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# FTD Newsletter

August 2005

## LETTER FROM FTD CEO



Dear FTD Members,

What a great Convention! Thank you to all of the FTD Members who

helped make the 2005 FTD Floral Extravaganza a very successful event. I hope everyone who attended returned with productive business ideas of how they can best prepare their shop for the future.

For those of you who were not able to attend Convention, I presented several key trends about our changing industry and detailed some of FTD's initiatives, designed to help you increase your revenue and reduce your costs. For all FTD Members, I would like to recap some of these points here.

Here are the several key trends occurring in our industry and with our customers

### CONSUMERS WANT SINGLE-STEM BOUQUETS

- Bunches of roses, tulips or lilies

### CONSUMERS WANT LOWER PRICE POINTS

- The percentage of consumers who purchased floral orders under \$40 has increased 27% from 2000 to 2004

- The average consumer believes \$35 is the appropriate price point for a floral bouquet

### CONSUMERS HAVE EMBRACED BOXED FLORAL PROGRAMS

- 26% of consumers said they have ordered through a boxed program
- 63% of consumer who have ordered through a boxed program would order from those outlets again

Here are a few of FTD's initiatives to assist you during these industry changes.

**Drive consumer demand** by revamping products that are set towards consumers' taste. We are also increasing the FTD brand awareness through advertising, co-ops and online yellow pages advertising.

**Increase quality** by expanding the quality assurance program and eliminating members who have poor fulfillment and bad customer service.

**Innovate** by continuing to test new programs and services designed to increase your revenues and decrease your costs.

An example of this is the FTD Flower Exchange, [www.FTDflowerexchange.com](http://www.FTDflowerexchange.com). This service provides members with access to 2,500 different varieties of flowers that are offered by hundreds of sellers. Many FTD Florists take advantage of this free service that saves them time and money. We look forward to highlighting services that can increase your revenue and reduce your costs throughout the next few months in the Newsletter.

As we move forward, I encourage you to talk with your Field Business Consultant about these cost-reducing, revenue-increasing programs and share any ways that FTD can be the best partner for your business.

All the best,

## FLORIDA FLORIST GOES THE EXTRA MILE TO PERSONALIZE ARRANGEMENTS



**WINTER SPRINGS FLORIST AND GIFTS** in Winter Springs, FL has expanded their designing creativity to include very personalized containers, arrangements and gift baskets. Melanie Rhodes, owner of Winter Springs, recently worked closely with a customer to design a very unique arrangement for a retiring firefighter. She created a centerpiece that included a fire truck and an emergency vehicle, which was a personal token of the retiree. To make the centerpiece even more life-like, she added lights, sirens and

decals to the fire truck. Her hard work paid off.

"The customer was enthusiastic and requested that we replicate the design on a permanent basis in silk for the office," said Melanie. "Our hard work and dedication to customer satisfaction has yielded a lifelong customer, not to mention the constant exposure of our work to all those who enter the fire department."

Winter Springs Florist and Gifts has been an FTD Member since 1999.

## FTD MEMBER RECOGNIZED FOR DEDICATION TO LOCAL HOSPITAL

HUGH MCHUGH OF **OVERHILL FLOWERS** in Philadelphia, PA was honored by a local hospital with an award for his commitment and dedication to cancer survivors. Overhill Flowers donates two arrangements every week to the imaging and cancer centers at Bryn Mawr Hospital in Bryn Mawr, PA.

"The arrangements really brighten the reception areas," said Hugh. "Many patients comment on how they look forward to seeing the different arrangements during their visits to the office."



Hugh receives his plaque from the Vice President of Bryn Mawr Hospital during a reception and awards ceremony.



# your words

## how do you generate sympathy sales?



“I always call the funeral home when I receive a casket spray order from a family. That way the funeral director knows who will be bringing it. In Canton, a lot of funeral homes use their favorite florist. Some funeral homes use a Rotarian for sprays. I'm blessed to be on a few of the Rotarian lists! To maintain the relationship with funeral directors, we provide quality work and fresh floral product, deliver everything on time and help out the funeral directors in any way that I can. I have helped funeral directors fold flags, move the casket, and arrange the floral arrangements in the viewing room; whatever I can do to help.

The best advertisement for our studio is using cards that have our name printed on the front and handwrite our messages for a personal touch. We create upscale designs that our customers recognize and appreciate. Customers always tell me they can pick our arrangements out immediately when they go into the funeral home.”

— David Coss of **An Affair with Flowers** in Canton, OH

“I always try to be as helpful as I can with the local funeral homes. When I am delivering floral pieces, and I see that they are busy, I offer to bring them into the visiting room and arrange them around the room. I always keep in touch with the directors and maintain a happy, helpful relationship and they seem to appreciate that.

