

MERCURYMINUTE

FTD FLORISTS PERSEVERE THROUGH VALENTINE'S DAY STORMS

FTD Florists across the country went above and beyond this Valentine's Day. Despite it being one of the worst winters on record, many FTD Members stayed dedicated to delighting and inspiring their customers. Some found innovative ways to make their deliveries, while others worked until the wee hours of the morning. In the end, customers were romancing their significant others with flowers and gifts!

Carithers Flowers in Atlanta, GA started planning for Valentine's Day early. However, due to the ice and snow storms that shut down most of the city, the majority of the shop's staff could not get into work the two days prior to Valentine's Day, which left only February 14 for design and delivery of three days' worth of flowers and gifts. Working late into the evening on Valentine's Day, they were able to design and deliver 95% of orders taken for the holiday. The very next day, owner Charles Carithers took the list of customers that did not receive their orders and personally called each one with an apology and an offer to deliver the order at no charge. In spite of the weather, Charles exhibited excellent communication with his customers and came through for them on that special day.



Tiffany Wood, owner of **Love Blossoms** based in Lexington, NC, refused to let the snow freeze out Valentine's Day. As she told local media, "We're not letting anything stop us. We're getting our flowers out one way or another." With poor road conditions and closures on February 13, no deliveries could be made, and February 14 was not much better. Handling 500-600 deliveries for Valentine's Day alone, the shop knew they needed to be creative. While vehicles were able to make deliveries outside of Lexington, roads were unsafe to deliver efficiently in the downtown area, so Tiffany enlisted her 11-year-old son, Chase, to drive a tractor and make the deliveries. They decorated the tractor and devised a clever contraption in the front loader to hold and protect the bouquets. A little innovation and inspiration went a long way to make this Valentine's Day extra special!



Carithers Flowers
February 17

Valentine's Message From Charles Carithers
We hope you all had a wonderful Valentine's Day. For those of you who placed Valentine's flower orders with us, thank you so much for your business and for the chance to be a part of your 2014 Vale... [See More](#)



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Carithers Flowers, Sanobar Khan, Patti Forester Gardner and 41 others like this.



Shelly Hill Y'all are the BEST. I use you all the time !!
February 17 at 7:12pm · Like



Patti Forester Gardner Class act!
February 18 at 9:27pm · Like



Write a comment...

Jim Ludwig's Blumengarten Florist and Oliver Flower Shop, both located in Pittsburgh, PA, were hit hard by more snowfall than expected Valentine's Day week. Coupled with difficulty getting packages delivered through their normal delivery co-op, both shops had to find a way to meet their Valentine's Day demands. Together they reached out to the local National Honor Society students at Point Park University. Eight students joined the shops' staff to make all of their downtown deliveries, approximately 200 packages, by foot on February 13 and 14. The shops overcame their delivery challenges allowing them to exceed customer expectations, and the students were able to earn money for a school trip they have planned for later this year.



CELEBRATING FTD® FLORISTS



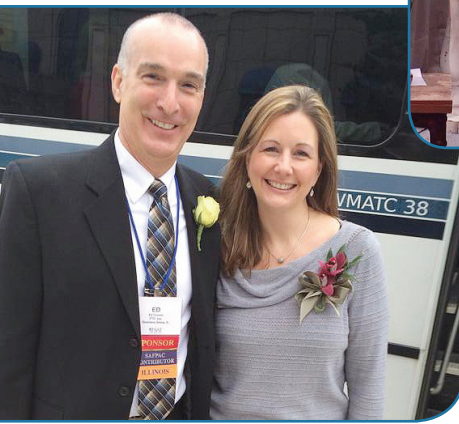
FTD Education Consultant Deborah De La Flor AIFD delighted and inspired hundreds of florists at her wedding workshop at the Great Lakes Floral Expo in Grand Rapids, MI.



FTD Education Consultant Randy Wooten AIFD shares his design knowledge with eager attendees at the Northeast Floral Expo in Groton, CT.



Florists that attended the Georgia State Convention in Atlanta, GA, learned a variety of new tips and ideas from FTD Education Consultant Deborah De La Flor AIFD's wedding presentation.



FTD's Vice President of National Accounts Ed Cronin (left), and Director of Marketing and Events Emily Bucholz (right), joined the Illinois delegation during SAF's Congressional Action Days in Washington, D.C.



EDUCATION & EVENTS CALENDAR

FTD® WEBINAR SERIES

The FTD Webinar Series is a collection of **FREE** educational presentations available online to help you **increase your sales and profits**, while reducing your costs.

Creating Independent Employees

Ann Jordan AIFD
FTD Education Consultant
Tuesday, June 10, 2014
5 pm EDT/2 pm PDT

An employee handbook is the communication tool that will create independence for personnel by providing clear goals and performance expectations which can lead to **improved productivity, greater confidence and less turnover**. In this webinar, learn how to generate this powerful tool to create independent employees.



Ann Jordan AIFD
FTD Education Consultant

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April 17 2 pm CDT	August 19-21
May 20 11 am CDT	October 7-9
May 22 2 pm CDT	December 2-4



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FTD

Flowers say it better. FTD says it best.™

EDUCATION & EVENTS CALENDAR

FTD® is proud to support nearly 50 industry shows each year, strengthening our commitment to our florists.

MAY 31-JUNE 1, 2014

LOUISIANA STATE FLORISTS' ASSOCIATION CONVENTION

Lafayette, LA

Louisiana State Florists' Association

WWW.LSFAONLINE.COM

JUNE 6-8, 2014

FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION

Weston, FL

Florida State Florists' Association

WWW.FLORIDASTATEFLORISTSASSOCIATION.COM

Featured FTD Designer:

Ivan Moreno from Colombia

JUNE 10-11, 2014

**SOCIETY OF AMERICAN FLORISTS
RETAIL GROWTH SOLUTIONS**

Rosemont, IL

Society of American Florists

WWW.SAFNOW.ORG

JUNE 18, 2014

**DELAWARE VALLEY FLORIST ASSOCIATION
DESIGN SHOW**

Lansdale, PA

Ellen Assal

610-532-6200

JULY 3-7, 2014

AIFD NATIONAL SYMPOSIUM

Chicago, IL

American Institute of Floral Designers

WWW.AIFD.ORG

Featured FTD Design Program:

"Cultural Wedding Journey," featuring Robert Koene

JULY 18-20, 2014

**TEXAS STATE FLORISTS' ASSOCIATION
CONVENTION**

Austin, TX

Texas State Florists' Association

WWW.TSFA.ORG

Featured FTD Design Program:

*"Design on the Edge," presented by FTD Education Consultant
Kristine Kratt AIFD and Bill Schaffer AIFD*



The FTD® Perfect Day™
Bouquet (14-M7d)



Excitement and creativity will be blowing in the Windy City when the American Institute of Floral Designers (AIFD) holds its National Symposium, "Transition Transformation," at the Hilton Chicago in Chicago, IL, July 3-7, 2014! Visit AIFD.org for registration information.



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