

February 2005 Vol. 46 No. 2  
FTD Newsletter © 2005, FTD

## In This Issue

FTD Wins Award at 2005 Rose Parade

Florida State's Mid-Season Conference

FTD Florists Design for Inauguration  
Page 1

Letter from FTD CEO

Upcoming Events  
Page 2

Sharing Celebrations with the FTD Family  
Page 3

FTD Florists Design for Inauguration  
List of Members  
Page 4

FTD Member Events

FTD Member Anniversaries  
Page 5

Part Two: The Cent of Flowers

FTD Sponsors AIFD Across America  
Page 6

FTD.COM Expected Easter Best Sellers

Valentine's Day Preparation

Mercury Technology 2005 Outlook  
Page 7

Member Marketing Update

FTD Garden Products

FTDFlorists.COM

FTD Flower Exchange  
Page 8

## The FTD Team is working for you! Important contact information:

FTD Marketplace Sales • 800-767-4000  
marketplacesales@ftdi.com

FTD Member Services • 800-788-9000  
membership@ftdi.com

FTD Technology Sales • 800-767-3222  
technology@ftdi.com

FTD Florists Online • 800-576-6721  
floristsonline@ftdi.com

FTD Flowers All Hours • 800-669-1000  
fah@ftdi.com

FTD Cash Flo • 800-788-9000 ext. 4262  
cashflo@ftdi.com

FTD Directory Services • 800-788-9000  
directoryservices@ftdi.com

FTD Convention • 800-788-9000 ext. 6240  
convention2005@ftdi.com

Advertising • advertising@ftdi.com

Newsletter • newsletter@ftdi.com

Public Relations • prdept@ftdi.com

International Retrans • Retrans@ftdi.com

www.FTDi.COM

FTD Members' resource for FTD's  
products, services and shopping!  
Plus, go online to view your  
FTD Clearinghouse statement for FREE!

# FTD Newsletter

February 2005

## FTD WINS AWARD AND RINGS IN 2005 WITH HEART



FTD CELEBRATED THE NEW Year with their 52nd year at the 2005 Rose Parade® featuring a breathtaking float "Garden of Dreams", which was viewed by more than 250 million people in 150 countries around the world. On January 1, 2005, FTD was awarded the Isabella Coleman Trophy for the best presentation of color and color harmony through floral use for their Rose Parade float entry. In addition, FTD joined forces with the American Heart Association to help share an important message of heart health and family togetherness with a family of Rose Parade float riders.

### A HEARTFELT MESSAGE

In conjunction with the Rose Parade, FTD was pleased to announce a relationship with the American Heart Association, bringing a heartfelt story to the Tournament's celebration of family. Heart disease survivor Valerie Werner, her daughter Leah, and sons Aaron and Nathaniel, proudly rode the FTD Float "Garden of Dreams" as an example of thousands of families whose lives were touched by the American Heart Association's work and the Go Red For Women movement.

"I was diagnosed at age 42, up until that time I had not known a woman my age could experience heart disease," says Valerie Werner, now age 47.

"My awareness of the causes of heart disease and outcomes for women has increased significantly much to the work being done by the American Heart Association and the Go Red For Women movement. I am honored that FTD has allowed us to celebrate their work and my family at the Rose Parade, and I plan to continue to educate women that heart disease is their number one killer and should be a top concern for families."

"FTD is proud to help spread the Go Red For Women movement's message and to support the cause through the gift of flowers online at FTD.COM and through future opportunities with FTD Florists," says Michael Soenen, chief executive officer, FTD.

### THE FTD 52ND FLOAT ENTRY

FTD's 52nd float "Garden of Dreams" was a highlight of this year's Rose Parade. As the winner of the Isabella Coleman award, FTD was recognized for the best presentation of color and color harmony in floral use. Isabella Coleman was the first floral decorator of a Rose

Continued on page 3



## FLORIDA STATE FLORISTS' ASSOCIATION'S MID-SEASON CONFERENCE

FTD SUPPORTED FLORIDA State Florists' Association's Mid-Season Conference with a creative design presentation by FTD Design Instructor John Kingel AIFD called "Creative Everyday Designs". This program was created to enlighten florists and floral designers on the possibilities in everyday work. With the innovative use of FTD Marketplace and fresh products, John awed Florida florists by unveiling progressive design ideas that can be sold with enthusiasm, every day – for all occasions.

The program walked attendees through their signature styles with results in brand recognition and development of cash and carry specials in shop that move out dated or over-bought product. Participants gained valuable insight on

communication skills and pricing strategies enabling them to do a more professional job. Another hit for FTD Education and the Florida State Florists' Association.



(1) The official kick off to the FSFA's Mid-Season Conference included a ribbon cutting. FTD Design Instructor John Kingel AIFD is far left. (2) Kingel joins two attendees at the FSFA event for a photograph after his presentation. (3) Florists watch attentively during the FTD Design Presentation.

## FTD FLORISTS DESIGN FOR PRESIDENTIAL INAUGURATION



MORE THAN 160 FLORISTS from around the United States, including approximately 130 FTD Members, were selected by the Society of American Florists (SAF) to come together as a team and design the floral arrangements to be used at President Bush's Second Presidential Inauguration in Washington, D.C.

The esteemed invitation came with a disclaimer of more than 7,500 hours of labor including stages of planning, product procurement, designing more than 3,700 floral arrangements, and decorating 14 separate events surrounding the Inauguration.

Continued on page 4



# Letter from FTD CEO

## Michael Soenen



FTD Members,

I'm excited to bring you a new format to the FTD Newsletter. You, our customers, have rated this publication as one of your favorite communication tools from FTD. As we continue to build and strengthen our relationship with each and every FTD Member, I hope you find this publication valuable as we increase the coverage on fellow florists and business-

building ideas from FTD. If you have feedback on the FTD Newsletter, we want to hear it; please send your comments to [newsletter@ftdi.com](mailto:newsletter@ftdi.com).

We are in the midst of a very important season in the floral industry with spring right around the corner and Mother's Day quickly approaching. In this busy season, it is more essential than ever to market the quality of FTD Florists and keep each of you top of mind for consumers who are looking to deliver emotions for any occasion.

