



FTD Newsletter © 2003, FTD

Newsletter



FTD *Warms Up*
Holiday Season
with Incredible
Member Events



Message From Bob

Chairman, FTD, Inc.



Happy Holidays!

As we work hard through one of the busiest holidays of the year, I wanted wish you and your families the happiest of holidays! This is an important time to spend with family and friends, and I hope you all get the opportunity to enjoy the season and the magic it brings at this time of year.

As we close 2003, FTD looks back at some of our successes over the past year and we look forward to an exciting New Year with all of you. The year 2003 has brought FTD Members more profitable products, services and programs. From the launch of the new FTD Mercury technology product, the introduction of 'JAWS' (Just Add Water & Sell) and another energized member Convention to closing the year with the Waterford Holiday Heirlooms Bouquet presented by FTD - a sure fire hit for this holiday season - and a new Co-op advertising program, we are offering members new ways to grow their business. We also expanded our education programs in the industry and introduced a new member forum, FTD FOCUS - an event that reiterates FTD members' interest in helping grow their businesses through education and networking opportunities.

Our "Member First" strategy will continue to be our focus in 2004 as we strive to be the best business partner for you. We will continue to offer you choices in products, services and programs that provide profitable solutions for your business and help you compete at all levels in your market. In addition, we will continue to build on new business ideas that increase the strength of our partnership with you as we look for new ways to increase your sales and grow your bottom line.

On New Year's Day, we will kick off 2004 with our 51st year of participation in the Tournament of Roses Rose Parade. Our float will showcase the FTD Brand to millions of viewers surrounded by a record breaking 100,000 roses on our float, "FTD Love Songs." Additionally, we'll reach new levels of Brand exposure through this historic Parade with our float riders, reality TV celebrities Trista Rehn and Ryan Sutter from "The Bachelorette". As we turn our focus in the new year to love, romance and Valentine's Day, I invite you to share in the pride of the FTD Brand and be sure to tune into your local TV stations to watch the FTD float in the Rose Parade on January 1, 2004 on all major network and cable stations.

As we optimistically look to 2004, I urge all FTD Members to take a look at their businesses and the new ideas FTD has for you. Engage your local FBC and regional manager in your business so that they can provide tools that may help. We have come a long way in a decade that has brought many changes to FTD. However, the strength and reputation of FTD has been built and guided always by its members. I look forward to growing our partnership and creating yet another year of successes with all of you.

On behalf of everyone at FTD, we wish you and your families the happiest and healthiest of holidays!

As always, feel free to contact me at bnorton@ftdi.com.

Watch the Rose Parade on January 1, 2004 for your FTD Brand Float!



FTD is proud to continue increasing FTD Brand exposure through participation in the most historic floral event in the world - the Rose Parade! This year, FTD will represent love stories everywhere with your 51st Rose Parade Float called "FTD Love Songs". This incredible floral display will present a record-breaking 100,000 roses for all viewers to see.



Additionally, FTD is proud to invite the most popular reality TV couple Trista Rehn and Ryan Sutter to ride the FTD float representing the newest in love stories. The happy couple met on ABC's "The Bachelorette" and continued their journey with all of America watching as they wed on ABC's special series "Trista and Ryan's Wedding". Millions of fans will watch as Trista and Ryan, surrounded by roses galore, as they partner with FTD to showcase love stories on the FTD Float.



Be sure to watch the Rose Parade on January 1, 2004 - check your local listings for the channel and time in your city.

UPCOMING EVENTS

Visit www.FTDi.COM for all FTD events and education programs.

Jan. 16-18, 2004

Florida State Florists' Association Mid-Season Conference
Ocala Hilton · Ocala, FL

Featured FTD Education Program: "Improving Productivity While Controlling Costs" presented by FTD Field Business Consultant Jill Weishaupt
For registration information, contact Joan Grant at 352-694-3323.
Look for FTD Team Members Chris Bordes and Jill Weishaupt.

