivery drivers so you can always keep in touch without increasing your cell phone costs.

Tools For A Successful Mother's Day

FTD has many exciting programs and business ideas for Mother's Day to help generate increased sales and reduce costs for your business.

Go to www.FTDi.com/mothersday for the latest holiday information.

IT'S NOT TOO LATE TO BE CODIFIED ON FTD.COM & MERCURY! CALL 800-767-4000 TODAY.

FTD CONTINUES TO INVEST IN QUALITY

As a pioneering leader of quality programs in the floral industry, FTD recently announced several new initiatives designed to enhance the consumer experience for orders sent through the Mercury Network.

“FTD Member Florists recognize that customer retention is the foundation of growth for their business,” said Michael Dorion, Executive Vice President of Quality and CRM. “Our quality initiatives will continue to support that strategy of furthering our focus on the customer and the application of innovative technology.”

Using extensive survey data, FTD has strengthened the capabilities of existing programs based on consumer feedback.

New or updated programs include:

DELIVERY CONFIRMATION

Consumers overwhelmingly desire to understand the status of their orders. In response to that feedback, FTD has improved the delivery confirmation process by:

- ✓ Providing consumers with same-day delivery confirmations
- ✓ Increasing the credit for those Member Florists that provide same-day confirmations
- ✓ Enhancing the ability of Member Florists to execute delivery confirmations with a new website for Mercury Direct users
- ✓ Developing a real-time mobile application for Mercury POS users compatible with both iPhone® and Android® devices launching on May 1

TEST ORDER PROCESS

The newly upgraded FTD Test Order Management System measures the quality and accuracy of orders delivered by Member Florists using an independent, national, third-party secret shopper provider. Secret shoppers are trained to use digital photography to augment the evaluation process and provide the most accurate experience of a typical consumer. Additional program benefits include:

- ✓ Digital images of the arrangement taken on days 1, 3, 5 and 7 for use in evaluating the accuracy and freshness of product delivered
- ✓ Web-based survey and reporting capabilities providing detailed consumer feedback on the quality of the floral product, recipe accuracy and consistency, as well as overall delivery experience
- ✓ Web-based educational links and awareness resources to assist Member Florists in response to consumer feedback and adherence to FTD quality standards



FTD Florists receive this certificate of compliance when they successfully pass a test order.

DELAYED RESPONSE PROGRAM ENHANCEMENTS

Based on both member and consumer feedback, FTD has improved the Delayed Response Program. Order fulfillment through the Mercury Network will be further enhanced through the following program updates: orders held by a filling florist for an excessive period of time (more than 3 calendar days) and rejected late will now be considered a DRP infraction under the program rules.

For the latest information about the changes and enhancements to the FTD Quality Programs, visit www.FTDi.com/quality or call FTD Member Services at 800-788-9000.

FTD SPOTLIGHT: FLOWERS BY JERRY

Flowers by Jerry, located in Rochester, MN, is a second generation business, started in 1969 by Jerry and Marlene Patton. The shop is now owned by their son, Kevin, and daughter-in-law, Karry. Their daughter and son-in-law are the third generation working in the business with plans to carry the Flowers by Jerry name into the future.

Recently, the Pattons partnered with FTD to co-brand the shop's exterior. We spoke to Kevin regarding what Flowers by Jerry is doing with FTD and how this effort is helping their business.

FTD: *Why did you decide to co-brand with FTD?*

Kevin: Part of our strategic plan to build our business included letting our customers know that Flowers by Jerry is committed to quality. We thought that co-branding with FTD would be an effective method. We decided to make a dramatic new look for our business to drive more orders and truly distinguish our business from the competition.

FTD: *What elements of your business have you co-branded with FTD?*

Kevin: Starting with our building, we did a total makeover including new black awnings that prominently display the highly recognizable gold FTD logo. We had our delivery vans wrapped in black that were co-branded with the Flowers by Jerry name and the FTD logo. Our trucks are now a great presence in our local community and serve as a great reminder to potential customers to order flowers from Flowers by Jerry.

We also executed a billboard campaign in the black and gold colors and included the FTD logo. Also, for a stronger delivery presentation, we included the FTD logo on all of our delivery materials. It has helped give our shop an overall more professional and coordinated presentation.



The original Flowers by Jerry storefront.



Side view of the Flowers by Jerry shop that includes their wrapped FTD delivery vans.



