LETTER FROM FTD CEO

Dear FTD Members,

We are in the midst of our busiest time of year with Valentine’s Day behind us and Mother’s Day quickly approaching. As the floral industry continuously changes and consumers are bombarded with more floral and gift options than ever before, it is essential to focus on marketing your shop and keep your business top of mind with new and existing customers. And, the place more and more consumers are shopping for flowers and gifts is the Internet.

To keep you front and center of online shoppers, we have launched a new Internet advertising program, FTD Reach Local. This program places your ad on leading search engines and puts your shop right in front of consumers who are buying flowers in your area. The great benefit of this program to you is FTD Reach Local is pay-per-click advertising and you can set up a monthly campaign budget. That way you only pay when a consumer clicks on your Web site and you control how much you spend. Team this program up with FTD’s other two Internet marketing programs, FTD Online YellowPages and FTDflorists.com, and you’ll be sure to reach the thousands of consumers shopping online for Mother’s Day gifts.

Lastly, I am very excited to share the great news that FTD’s float “Your Wish Is My Command” was the recipient of the 2006 Rose Parade® Sweepstakes Trophy, receiving worldwide recognition for the “Most Beautiful Entry with Outstanding Floral Presentation and Design.” Millions of parade viewers saw the FTD Logo at one of the most powerful moments in its history and you are carrying this logo in your shop.

Please let us know if you need anything or have any suggestions for this Mother’s Day. Competition is tough and coming at us from every angle. Let FTD be your partner to help you survive in the tough marketplace. We open our doors to you because that’s how we make our partnership stronger. Thank you for being a part of FTD and for sending your orders FTD!

Sue Habib, Owner of Lexis Florist, in Houston, TX, was honored at a community celebration for her business achievements. Business associates, city officials, family, friends and customers attended the event, which also commemorated Lexis Florist’s 20-year anniversary.

Guest speaker and FTD Field Business Consultant Joe Arbona spoke highly of Sue during his speech. “I’ve been Sue’s FTD representative and friend for over 15 years and have witnessed her success. She has created a brand that is recognized all over Houston,” said Joe.

Lexis Florist has been an FTD Member for nine years.

In addition to the Internet marketing program expansion, FTD is also introducing exciting, new everyday products. These six new products appeal to today’s consumers with contemporary, more modern containers and designs. You can even fill these codified products with drop-in bouquets from the FTD Flower Exchange. Not only will you save money, but you’ll also minimize waste and labor with these pre-made bouquets.

Please let us know if you need anything or have any suggestions for this Mother’s Day. Competition is tough and coming at us from every angle. Let FTD be your partner to help you survive in the tough marketplace. We open our doors to you because that’s how we make our partnership stronger. Thank you for being a part of FTD and for sending your orders FTD!

SEND US YOUR VALENTINE’S DAY SUCCESS STORIES!

Did you implement a marketing campaign that produced incredible results? Or did one of your employees design a unique arrangement with a codified container that received rave reviews? Please include your shop name, member number and pictures to prdept@ftdi.com or 3113 Woodcreek Drive, Downers Grove, IL 60515.
WASHINGTON FLORIST CELEBRATES A COLORFUL CENTURY

LORA CREE AND WAYNE QUEEN OF KENT FLORAL in Kent, WA are not only celebrating their shop’s 100th anniversary, but a new location as well.

The employees of Kent Floral commemorated the anniversary and new location with four nights of fun: a VIP customer appreciation night, a partnership night and a two-day open house for the entire community.

FTD Field Business Consultant Connie St. Jean passed out free carnations during the open house. Customers also enjoyed refreshments and design demonstrations.

Lora and Wayne said they relocated the shop to increase visibility.

“We felt we were missing a market of impulse buyers at our old location,” said Lora. “Our new shop is located on a busy street that lets us advertise our specials and events on a message board.”

MINNESOTA FLORISTS GET TO THE BANK ON TIME

MINNESOTA FLORISTS GAINED SOME BUSINESS “cents” at the Minnesota Green Expo which included the FTD - sponsored program “Get Me to the Bank on Time.” FTD Design Instructor Jeff Cortin AIFD, AAF, FFCi offered solutions for undersold and improperly priced wedding designs, which leave a florist with hard work and little to show for it. Florists walked away from Jeff’s program with improved selling techniques and innovative wedding concepts.