Jan. 18, 2004

AIFD Across America
A to Z Wholesale · Santa Ana, CA
FTD sponsored luncheon

For registration information, contact Beverley Ireland AIFD at 619-588-2377 or via email at bev@jasminecreek.sdcxmail.com.
Look for FTD Team Member Amy Lepore.

Jan. 18, 2004

Alabama State Florists' Association Bridal Show
Pickwick Center · Birmingham, AL

Featured FTD Education Program: "Improving Productivity While Controlling Costs" presented by FTD Division Sales Manager Bryan Whitehouse
FTD sponsored design program
For registration information, contact Buddy Robbins at 205-648-2002.
Look for FTD Team Member Bryan Whitehouse.

Jan. 21, 2004

Long Island Retail Florists Association Meeting & Design Show
Milleridge Inn (Carriage House) · Jericho, NY (L.I.)

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 Ken Beebe at 631-665-8877.
Look for FTD Team Members Andrew Himmelstein and Jim Weedon.

Jan. 23-25, 2004

Kentucky Florists' Association Convention
Denver Merchandise Mart · Denver, CO

Featured FTD Design Program: "Supporting Creativity with Alternative Mechanics" presented by FTD Design Instructor Toomie Farris AIFD
For registration information, contact Pam Gaddie at 800-264-1825.
Look for FTD Team Members John Howe and Tom Toth.

FTD ANNOUNCEMENTS

FTD Announces Two New Regional Managers Added to Member-Focused Field Staff

FTD is proud to announce the addition of two new regional managers, Jim Weedon of New Hyde Park, NY and Rick Davis of Doylestown, PA, to the FTD field team serving FTD customers. The addition of two new regional managers supports the FTD Member First Strategy, FTD's commitment to the highest level of service to each and every FTD Member.



Jim Weedon

Weedon joins FTD as the Regional Manager of Region 1, which covers the Northeast United States, leading a team of nine FTD Field Business Consultants with his commitment to customer service supporting FTD florists. Weedon brings 14 years of personal experience and more than 20 years of family experience in the floral industry to FTD, and is confident FTD florists are the most dedicated to the growth and betterment of the floral industry.

"I am eager to represent the FTD Brand based on its world-wide name recognition and its team's commitment to serving their customers." - Jim Weedon, FTD regional manager, Region 1



Rick Davis

Davis joins FTD as the Regional Manager of Region 2, which covers some Northeast and Southeastern United States, leading a team of 11 FTD Field Business Consultants with his nine years of industry experience and excitement about FTD's path of growth for its members and the floral industry. Davis feels that recent changes in the floral industry are evident that there are incredible opportunities for FTD florists now and in the future, and that FTD's team is committed to this growth.

"This is an exciting time for the floral industry. I am looking forward to serving FTD florists, whose passion in their businesses is top of mind for every FTD representative who services them." - Rick Davis, FTD regional manager, Region 2.

"Our field team of more than 80 representatives across the U.S., Canada and Latin America is the face of FTD for our customers. Both Jim and Rick are a great addition to continue our efforts in supporting FTD florists and helping build our customers' businesses through the quality of the FTD Brand and its products and services. I have known each of them for numerous years and have always believed that they belong on the FTD Team." - George Kanganis, executive vice president, FTD sales

FTD's field team now consists of seven regions, covered by more than 80 consultants across the U.S., Canada and Latin America. For contact information about your FTD Field Business Consultant, visit www.FTDi.COM and click on Find Your FBC.

The FTD Product Advisory Board Holds Semi-Annual Meeting



Recently, the FTD Product Advisory Board of twelve members met at FTD Headquarters to once again work closely with FTD Marketplace to choose FTD Branded products for upcoming holidays. FTD Members provide feedback on best choices for containers, florals and price points and continue to help FTD offer the best products and services to sell. The main charges of the bi-annual meeting were as follows:

- Review consumer research to determine containers and recipes for Fall 2004 FTD codified products.
- Review new recipes and containers for the everyday FTD Branded line.
- Review initial concepts for Spring 2005 and discuss.
- Review FTD Florist research on the Selections Guide and review recommended changes.