To help you, we have launched a great new Internet advertising program, [FTDflorists.com](http://FTDflorists.com), promoting your shops and Web sites through popular search engines. The site was designed to create the best search results for FTD Florists when consumers are locating florists and flowers. In support of this Web site, FTD also will be advertising the link in our Co-op print advertisements beginning this month with the national ad in *Sports Illustrated* magazine.

While we understand the importance of marketing your business during this busy season and staying competitive, it is imperative that we by no means compromise customer service and quality. We are committed to and focused on enforcing high-quality standards and will continue to remove florists from the FTD network who do not consent with the standards of their membership. That said, I have made the decision to significantly expand our quality assurance program with a heavy focus on the one criterion most important to all of us – customer satisfaction. I will discuss this initiative further in the coming months.

In addition, I continue to monitor the "skimming" of orders closely and assure everyone that I have a zero tolerance policy with respect to any florist – regardless of size – skimming orders through the FTD network. Discovery of such improper behavior will result in a removal of the florist from membership completely.

We will continue to support your businesses with 100% dedication to those who are upholding the high standards that are necessary to stay competitive today. Throughout this month, I urge you to work with your Field Business Consultant and all of the experts at FTD whose jobs are to serve you with the best products and services to help your business grow and compete.

Have a great month,

# FTD Upcoming Events

**March 4-6, 2005**

## Michigan Floral Association Spring Conference

The Lansing Center • Lansing, MI

Featured FTD Design Program: "Gifts of the Earth"

presented by FTD Design Instructor Toomie Farris AIFD

Registration: Michigan Floral Association at 517-575-0110

or visit [www.michiganfloral.org](http://www.michiganfloral.org)

Look for FTD Team Members Julie Atkinson, Bob Martin and Mitch Louis.

**March 5-6, 2005**

## Northeast Floral Expo

Radisson Conference Center • Cromwell, CT

Featured FTD Design Program: "Intimate Parties"

presented by FTD Design Instructor Tina Stoecker AIFD

Registration: Connecticut Florists Association at 203-268-9000

or visit [www.flowersplantsinct.com](http://www.flowersplantsinct.com)

Look for FTD Team Members Stacy Soracchi, Paul Donovan, Jim Weedon, Roberta Belanger and Dave Mellin.

**March 11-13, 2005**

## Illinois State Florists' Association Spring Conference

Holiday Inn Select • Decatur, IL

FTD Design Instructor Toomie Farris AIFD will be commentating.

Registration: Jerry Hankins at 800-416-4732

or visit [www.illinoisflorists.org](http://www.illinoisflorists.org)

Look for FTD Team Members Tom Spain and Mitch Louis.

**March 12-13, 2005**

## Virginia Allied Florist Association Convention

Williamsburg Hospitality House • Williamsburg, VA

Featured FTD Design Program: "Put some Pizzazz in your Everyday Work"

presented by FTD Design Instructor Deborah De La Flor AIFD

Registration: Lynn Sears at 757-482-5686

Look for FTD Team Member Bill Winckler.

**March 12-13, 2005**

## Wisconsin & Upper Michigan Florists Association Spring Conference

Radisson • Green Bay, WI

Featured FTD Design Program: "Creative Everyday Designs"

presented by FTD Design Instructor John Klingel AIFD

Registration: Jeanne Rhodes at 262-246-4944

Look for FTD Team Member Kate Bank.

**March 18-20, 2005**

## Alabama State Florist Association Convention

Holiday Inn Hotel & Suites • Sheffield, AL

Featured FTD Design Program: "Color in Style"

presented by FTD Design Instructor Keith White AIFD

Registration: Marty Doty at 205-486-7106 or Sherry White at 205-486-9556

Look for FTD Team Member Michael Woodson and Terry Thiel.



**July 22-24, 2005**

## The 2005 FTD Floral Extravaganza

Gaylord Texan Resort • Dallas, TX

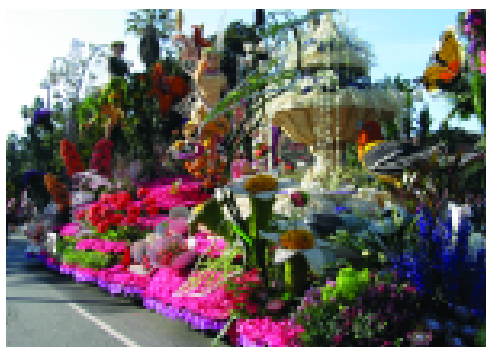
Extended FREE Room Offer! Register at [www.FTDi.COM](http://www.FTDi.COM)

or contact your local Field Business Consultant.



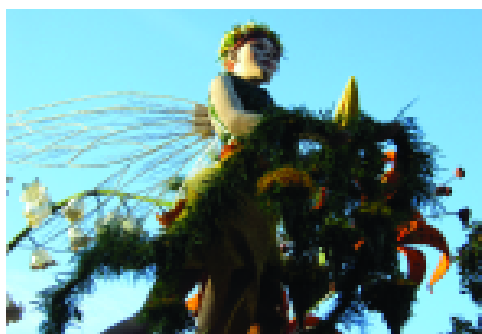
## FTD WINS AWARD AND RINGS IN 2005 WITH HEART CONTINUED...

Parade Float using innovations with glue to help the beautiful entries come to life. FTD has won 34 awards in 52 years, including six first prize trophies.



This magnificent float featured a mystical dreamland donned with the widest variety of Springtime flowers ever seen on a Rose Parade float - more than 40 varieties from six continents. The abundant gardens overflowed with tulips, daffodils, iris, tuberose, forsythia, lily of the valley, calla lilies, hydrangea, peony, delphinium, alstroemeria, snapdragons, bouvardia, freesia, nerine lily, biburnum and larkspur. Plus, FTD unveiled a new variety of rose - a vibrant pink called "passion" on the 2005 float entry.

More than 8,000 solid clusters of liatris bring the sculpted thistles to life, while coconut flakes shape the daisies and dehydrated carrot creates orange oriental



lilies. In the gardens, mystical sprites selected beautiful bouquets of fresh cut flowers and were dressed in combinations of leaves and mosses, which help highlight intricate details of succulents, skeleton



leaves, hydrangea florets, strings of pearl, crown flowers and clusters of fresh smelling gardenias. Their gentle wings came to life with luminous lunaria. Note the up close photo of one of the sprites' faces with a talented AIFD designer adding finishing touches to her hair.