PENNSYLVANIA FLORISTS ASSIST HURRICANE KATRINA VICTIMS

FOLLOWING THE EVENTS OF HURRICANE Katrina, Jonathan Montsery of RichMar Florist in Allentown, PA called on fellow florists to raise money for the hurricane victims.

Twenty-five local florists, who all belonged to the Lehigh Valley Floral Association, joined forces to raise over $5,000. Each shop sold a single red rose for one dollar and donated all of the money to the American Red Cross.

“I could never have done something as big as this without the help of everyone who participated in our fundraiser,” said Jonathan.

RichMar Florist has been an FTD Member for 26 years.
MEMBER HIGHLIGHTS

FTD MEMBER WARMS UP COMMUNITY WITH BLANKETS AND FLOWERS

EMPLOYEES OF ARTISTIC FLOWERS IN Tallahassee, FL, helped keep people in their area warm this winter. The florist accepted donations of new or gently used blankets on behalf of a local United Way Agency. Each generous giver received a free wrapped floral bouquet.

“Our efforts not only promoted our flower shop, but they also helped so many people in need. Nothing like a win-win situation,” said Sandy Thompson, owner of Artistic Flowers.

In order to receive as many donations as possible, Artistic Flowers executed a marketing campaign that included television, radio and newspaper advertisements and store signage and inserts with every delivery order. Artistic Flowers has been an FTD Member since 1996.

THE HISTORY OF WAYNE GREENHOUSE

WAYNE GREENHOUSE IN WAYNE, NE BEGAN AS a small greenhouse in 1921. Owners Mads Devig “Dervie” Jenson Hall and his wife Sarah Jane grew mostly vegetables, but also provided flowers for funerals and weddings.

In the 1940s, Dervie and Sarah’s son Wilbur and his wife Hattie took over the business. More land was purchased and more greenhouses were built. Although some of their flowers were grown in their own greenhouses, Wayne Greenhouse relied on fresh flowers that were flown in from other areas of the United States.

Wilbur and Hattie’s son Kent and his wife Lois began helping out at the greenhouse after Wilbur passed away in 1950. After Kent and Lois had four children and four more sets of helping hands, the entire family took over and managed the business. By the 1980s, over 18,000 poinsettias were grown annually, making Wayne Greenhouse the largest wholesaler in the United States.

When Kent Hall passed away in 1988, he left Lois and daughter Lou to run the business. They built even more greenhouses and hired more employees. At one time, there were three generations working at the greenhouse.

Today, Lou is the president of Wayne Greenhouse and continues to carry on her family’s business and values. She remembers when her grandparents would receive a letter from a florist in another country and have to find a community member to translate the letter in order to deliver the flowers to the correct person. Now Wayne Greenhouse relies on FTD Mercury orders to send and receive orders from all over the world.

Wayne Greenhouse has been an FTD Member for 48 years.

FTD FIELD BUSINESS CONSULTANT Joe Arbona (center) congratulates John Hall and Charlotte Sloan Hall, owners of Sugar Land Florist in Sugar Land, TX, on their Top 250 status. Sugar Land Florist has been an FTD Member for six years.

(2) FTD Field Business Consultant David Galvin (far left) visits the staff of Feeney the Florist in Chelmsford, MA during the holidays. Feeney the Florist has been an FTD Member since 1983.

MEMBERS ENJOY EDUCATION AND NETWORKING

FTD WAS A PROUD SUPPORTER OF THE Chesapeake Floral Association Convention, which had a “Victorian Holiday” theme. FTD sponsored “Get Me to the Bank on Time,” a program by FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI. Jeff inspired Maryland florists to capture wedding sales with strategic marketing, improved selling techniques and innovative designs. Florists also enjoyed hands-on workshops, a trade fair and a design competition.

Jeff Corbin explains how to increase profits for florists’ efforts during his program “Get Me to the Bank on Time.”

Raechel Norman of the Chesapeake Floral Association teaches a children’s scrap booking class during the annual convention.