The information gained through the consumer research conducted by FTD and a third party research firm was helpful to determine the best choices for containers, florals and price points. Some of the key learnings taken from the consumer research were directly attributed to choices made for 2004 holiday; stay tuned for new product announcements from FTD Marketplace.

The current FTD Product Advisory Board is:

Keith Hill
BEAVERTON FLORISTS, INC.

Carol Bice
BICE'S FLORIST INC.

Danny Sexton
KISSIMMEE FLORIST

Karen Koven
KAREN'S FLORAL EXPRESSIONS

Nancy Griemann
RICHFIELD FLORAL & GARDENS, INC.

Tyann Mooney
CREMER FLORIST & GREENHOUSES

Joseph Griggs
CANDLELITE FLORIST

Celiane Berthiaume
FLORAL DESIGN

David Heroman
HEROMANS

FTD SWEEPSTAKES

**LAST CHANCE
TO WIN!**

FTD Sun, Sand and Sending Sweepstakes

Send FTD and Get a Chance to Win a Trip to the U.S. Virgin Islands

FTD is giving away thousands of dollars in prizes in the FTD Sun, Sand and Sending Sweepstakes, where one florist will win an exclusive trip for two to the luxurious Ritz Carlton St. Thomas Resort and Spa. No purchase necessary to enter or win. A purchase will not improve your chances of winning over mail-in entries.

Send FTD and Win!

Every FTD Florist who enters has the opportunity to win in the FTD Sun, Sand and Sending Sweepstakes. Just send your orders FTD! Now through December 31, 2003, all FTD Florists who send their orders via FTD will automatically be entered into the sweepstakes. Every order sent FTD constitutes an entry, so the more you send FTD, the more entries you will receive.



Prizes Galore

FTD is giving away thousands of dollars in prizes. The grand prize is a fabulous trip for two to the exclusive Ritz Carlton Resort and Spa on the luxurious St. Thomas U.S. Virgin Islands. Other prizes are three FREE trips the magnificent Las Vegas Venetian Resort and Casino to attend the 2004 FTD Floral Extravaganza, five portable DVD players and ten American Express gift certificates for \$125 each.

Just Send FTD

Every FTD Florist has the opportunity to win this fabulous grand prize; all you need to do is send your orders FTD. All winners will be selected, at random, on or before January 23, 2004 and will be notified by telephone. No purchase necessary. A purchase will not improve your chances of winning.



GRAND PRIZE: One (1) Trip for Two to the luxurious Ritz Carlton St. Thomas Resort and Spa U.S. Virgin Islands. Includes five days/four nights hotel, most meals/beverages, a \$300 credit for spa treatments, airfare and ground transportation to and from the hotel. [Approximately \$5,500 value.]



FIRST PLACE PRIZE: Three (3) Trips for Two to the 2004 FTD Floral Extravaganza at the Las Vegas Venetian Resort and Casino. Includes two night hotel accommodations, airfare and registration for two people to the FTD Convention. [Approximately \$3,000 value each.] Three winners. [Total Value Approximately \$9,000.]



SECOND PLACE PRIZE: Five (5) Portable DVD Players. [Approximately \$300 value.] Five winners. [Total Value each Approximately \$1,500.]



THIRD PLACE PRIZE: Ten (10) \$125 American Express Gift Certificates. [\$125 value.] Ten winners. [Total Value \$1,250.]

More Information

Complete details about the FTD Sun, Sand and Sending Sweepstakes can be found at FTDi.COM, by contacting Member Services at 800-788-9000 or by e-mail at memberservices@ftdi.com.

GOOD LUCK and THANK YOU FOR SENDING FTD!