The lady bugs also were a huge hit covered in perfect red carnations crawling through the garden of roses.



### DÉCOR FOR THE TOURNAMENT OF ROSES EVENTS

As the Official Floral Company of the Tournament of Roses, FTD donated hundreds of thousands of flowers to the events surrounding the Rose Parade to help bring to life the organization's history with flowers. FTD also helped spread holiday cheer throughout the Wrigley Mansion, the home to the Tournament of Roses, with exquisite holiday décor.

In preparing for the 2005 Rose Parade, FTD brought well-known Netherlands designer Els Hazenberg and FTD Design Instructor Keith White AIFD to Pasadena to decorate the official cars in the Parade. Els and husband George Hazenberg celebrated their 28th anniversary with the Tournament of Roses working with a team of talented volunteers each year. The magnificent work on the cars was recognized by the Tournament and media outlets across the country.

White joined the team for the first time this year and assisted in adding floral flair to six

Official Parade cars. Highlights of the events for White included providing visiting FTD Members with a personalized tour of the cars work area and seeing the their work on display in front of more than 250 million people.



"FTD's relationship with the Tournament of Roses is more than just a partnership, it's become a family affair," says White. "To be a part of this event and work with such talented and dedicated people like the Hazenbergs remind me why I am dedicated to the floral industry and all that we have to contribute in so many ways."

FTD also provided floral displays for the media booths of local and national TV stations including NBC and CBS national broadcast booths and local Telemundo affiliate.



## SHARING CELEBRATIONS WITH THE FTD FAMILY

FTD FLORISTS FROM ACROSS THE U.S. and Canada traveled to Pasadena, California for the FTD Member Rose Parade Celebration. Members were invited for a behind the scenes look at the official judging of the FTD Float, a tour of the Wrigley Mansion, home of the Tournament of Roses and a personalized walk-through of the decorating of the official cars of the Parade by FTD Design Instructor Keith White. Plus, attendees were treated first class with a beautiful New Year's Eve celebration on the coast of the Pacific Ocean, VIP seating at the Rose Parade and Rose Bowl Game - memories many florists will never forget. Here are the FTD Member Rose Parade Celebration attendees at the New Year's Eve dinner celebration!



(1) Mark and Maris Angola from Flowers Sent Today in Haymarket, VA (2) Vera Wells, Jackie Eatherton, Susanne Bostrom and Daryl Bostrom from Alpine Floral & Atrium in Steamboat, CO (3) Deborah and Steve Goodman from Petal Pushers in Memphis, TN and Robert and Martha Scruggs from Scruggs Florist, Inc. in Greensboro, NC (4) ReShane and Steven Lonzo and James and Sherri Henderson from Sherri's Floral and Gifts in Lansing, MI (5) Mary Ann and Harry Graham from Kuhn Flowers in Jacksonville, FL (6) Megan Mayer from Flowers Sent Today in Haymarket, VA, FTD Executive Vice President of Sales George Kanganis, Don Mayer, Lisa and George Dukas from Flowers Sent Today in Haymarket, VA (7) Jerry Williams and John Windizigl from Mimosa Floral Design in Columbus, OH and Toomie Farris and Michael Marcum from McNamara Florist in Fishers, IN (8) Helen and Tom Miller from Flowers & Such in Adrian, MI and Jan and Ron Siecinski from Cottage Garden Florist in Milford, NJ (Missing John and Mary De Ruiter from Pam's Flower Garden in Kingston, Ontario)

# FTD FLORISTS DESIGN FOR PRESIDENTIAL INAUGURATION CONTINUED...

The talented florists were divided into nine design committees, all lead by FTD Member Ian Prosser (below), owner of Botanica International in Tampa, FL., and FTD Member Charles Kremp, of Kremp Florist in Willow Grove, PA. Kremp is Society of American Florists' Chairman. Prosser, who quickly became a top 1,000 FTD Florist within his shop's first year of membership, was selected for his part in the events by the SAF based on his dedicated work leading their Convention's design committee last year.



"The team of people was selected based on reputation for hard work and experiences. There were many different personalities mixed into the group which makes any work experience challenging, however the difference here is that everyone shared the same passion, which made the group a complete success," said Prosser.

FTD Field Business Consultant in Florida Jill Weishaupt (below) also traveled to the Nation's Capitol to assist Prosser and the other volunteers. Weishaupt reported live for FTD, working side by side with hundreds of florists through early mornings and late evenings, sharing the incredible amount of energy the prestigious planning and execution took to succeed.



"The energy throughout the Inauguration work was inspiring," said Jill Weishaupt. "The passion for beautiful floral arrangements and working among some of the best designers in the country was one of the most momentous experiences of my life – I am thrilled to share these stories for years to come with all of my members."

According SAF, the flowers used for the events are sourced from the United States, Latin America and European growers and feature roses, lisianthus, carnations, alstroemeria, hydrangeas, lilies, tulips, Gerbera daisies and orchids. The outstanding numbers include more than 250,000 stems of flowers of 40 different varieties including

50,000 stems of roses, 15,000 tulips, and thousands of other blooms in every color of the rainbow that were processed, assorted and designed into the highest quality of arrangements including eight feet tall rose topiaries to impress the prestigious attendees.

"Our charge for the floral arrangements was to focus on the color red, not the obvious red, white and blue. With each ball was completely different, yet using the same color scheme, it was incredible" said Prosser.

All of the media attention surrounding the floral work for the Inauguration events helped position floral design as a valuable addition to every special occasion. Among many TV news stories, Kremp, Prosser and team were recognized on ABC's Nightline national show.

Special thanks to the Society of American Florists for organizing this momentous occasion, to all of the participating FTD Florists, and to Ian Prosser and Charles Kremp, their fearless leaders!