I have a company policy that when a family comes to me for their sympathy flowers (casket piece, standing easels), I let them know that I contribute donations to "Meals on Wheels" and that I will make a donation in honor of their loved one. The family is contacted by Meals on Wheels to let them know of this donation and the family feels honored by this. By doing this, they have beautiful flowers and also know that others will benefit in their memory.”

— Kim Henderson of **Mountain Valley Florals** in Joshua, TX

“In the very beginning of opening our shop, I went to our local funeral home and met with the funeral director to introduce myself. During our meeting, I realized I had previously met him when I attended a funeral that my husband sang at. Already we had a link. Then into a conversation realized we had another link we were from the same state originally. We became fast friends. I asked him for a chance to design the arrangements for an upcoming funeral after learning he sold package deals he made with families that included flowers with arrangements. We indeed got the chance and have maintained a good relationship with them ever since. We send a courtesy flower to every family using the funeral home that is signed from the funeral home. We work with them on delivery times and offer our services if they have an accident with some of the flowers. As the other week, a coffin spray fell off of the coffin during a move. The funeral director called me at home, which was on a Sunday morning. I ran up to the flower shop and brought flowers that matched the spray to the funeral home and reworked the spray. They were so apologetic and to top it off, the spray did not come from our shop. But that was okay. The family was what was important, and during a time like that I don't worry about money and whose flower is whose. In return they have sent us business from many families since that first meeting. Working together is always the best way to maintain a healthy relation in business.”

— Brenda Bailey and Linda Maier of **Favorite Things Florist** in Wildwood, FL

“Our family flower shops have had great success for more than 50 years in attracting sympathy flower orders. Our Pavilion Flower Shop in Naples, Florida has continued the tradition with similar results. We regularly use just a one-inch bordered ad on the obituary pages of local newspapers with the phrase "Nothing else says sympathy like flowers." Below that, we simply list our Pavilion Flower Shop name, address, and phone number. It works like magic. We believe that if all florists did likewise, they would see a substantial increase in their sympathy flower sales.”

— Mary O'Brien of **Pavilion Flower Shop** in Naples, FL



“We've been in business for 23 years and have just tapped into more funeral business in the past four years. A new funeral home opened up near us and we delivered a welcome to the neighborhood arrangement and continued delivering fresh, quality pieces to the parlor. They called us to start doing their flowers! But we do work hard to keep the arrangements stylized to best fit the families' situation and the rules that the funeral home developed. We specialize in making custom pieces for individuals to fit what they would have liked (ex. woodsy looking, crafty stuff, puzzles, playing cards) anything that the deceased would have liked. Many times the family members supply us with items from the deceased. We also have a great supply of keepsake funeral items like

tapestries, tokens, and crosses for the family to keep or give to special attendees of the funeral. We cater to families more because we want to be there for good times and bad. Everyone remembers who designed that special family member's last flowers; if they were still here they would have loved them. We cannot help bring someone back, but we can make their last time with us extraordinary. Wouldn't you want that for yourself? We look at funeral work as an opportunity for families to find a great family florist. The parlor gives us the lead and it's our duty to take the reigns and run with them. Memories last forever; why not make your funeral pieces part of those special times.”

— Elizabeth Johnson of **Apple Blossoms** in Winter Park, FL



“You have to be very creative when it comes to sympathy sales. Keep in mind the family members are there all day and they are afraid to leave during visitation day for fear that they will miss a visitor. With this in mind, we came up with a non-floral gift for families who have lost a loved one. A "Loved Ones Care Package" includes four paper plates, cups, plastic eating utensils and napkins, one large plastic knife and fork, one small box of Kleenex, one small package of Wet Ones, one small scented trash bag, four individual serving packets of teabags, coffee, soups, sugars, creamers and gourmet crackers, a summer sausage, cheese, a few pieces of fruit and a package of nuts. All of these items are put in a nice gift bag or box that is disposable. Because of this sympathy package, we have developed two great relationships. One with the family who don't have to worry about leaving the funeral home since the food items will hold them all day. Plus we have made a relationship with the funeral home by providing a product that doesn't have to be picked up or taken to the graveside.”

— Cyndi Gutowski of **C & G's Unlimited** in Houston, TX



“We use the products of our many greenhouses to do niche type arrangements when requested, particularly in sympathy work. We live in a rural community and always ask if there is something the deceased had that was important to them. In response, we have included toy airplanes, bullet casings, deer hide, goat collars, horseshoes and potatoes in arrangements. We are growing the Pennsylvania Simply Sweet trademarked onion. Quite a few farmers in the area are also doing this. We have 'permanent' onions and other vegetables on hand to help personalize sympathy pieces. Just the other day a green pepper, some apples and little garden tools went out in a dish garden. Sewing items, crochet thread, golf balls, musical notes, small books - all these things will personalize a floral arrangement.”