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING OVER MAILIN ENTRIES. Sweepstakes is open only to FTD Florists who are legal residents of the 50 United States, the District of Columbia, Puerto Rico and Canada and whose principal owners are 18 years or older as of the date of entry. Sweepstakes began October 1, 2003 in most states, unless otherwise indicated and ends December 31, 2003. Sweepstakes began November 1, 2003 in New York and Florida (due to registration and requirements of these states) and ends December 31, 2003. Employees, directors, agents, representatives and the judging organization of FTD and its affiliates and promotional parties are not eligible. Individuals taking the grand and first prize trips must be legal residents of the 50 United States, the District of Columbia, Puerto Rico and Canada and must be 18 years or older. Sweepstakes is subject to the complete Official Rules, which may be found on www.FTDi.com. Free method of entry available by sending in a 3 x 5 card on which the FTD Florist has printed its shop name, owner's name, mailing address, telephone number, and e-mail address (if available) to: FTD Sun, Sand and Sending Sweepstakes, c/o FTD, Inc. at 3113 Woodcreek Drive, Downers Grove, IL 60515. All U.S. mail-in entries must be postmarked no later than December 31, 2003 and received by January 16, 2004. Rules are subject to change.

FTD ADVERTISING

SIGN UP NOW!

FTD Offers Co-op Print Advertising For Mother's Day



The Laura Ashley™ Bouquet presented by FTD®

FTD is very pleased to continue its co-op advertising program - where you can receive a **FREE co-op listing** for your shop!

In the U.S., FTD will be running a two-page co-op ad in the May 2, 2004 FSI (special advertising insert within the Sunday newspaper), which reaches 60 million people and appears in 500 Sunday newspapers across the country. In Canada, FTD will be running a two-page co-op advertisement in the Saturday, May 1, 2004 *Canadian TV Guide*, which reaches thousands of Canadian consumers across the country.

Promotional Pricing:

The cost for FTD's co-op advertising is \$139 (\$200 CAN), but we have very special discounts on co-op ads when you purchase the FTD Mother's Day Bouquet (M1).

The discounted pricing below is based on purchases of M1 cartons or M1 combo packs.

U.S. Co-op Pricing

Co-op Ad Full Price: \$139
One M1 carton = \$100 co-op ad price
Two M1 cartons = \$70 co-op ad price
Three M1 cartons = **FREE co-op ad**
**Additional Shops = \$70/shop

CAN Co-op Pricing

Co-op Ad Full Price: \$200
One M1 carton = \$150 co-op ad price
Two M1 cartons = \$100 co-op ad price
Three M1 cartons = **FREE co-op ad**
**Additional Shops = \$100/shop

Call FTD Marketplace today at 1-800-767-4000 to place your order.

Christmas Advertising Highlights

FTD Brand advertising is reaching hundreds of millions of consumers this holiday season! Watch for your FTD Brand TV Commercial throughout the U.S. and Canada starting December 10th on popular primetime television shows and cable networks featuring the Waterford Holiday Heirlooms® Bouquet presented by FTD®!

**Directing
Consumers Right
to FTD Florists**



Friends, Law & Order, Las Vegas, Third Watch, Lyon's Den, The Today Show, A&E, HGTV, Lifetime, TBS, TNT



Scrubs, West Wing, Hockey Games, Bravo, Food, HGTV, Lifetime



Find your FTD Brand co-op print advertisement reaching more than 60 million consumers in most U.S. Sunday Newspapers' coupon section (Valassis FSI) and in the *Canadian TV Guide*! These print ads will feature direct contact information of FTD Members who signed up to participate!

FREE Ads!

As an FTD florist, you can utilize all of FTD's professionally designed TV, print and radio ads. Go to FTDi.COM to view and order these FREE FTD ads!

FTD Member Events *Warrior*

Congratulations to FTD Members increasing their shop awareness through local community events held at their shops. From anniversary celebrations to remodeling, to raising awareness and fighting breast cancer, FTD Members are bettering their communities, reeling in walk-in traffic, obtaining media coverage and new customers by holding incredibly successful events at their shops. If you are looking to increase your brand awareness in your shop and want ideas on how to use local events and community news outlets to spread your message, take a look at your fellow FTD Member's events and visit www.FTDi.COM for other public relations ideas.



Breast Cancer Awareness Events

FTD Members Donate Time, Money, and Flowers to help Fight Breast Cancer



In honor of an employee battling breast cancer, Norton's florist donated and decorated the main stage of "Race for the Cure" with large pink arrangements.