*"This was my fourth Presidential Inauguration with SAF, and once again it was a wonderful experience. I had a strong committee, including friends and great designers from as far away as Montana and as close to home as florists based in Gurnee and Sterling, Illinois. Plus, my team was complemented with my wife and two sons who made the experience all the more memorable for me. The floral designs were out of this world – we worked on everything from magnolia bushes to 25-foot stage pieces. Once again, a classy affair."*

– George Mitchell AAF, AIFD, PFCI, Mitchell's Orland Park & Frankfort in Orland Park, IL

## PARTICIPATING FTD MEMBERS:

### ARIZONA

Gregory S. Coleman, Mayfield Florist and Greenhouses  
Ken Young, Phoenix Flower Shops  
Paul R. Butterbrodt AAF, Inglis Florist



### CALIFORNIA

Barbara A. Thran-Anderson, Thran's Flowers  
Gregory S. Goodman, Floral Originals by Gregory Scotte  
Ignacio J. Villegas AIFD, Unique Flowers Wholesale  
Kenneth M. Coley, San Diego Flowers by Coley  
Lori Novak, Archibald Flowers  
Mark Silacci, Swenson & Silacci Flowers Inc.  
Priscilla J. Coley, San Diego Flowers by Coley  
Robert Bryant AAF, AIFD, Flowers by Robert Taylor



*"I worked with the Inaugural events four years ago and was asked by Charles Kremp to return again. I, once again, was in awe of this opportunity, having the chance to meet and work with florists from all over the country with different perspectives, design styles and personalities. It's incredible to see how the team leaders and site coordinators planned out everything and worked along side us to get the work done. The security was overwhelming and some of the incidences I will never forget!"* – Stacie Lee Banks AAF, Lee's Flowers & Card Shop Inc. in Washington, DC



*"The number one highlight for my sister Patty Sue Thornton and me was the opportunity to meet others who were chosen for this project! Everyone was so enthusiastic and willing to take on any task. I am certain we will be glowing for some time and will remember everything - from mixing cement for the seven-foot topiaries to flowering centerpieces – to watching the President and First Lady dance among the very same red rose arrangements we had spent the morning watering! It was an experience we will never forget."*

– Laurie Ann Acton, St. Ives Florist in Reno, Nevada



*One of the many highlights for me was having the opportunity to decorate the President's special room at the local hotel where he waits and prepares for his appearances. It reminded me of the magnitude of the project and all of the detail that goes into making every moment special and perfect. With the amount of security and the processes that needed to take place, we were constantly on an unstoppable deadline – and we knew it! But throughout, it was moving to be reminded how quickly you can form a team with 20 people you had never met before!*

– Shirley A. Lyons AAF, Dandelions Flowers & Gifts

in Eugene, OR

*"The thing that amazes me the most about this project is the willingness of florists of so many different backgrounds and calibers – such as small business owners, famous commentators, well-respected multi-million dollar business owners all working towards the same goal. Everyone was carrying water, buckets and flowers, sweeping the floors and pitching in - all so that someone else can have the opportunity to design a big floral arrangement and get the job done. It is really touching. This project was special for my family, as it's the one year anniversary of my father and I's kidney transplant, so we traveled together to the Nation's Capitol for this event."*

– Debby Baker, The Flower Mart in Dallas, TX

Robert L. Gordon AAF, AIFD, PFCI  
Floral Design Studio  
Virginia L. Kraus, Archibald Flowers

### COLORADO

Sandi Yoshihara-Sniff, Lafayette Florist & Greenhouse

### CONNECTICUT

Elizabeth M. Hovan, AAF, AIFD, Hovan's Flowers Inc.  
Michael Skaff AAF, AIFD, PFCI, Michael J. Skaff Displays (friend of FTD)  
Robert Sabia, Irene's Garden Party Flowers

### FLORIDA

Fiona Prosser, Botanica International Florist  
Hugh L. Johnsten AIFD, Eau Gallie Florist  
Ian Prosser AAF, AIFD, Botanica International Florist  
James E. Payne, Marion Smith Florist  
Richard L. Deighton, Marion Smith Florist  
Tina Stoecker AIFD, PFCI, Design of the Times Florist

### GEORGIA

Charles Carithers, Carithers Flowers  
Herbert Stacy III, Stacy's Florist Inc.  
Jane Carithers AAF, Carithers Flowers  
Maureen Carithers, Carithers Flowers

### HAWAII

Eileen Woods Takayasu AIFD, Town and Country Maui, Inc.

### IOWA

Julie Poeltier AIFD, Fountain of Flowers

### ILLINOIS

Alison R. Novak, AAF, AIFD, Flora Scape  
Daniel Mitchell AIFD, Virginia Wolffe, Inc. Flower Shop  
David L. Mitchell, Mitchell's Orland Park & Frankfort Flower Shop  
George L. Mitchell AAF, AIFD, PFCI, Mitchell's Orland Park & Frankfort Flower Shop  
Jeanne E. Balmes AIFD, Balmes Flower Shop  
Karen A. Koven AIFD, Karen's Floral Expressions  
Michelle D. Musgrove AIFD, Lundstrom Florist  
Nancy R. Mitchell AAF, Mitchell's Orland Park & Frankfort  
Rachel C. Koven AIFD, Karen's Floral Expressions

### INDIANA

Alan B. Thompson AIFD, McNamara Florist LLC – Design Center  
Sharon Reinking AAF, AIFD, PFCI, Armstrong Flowers Inc,  
Steven R. Brickner AAF, AIFD, PFCI, The Flower Cart

### KENTUCKY

Roger L. Dennis AIFD, Upton Florist

### LOUISIANA

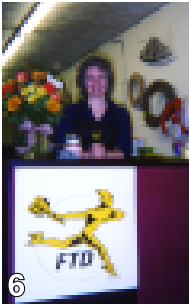
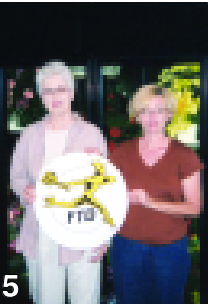
Roger F. Villere Jr., Villere's Florist

### MAINE

Ann W. Jordan AAF, AIFD, Sebago Gardens Inc.