— Christine Crighton of **Crighton's Florist & Greenhouses** in Prospect, PA

# your words

written by FTD Members

Have a great idea that you would like to share with fellow FTD Members – or a subject that you've been interested in exploring? Be guest writer for the FTD Newsletter! Send your stories to the editor of the FTD newsletter at [prdept@ftdi.com](mailto:prdept@ftdi.com) or FTD newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515.

## USING AN FTD FLOWERS ONLINE WEBSITE TO YOUR ADVANTAGE

Written by: Jeffrey Gaster of CitiFloral Inc. in New York City, NY



WAY BACK IN 1997, WHICH seems like an eternity ago in computer years, FTD Florists Online (FOL) started offering websites to FTD Members. The Internet was still new, and we initially thought that customers would not want to order flowers from pictures on their computers. But we decided why not try this new avenue for business and we're really glad we did.

The Internet became a very important source of business for us, for FTD florists and for the floral industry in general. We derive a large portion of our business every day from our FOL website, [citifloral.com](http://citifloral.com), and we would be struggling to find business without it some days. As it turns out, customers really want to see what they're getting, and they love to order online.

To give customers better choices, we have always been on the lookout for products we could add to the FTD products on our website as custom designs. FOL has helped us add a wide variety of attractive floral arrangements and other gifts to our own "unique designs" category that has grown throughout the years.

We now have access to all of the FTD selection guide products, as well as additional products that have been created for FTD.COM. With so many different types and sizes of floral arrangements, plants and gift baskets in our online catalog, we offer a selection of appropriate gifts for every customer for every occasion.

An important part of our business is international sales. Our [citifloral.com](http://citifloral.com) website has helped us continue to take orders from customers who are overseas and from customers who want to send flowers overseas. The ability to take orders going to other countries is unique to FOL websites, as we and other FTD Members are able to display the products for other countries shown in the Interflora International Delivery Directory.

And, more recently, we have also added a French version to our website. This makes it easier for French-speaking people to place orders. And, we are working with FOL to have a Spanish version of our site available shortly.

We have always selected the highest level of FOL website available (advanced), and the extras we get are well worth the money. We are pleased that the FOL staff has been very cooperative and

accommodating, which makes dealing with our site and keeping it current much easier. Now we are able to get access to our orders and other site details and participate in the management of our site through the [myftdsite.com](http://myftdsite.com) portal.

It's a great idea to have an FOL website, but just setting up the website didn't bring customers in the online door by itself. First, it's really important to feature a wide variety of the best products you can find. Also, it's imperative to personalize your site so it conveys your messages and looks attractive and unique.

No matter how great a website you have, if you don't promote it, no one will ever see it. The simplest way to promote a website is to let all your existing customers know about it. And, be sure to include your URL in all your existing advertising.

The easiest way to get Internet business is to advertise your site on the Internet. When we first started to use pay per click advertising, we found ways to get a lot of orders, but this turned out to be very costly. Now, we are a little more careful where and how we advertise, because it's important to make sure your advertising is not only generating clicks, but also sales, and at a reasonable cost.

In recent years, we have also concentrated more of our efforts on getting our site found by search engines. A lot of potential customers go to search engines like Google and Yahoo when they want to find something on the internet. Our objective is to be found because the metatags (title, description and keywords) and terms used in our site are relevant to a customer's search. When someone clicks on our site after finding us this way, they're coming to us for free!

That's why we tell other florists that they should focus on making their website's metatags relevant and specific to their site, their business and their location. This is an important step toward getting customers to find your site.

Finally, through the efforts of FTD, we have subscribed to Constant Contact's email marketing service. This has permitted us to contact our existing internet customers on a regular basis, offer them specials, and encourage them to shop with us again. This has helped us develop more loyal customers who buy from our [citifloral.com](http://citifloral.com) website on a more frequent basis.

We're proud of our [citifloral.com](http://citifloral.com) website and invite other florists to visit our site to see what the collaboration of FOL and one FTD florist can produce.

## ARE YOU YOUR OWN WORST ENEMY? MONITORING COMPETITION AND YOURSELF

Written by: Jonathan Morrissey Rich Mar Florist in Allentown, PA



THERE ARE TWO SCHOOLS of thought on competition. One is to "keep your friends close and keep your enemies closer." The other thought is that "you are your own worst enemy." As America becomes more service based, which has been the recent trend, florists and other service based companies will have to look inside to defeat competition.

Your shop can have the best prices and best product, but poor service and poor guarantees on your product can be a downfall on any company. I have spoke to many florists who call and order a product from their competition and rate that product. I think that is a good idea, but remember that florists are in an industry that basically anyone can copy any of your products or ideas.

This is where service and product presentation come into play. Florists need to offer the best service they possibly can. Customers have become used to the fact that all products should have a guarantee of some sort. Do you offer a guarantee?

If someone calls and complains, will you replace their flowers or hang-up? Product presentation will differentiate you from your competition.