Florists work hard on their entries for the Chesapeake Floral Association design competition.

THE HISTORY OF WAYNE GREENHOUSE

Wayne Greenhouse's current fleet of delivery vans.


Owner Lou Wiltse is the fourth generation of Wayne Greenhouse.

First generation owners of Wayne Greenhouse, Devrie and Sarah Jane Hall.

First generation owners of Wayne Greenhouse, Devrie and Sarah in front of their delivery truck.
FTD celebrates a Rose Parade Grand Prize with members

FTD was proud to be awarded the prestigious Sweepstakes Trophy honoring the “Most Beautiful Entry with Outstanding Floral Presentation and Design” in the 2006 Rose Parade. FTD’s magical float “Your Wish is My Command” featured Las Vegas Magician Lance Burton. It was artistically brought to life with a 30-foot bejeweled genie, mechanical camels and monkeys, and a magic carpet covered with Black Magic roses that took flight soaring above lavish rose gardens and a sparkling magic lamp.

FTD Members traveled from across the country to celebrate FTD’s 53-year partnership with the Tournament of Roses and took home a lifetime of memories. The event package included a behind-the-scenes look at the official float judging and VIP seats at the Rose Parade and the National Championship Rose Bowl Game between University of Southern California and University of Texas.

“FTD’s Tournament of Roses event is an unforgettable experience for FTD Members. It gives florists the opportunity to see FTD participate firsthand in the most historic and largest consumer floral event of the year,” said Michael Soenen, CEO and President of FTD. “I knew when we saw our float on judging day that we had the most beautiful float in the Parade; it was an honor when the Tournament of Roses recognized FTD by presenting us with the Sweepstakes Trophy.”

FTD has been the proud recipient of 35 Tournament of Roses trophies since the first entry in 1933. FTD’s beautiful float, combined with Las Vegas Magician Lance Burton as the float rider, reached millions of viewers through national media coverage on CNBC, ABC, NBC, Telemundo, and HGTV, as well as coverage on local television stations.

FTD Members who attended the trip saw the FTD brand at one of the most powerful moments in its history.

“The FTD float was absolutely beautiful,” said Katherine Turner of the Flower Barn in Poughkeepsie, NY. “Even though it rained, everyone still enjoyed the parade. It was a memorable experience.”

As the Official Floral Company of the Tournament of Roses, FTD also sponsored well-known floral designer Els Hazenberg from the Netherlands and FTD Design Instructor Keith White to decorate the official cars of the Rose Parade. Hazenberg and her team of volunteers produce incredible floral designs and are recognized by the Tournament of Roses each year through special events.

Rose bowl

(1) Las Vegas Magician Lance Burton waves to parade viewers from the magic carpet upon FTD’s award-winning float, “Your Wish Is My Command.” (2) The final touches are made to the genie two days before the Rose Parade. More than 200 volunteers from all over the U.S. worked on FTD’s float. (3) A volunteer fills the treasure chest on the FTD float with roses that have the word “magic” in their name or relate to the word magic including Autumn Magic, Magic Lantern, Hocus Pocus and Abracadabra. (4) Thousands of hundreds of viewers watched the CNBC new program that featured the FTD parade entry. News reporter Jane Wells delivered a live report from the top of the FTD float. (5) Steve and Katherine Turner of Flower Barn and Greenhouse in Poughkeepsie, NY proudly stand next to the FTD logo. (6) One of the many official cars of the Rose Parade that Els Hazenberg, FTD Design Instructor Keith White and volunteers decorated. (7) A volunteer carefully places white flowers around the magic lantern on the FTD float.
TRUE STORY: A COUPLE YEARS AGO, I MADE A purchase of several baby items in a department store featuring a well-advertised baby sale. The rack from which I selected my purchases displayed a prominent sign announcing “25-Percent Off.” With four kids in tow, I didn’t pay much attention to the total before signing my name to the credit card slip. Once home, however, I discovered no discount had been taken off my purchases. I returned to the store a few hours later (this time, the kids were home with dad) to straighten out the error. The young lady working in the baby department listened to my story, stating that none of the Carter’s items were on sale. Low and behold, the “25-Percent Off” sign was no longer affixed to the rack where I had shopped earlier. Not knowing what to do about the frustrated customer before her, the salesperson (a new employee) called a manager and had a brief phone conversation while I waited. She hung up looking rather bewildered, so I asked her what the manager said. She answered, and I quote, “He said I should either call you a liar or give you your money back”.