MEMBER HIGHLIGHTS: EVENTS



(1) Jane Hammond, owner of Bloomfield Florist in Bloomfield, New Mexico (center) and her staff attend the New Mexico State Florist Association event. (2) FTD Field Business Consultant Joe Arbona, Allied Florists of Houston President Kathy Green and FTD Design Instructor Keith White AIFD are pictured at the Allied Florists of Houston event. White presented an insightful program on Valentine’s Day design and business ideas. (3) Happy Birthday FTD Member Bruce McShan! Texas Field Business Consultants Jayla Love and Regional Vice President John Hurdt (far right) joined Bruce McShan (left), owner of Mc Shan Florist Inc. in Dallas, TX with daughter Jodie (left) for a fun birthday celebration. (4) The staff from McKinnon’s Flowers in Springfield, OH celebrate their shop’s Open House. (5) Congratulations to The North Main Florist in Sikeston, MO for their Grand Opening! Welcome to FTD! (6) Thanks to Country Floral and Gifts and owner Emily Hale for showcasing their pride in FTD and their ability to send worldwide with a great FTD logo sign. (7) FTD Member Ann Finsel, owner of Miamisburg Florist in Miamisburg, OH (center) is joined by Miamisburg Mayor Dick Church (left) and FTD Field Business Consultant Steve Huebner (right) for a Grand Opening of their shop. (8) Harry Tonn, Arline Huckaby, daughter Kristi Jensen and her daughter Kahlia are photographed at Peter Perkins Flowers in Visalia, CA celebrating their 90 years in business. Harry Tonn started working for Peter Perkins at the age of 15 and now has passed the business to his family.

MEMBER HIGHLIGHTS: ANNIVERSARIES



(1) FTD Field Business Consultant Tom Spain presents Stacey Winch-Goodman, third generation owner of Winch Floral Shop in Springfield, IL with their 75th Anniversary plaque! (2) Congratulations to Chaim Casper, owner of Surf Florist Inc. in Surfside, FL, for their 50th anniversary in partnership with FTD! Chaim received his 50th anniversary plaque from FTD Field Business Consultant Nancy Alvarez. (3) Frank Zechmeister, celebrates more than 40 years of working with Lutz Flowers in Cincinnati, OH. Zechmeister holds Lutz’s 75 FTD Anniversary plaque! (4) Tricia and Michael Macres, owners of Macres Florists in Santa Ana, CA, celebrate their Top 1,000 FTD Member status. (5) Richelle Zimmermann, owner of Festus Flower Shop in Festus, MO, showcases her Top 1,000 status plaque with FTD. (6) Luann Schwab, owner of Blooms & Bears in Irvine, CA, receives her Top 1,000 status plaque from FTD Field Business Consultant Amy Lepore. (7) Levon Griffen and staff celebrate Griffen’s Flowers’ 75th FTD anniversary and Top 1,000 status. Griffen’s Flowers is located in Hannibal, MO.



**MARYLAND**  
Jalna R. Welch Brown AAF, Stewart N. Dutterer Flower Shop  
Jeff Keefer, Dutterer’s Flower Shop  
Judith Stambaugh AAF, Flowers By Roy, Ltd.,  
Laird Brown, Dutterer Florist  
Leon El. Wilhide Jr. AAF, Bev &  
Lee Wilhide’s Flowers, Inc.  
Lori J. Welsh-Graham, Stewart N. Dutterer Flower Shop  
Ronald Flint, Stiegler’s Florist Inc.  
Roy Stambaugh AAF, Flowers By Roy, Ltd.,  
Sandra Baker, Stewart N. Dutterer Flower Shop  
Shannon M. Isaacs, Stewart N. Dutterer Flower Shop  
Sheilah Gray, Dutterer’s Flower Shop

**MICHIGAN**  
Connie R. Adamo, Conner Park Florists  
Helen Miller, Flowers & Such  
Jacklyn S. Burrell, Flowers From Sky’s the Limit  
John M Adamo, Conner Park Florists  
**MINNESOTA**  
Ardith E. Beveridge AAF, AIFD, CAFA, Koehler & Dramm’s Wholesale  
Wade Anderson, Woodlane Flowers  
**MISSISSIPPI**  
Harry W. Jacobs, Greenbrook Flowers, Inc.  
Janet P. Jacobs, Greenbrook Flowers, Inc.  
Susan P. McDonald, Greenbrook Flowers, Inc.  
Thomas McDonald, Greenbrook Flowers, Inc.  
**MONTANA**  
Chuck Gainan AAF, Gainan’s Flowers  
Karolyn Gainan, Gainan’s Flowers  
Larry D. Kramer AIFD, Big Sky Floral & Design  
**NEVADA**  
Laurie Ann Acton, St. Ives Floral Inc.  
Patty Sue Thornton, St. Ives Floral Inc.  
**NEW JERSEY**  
Cindy Newman, Brielle Perennial House  
Jessie L. Hagan, April Robin Florist & Gift  
John R. Floden AAF, Brielle Perennial House  
**NEW MEXICO**  
Raymond Brown, Flowers by Frank Laning

**NEW YORK**  
Dean Lykos, City Line Florist  
**OHIO**  
Cory M. Lonsert, Arleen’s Flowers & Gifts  
Don Johnson, Don Johnson Florist & Bridal  
Douglas A. Johnson, Don Johnson Florist & Bridal  
**OKLAHOMA**  
Mary Lee Evans AAF, AIFD, PFCI, Le’Vans Flowers,  
**OREGON**  
Shirley A. Lyons AAF, Dandelions Flowers & Gifts  
**PENNSYLVANIA**  
Alaine Rubin, Kremp Florist  
Andrew J. Kremp, Kremp Florist  
Chad Kremp, Kremp Florist  
Charles F. Kremp 3rd AAF, Kremp Florist  
Edward F. Janczewski, Kremp Florist  
Robert Luthultz AAF, Pittsburgh Cut Flower Company  
Sharon Luthultz, Pittsburgh Cut Flower Company  
Stephen M. Neubauer, Neubauer’s Flowers Inc.  
Virginia Kremp, Kremp Florist  
**TEXAS**  
Barbara Horn-May, Flowers & Barbara  
Carol Bice AAF, AIFD, Bice’s Florist, Inc.  
Casey J. Freytag, Freytag’s Florist  
Christopher M. White, Botanical Designs by Montgomery  
Debby Baker, The Flower Mart