When a customer walks into your store, you want them to feel welcome and awed. Your customers want choices and product substitutions (i.e. gift items); they do not want to buy from empty shelves. Do you offer substitutions on potential orders? Do you push new products to give customers more choices? If you walked into your own store for the first time, would you feel welcomed and in awe?

If you have been shopping your competition lately, when was the last time you shopped at your own store? Corporate identity is formed from the inside to the outside. Make sure that everyone in your company understands how important customer service is. As the owner or manager you set the pace for the entire company. Customer loyalty is far more valuable than any discount or sale your competition can offer. Go the extra mile for them and they will not forget about you!

## YES WE CAN! THESE THREE LITTLE WORDS CAN MAKE A BIG DIFFERENCE

Written by: Arthur F. Conforti of Beneva Flowers & Gifts Inc. in Sarasota, FL



AT BENEVA FLOWERS & Gifts, I believe that these three little words can make a big difference- Yes we can!

I have operated Beneva Flowers for 19 years and am proud of the business and loyalty that has led to the success of Beneva Flowers & Gifts Inc. Voted the number one florist in the area for seven consecutive years, I claim my success has been a result of quality products delivered in a timely manor and a "Yes we can!" attitude of my staff.

I bought the business from my father in 1992 and I was never allowed to say no. Not to dad or a customer. Today, it is still the same. Dad doesn't take no for an answer and it is out of the question to say no to a customer. I have always believed that if we could not do it, then we were not doing our very best. Success is hard to achieve without commitment.

Today, our industry is struggling competing with large companies, grocery stores and national

marketers. What we have is what they struggle with, the "Yes we can!" attitude and commitment. We can do what they can do. Reach out and make it happen.

Employees at Beneva Flowers wear buttons that say "Yes we can!" as do the signs hanging through the store. I offer these to any shop who would like to also brand this promise. After all, your customer should know your commitment so they don't hesitate to make a request.

We all need each other to survive. The better we handle customers, the more people will look locally to place orders, rather than nationally.

Call and order from a national company. Look and see just how curious those operators are. Remember the next time you answer a phone, a smile has a voice. Do you smile when you answer the phone?

We need to start somewhere, how about at the sales counter or the phones.



## MEMBER RECEIVES SURPRISE VISIT FROM GOVERNOR

DOUG JACKSON OF **DOUG'S FLOWERS & GIFTS** IN Strong City, KA was surprised with a visit from the Kansas Governor, Kathleen Sebelius. The Governor was in the area to announce the details of a grant for a 10,000 acre National Tallgrass Prairie Park Preserve that Doug assisting in developing while he was the mayor of Strong City.

"It was a real treat to have the Governor of Kansas personally thank me for my efforts in helping form the park," said Doug.

Doug also served as a council member and currently serves as a planning commissioner for the city.

Doug's Flowers and Gifts has been an FTD Member since 1979.



The Kansas Governor enjoys her visit with Doug Jackson of Doug's Flowers and Gifts.

## PUERTO RICO FLORISTS SUPPORT FTD



(1) FTD Field Business Consultant Nancy Alvarez visits with Julio Jimenez and his son Jose Jimenez of **Zuazo Floral Designs** in Saun Juan, Puerto Rico. Zuazo Floral Designs has been an FTD Member since 1982. (2) Jonathon Pabon of **D'Flor Flowers and Gifts Shop** in Puerto Rico County, Puerto Rico proudly stands in front of the D'Flor delivery van that has an FTD logo. D'Flor Flowers and Gifts Shop has been an FTD Member since 2000. (3) James and Eunice Pike of **Pike's Flower** in Puerto Rico County, Puerto Rico support FTD by displaying marketing materials in their shop. Pike's Flower Shop has been an FTD Member for 25 years.



## KENTUCKY FLORIST ATTRACTS CUSTOMERS WITH FREE ROSES

KUDOS TO **GILLILAND FLOWER SHOP** IN Stanford, KY for generating a buzz around town with their creative marketing campaign. Each week, the florist places a sign in front of the shop that says "If your name is \_\_\_\_\_, come in for a free rose." The name changes every day and is chosen at random.

"The sign drives customers to the shop to see what the name of the day is," said Rod Bradshaw, owner of Gilliland Flower Shop.

Gilliland Flower Shop has been an FTD Member since 1986.



A customer stops in Gilliland Flower Shop to receive her free rose from Nancy Bradshaw.



Nancy Bradshaw displays the sign that attracts customers into Gilliland Flower Shop.

## SPRINGFIELD FLORIST WINS PEOPLE'S CHOICE AWARD

CAROL SCHEMP, JUDIE RAYNOLDS, BRENDA Semon, Ann Sutton and Cathy Cordier of **White Oaks Flower Shoppe** in Springfield, IL won the hearts of their community with their snowman Christmas tree at the Springfield "Festival of Trees." A local hospital hosts the fundraising event each year and displays the decorated trees throughout the holiday season.

White Oaks Flower Shoppe has been an FTD Member since 1986.