Flowers by Jerry owners Kevin and Karry Patton with their daughter Jessica Pearson and son-in-law Dylan Pearson in front of their newly rebranded storefront.

FTD: *What has the reaction been to your shop's co-branding overhaul?*

Kevin: We have received many positive comments regarding the new Flowers by Jerry/FTD co-branding look. We are thrilled to be partnering with the number one brand in the floral industry, which stands as a symbol of quality and floral excellence.

FTD: *How have you maintained your shop's own brand personality?*

Kevin: We are seeing that the FTD logo has actually strengthened the Flowers by Jerry brand. This partnership is definitely proving itself to be a very valuable marketing tool for us. We are excited to report for the fourth quarter of 2010, we have experienced a 16% increase in outgoing wire orders and a 13% increase in local sales.

FTD: *Would you recommend co-branding with FTD to other florists and why?*

Kevin: Yes, I would. Even though Flowers by Jerry has been an FTD member for 42 years, we never fully took advantage of our FTD membership. We did not leverage the FTD assets we had right in front of us including our ability to capture more customers and sales through better FTD brand recognition. We believe that our current generation and the generations to come are more comfortable dealing with highly recognized brands. I can't tell you how many times customers now say, "So now that you're with FTD, can you send flowers anywhere?"

"We have been able to re-establish our commitment to quality with a professional upscale look by adding the brand that consumers recognize worldwide."

Kevin Patton, Flowers By Jerry



FTD FLORISTS IN THE NEWS

FTD RECOGNIZES TOP ILLINOIS FLORIST

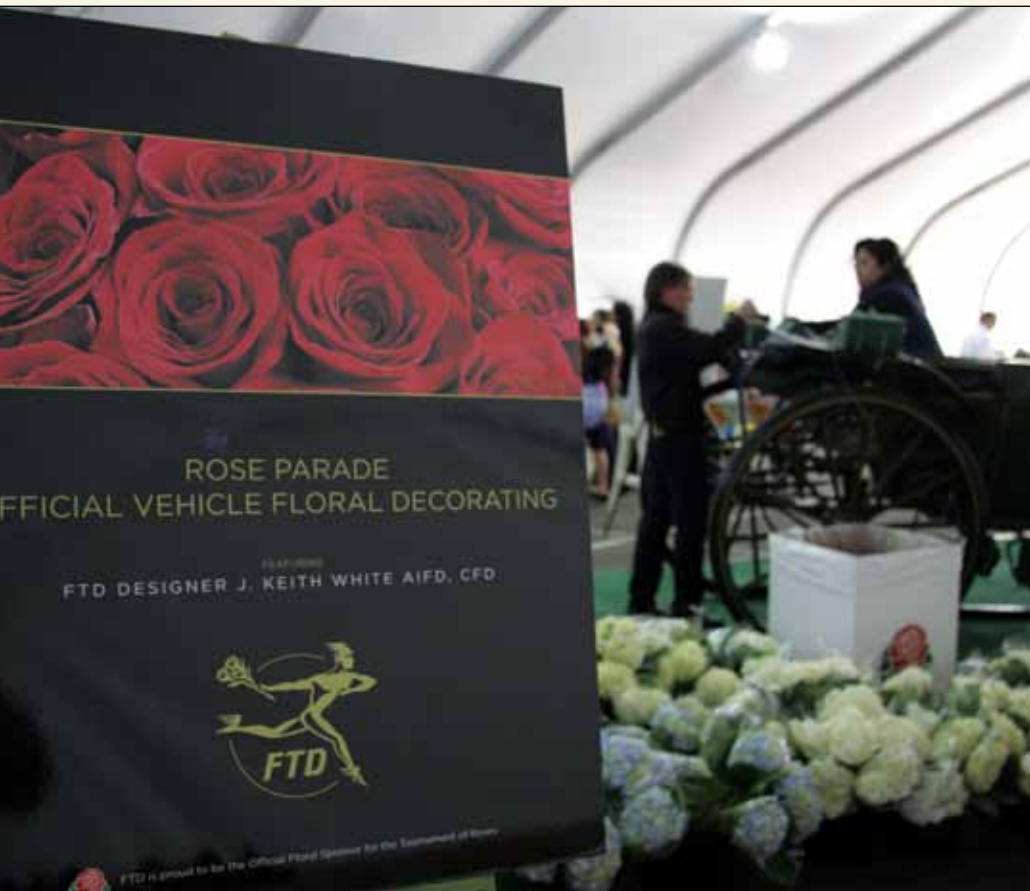


Ashland-Addison Florist, located in Chicago, IL, recently received its FTD Top Member plaque. Pictured here from the left: FTD Regional Vice President Ed Cronin, owner Bill Sheffield and Bill's son, Justin Sheffield.