Norton's Florist, in Birmingham AL, had a special reason to support breast cancer awareness with three employees personally touched by the disease. Gus Pappas, owner of Norton's Florist, took on a large role in participating in the Susan G. Komen Breast Cancer Foundation "Race for the Cure" in Birmingham. Norton's donated 500 pink carnations to the "Survivors tent" allowing each breast cancer survivor who participated in the race to receive a pink carnation to wear. Additionally, Norton's Florist also donated teddy bears to the winners and decorated the stage with large pink arrangements in honor of the employees suffering from breast cancer.

FTD Member Jill Hansen, owner and founder of **The Finishing Touch** in Crete, IL, is a breast cancer survivor of 27 years. The decision to do something unforgettable to promote breast cancer awareness was not a difficult decision to make. The Finishing Touch gave St. James Hospital in Chicago Heights, IL 1,000 coupons for a free "Pink Ribbon" arrangement, valid after a woman receives a routine mammogram. The free "Pink Ribbon" Bouquet Promotion has gone over so well that there is talk that this may become a year-round promotion.



Van Belle's owner Martha Vandepol presenting Lynne Sevink, Volunteer Co-coordinator and breast cancer survivor, a check for the Canadian Breast Cancer Foundation as well as a beautiful bouquet of pink carnations.

"The customers were just tickled to receive the free flowers; we were very excited to participate in such a great cause. All the women who came in were a little sheepish to redeem their coupons. However when they were handed the bouquet their faces just lit up. It was all worth it." - Holly Milburn, co-owner of The Finishing Touch.

Van Belle's Flower Shoppe in Bowmanville, Ontario participated in a drive for the Canadian Breast Cancer Foundation by selling pink carnations. By donating a portion of each pink carnation sold during the month of October, the FTD Members were able to increase \$550.00 to help raise awareness. Since Van Belle's Florist shop quickly organized the event in only a few days - they are looking forward to raising even more money next year.

"The staff felt a true connection with the customers working together for the cause. Next year, we plan to have a team run in the Canadian Breast Cancer Run for the Cure, as well." - Martha Vandepol, owner of Van Belle's.



Winners of the "race for the Cure" in Birmingham, AL proudly display teddy bears provided by Norton's Florist.

Marshall's Florist & Fine Gifts is "Fighting breast cancer one carnation at a time" by participating the 6th annual "Think Pink Day" in Redding CA. Marshall's Florist, who has been a part of the "Think Pink" organization since the beginning, donated over 10,000 carnations and over 25,000 informational bags with breast cancer awareness materials, including a coupon for a free pink carnation.

Up The Holiday Season



Charles Kremp interviews with a local radio station that held an on-site broadcast of their radio show at the Kremps' open house.



FTD Spokesperson Merlin Olsen signs autographs for Kremps' customers - some fans drove more than 90 miles to meet Merlin Olsen and attend the shop events.



A newly engaged couple attends a wedding flower presentation by one of Kremps' lead wedding designers.

Kremp Florist Promotes New Showroom and Complete Renovation

Kremp Florist, a 50-year old family business of the Philadelphia area, invited their community to experience first-hand their new production efficiency at their grand opening of a complete store renovation. The Kremp family of parents Charles and Gina Kremp and their four sons Scott, Steve, Chad and Drew and their families, developed a non-stop Grand Re-Opening event including a private viewing for local florists and industry partners, a VIP Welcome Reception for invited guests, an official ribbon cutting with local officials, design, care and handling seminars, prize drawings, kids' activities, autographs by Merlin Olsen and media interviews.



The Kremp family takes a quick break at their Open House for a family photo. Each family member plays an essential role in running their business smoothly on a daily basis.

Veldkamp's Flowers and Gifts Hosts Community Shop Grand Opening

FTD Members at **Veldkamp's Flowers and Gifts** in Superior, CO brought more than 500 customers to their newly opened shop location through a ribbon cutting by their local Mayor Pro Tem, incredible floral displays of holiday arrangements, designing seminars catered to customers, flower giveaways, door prizes and kids activities. The seminars were a huge success and customers requested design classes to be offered on a regular basis.