Dianna L. Doss AAF, Texas State Florists Association (friend of FTD)  
Gayle L. Johnson AAF, TMF, G. Johnson’s Floral Images  
Gregg Hoppe, Floral Scentsations  
Judy Moore, The Flower Mart  
Marilyn Brosang AAF, AIFD, TMF, Brosang’s Flowers  
Robyn M. Howell, Botanical Designs by Montgomery  
Sheri M White AAF, TMF, Botanical Designs by Montgomery  
Steve Moore, The Flower Mart  
Susie Ramos, The Flower Box  
William A. Brosang, Brosang’s Flowers  
**VIRGINIA**  
Diane D. Black, Flowers ‘n’ Ferns  
Doris Draper, Draper Flowers, Gifts and Frames  
Karen L. Fountain, Flowers ‘n’ Ferns  
Paul Brockway, Conklyn’s Florist  
Rose Mehlberg, Flowers ‘n’ Ferns  
**WASHINGTON**  
Colby D. Boulton, Flowers by George, Inc.  
David G. Boulton AAF, Flowers by George, Inc.  
James S. Crissey, AAF, Crissey Flowers & Gifts  
**WASHINGTON DC**  
Kristie Lee Tyler, Lee’s Flowers & Card Shop Inc.  
Stacie Lee Banks AAF, Lee’s Flowers & Card Shop Inc.  
**WISCONSIN**  
Phillip R. Meyer, Rojahn & Malaney Company

## PART TWO: THE CENT OF FLOWERS BY FTD DESIGN INSTRUCTOR JEFF CORBIN AIFD, AAF, PFCI



IN RESPONSE TO THE overwhelming success of FTD Design Instructor Jeff Corbin's program "The Cent of Flowers" presented at the FTD 2004 Floral Extravaganza in Las Vegas, NV, we are pleased to bring you a three part series on key points how florists can best succeed by focusing on six elements of a shop's organization to create a successful business using the acronym SIMPLE .

### Service Inventory control MARKETING/MERCHANDISING PRICING Labor Education

In Part One: The Cent of Flowers, Corbin spelled out the secrets behind Service and Inventory control. Here, Corbin explores ideas on Marketing/Merchandising and Pricing.

While Marketing and Merchandising go hand-in-hand, they are separate creatures. Remember the phrase "Market your business, merchandise your products." Marketing attracts people to your business, while merchandising encourages them to purchase.

#### MARKETING

Florists often fall prey to the easy marketing mediums, such as advertising. Perhaps you may be a florist who believes that a publicity issue you'd had in the past would cease once you write a check to the local newspaper, phone book directory, radio station or cable company. But remember, advertising representatives have a common goal – to sell advertising space. It is up to you to ensure that the advertisement you

are placing will give you a return on the dollar. Successful marketing does not have to be expensive nor does an outsider need to be contracted to accomplish it.

The most effective marketing tool is direct mail. The nature of our business allows us to capture hundreds of addresses monthly – from the customer AND the recipient. When delivering flowers, a well-developed flyer can accompany the arrangement with minimal expense to your business and a big message. This stands true when sending out monthly statements, too. Be sure to benefit from each envelope you send by including a list of specials for the upcoming month. The trick with this is discretion: be tasteful and do not bombard the recipient, over stimulation will mean that soon they will tune out all advertising from your company.

The most economical marketing is email. Email collection can be done with the assistance of an order entry program or manually. The Mercury Advantage system prompts clerks to ask for email addresses, as the system sends delivery confirmations to the customer once the product is delivered – a customer service benefit, yet resourceful for you as well. This system also provides the user with simple "campaigns" to set up regular email marketing for holidays and other preferred times. To assist you, try offering an in-store give-a-way that requires entrants to fill out forms requesting their name, address, phone and email address. Email newsletters are the hottest form of economical communication these days – especially with small businesses. They also are a quick answer to educate customers about facets of the industry, showcase store specials and publicize new products and services.

#### MERCHANDISING

Merchandising, while not difficult, is neglected by many shops. Merchandising must be a planned event, not a last-minute thought. Here are a few tips for better merchandising in your shop.

- Look around your shop and think what a few inexpensive changes could do to your aura - accent lighting, a new coat of paint, simple product placement. Think how quick and easy changes like this could give your showroom a much-needed facelift.
- The goods we sell are generally home accents/décor, thus, we have the advantage for consumer appeal in store. Define the "hot spots" of your showroom where items usually sell best and use these areas to showcase higher-priced products and new arrivals.
- When purchasing inventory, keep in mind how the new items can be integrated with the old to keep everything looking fresh.
- Inventory should be rotated within the store a minimum of three times a year – plan ahead!
- To catch the customers' attention as they are waiting to check out, place impulse items near the cash register.
- When merchandising and planning placement for items, direct your consumers to the sense of smell as well as to the sense of sight. Use lighting for accents and scented candles of flowers at customer level.

#### PRICING

Pricing is an area that perplexes a majority of shop owners. At design shows, one question inevitably is asked: How much would you sell that for? It does not matter what price the designer would put on the work, as their selling price is not the same as your selling price. As CEO of your business, you need to keep a handle

on overhead, analyzing the markup needed to sell inventory in a profitable way. The old days of an industry-standard markup (doubling the cost of hard goods and tripling the cost of fresh flowers) are over. Today's profitable shops understand the need for increases on these margins as well as the addition of labor charges. If there was to be a "rule of thumb" in the current industry, you might consider applying a 2.5 markup to hard goods and a 3.5 to fresh product as well as a labor margin of 20 percent of the selling price of designs. Wedding designs, body flowers and permanent botanicals are priced on different labor percentages.

The addition of labor is confusing for the numerically challenged. The end result often ends up being a guesstimation rather than correct calculations. Pricing is a formula not a guessing game; you must learn what variables apply to the equation and make pricing a breeze for yourself. A simple trick for those who would like a 20 percent labor margin on their designs is to multiply the wholesale costs of fresh flowers by 4.5. The end price will provide the 3.5 markups and the 20 percent labor margin.

If you have question on "The Cent of Flowers" visit [www.FTDi.COM](http://www.FTDi.COM) for the full presentation or feel free to contact FTD Design Instructor Jeff Corbin at [Jeff@RadfordFlorist.com](mailto:Jeff@RadfordFlorist.com). Jeff Corbin is the owner of Radford City Florist in Radford, VA.

Stay tuned for next month's Part Three: The Cent of Flowers where Jeff Corbin covers Simple's Labor and Education!