MINNESOTA FLORIST RECEIVES FTD TOP MEMBER HONOR



Bachman's, located in Minneapolis, MN, recently received their FTD Top 100 Member plaque. Pictured in the back from the left: FTD Regional Vice President Ed Cronin, Bachman's Chairman and CEO Dale Bachman and Bachman's Director of Design Tim Holt. Pictured in the front from the left: Bachman's Vice President Don Swensen, Communications Manager Pat Heiden, Bachman's President Paul Bachman and FTD Executive Vice President Tom Moeller.



FTD NAMED FLORAL SPONSOR OF 2011 PASADENA TOURNAMENT OF ROSES

Again this year, FTD was a preferred sponsor of the Tournament of Roses. FTD Design Instructor Keith White AIFD and his assistant Patricia Gomez AIFD decorated the official vehicles for the Rose Parade on behalf of FTD.



Jen-Mor owners Jane and John Zimmerman.

40 YEAR TRADITION FOR A DELAWARE FLORIST

In Dover, Delaware, there is a 40 year tradition that occurs at Jen-Mor Florist - its annual Christmas Open House. In November 2010, the shop hosted its 40th Christmas event for its loyal Dover customers.

The theme of this milestone open house was "All-Star Christmas," a sports motif. This year's event included various activities and refreshments, a free gift for everyone who attended and a visit from Santa Claus.

"This year, we tried to wow our customers and show them things they would not normally see," said Susan Krabill, the daughter of Jen-Mor's owners, John and Jane Zimmerman. "It was our gift to the community, and we had people lined up to get in our store."

The Jen-Mor Christmas Open House is a family tradition within the Dover community. "There are many families I know that would bring their children into our open house and now they are adults and bring their own children," states Susan.

Her parents, John and Jane Zimmerman, bought Jen-Mor Florist in 1971. Nearly 40 years later, four out of their six children are involved with the business in one form or another.

Jen-Mor Florist celebrated its 40th anniversary on April 1, 2011.

"My parents have put their heart and soul into this business, and all the credit goes to them. I can't think of anything else I'd rather be doing."

Sue Krabill, Jen-Mor Florist

IN MEMORIAM

We offer our condolences to the family of Jacob Maarse, a longtime FTD Florist, who passed away on December 22, 2010. His shop, Jacob Maarse Florists, located in Pasadena, CA, is the preferred florist of the Pasadena Tournament of Roses. For years, Jacob and his son, Hank, have worked on behalf of FTD to provide breathtaking floral decorations for various functions for the Tournament of Roses.

**FTD SOLUTIONS:
HOW HAS FTD HELPED YOU?
ILLINOIS FLORIST FINDS SUCCESS WITH BUSINESS
SOLUTIONS FROM FTD**

Problem: Paris Hughes of **DeVoe Floral**, located in Lena, IL, was new to managing her own floral shop as she purchased the existing business in August 2008. As she reviewed the business, she evaluated all aspects of the existing flower shop, including its business partners. She was looking to take DeVoe Floral to the next level and needed a strong business partner to help her reach her goals.

Solution: Paris selected FTD as that business partner based on the FTD brand's longevity, reputation and recommendations from other florists. As part of her membership, she chose to create an FTD Florists Online website, which has been a terrific benefit to the business. Along with increasing the order volume for her shop, the FTD website serves as a great reference guide for Paris and her customers. "When I am working with my customers via the phone, I encourage them to go to my website so I can see if we are both on the same page about what they want to order," states Paris. She has also been very happy with the addition of FTD Marketplace containers to her business. "FTD's containers have also been a great hit with my customers," said Paris. "The quality for the money is terrific, and I believe they are beautiful and truly enhance our arrangements. I received many compliments at Valentine's Day for my product offerings."

"FTD is a very valuable asset and a wonderful addition to DeVoe Floral."

Paris Hughes, DeVoe Floral



Owner Paris Hughes from DeVoe Floral located in Lena, IL.

In regards to technology, Paris decided to utilize Mercury, which has helped her business on many levels. "The Mercury order system is simple... anyone that works in the shop can run it to place or receive an order and send confirmations."