Consumers browse new shop and attend seminars held as part of Veldkamp's Grand Opening.



Mark Hamilton, Mayor pro tem, Town of Superior (left), Ben Veldkamp III, President and CEO, Veldkamp's Flowers and Gifts, Inc, (center), Susan Spence, Mayor, Town of Superior (right) shake hands.

Jack Herb Florist Celebrates 125 Years with Local Event



John Herb and family breaks from their exciting event. Left to right: Lindsey, John, Lauren and Judy Herb

Jack Herb Florist in Mount Healthy, OH brought hundreds of consumers into their shop with an on-site city proclamation and a community celebration. To give back to their community while celebrating 125 years in business, the florists gave away free bouquets of roses in exchange for donations to their local Volunteers of America. Additionally, they drove in business by promoting a "Flowers For A Year" giveaway. Three generations of Herbs were present for the event showcasing their dedication to the industry and Cincinnati community.

"Holding a local event in Mount Healthy gave my family, employees and I an opportunity to not only celebrate our business, but also give something back to the customers who have kept our business thriving for 125 years. We were pleased that our government officials took time to visit the shop, as well as give a City Proclamation in our honor."

- John Herb, fourth generation owner of **Jack Herb Florist**

FTD FOCUS EVENT

FTD FOCUS Event Fosters New Relationships and Innovative Thinking For FTD Members

FTD Members from across the U.S. and Canada are taking progressive ideas back to their shops after the recent success of the FTD FOCUS meeting in Chicago. Based on member networking, idea sharing and education, the former YOM/POM program brought together open, innovative minds for a weekend of forums and discussion opportunities focusing on requested industry topics.

"The incredible feedback FTD has received from this event is a reminder to all FTD Members that the industry is consistently in need of progressive thinkers and expanded industry topics that are affecting members' businesses every day," said Bob Norton, chairman and CEO, FTD, Inc. "FTD FOCUS provides the forum, outside of their shops, to foster this growth and innovation - and gives us the opportunity to work together to become more profitable and stronger."

The meeting was kicked off with a welcome from FTD Member Frank Gallo, Jr., **Frank Gallo & Sons** in Schenectady, NY, sharing with attendees his thoughts on what the former YOM/POM program meant to him and his involvement in the floral industry. Gallo recognized some familiar faces in the industry that he grew with in this program and welcomed all new attendees as well.



The discussion groups began with FTD Member panel open forums on a variety of subjects such as technology, new product trends, labor costs and marketing your shop's web site. FTD kept the momentum going with guest speaker strategist Chip Eichelberger who brought an inspirational and interactive presentation to the luncheon featuring out of the box management ideas, self-driven motivational concepts and much more. The meeting continued with fast-paced round tables sharing best practices, and concluded on group tours to local FTD Florist shops, Ashland Addison Florist and City Scents in Chicago.



Based on attendee feedback, FTD will continue to provide a forum for FTD Members to share ideas through FTD FOCUS. To receive information on the next FTD FOCUS event, email ftdfocus@ftdi.com.

IDEA SHARING



FTD FOCUS EVENT

MOTIVATING EDUCATION



"This was my first large-scale industry event and I really enjoyed meeting everyone, learning about them and their shops and sharing experiences and ideas with them. I realized that our own shop has kept up with other shops of similar size in similar markets fairly well, but after hearing the many success stories of other florists; I am encouraged to take better advantage of industry resources in order to grow our business."

- Andrew Ramsey, **Floral Renditions** in Roanoke, VA

"I had been attending the YOM/POM seminars for quite a few years and gained a lot of great knowledge and ideas that have helped me grow my business, as well as make things easier for myself and my employees. This year, I brought my Sales Manager with me to the FTD FOCUS seminar. It's worth the investment. Not only does she help in implementing the things you bring back, but she feels like she's making a valuable contribution to the business. To fellow FTD Members, I would recommend not only the owners attending, but also bringing the key people in your business."