As an honest and loyal customer of this store, I was no longer frustrated, I was downright mad. I asked to speak to the manager, and the sales clerk hastily summoned him to the department. Our exchange was curt, beginning with me stating that I didn’t appreciate being called a liar followed by the manager denying he referred to me as such. A downward spiral of dialogue ensued, ending with me returning all of the merchandise and vowing never to shop there again. The manager seemed glad to hear it.

Once home, I took out my frustrations on the keyboard, writing a letter to the store’s general manager detailing my experience. I expected my letter to land in a deep heap of unanswered complaints, but to my surprise, I received a written reply within a matter of a few days. The general manager responded with a sincere apology, a commitment to improve service, and a $25 store gift certificate. I felt vindicated, and eventually returned as a customer.

But the story doesn’t end there. Two-and-a-half months later, during the peak of the Christmas season, a beautiful poinsettia, dressed in a bountiful basket with a luscious bow, was delivered to my door. The card wished me a happy holiday, and was signed by that same general manager.

EXCEED EXPECTATIONS

As a retail florist, you probably occasionally deal with customers who are dissatisfied about something. Granted, some are picky complaints, and a few may be devious attempts to test your generosity, but most are honest communications of flower that withered prematurely, deliveries that went awry, or other unfortunate circumstances. How you react to these complaints can dramatically impact the future of your enterprise. It is said that a single dissatisfied customer will tell his tale of woe to as many as 23 others. That’s negative advertising you just can’t afford. Considering the cost of attracting new customers to your business (estimated to be upwards of $100 per customer), you’re wise to do everything possible to keep the ones you have. Yes, even the annoying, whining, demanding ones! So use the quick tips that follow as a guide to dealing with day-to-day gripes. Make an effort to exceed the expectations of unhappy customers, and turn your customer complaints into compliments.

LISTEN

Give unhappy customers an opportunity to share their stories and express their frustrations. Encourage them to provide details. Listen with interest, and as many as 40 percent of complaining customers will be satisfied enough to return in the future regardless of how you resolve their problems. Avoid a complaint hierarchy that requires unhappy customers to reiterate their stories to multiple tiers of shop personnel.

DIFFUSE DEFENSIVENESS

Avoid the natural tendency to defend yourself or the shop against the complaint. Don’t blame other personnel or the computer, the weather, etc. The department manager in my saga was defensive from the start, claiming he didn’t call me a liar and further claiming there had never been a sale sign on the rack in question. His defensive position left no room or desire from either one of us to continue a productive dialog.

THANK EARLY AND OFTEN

Thank customers for bringing the problems to your attention and for giving you the opportunity to rectify them. Thank them for their patience during the process of recovery. Thank them for their willingness to give you another chance.

EMPATHIZE

Let customers know their complaints are valid. A simple “I understand your frustration” or “I would be dissatisfied, too” will go a long way toward building a feeling of support and understanding.

CLARIFY THE DESIRED OUTCOME

Find out what the customers want as solutions to their problems. Often, just venting the issue is enough. In my case, I would have been satisfied with an apology from the department manager who called me a liar, but he clearly had no intention of providing one.

PROVIDE OPTIONS

When appropriate, give customers choices of how the problems can be resolved. For instance, let them choose whether they would prefer a refund or replacement. Focus on what you can do instead of what you can’t.

GO OVER THE TOP

Show dissatisfied customers that they are important to your business. Compensate them for their troubles beyond all expectations. For instance, don’t just replace a recipient’s inadequate arrangement; deliver a bouquet to the unhappy sender as well. Remember, it takes a lot of time and energy for dissatisfied customers to follow through on their impulses to complain. An unexpected token or statement of regret can go a long way toward easing customers’ “pain and suffering”.