Paris concluded, "I never imagined that any wire service could or would be so great to work with on all levels. I am so grateful to FTD for all of their help in making my new business venture so simple."

IOWA FLORIST HOSTS LOCAL TELEVISION SHOW

FTD Florist Bud Sueppel from **Sueppel's Flowers**, located in Iowa City, IA, is co-host of a local weekly TV show called "Sports Opinion." This popular sports show features news regarding the University of Iowa sports teams and all other sports around the state of Iowa.



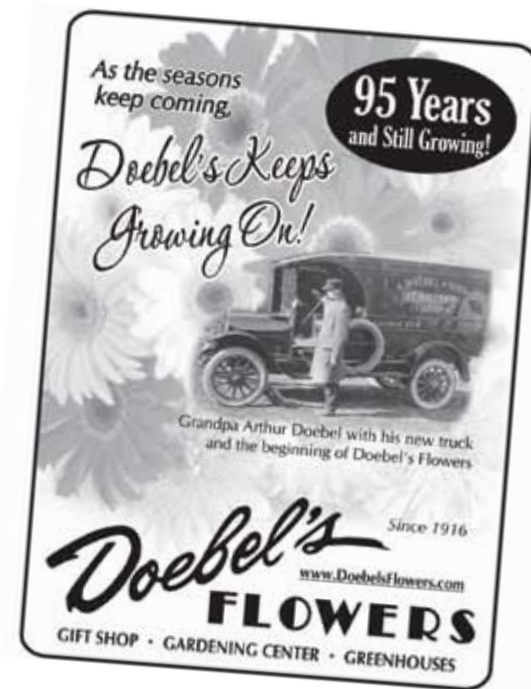
Featured from the left: Earl Murphy, Dirk Keller, John Bacon, Bud Sueppel from Sueppel's Flowers and FTD Regional Vice President Ed Cronin.

OHIO FLORIST PROUDLY DISPLAYS FTD LOGO

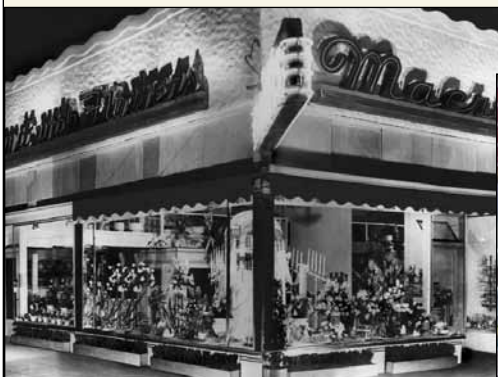
Doebel's Flowers, located in Clyde, OH, is very proud of its 92 year FTD membership. The FTD logo is actually built into the tile floor of the flower shop at Doebel's.

Cliff Doebel, third generation owner of Doebel's, said his grandfather Arthur Paul Doebel opened his florist business in 1916 at its present location. A couple of years later he joined FTD. The shop has always been proud of its relationship with FTD.

The shop was recently recognized by FTD as being a member of the exclusive FTD Founders Club in recognition of FTD's 100th anniversary in 2010.



CALIFORNIA FLORIST CELEBRATES ITS 75TH ANNIVERSARY



The opening night of Macres Florist in December 1935.



Current owners of Macres Florist, Tricia and Mike Macres.

In 1935, Harry Macres and his son, Albert, opened **Macres Florist** in Santa Ana, CA. During the late 1940s and early 1950s, Macres Florist built and decorated four award-winning floats representing the City of Santa Ana in the Tournament of Roses Parade. Macres Florist was also featured in two Hollywood movies, *Gideon's Trumpet* and *The American President*. Today, Macres Florist is the oldest family-owned business in the city of Santa Ana, CA. The shop just celebrated its 75th anniversary with various festivities for its loyal customers.

FTD CELEBRATED VALENTINE'S DAY WITH A "BLOOMING HEART" IN CHICAGO

To celebrate Valentine's Day, FTD had a "blooming," one-of-a-kind, five-foot heart sculpture on display throughout the month of February on Michigan Avenue in Chicago.

The FTD-sponsored heart was a part of "Hearts a Bluhm," a citywide cardiovascular awareness campaign from Northwestern Memorial Hospital's Bluhm Cardiovascular Institute. All along the Magnificent Mile, there were one hundred unique heart sculptures created by Columbia College Chicago students, faculty, staff and alumni.