White Oaks designed and submitted a tree decorated as a snowman on a beach. This clever design won the "People's Choice Award" and gave the White Oaks staff something to be proud of.

Carol Schempp, owner of White Oaks Flower Shoppe, proudly displays her winning Christmas tree at the "Festival of Lights."

## MEMBER HIGHLIGHTS



(1) Dan Pierce of **Wild About Flowers** in Dallas, TX shows off his wide range of floral arrangements and gift choices in his shop. Wild About Flowers has been an FTD Member since 2004. (2) Pam and Toby Bills of **Joshua Flowers and Gifts** in Joshua, TX stand in front of a display in their shop that is full of beautiful flowers and plants. Joshua Flowers has been an FTD Member since 2005. (3) FTD Regional Vice President John Hurdt and FTD Field Business Consultant Jayla Love join Darby Murray and Jeanie Murray of **Rockwall Flower Shop** in Rockwall, TX at the McShan Charity Golf Tournament in Dallas, TX. Rockwall Flower Shop has been an FTD Member since 1989. (4) Lydia Bryant, owner of **Sulphur Springs Flower Shop** in Sulphur Springs, TX, proudly stands in front of her shop's sign. Sulphur Springs Flower Shop has been an FTD Member since 2004. (5) FTD Field Business Consultant Dave Galvin pays a visit to Lisa Bonnie Havley and staff of **Havelly's Florist** in Rutland, VT. Havelly's Florist has been an FTD Member since 1978. (6) FTD Regional Vice President Jim Weedon joins Rosemary LaSusa, Ron LaSusa and Theresa Morgan of **Rosemary's Flower Shop** in Wappingers Falls, NY. Rosemary's Flower Shop has been an FTD Member since 1957. (7) Christine Widemann, owner of **Bouquets by Christine & Sweet Shop** in Hopewell Junction, NY, spends time with FTD Field Business Consultant David Leavitt. Bouquets by Christine has been an FTD Member for 17 years.



## FTD INTRODUCES NEW! ONLINE CLEARINGHOUSE STATEMENT & BILL PAYMENT CENTER

VIEWING AND PAYING YOUR FTD CLEARINGHOUSE Statement has never been easier with the NEW! Online Clearinghouse Statement and Bill Payment Center. Check it out today by visiting [www.FTDi.COM](http://www.FTDi.COM).

The Online Clearinghouse Statement and Bill Payment Center is simple and safe to use. For your convenience, the NEW! Online Statement is set up to look just like the paper version of your Clearinghouse Statement. FTD is also using SSL Secured encrypted pages to ensure that your billing information and online payments receive the proper security.

Here's what other members are saying about the new Online Clearinghouse Statement and Bill Payment Center:

*“The new lay-out is much more professional and far easier to go through.”*  
 – Jake Spoor of **Vernon Flower Shop** in Vernon, British Columbia



*“We like paying our bills online and try to use this option whenever feasible. It's very forward thinking of FTD to provide this option as convenience.”*  
 – Mary Wilkins of **Tulsa Blossom Shoppe** in Tulsa, OK

*“The online bill is more immediate and you do not have to wait until the actual bill comes to do the verification process of orders sent and received and product and services received.”*  
 – Eileen Blain of **Canon Floral Company and Greenhouses** in Canon City, CO



*“The Online Clearinghouse Statement looks just like the one we get in the mail. I really liked the new online statement because it's easier to read and you can print off each page separately.”*  
 – Cynthia Gutowski of **C & G's Unlimited** in Houston, TX

With the NEW! Online Clearinghouse Statement and Bill Payment Center you will also be able to:

- Receive an email notification when your statement is ready to view
- View your statement online the first week of each month
- Pay your statement online with a credit card or check

For more information about the NEW! Online Clearinghouse Statement and Bill Payment Center call FTD Member Services at 800-788-9000.

## COFFEE AND TREATS ATTRACT CUSTOMERS TO GRAND OPENING

A BLOOM ABOVE IN NAPERVILLE, IL INVITED THE community to the grand opening of the shop in June. Customers enjoyed desserts, coffee, and exciting giveaways.

“We had a great turnout. We gave away magnets with coupons offering free delivery and free roses to encourage customers to come back to the store,” said Carol Gioia, owner of A Bloom Above.



Sue Fehling (right), manager of A Bloom Above, spends time with customers at the grand opening.



Employees of A Bloom Above take a moment to pose for a photo.



Customers enjoy each other's company during the shop's grand opening.



A Bloom Above supports FTD by displaying the FTD logo in the shop's window.

## FTD MEMBERS FIND INSPIRATION AT AIFD CONFERENCE

FTD WAS PROUD TO SUPPORT THE AIFD National Symposium. Members enjoyed four days filled with educational programs, awards, and opportunities for fun. FTD sponsored designer Gregor Lersch who presented “On Search for Inspiration,” which focused on impulses that give designers inspiration such as emotions and culture.