- Lorrie Anderson, **Country Florist of Waldorf** in Waldorf, MD

"FTD FOCUS is starting on the right foot, and we're happy to be a part of it. Everyone that attended the event certainly had their 'focus' on. We take away so many great ideas and different ways of looking at things- I hope we give back a fraction of what we take."

-Holly Milburn, **The Finishing Touch** in Crete, IL

SHOP VISITS



NETWORKING



"What a great FTD function! The round robins gave me a feeling that I was not the only florist to experience challenges in running a flower shop. Networking with other florists was, and can only be, a positive thing. I left feeling proud to be part of the FTD family."

- Bruce Cohen, **Bonnie's Flower Shop**, Chicago, IL

Chicago, Mercury Technology Users' Kind of Town



Shops from eighteen states gathered in Chicago to attend the Technology Users' Conference. Taking the opportunity to learn more about their FTD Mercury or Advantage systems was the one common component for the attendees, but otherwise the group was quite diverse. About 60 percent of the attendees had previously participated in a Users Group seminars. Each participant, whether new or experienced users, a small or multi store operation, walked away with plans to make their business stronger. Sixteen seminar options were offered at the program, so florists could choose the classes that would be most beneficial to their shops.

"I came back to my shop enthused from the training - bouncing ideas around with my peers was enlightening. I hope to add the Order Entry modules in the future."

- Shelley Carlson, **Gathered Blossoms Flower Shop and Gifts** in Otisville, MI

"This was our very first Users Seminar - it was fantastic! Each seminar offered new learning, and I really appreciated all the services that were included in the great two days."

- Lynn Beers, **A Dykstra Florist and Greenhouse** in Spring Valley, NY

"Having the one-on-one training in the Hands-On Lab reinforced the training that we received during our system installation. There is so much to learn initially, so the refresher was very helpful. We've already implemented some new procedures."

- Gretchen Catlin, **Aitkin Flowers and Gifts** in Aitkin, MN

"I have had Advantage for over fifteen years and still learn a lot every time I attend. I focused on the new Email Marketing and Designer Costing sessions this time around."

- Van McConahey, **McConahey's Flowers, Inc.** in Alton, IL



"I would recommend the Conference to anyone! Interacting with other florists is reassuring and sharing ideas and concerns is always beneficial. I was probably the newest user there since I've only been on the system since August. I still have a lot more to learn."

- Vinet McMillan, **Forget Me Not Florist** in St Louis, MO

New Dates for Mercury Users Conferences Announced

February 27, 28-29 New York City

All roads go to the Big Apple! The meeting sites are easily accessible from Penn Station, Grand Central Station, JFK and LaGuardia Airports.

Friday: FTD Mercury/Wings Seminar – One day registration with lunch is \$150 per person, second registration from the same shop is \$100. Saturday and Sunday: Mercury Advantage Seminar – Two day registration is \$325 and includes all seminars, meals and Saturday night dinner event.

A group rate at the Doubletree Guest Suites, Times Square is \$199 per room per night, for single or double occupancy. The registration fee and hotel bill and tax can be billed on your FTD Clearinghouse statement in February. (this meeting only)

July 24-25 Las Vegas, NV-Venetian Hotel and Casino

Gain extra insight into your Technology platform so you maximize profits and minimize time spent on tasks. Training will include sessions on new enhancements coming this Spring.

The two-day seminar charge for both FTD Mercury and Advantage with Convention Registration is \$199 (without Convention Registration \$250). Make your hotel reservations directly with the hotel by calling 877-883-6423. The hotel room rate is \$159.

Reserve space today for the next Users Conferences

To register for the seminars, contact Techseminar@ftdi.com or call 800-767-3222 or register online at FTDi.com. Space is limited, so reserve early. The Event Registration will not be charged to your Clearinghouse statement until after the event.



Learn It, Use It, Profit Series



JULY 26-28, 2004

THE VENETIAN RESORT AND CASINO LAS VEGAS, NV



EXPERIENCE FTD'S FULL HOUSE OF BUSINESS-BUILDING EVENTS THROUGH . . .