Hundreds of passersby took pictures with the FTD Mercury Man, who reminded them to order FTD flowers for their loved ones on Valentine's Day.

The photos from the event were also shared on Facebook.



The Mercury Man handed out red roses by the FTD "Blooming Heart" on February 11 and 12 and reminded passersby to visit their local FTD Florist.



EVENTS CALENDAR

JUNE 10-12, 2011

FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION
JACKSONVILLE MARRIOTT • JACKSONVILLE, FL

Featured FTD Design Program: "The Artistry & Business of Sympathy Tributes" presented by FTD Design Instructor Jeff Corbin AAF, AIFD, CFD, PFCI

JUNE 21, 2011

DELAWARE VALLEY FLORIST ASSOCIATION DESIGN SHOW
SHERATON BUCKS COUNTY HOTEL • LANGHORNE, PA

Featured FTD Business Program: "Bee Profitable!" presented by FTD Design Instructor Tina Stoecker AAF, AIFD, CFD, PFCI

JUNE 25-26, 2011

UTAH PROFESSIONAL FLORIST ASSOCIATION CONVENTION
DEER VALLEY RESORT • PARK CITY, UT

JULY 4-9, 2011

AIFD NATIONAL SYMPOSIUM
SAN FRANCISCO MARRIOTT MARQUIS • SAN FRANCISCO, CA

Featured FTD Design Program: "EVENTFLASH: Successful Happenings in Floral Trends & Technology" presented by FTD Design Instructor Kristine Kratt AIFD, CFD and Bill Schaffer AIFD, CFD

JULY 15-17, 2011

TEXAS STATE FLORISTS' ASSOCIATION CONVENTION
THE MARRIOTT AT THE WOODLANDS • THE WOODLANDS, TX

Featured FTD Design Program: "Colorful Language" presented by FTD Design Instructor Kristine Kratt AIFD, CFD

JULY 22-24, 2011

SOUTH CAROLINA FLORISTS ASSOCIATION CONVENTION
COLUMBIA MARRIOTT • COLUMBIA, SC

JULY 30-31, 2011

OKLAHOMA STATE FLORISTS' ASSOCIATION CONVENTION
THE SKIRVIN HILTON OKLAHOMA CITY • OKLAHOMA CITY, OK

Featured FTD Design Program: "Put some Pizzazz in your Everyday Work" presented by FTD Design Instructor Deborah De La Flor AIFD, CFD, PFCI

NEW FTD eLEARNING WORKSHOPS: FREE TO ALL FTD FLORISTS

We are very excited to launch a new educational tool for FTD Florists to help increase sales and reduce costs. FTD eLearning Workshops are new business webinars that will be hosted by FTD Education Team members and will contain informative content that you can apply to your business immediately.

These live 45-minute webinars are FREE to all FTD Florists and will provide you with the opportunity for an interactive Q&A after the presentation.

FTD eLEARNING WORKSHOP SCHEDULE:

Wednesday, April 20, 2011 at 2 p.m. EDT

Host: Jeff Corbin AAF, AIFD, CFD, PFCI

Topic: "Scratching the Surface of SEO & Social Media"

Wednesday, May 25, 2011 at 2 p.m. EDT

Host: Ian Prosser AAF, AIFD, CFD, NDSF, PFCI

Topic: "Pump Up the Profits In Your Wedding Business"

Wednesday, July 13, 2011 at 2 p.m. EDT

Host: Toomie Farris AAF, AIFD, CFD

Topic: "Capturing the Corporate Client"

To register for these exciting programs, please go to www.FTDi.com/elearningworkshop.

Questions? Please call 800-788-9000 ext. 6240.

CHANGING ATTITUDES AND EXPRESSIONS OF SYMPATHY FLOWERS

As I talk with florists around the country, most shops are experiencing a complete turnaround in the expressions of sympathy tributes.

We all have experienced how the economy has significantly impacted the business of funeral flowers. That combined with more people choosing cremations as an option has left the retail florist questioning the outcome of their sympathy business.



By FTD Design Instructor John Klingel AAF, AIFD, PFCI

HANDLING THE INCREASE IN CREMATIONS

Customers are often confused on how to handle ordering flowers when it is a cremation service. Should they send flowers and if so what types of flowers and styles of arrangements would be appropriate? It is your job to educate your customer. Consider creating an assortment of cremation floral designs as this trend is growing. There are many dynamic design options that can be utilized with a cremation urn, box or a photograph.