“Gregor Lersch's design program was very well-received by attendees,” said Eric Grammer of AIFD.



FTD Members and staff enjoy themselves at the AIFD Awards and Induction Celebration. Pictured are George Mitchell AIFD of Orland Park Flowers in Orland Park, IL, Society of American Florists Executive Vice President and CEO Peter Moran, Janet Justus of FTD, FTD Design Instructor Tina Stoecker AIFD and Dick Schooler of FTD enjoy themselves at the AIFD National Symposium.

FTD Design Instructor Deborah De La Flor AIFD and her husband dance the night away at the AIFD Dinner and Dance celebration.



Gregor Lersch's “Inspirational” arrangements are showcased at the AIFD National Symposium.



Gregor Lersch creates unique and inspirational designs during his program “On Search for Inspiration.”



# THE COUNTDOWN BEGINS TO THE LARGEST FTD MEMBER GOOD WILL EFFORT!

**The 11th Annual FTD Good Neighbor Day is Wednesday, Sept. 7, 2005.**

THOUSANDS OF FTD MEMBERS ACROSS THE U.S. and Canada are gearing up for the 11th annual FTD Good Neighbor Day. Hundreds of members have already signed up online and downloaded their free marketing kits.

This Sept. 7, 2005 marks the 11th annual goodwill event for FTD Members. The idea of Good Neighbor Day was founded in 1994 by FTD Member Brook Jacobs, owner of Greenbrook Flowers in Jackson, MS. After a tremendously beneficial outreach in his community, Jacobs asked FTD to invite all florists to participate and spread goodwill. Now thousands of florists celebrate neighbors and their community by giving away millions of flowers and spreading the Good Neighbor Day message around North America.

Florists who have found success with FTD Good Neighbor Day recommend getting local media involved and using them to help spread the story, as well as local sponsors. The free FTD Good Neighbor Day marketing kit provides FTD Members with "how to" directions, materials and templates for outreach, advertising and public relations efforts. All of the FTD Good Neighbor Materials are available FREE online at [www.FTDi.COM](http://www.FTDi.COM). Templates area easy to use and available in Microsoft Word so that members can download, personalize, print and start their outreach! To register your participation in FTD Good Neighbor Day or to receive a publiclisting as a participating florist on FTD.COM (deadline August 19), visit [www.FTDi.COM](http://www.FTDi.COM)

FTD Fresh Flowers offers incredible deals on the freshest roses and carnations – direct from growers to your door – in order to help make FTD Good Neighbor Day the most affordable community outreach for you. Check out the FTD Good Neighbor Day specials below and call FTD Fresh Flowers today!

## 12 STEM CARNATION BUNCH

- Packed 40 per case
- Monochromatic Bunches, Assorted Case
- FTD Member Cost: \$3.07 Including Delivery

## 12 STEM ROSE BUNCH

- Packed 40 per case
- 50% Red, 50% Assorted Colors
- FTD Member Cost: \$4.05 Including Delivery

**Call FTD Fresh Flowers at 1-866-521-8590. Or send your order via fax to 630-521-8598. FOB Miami pricing available. Not available in Canada. Alaska and Hawaii have additional charges. Prices valid for all orders placed for delivery between August 31st and September 7th. Taking orders now.**



(1) Johanna Davids, owner of **Don's Own Flower Shop** in Geneva, NY, celebrated FTD Good Neighbor Day and received an incredible media story in the Times titled "Good Neighbor Day Will Return To City". (2) Pam Wolbert (right), owner of **Park Avenue Florist** in Orange Park, FL, hands out the first bouquet of roses to her first customer on FTD Good Neighbor Day. (3) Customers line up at **Rish Flower Shop** in West Columbia, SC for their most successful FTD Good Neighbor Day event to date. Owner Mrs. Edith Rish is celebrating her 51st year in business. (4) **Mountain Memories Florist** in Crothersville, IN enjoyed local newspaper coverage including great photographs of their roses and shop. (5) Bob Bryant, owner of **Flowers by Robert Taylor**, showcases his FTD Good Neighbor Day signage in front of his shop. (6) A customer at **Beneva Flowers and Gifts** in Sarasota, FL shows how exciting it is to receive a flower for FTD Good Neighbor Day. (7) Staff from **Jean's Flower Shop** from Hamilton, Ontario shows off their matching shirts on FTD Good Neighbor Day.





## FTD MEMBER PROVIDES MAJESTIC ARRANGEMENTS FOR A ROYAL VISIT

YOUR FLORIST LTD OF EDMONTON, ALBERTA was thrilled to be awarded the provincial floral contracts for Queen Elizabeth's visit to Edmonton in May.

Lynne McAlpine, owner of Your Florist Ltd. and her team worked in conjunction with the director of operations for the government house of Alberta to provide designs for the two provincial events that were attended by Her Majesty Queen Elizabeth and Prince Phillip.