## FTD SPONSORS AIFD ACROSS AMERICA

FTD IS PLEASED TO SUPPORT QUALITY INDUSTRY events including AIFD Across America, which took place at the Dos Gringos Flower Company in Vista, CA in January. The event included quality design programming including Rene J. van Rems AIFD, PFCI's presentation of Design Styles and Techniques/ Trends" show, as well as networking opportunities for leaders in the industry. Other education programs included "Elements and Principles of Design" by Susan Butler AIFD, and AIFD President Lee Butler joined Allan Flowers AIFD to auction all of the designs of the show.

FTD supported the AIFD event with a sponsored luncheon, which key industry players attended including Tony Medlock of PJs Flowers in Phoenix, AZ; Marilee Just of San Marcos Florist in San Marcos, CA; Beverly Ireland of Jasmine Creek in El Cajon, CA, Lee Butcher of Long Beach, CA, Allan Flowers of

Venice Flowers in Venice, CA; Shirley Groves of Willows in Cypress, CA and Luann Schwab of Blooms and Bears in Irvine, CA.

- (1) Luann Schwab, from Blooms and Bears in Irvine, CA, and Marilee Just AIFD from San Marcos Florist in San Marcos, CA, enjoyed watching the designers at the AIFD Across America event. (2) Shirley Groves AIFD (middle) and one of her designers from Willows – A Floral Impression in Cypress, CA, join Luann Schwab (right) from Blooms and Bears in Irvine CA for a photo. (3) Susan Standerfer AIFD from Solana Beach Florist in Solana Beach, CA, and FTD Field Business Consultant Amy Lepore catch up at the AIFD event. (4) Attending the AIFD education programs are Vonda La Fever AIFD and Tony Medlock AIFD from PJ's Flowers and Gifts, an FTD shop in Phoenix, AZ.

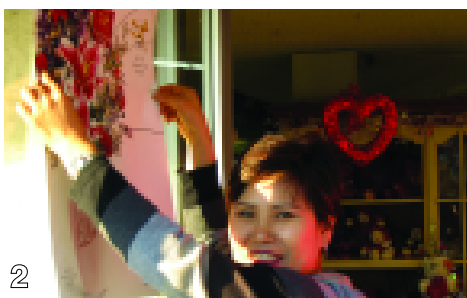




## FTD MEMBERS PREPARE FOR VALENTINE'S DAY

ELISA KIRBY-VALLI AND JOHN KIRBY, JR., owners of Kirby's Flowers Inc. in Portsmouth, OH, say their shop's Valentine's Day window (see two photos below) display is an attractive hit! Showcasing ways to express love and romance, the window includes a Victorian claw foot slipper back tub with bubble bath for Valentine's Day. The added touch

of rose petals, candles, red oil lamps, crystal wine glasses and fragrant potpourri sets a romantic mood. Sue Austin, floral designer and window decorator for the shop, also designed many floral bouquets surrounding the happy couple Raggedy Ann and Andy holding hands! Kirby's Flowers Inc. has been an FTD Member since 1927.



(1) Kris, owner of Flowers In Bloom in Yorba Linda, CA and her designer showcase their pride in FTD by marketing the FTD Valentine's Day Bouquet shop poster. (2) While preparing for the busy Valentine's Day holiday, Susan Davis, owner of Cypress Florist in Cypress, CA, hangs her FTD Valentine's Day poster in her shop.

## EXPECTED EASTER BEST SELLERS FROM FTD.COM

FOR EASTER AND SPRING, WE EXPECT our top selling products to be the following:

- The FTD® Spring Bouquet (05-E1)
- The FTD® Celebrate Spring™ Gift (05-E2)
- The FTD® Secretaries' Day Bouquet (05-S1)

In addition, FTD.COM expects that traditional Easter Lily Plants and especially the value priced Tulip bouquets will be top selling items for the season.

Not valid with any other offers or prior purchases.



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.

## MERCURY TECHNOLOGY: OUTLOOK 2005

FTD FLORISTS CAN FIND FUTURE PRODUCT development and opportunities for the upcoming year from FTD Mercury Technology.

### Q. What's happening in the world of Mercury Technology these days?

A. We recently opened our Training Facility in Downers Grove, IL at FTD Headquarters for new and existing technology customers. This state-of-the-art facility includes 10 classroom style workstations enabling florists to train simultaneously. The workstations access both FTD Mercury and Advantage platforms, including the new Mercury Delivery and Mercury Marketing modules.

We have created a menu of training options for our florists including onsite and telephone training, plus with the opening of our training facility, we now have the ability to create hands-on training programs that are specific to the needs of any particular florist. More than anything, we want to show our customers that we are committed to helping them succeed.

### Q. What is Mercury Technology's top priority?

A. By far our number one priority is to make the software more intuitive for our customers to use. Our vision is to improve both FTD Mercury and Mercury Advantage so much so that the number of calls required to support will greatly diminish. Future releases will be more robust. The team we have in place currently is committed to making it happen.

### Q. How is Mercury Technology investing in product development?

A. Knowledge and expertise within our software product development area is at an all time high. Our technology team has a combined experience level of well over 100 years, ranging from financial, retail, and customer service industries. Today more than ever, we are genuinely excited about our team and the future of Mercury Technology.

### Q. How will Mercury Technology enhance future product development cycles?

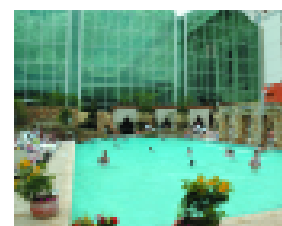
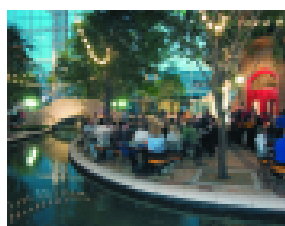
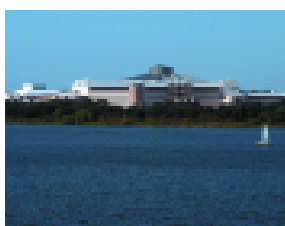
A. We view the product development cycle as a user-driven process. Mercury Technology will continue to develop products that help our customers increase profitability. The entire process will involve a more rigorous development cycle. Future releases will be driven by a combination of factors: the voice of the florists who use the technology on a daily basis, feedback received at User Seminars and through consistent monitoring and analyzing the type of calls we receive into our support center. We believe by executing this three-tier approach it will give our team an accurate picture of where our members are experiencing the greatest number of obstacles.