THE "IN LIEU OF FLOWERS" STATEMENT

"In lieu of" has been a longtime issue for most florists. We have continuously tried to omit that phrase from obituaries, but to no avail. Today, many family members turn to wonderful organizations in their time of need and that is great; however no one truly wants a funeral with absolutely no flowers. We all know that beautiful flowers play a vital role during all important stages of one's life, and it is our job to communicate that message to our customers. Get out into your community and deliver the message that flowers are always appropriate. Give a presentation at the next Chamber of Commerce meeting, partner with funeral directors and meet with local charity organizations. Get the word out that flowers are a necessity to show respect and help elevate a difficult situation.



Heart—an international symbol of love shown in bright spring flowers.

STAND BY YOUR WORK

I'm surprised when I hear that florists do not put cards with their shop name and phone number on the designs that they send to funeral homes. The excuse I hear is that it is inappropriate. However, here is a more subtle idea... what if you sent a sympathy card to the family from your shop with the arrangement? This is an opportunity for you to respectfully offer your support while communicating that it was your shop that provided the beautiful arrangement.

When I owned a shop, I made sure our very best work was sent to funeral homes because it was being showcased in a public venue. I was also not shy about making sure our shop information was displayed on all sympathy arrangements. On occasion, a new customer would call because of the arrangement they saw displayed at the funeral home.

ASK FOR SPECIFICS

Be realistic when suggesting price ranges for your sympathy work. I found customers are far more likely to complain about a modest price point design, especially when they had the impression the arrangement was going to be bigger or fuller. One rule to follow is to get an actual measurement of size and write that on the order. Everyone knows how tall three feet is, and if a consumer indicates to you that they want an arrangement that really stands out, encourage them to purchase an easel design.

"One rule to follow is to get an actual measurement of size and write that on the order."

John Klingel



Wreath—a symbol of eternity expressed in receding pastels.

MAKE IT PERSONAL

Attitudes also seem to be changing in regard to funerals. Gone are the services that last three or four days and are sad, dark visitations. They are being replaced with shorter memorials that serve as a recap of joyful occasions and memories, which allows florists to be more creative. When you are meeting with the family, ask about the deceased's hobbies, interests, favorite colors, etc. This will allow you to make the arrangement more personal.

"I think the trend in sympathy work today is to focus on how you can better assist your customers."

John Klingel

RESPECT THE FUNERAL DIRECTORS

The truly professional florist respects and works with their funeral director. Checking the online obituaries for calling hours and services instead of bothering the funeral director with an unnecessary phone call is much appreciated. Making the delivery at an appropriate time and doing so in a respectful manner (i.e. no loud radios or noisy delivery vehicles) will go a long way in creating a better impression of your shop, thus securing more business.

I think the trend in sympathy work today is to focus on how you can better assist your customers. Quality communication is the key to success. Train your staff and work to do the best job you can for your customers. The flowers you provide not only represent your shop but also your customer. Your great work and customer service will give them a reason to call you back for future occasions.

2012 FTD WALL CALENDAR AND DATEBOOK



Buy your 2012 FTD Wall Calendars and Datebooks today and take advantage of our special offer. FTD is offering no payments on the calendars until September 2011 so order today! Quantities are limited.

Call FTD Marketplace at 800-767-4000.

Date Book

Wall Calendar

STAY CONNECTED WITH FTD FLORIST LINK

The new FTD Florist Link helps florists connect with each other. Here are some exciting new features of the program:

- 1 Priority placement in Mercury search results for members with larger directory ad sizes
- 2 Elimination of Mercury CD updates
- 3 Access to real time florist information including suspends
- 4 Enhanced search results displayed on an interactive map
- 5 Improved listing and advertising display on results page
- 6 Filling florist capabilities, including technology, Order Life Cycle ability and Sunday delivery availability



FTD Florist Link is the new online FTD Florist Directory.

Arm your shop with this information and you can make informed decisions when sending an outgoing order anywhere — helping you ensure both customer satisfaction and repeat business.

To learn how to maximize your visibility on FTD Florist Link, contact your Directory Sales Representative at 800-788-9000 today.

If you're not already using FTD Mercury, call Mercury Technology Sales at 800-767-3222 or email us at techsales@FTDi.com for more information.