Lynne and her team were featured on A Channel live, showcasing the arrangements as they were being built for the main event.

Your Florist Ltd. has been an FTD Member since 2003.



The Your Florist staff prepares for Her Majesty Queen Elizabeth's visit.



Her Majesty Queen Elizabeth attends a dinner at the Westin Hotel in Edmonton, which Your Florist Ltd. provided breathtaking floral arrangements for.

## FTD Upcoming Events

**Aug. 26-28, 2005**

### **Southern Retail Florist Association Convention**

Charlotte Convention Center • Charlotte, NC

Featured FTD Design Program: "Put some Pizzazz in your Everyday Work" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact the Southern Retail Florist Association at 804-986-1701 or visit their website at [www.southernretail.org](http://www.southernretail.org). Look for FTD Team Members Brad Coggins, Keith Bock, Dick Schooler and Marci Chapman.

**Sept. 9-11, 2005**

### **Chesapeake Floral Association Convention**

Tidewater Inn • Easton, MD

Featured FTD Design Program: "Get Me to the Bank on Time" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Penny Bradford at 410-208-0579 or Gina Fries at 302-697-3273. Look for FTD Team Members Chad Eggleston, Wendy Stones, Dave Mellin and Dick Schooler.

**Sept. 9-11, 2005**

### **Illinois State Florists' Association Fall Conference**

Crowne Plaza O'Hare • Rosemont, IL

Featured FTD Design Program: "Holiday Magic...or Mayhem" presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Jerry Hankins at 800-416-4732 or visit [www.illinoisflorists.org](http://www.illinoisflorists.org). Look for FTD Team Members Dina Dandelles and Sarah Andersen.

**Sept. 10-11, 2005**

### **Iowa Florist Association Convention**

Holiday Inn • Amana Colonies, IA

Featured FTD Design Program: "Garden Gorgeous or Organic Originals" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact Marcia Goodman at 319-339-1023. Look for FTD Team Member John Wearda.

**Sept. 10-11, 2005**

### **North Dakota State Florists Association Convention**

International Inn • Minot, ND

Featured FTD Design Program: "Put some Pizzazz in your Everyday Work" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact Gabriel Krantz-Nelson at 800-827-4855. Look for FTD Team Member Pam Adler.

**Sept. 13, 2005**

### **Your Florist Association Vendor & Design Show**

Lucas County Recreation Center • Maumee, OH

Featured FTD Design Program: "Let it Snow While it's Slow" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Becky Pegorsch at 419-893-3220. Look for FTD Team Member Steve Huebner.

**Sept. 13-14, 2005**

### **CanWest Hort Show**

Vancouver Convention Centre • Vancouver, BC

Featured FTD Design Program: "Party & Wedding Centerpieces – A Floral Spectacular" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact the BC Landscape & Nursery Association at 604-574-7772. Look for FTD Team Member Tammy Sablic.

**Sept. 16-18, 2005**

### **Ozark Florist Association Convention**

Holiday Inn • Joplin, MO

Featured FTD Design Program: "Let it Snow while it's Slow" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Butch Johnston at 800-441-6486. Look for FTD Team Member John Calhoun.

**Sept. 17-18, 2005**

### **Maine State Florists' & Growers' Association Fall Convention**

Hilton Garden Inn • Freeport, ME

FTD sponsored design program. For registration information, contact Rhonda Little at 207-723-9016. Look for FTD Team Member Dave Galvin.

**Sept. 21, 2005**

### **Bill Doran & FTD Holiday Open House**

Bill Doran Wholesale • Omaha, NE

Featured FTD Design Program: "Holidays in Bloom" presented by FTD Design Instructor J. Keith White AIFD. For registration information, contact Sylvia Samuel at 402-731-5253. Look for FTD Team Member Pam Adler.

**Sept. 23-25, 2005**

### **Idaho State Florists Association Convention**

Red Lion Hotel • Idaho Falls, ID

Featured FTD Design Program: "Party & Wedding Centerpieces – A Floral Spectacular" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact Deborah Lyon at 888-821-2426. Look for FTD Team Member Dan Goulet.

**Sept. 24-25, 2005**

### **Wisconsin & Upper Michigan Florists Association Fall Convention**

Kalahari Resort • Wisconsin Dells, WI

Featured FTD Design Program: "Use it up, Wear it out, Make it do or Do without" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact Jeanne Rhodes at 262-246-4944 or via email at [wumfa@wi.rr.com](mailto:wumfa@wi.rr.com). Look for FTD Team Members Kate Bank and Dick Schooler.

**Sept. 24-25, 2005**

### **Alabama State Florists' Association Christmas Show**

Dothan National Golf Course & Hotel • Dothan, AL

FTD design program presented by FTD Design Instructor John Klingel AIFD. For registration information, contact Christie Stephenson at 334-684-2594. Look for FTD Team Member Michael Woodson.