- ♣ **REPLENISHING:** THE PREMIER INDUSTRY BUYING SHOW
- ♥ **ENERGIZING:** FTD MEMBER NETWORKING OPPORTUNITIES
- ♣ **PROFIT-GROWING:** EDUCATION PROGRAMS IN BUSINESS, TECHNOLOGY AND DESIGN
- ♥ **MOTIVATING:** THROUGH SPECIAL GUEST SPEAKERS AND THE FTD MEMBER AWARDS
- ♣ **STIMULATING:** SPECIAL OFFERINGS THROUGH FTD PRODUCTS AND SERVICES AND NEW BUSINESS OPPORTUNITIES

PLUS MANY MORE WINNING CARDS . . .

ALL AT THE FTD 2004 CONVENTION AND BUYING SHOW

THE FTD CONVENTION FREE ROOM OFFER IS BACK . . .

FOR THE LUXURIOUS VENETIAN RESORT AND CASINO

REGISTER NOW
JULY 26-28, 2004
WWW.FTDI.COM



FTDi.COM Contest

Enter the December FTDi.COM contest online at www.FTDi.COM by answering the following question for your chance to win.

December's Question:

How much does it cost to hire FTD Flowers All Hours and have a professional FTD employee that is fully trained to answer your phones 24/7/365?

- A. \$2.71 (\$3.04 CAN) per day C. \$1.50 (\$1.83 CAN) per day
 B. \$0.53 (\$0.98 CAN) per day D. \$0.83 (\$1.20 CAN) per day

December's Prize:

Win six (6) Months of FREE monthly phone fees plus waived set-up fee (a \$775 value) from the Flowers All Hours department!

Congratulations to **Golden Rose Florist** in Rosemead, CA! Golden Rose Florist was our October winner and will be receiving \$200 a week for 2 weeks (\$400 Total Prize!) towards your purchase in the FTD Fresh Flowers 8th Box Program! For more information about this exciting program, visit www.FTDi.COM.



Expected Valentine's Day Best Sellers

In addition to the FTD Rose Bouquets, FTD.COM expects the following arrangements to be our top selling items for Valentine's Day 2004:

FTD Branded Product:

- A8-V1 FTD Lasting Romance Bouquet
- A8-V2 FTD Sweethearts Bouquet
- A9-V3 FTD I Luv You Beary Much Gift

Other Expected Top Sellers:

- C13-3037 Stunning Beauty Bouquet
- C22-3062 Beloved Bouquet
- C8-3078 Love in Bloom Bouquet
- C13-3068 My One & Only Bouquet



To see the corresponding images of these products, look for the item numbers in your FTD Selections Guide Workbook or go to www.FTD.COM.

We hope this information helps you as you plan for the upcoming holiday.

Medium Stem Rose Program Update

FTD.COM is experiencing phenomenal growth in the medium stem rose program. Remember that to receive these incremental orders, you must be codified for the program. In order to help you compete and grow your share in this product category, contact Directory Services at 800-788-9000 to codify today. Don't miss out on the opportunity to grow your business and increase market share.

If you would like to find out more about receiving FTD.COM orders, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using shop code 90-8400AA.

To Our Customers Who Manually Report Orders Filled:

The cut off for the December 2003 Statement for Manual Orders will be December 30, 2003. This means that any manual activity received after December 30, 2003 will be processed and reflected in the next month's statement.

The Report of Orders Filled (ROF) should be submitted weekly to ensure that all orders are included on the current month's clearinghouse statement.

Thank you for sending your orders FTD!

NEW! FTD Brand Consumer Print Ad – Christmas 2003



WATERFORD
Holiday Heirlooms

START A CHRISTMAS TRADITION.

ASK FOR THE FIRST IN SERIES WATERFORD HOLIDAY HEIRLOOMS™ BOUQUET® EXCLUSIVELY FROM FTD.®

 **FTD.**
BE A HERO.

*One ornament per bouquet.
©2003 Waterford Wedgwood USA, Inc. Waterford®, Waterford Holiday Heirlooms™ and the Sea Horse device are trademarks of Waterford Wedgwood Plc., Killybegs, Waterford, Ireland. ©2003 FTD