SAVE THE DATE FOR FTD GOOD NEIGHBOR DAY

We are excited to announce that the 17th Annual FTD® Good Neighbor Day® event will take place on Wednesday, September 7, 2011. The premise of FTD Good Neighbor Day is simple: florists give every customer a free bouquet of a dozen flowers and ask them to keep one for themselves and give the 11 others away to 11 different individuals. The goal of this one-day event is to draw increased foot traffic to FTD Florists, provide shops with a great local media opportunity and spread goodwill throughout the community.

Mark this date on your calendar and start planning now. Visit www.FTDi.com/pr/gnd to let us know if you are participating in the 2011 FTD Good Neighbor Day event.



Bob Bryant, owner of Flowers By Robert Taylor located in West Covina, CA, received a proclamation for FTD Good Neighbor Day from the Mayor of West Covina Shelly Sanderson. Last year was the shop's 15th consecutive year of participation.

GET TO KNOW YOUR FTD FLOWER EXCHANGE REPRESENTATIVE

With Mother's Day right around the corner, make sure you contact your FTD Flower Exchange Representative for access to some of the best floral product and pricing available.

This Mother's Day, the FTD codified bouquets will primarily feature the following flowers:

- ✓ Pink 50 cm roses
- ✓ Lavender 50 cm roses
- ✓ Yellow 40 cm roses
- ✓ Pink spray roses
- ✓ Pink larkspur
- ✓ Pink mini carnations
- ✓ Pink Oriental lilies
- ✓ Pink Asiatic lilies
- ✓ Variegated pittosporum
- ✓ Salal
- ✓ Leatherleaf
- ✓ Purple stock
- ✓ Bells of Ireland
- ✓ Bupleurum
- ✓ Alstromeria
- ✓ Israeli ruscus

Call 800-767-4000 and press #3 to reach your local FTD Flower Exchange Representative

Val Vourlos

Territory: AR, AZ, LA, MS, NM, OK, TN, TX, Canada

Becky Engels

Territory: CO, IA, KS, MI, MO, MN, ND, NE, SD, TN, WI

Brad Jensen

Territory: CT, MA, ME, NH, NJ, NY, RI, VT

Jennifer Poremba

Territory: AK, CA, ID, MT, NV, OR, UT, WA, WY

Jeff Buchanan

Territory: DE, MD, NC, OH, PA, VA

Sonia Sandoval

Territory: KY, IN, IL, MI, VA, WV, HI

Colleen Kalland

Territory: AL, GA, FL, TN, SC

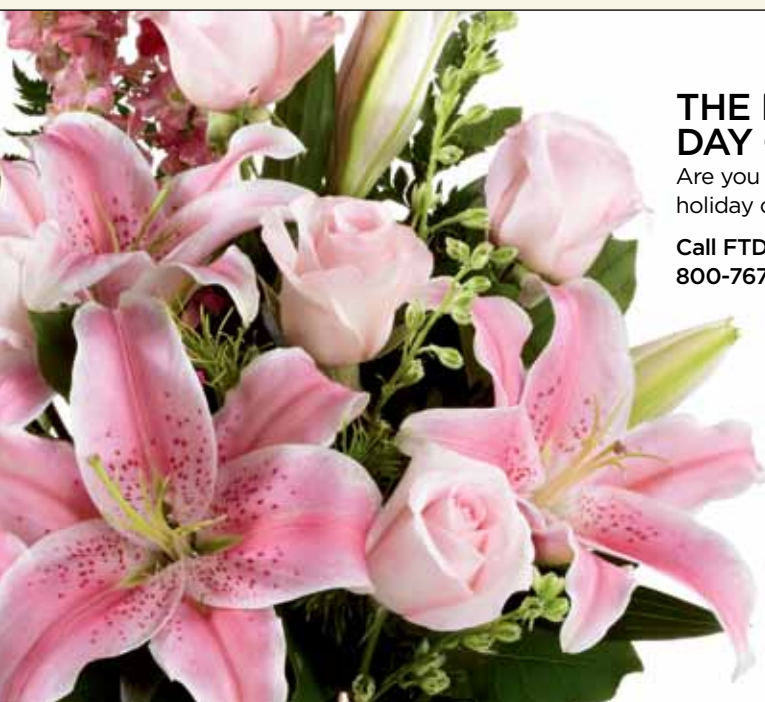


The FTD® Spring Garden® Bouquet (M2)

THE FTD 2011 MOTHER'S DAY COLLECTION

Are you prepared for the busiest floral holiday of the year?