### Q. Can you share one or two of Mercury Technology's most exciting successes?

A. There have been many recent high-level successes, such as the release of our new Marketing and Delivery modules with FTD Mercury 6.0 and Mercury Advantage 9.0. It was exciting for all of us to see the buzz generated at the 2004 FTD Floral Extravaganza in Las Vegas, and it's gratifying to see the demand for the products continue today.

Finally, going into 2005, we have more than 70 Regional Technology Showcases planned across the country. These premier events give florists a first hand look at our technology away from the hustle and bustle of their shops, in a casual environment. Attendees get an introduction to both FTD Mercury and Mercury Advantage, an overview of how POS systems can benefit their shops and hands-on demonstrations of both systems.

Interested florists can call 800-767-3222 for more information.



**2005 FTD FLORAL EXTRAVAGANZA**  
**July 22-24, 2005 ★ Gaylord Texan Resort ★ Dallas, TX**

**Register at [www.FTDi.COM](http://www.FTDi.COM) or contact your Field Business Consultant**  
**Questions? Call 800-788-9000 ext. 6240 or email [convention2005@ftdi.com](mailto:convention2005@ftdi.com)**

## MEMBER MARKETING UPDATE

### FEBRUARY SPECIAL – 10-20% OFF FTD SPECIALTY CATALOGS

FTD'S CATALOGS ARE THE PERFECT tool for marketing opportunities. These marketing materials are designed to provide you support as a skilled FTD florist. By customizing these materials with your shop's name you create a co-branded vehicle that delivers the appeal of local market knowledge backed by the power of a national brand, reminding your customers that you're a part of an exclusive group of nationwide FTD florists.

These specialty catalogs feature stunning color photos from the NEW! FTD Selections Guide. Each piece can be customized with your shops Imprint or Logo, and some also can be customized with your pricing or FTD prices and even special offers. Below are a few suggestions on how to use these catalogs.

#### THE FTD® GIFT COLLECTION CATALOG

- Mail to top customers to offer gift ideas
- Leave in building lobbies or corporate offices
- Use as give-aways at open houses and parties throughout the year

#### VOLUME 44 MINI CATALOG

- Mail out in customer statements
- Attach to outgoing orders
- Leave as take-ones on your counter

#### WEDDING CATALOG

- Hand out to brides-to-be when they stop in your shop
- Leave as take-ones in your bridal consultants area
- Partner with bridal shops and consultants as referral tools



## FTD ANNOUNCES NEW MEMBERSHIP BENEFIT - FLOWER EXCHANGE

FTD IS PLEASED TO ANNOUNCE A brand new way to ensure you're getting the best deals in fresh product - the FTD Flower Exchange. Plus, membership is FREE! Register now and get your FREE account to the FTD Flower Exchange by calling 877-277-4216 or emailing [sales@ftdflowerexchange.com](mailto:sales@ftdflowerexchange.com) to receive your log-in information. Then, visit [www.FTDflowerexchange.com](http://www.FTDflowerexchange.com) and find more than 2,500 different varieties of flow-

ers offered by hundreds of sellers with flexible shipping options and farm direct pricing – 24 hours a day/7 days a week!

The FTD Flower Exchange is a great way to save money and time, while growing your business. Call 877-277-4216 or email [sales@ftdflowerexchange.com](mailto:sales@ftdflowerexchange.com) to receive your log-in information; then, visit [www.FTDflowerexchange.com](http://www.FTDflowerexchange.com) and save today.

## FTD GARDEN PRODUCTS YOU CAN SELL

### CALL NOW AND RECEIVE 25% OFF ALL FLORAL EXTENDERS

EXTEND BOTH THE LIFE OF YOUR floral inventory and your customer's floral arrangements with FTD's Fresh Cut Floral Extender! Specially formulated, Fresh Cut provides protection from harmful biological agents that attack petals, leaves and stems. This topical spray dramatically slows the aging process and prolongs the beauty, vibrant color and "just picked" freshness of blooms and greens. The extraordinary spray aids in moisture retention, resulting in extra longevity and greater customer satisfaction. Use Fresh Cut in your shop and sell it to your customers.

Stock up for spring with FTD's Premium Branded Home and Garden Line. FTD's competitively-priced products range from fertilizers and soils to plant food and leaf gloss. Each product is created with FTD's

high standard of quality and packaged in resealable bags for your convenience. The products are also offered in a variety of sizes to accommodate all needs.

Don't miss the opportunity to purchase with special discounts on starter packages, call FTD Marketplace today at 800-767-4000.



## NEW INTERNET DIRECTORY MEANS MORE ORDERS

WE ARE PLEASED TO ANNOUNCE THAT FTD will be launching an exciting new program to help florists promote their Web site: Introducing FTDflorists.com!

#### WHAT IS FTDFLORISTS.COM?

It is an exciting NEW Internet advertising program that will help FTD Member florists promote their Web sites through search engines. FTDflorists.com was designed to create the best search engine results for searches commonly performed to locate florists and flowers.

Millions of consumers will have the opportunity to shop from our members' Web sites and the florists receive 100% of every order!

FTDflorists.com will be promoted by FTD to millions of consumers through our co-op print advertising, starting with the Valentine's Day print ad found in *Sports Illustrated* magazine. FTD will also advertise FTDflorists.com through online search engines.

#### PRICING AND FEATURES:

- Platinum Package** - \$30/month (\$36 CAN)
  - Shop name, address, local and toll-free phone numbers
  - Store hours
  - Web site link
  - Listing in the city shop is physically located in along with 6 additional cities serviced by the shop with same-day delivery

- Additional cities available to purchase at \$5 per month each (\$6 CAN)
- Ad placement above Silver Package advertisers
- 2 Promotional lines of text
- Logo inserted within the ad
- Map to store location

#### Silver Package - \$15/month (\$18 CAN)

- Shop name, address, local and toll-free phone numbers
- Store hours
- Web site link
- Listing in the city shop is physically located in
- Additional cities may be purchased at \$5 per month (\$6 CAN)
- Ad placement below Platinum Package advertisers

#### SPECIAL FOL OFFER:

All FTD Florists Online members (as of December 1, 2004) will automatically be listed in the FTDflorists.com program at the Silver Package level. This will be free to them starting now through March 1, 2005. Then, the member will be billed the \$15 monthly fee on their March Clearing-house statement.