**Sept. 25, 2005**

### **Louisiana Wholesale Florists Fall/Christmas Open House**

Louisiana Wholesale Florists • Baton Rouge, LA

Featured FTD Design Program: "Holiday Magic...or Mayhem" presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Brenda Stewart at 800-738-2837 or 225-756-1100. Look for FTD Team Member Jackie Harrell.

**Sept. 28 – Oct. 1, 2005**

### **Society of American Florists Annual Convention**

Ritz Carlton – Lake Las Vegas • Henderson, NV

For registration information, contact the Society of American Florists at 703-836-8700, or visit their website at [www.safnow.org](http://www.safnow.org).

**Oct. 22-23, 2005**

### **Ontario Florist Conference**

Taboo Resort & Conference Center • Muskoka Beach, ON

For registration information, contact FTD at 800-788-9000 x6240 or register online at [www.ftdi.com/ofc/](http://www.ftdi.com/ofc/). Look for FTD Team Members Tim Casson, Tammy Sablic, Jason Gleaves, Angelo Pace, Marc Farand and Frank Stornelli.



## GET READY FOR THE HOLIDAYS WITH FTD BOUQUETS!

BE SURE TO GET CODIFIED FOR THE NATIONALLY advertised Fitz and Floyd® Bouquet presented by FTD, the FTD Thanksgiving Bouquet and the FTD Christmas Bouquet. They are the perfect consumer solutions for gift-giving, entertaining and getting in the holiday spirit!

Spread the word about these incredible products with the FTD Marketing Kit. It includes quality shop posters and a workroom calendar. Ad slicks, radio scripts and telephone reference sheets help you reach out to your customers and drive business into your shop. These items are available at [www.FTDi.COM](http://www.FTDi.COM) for free downloads and are featured in the Canadian Directory!



The Fitz and Floyd® Bouquet Presented by FTD



The FTD® Thanksgiving Bouquet



The FTD® Christmas Bouquet

**MARKETPLACE™**  
1-800-767-4000

**Codification Deadline  
September 7th!**

## FTD FLORISTS GIVE TECHNOLOGY TRAINING HIGH PRAISE

CLASSROOM TRAINING IS AVAILABLE AT FTD'S Corporate Headquarters in Downers Grove, IL for new and existing technology customers! This state-of-the art facility includes 10 classroom-style workstations enabling users to train simultaneously. These workstations access both FTD Mercury and Advantage platforms, including the exciting Mercury Delivery and Mercury Marketing modules. All classes utilize FTD's training database to simulate actual shop processes. While at FTD's Headquarters, members will also receive personalized tours of the company and become better acquainted with other areas within FTD.



FTD Members Diane Simmons, Laura McNelly, DeAnne Vigue, Mona Pease and Shelley Pease take a break from a technology class at FTD Headquarters.

### WHAT FLORIST'S ARE SAYING

“Thanks again for making the arrangements for the workshop! We absorbed a lot and really appreciated the hotel and meals. Hope we can come again sometime. The tour was especially interesting to me, as well as meeting our Marketplace rep.”  
— Sally and Doug Spurlock of **Goshen Floral & Gift Shop** in Goshen, IN

“We just wanted to write you a note and let you know how much we enjoyed our visit to headquarters. We were all very pleased with our training. Patty was so patient and kind. Amy was great about all our special needs. Everyone was terrific. Thank you so much for a great opportunity.”  
— Shelley Pease of **Shelley's Flowers & Gifts** in Waldoboro, ME

“I learned a lot at the training class. The interaction with the FTD Staff really made the class well worth it.”  
— John Quintanillo of **Golden Rose Florist** in Rosemead, CA

### BEYOND THE BASICS

Mercury Technology is committed to providing you with a variety of training choices. The training sessions are designed to concentrate on the advanced features and concepts of Mercury Technology.

Training includes topics such as:

- Customizing Your System
- Order Entry Tips And Tricks
- Point Of Sale Customization
- Wire Reconciliation Reporting
- Marketing & Delivery
- General Ledger
- Accounts Payable
- Costing

Training schedules are available online at [www.FTDi.COM](http://www.FTDi.COM). Please call 800-669-1000 x6855, or e-mail at [technologyeducation@ftdi.com](mailto:technologyeducation@ftdi.com) for additional information.



## 2006 FTD CALENDARS

ORDER YOUR 2006 FTD CALENDARS TODAY! Order early because quantities are limited.

### HERE ARE A FEW MARKETING TIPS TO HELP YOU USE THE CALENDARS:

- Use as an incentive during your shop's holiday open house
- Attach one to each outgoing order
- Display them as take-ones on your shop counter
- Enclose them in monthly statements

Call FTD Marketplace at 1-800-767-4000, press 1, then 3 and then 3 again for pricing and quantity discounts. Your very own Imprint Specialist will guide you through the process.



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