



FTD

Flowers say it better. FTD says it best.™

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MERCURYMINUTE



The FTD® Mixed Pink Rose Bouquet (12-M7)

LEARN FROM TOP-NOTCH EXPERTS WITHOUT LEAVING YOUR SHOP

The FTD Webinar Series is an exclusive educational tool that's **FREE** for all FTD Florists! The online presentations are designed to give you tips and ideas to increase sales and profits while reducing costs.

The live webinars are also recorded, so if you miss one — don't worry! The 2012 webinar schedule is posted online at **FTDUniversity.com**.

Tuesday, April 10, 2012

NEW INNOVATIONS IN FLORAL CARE & HANDLING

Steve Daum of Floralife®



Proper care and handling plays a vital role in safeguarding flower quality, and new innovations are always being developed. In this webinar, Steve will share some new innovations, as well as review key elements and factors that affect the shelf and vase life of cut flowers in their "Chain of Life." From the importance of proper temperature storage to the real effects of Ethylene, this overview will provide a good understanding of what florists can do to make sure customers enjoy the fullest development and vase life of their floral purchases.

Tuesday, June 26, 2012

YOU AREN'T GOING TO FIND GREAT EMPLOYEES; YOU HAVE TO BUILD THEM ONE AT A TIME

Tom Shay of Profits+Plus



Even though the current unemployment rate works to your advantage, you will spend too much time interviewing and hiring before you find great employees. If you want a staff that works together and allows you to be a leader instead of having to stand over them all the time, you can learn how with a step-by-step format that Tom Shay will share with you during this webinar.

REGISTER TODAY!
FTDi.com/FTDUniversity

FREE



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Lisa Greene AIFD of **Eric's Flower Emporium**, located in North Reading, MA, designed this unique floral hat for the design competition at the Northeast Floral Expo in March.

CELEBRATING FTD FLORISTS AT NEFE IN MASSACHUSETTS



FTD was proud to sponsor the Northeast Floral Expo in March. FTD Technology Sales Representative Roberta Belanger talked about the newest Mercury POS features with David and Judy Danielson from **Danielson Flowers**, located in Shrewsbury, MA.



FTD Technology Sales Representative Roberta Belanger, FTD Field Business Consultant Dave Galvin, and FTD Regional Vice President Jim Weedon represented FTD at the popular floral association show.

GET FIT AT FTD BOOT CAMP

FTD University is ready to get you fit and ready for any challenge that you may face. Designed for flower shop owners and managers, FTD Boot Camp is a three-day workshop focused on refining and refreshing floral design, sales training, and marketing skills. The program is exclusively for FTD Florists and led by FTD Educator Ann Jordan AIFD.

Dates: June 4-6, 2012 October 1-3, 2012

Location: FTD Headquarters, Downers Grove, IL

Cost: \$599/person and includes all education sessions, flowers and materials; 3 nights of hotel room and tax; breakfast, lunch and breaks on all session days; and networking dinner on Monday.

Register: FTDi.com/FTDUniversity

SPACE IS LIMITED



FTD Education Team Member Ann Jordan AIFD, AAF, MMFD

MARKETING TIPS SEMINAR TO BOOST YOUR SALES



Don't miss an action-packed day of priceless marketing ideas that can help make your sales soar. Retail expert Bob Negen is presenting four dynamic sessions that will give you tons of great tips, techniques and action steps to execute immediately for results in your flower shop.

Upcoming FTD Business Bonanza

April 17, 2012
Baltimore, MD

June 12, 2012
Toronto, ON

July 31, 2012
Cincinnati, OH

Cost is ONLY \$59 and includes continental breakfast and lunch.



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EDUCATION & EVENTS CALENDAR

FTD is proud to support more than 50 industry shows each year to strengthen our commitment to our florists.

JUNE 2-3, 2012 **LOUISIANA STATE FLORISTS' ASSOCIATION CONVENTION**

Lafayette, LA
Bob Peden
318-255-2671

JUNE 8-10, 2012 **FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION**

Stuart, FL
Stan Brock
850-864-2915
Featured FTD Design Program:
"Tropical Fusion"
presented by FTD Design Instructor
Kristine Kratt AIFD

JUNE 19-20, 2012 **SOCIETY OF AMERICAN FLORISTS** **RETAIL GROWTH SOLUTIONS**

Cherry Hill, NJ
Society of American Florists
800-336-4743

JUNE 23-24, 2012 **UTAH PROFESSIONAL FLORIST ASSOCIATION CONVENTION**

Salt Lake City, UT
Louise Salazar
801-746-9252

JULY 12-16, 2012 **AIFD NATIONAL SYMPOSIUM**

Miami, FL
American Institute of Floral Designers
410-752-3318

Featured FTD Design Program:
"Les Saisons des fleur de Mariage"
presented by FTD Design Instructor
Ian Prosser AIFD

MAJOR SPONSOR

JULY 20-22, 2012 **TEXAS STATE FLORISTS' ASSOCIATION CONVENTION**

Fredericksburg, TX
Texas State Florists' Association
512-834-0361

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

EVERYDAY PROGRAM

JULY 27-29, 2012 **SOUTH CAROLINA FLORISTS ASSOCIATION CONVENTION**

Columbia, SC
Mike McFarland
803-360-5976

JULY 28-29, 2012 **OKLAHOMA STATE FLORISTS' ASSOCIATION CONVENTION**

Tulsa, OK
Oklahoma State Florists' Association
405-602-5511

Featured FTD Design Program:
"Flowers for a New Generation"
presented by FTD Design Instructor
Kristine Kratt AIFD

MARKETING PROGRAM

JULY 29, 2012 **ARIZONA STATE FLORIST ASSOCIATION EXPO 2012**

Phoenix, AZ
Brian Vetter
623-547-5437