Call FTD Marketplace today at 800-767-4000.



The FTD® Loving Thoughts® Bouquet (M1)



NEW MOBILE APPLICATION COMING IN MAY



FTD Mercury Mobile.

FTD Mercury X3, the next generation of FTD's flagship floral business solution, is right around the corner!

One of the most exciting features in FTD Mercury X3 is the introduction of FTD Mercury Mobile — a mobile application designed specifically for FTD Mercury customers to keep on top of both your business and your deliveries remotely. Using your iOS (iPhone, iPod Touch or iPad) or Android device, you can:

- ✓ View order information, including incoming Mercury orders, pickup and C.O.D. orders, undelivered orders filed orders and incomplete orders
- ✓ Remotely mark orders as delivered — or let your delivery drivers do so from their phones
- ✓ View Dashboard messages from Mercury Support and Education

Another important new feature in FTD Mercury X3 is the introduction of order confirmations. Along with sending a delivery confirmation email message, you also have the flexibility to send a confirmation that the order has been processed, enabling you to improve customer satisfaction by keeping your customers in the loop from order to delivery.

Dozens of enhancements make up this release, and all are focused on increasing your business productivity through technology.

FTD Mercury X3 also enhances email management significantly. You can now keep multiple email addresses on file for each customer and customize who gets the order confirmation, delivery confirmation, invoice or other communications. This is particularly helpful for florists who have many business accounts who have different departments for ordering and billing.

- ✓ Web-based address verification
- ✓ Multiple sympathy cards for funerals
- ✓ Easier to read invoices
- ✓ Improved reports
- ✓ Enhanced Ticket Search options

FTD Mercury X3 will be available to current FTD Mercury X2 Fall customers in May. If you're not a current FTD Mercury customer, contact Mercury Technology Sales by phone at 800-767-3222 or email techsales@FTDi.com to schedule a demo today!

ACCEPTING NOMINATIONS FOR PRESTIGIOUS FTD MEMBER AWARDS



FTD Founder John A. Valentine

As part of our 100th Anniversary celebration last year, we hosted the FTD Anniversary Awards as a means to celebrate the professionalism and excellence of FTD Florists. Due to the overwhelmingly positive response from you, we are proud to make the prestigious FTD Member Awards an annual event.

The criteria for the FTD Member Awards are based on key areas of FTD Florists' businesses, participation in the industry and innovative business-building ideas.

FTD JOHN A. VALENTINE AWARD

Prize: \$500 FTD Shopping Spree

Named for the founder of FTD, John A. Valentine, this award will be given to a deserving individual who demonstrates outstanding achievement in the floral industry and involvement in civic and charitable activities in their local community.

FTD LIFETIME ACHIEVEMENT AWARD

Prize: \$250 FTD Shopping Spree

This FTD honorary award will recognize an FTD Member who has continued the path of growth and service for 50 years or more. This member is an example for fellow florists in the industry.

FTD INDUSTRY SERVICE AWARD

Prize: \$250 FTD Shopping Spree

This member conducts regular efforts in and out of their shop to serve the floral industry. The member continues to apply time and effort to the floral industry in order to educate their fellow florists and increase growth on a shop and industry level.

FTD MARKETING AWARD

Prize: \$250 FTD Shopping Spree

This award recognizes an FTD Member who displays success in marketing efforts, serving as an example to all FTD Members.

For complete details on the contest, including judging criteria, go to www.FTDi.com/memberawards.

The nomination deadline for the FTD Member Awards is Friday, July 7, 2011.

Acceptable forms of nomination submissions include:

- ✓ Online at www.FTDi.com
- ✓ Via fax at 630-515-4183
- ✓ Via mail to:

FTD 2011 Member Awards
Attention: PR Department
3113 Woodcreek Drive
Downers Grove, IL 60515

Winners will be contacted in person and will be featured in the October 2011 FTD Mercury Messenger.

FTD 2010 MEMBER AWARDS WINNER CELEBRATES ACHIEVEMENT

2010 FTD Lifetime Achievement Award winner Elnora Leyes from **Janesville Floral Company**, located in Janesville, WI, received her honorary plaque from FTD. Janesville Floral Company has been FTD-only since 1915 and Elnora has been with the business since 1947.



THE FTD TEAM IS WORKING FOR YOU

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