MINIMIZE PAPERWORK

Establish a system for handling complaints without volumes of paperwork that keep customers waiting. Empower all shop personnel to use their judgment regarding the best resolution of individual complaints. Then, make it possible for them to do so quickly and efficiently without intervention from a higher authority.

FOLLOW UP

Make it a policy to always follow-up complaints with written apologies mailed within a day or two of the incidents. Show your commitment to customer satisfaction by having both the employees that resolved the issues and the managers who were informed of them send individual notes or letters. In addition, quick telephone calls to make sure the customers are satisfied are usually welcome and worthwhile follow-ups.

SHARE

Communicate each problem that occurs with shop staff. Discuss avenues to avoid similar complaints in the future. Create an atmosphere where employees feel safe in sharing customer gripes and staff errors, so improvements can be made for the betterment of the business.
GET READY FOR MOTHER’S DAY WITH FTD BOUQUETS

BE SURE TO GET CODED FOR THE NATIONALLY advertised FTD® Mother’s Day Bouquet, The FTD® Spring Garden® Bouquet, the Laura Ashley® Mixed Rose Bouquet Presented by FTD® and The FTD® Timeless Elegance® Bouquet. They are perfect for every mom, daughter, aunt and grandma.

Spread the word about these incredible products with the FTD Marketing Kit which includes quality shop posters. 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 FTDi.COM for free downloads and are featured in the Canadian Directory.

GUIDE CONSUMERS DIRECTLY TO YOUR SHOP WITH A MOTHER’S DAY CO-OP AD

CO-OP ADVERTISING IS A COST-EFFECTIVE WAY to reach consumers during peak holiday selling periods. The FTD Mother’s Day advertisement will be delivered to homes and newsstands just before the holiday when people are starting to think about their Mother’s Day purchases.

FTD will feature The Laura Ashley® Mixed Rose Bouquet Presented by FTD® in the Valassis coupon section within over 600 Sunday newspapers in the U.S. on May 7. In Canada, FTD will be advertising in the Canadian TV Guide magazine on May 12. A $3 coupon will appear in the U.S. ad and a $4.50 coupon in the Canadian ad. FTD will reimburse all florists for the coupons they accept from consumers.

Sign up today and put your shop’s name in front of millions of potential customers. The deadline to sign up for the Mother’s Day Co-op advertisement is March 5 for US members and March 25 for Canadian members.

NEW FTD PRODUCTS ARE THE PERFECT ADDITION TO YOUR EVERYDAY SELECTION

YOUR CUSTOMERS WILL BE PLEASED TO SEE you’ve expanded your everyday gift selection with the following six new FTD products.

• The FTD® Inspiration Bouquets allow your customers to choose from four elegant pastel ceramic vases that share eternal wishes of inspiration. (SRP: $32.99 US, $42.99 CDN)

• The FTD® Comfort Planter offers an uplifting and graceful way to express wishes of peace, strength and sympathy. (SRP: $35.99 US, $44.99 CDN)

• Give your customers the ideal gift option for friends and loved ones putting down roots in a new home with The FTD® Home Sweet Home Planter. (SRP: $42.99 US, $53.99 CDN)

• The FTD® Congratulations Bouquet will dazzle your customers’ eyes and delight their senses with burgundy carnations, orange tulips and solidago stems. (SRP: $32.99 US, $42.99 CDN)

• The FTD® Corporate Bud Vases make a graceful statement in any office environment. (SRP: $32.99 US, $42.99 CDN)

• Your customers will truly appreciate the sweet sentiment and lasting versatility of The FTD® Thanks Bouquet. (SRP: $32.99 US, $42.99 CDN)

These new products are sure to be a hit in your shop and can be found in the Feb/Mar/April FTD Directory. Call 1-800-767-4000 or visit www.ftdi.com.

Save money filling your new containers with flowers from the FTD Flower Exchange. Full floral drop-in bouquets allow you to buy only what you need, which helps minimize waste and labor. Order your floral drop-in bouquets at www.FTDFlowerExchange.com or call 1-888-776-1424 for more details.
Upcoming Events

March 3-5, 2006
Michigan Floral Association Spring Conference
The DeVos Place • Grand Rapids, MI
Featured FTD Design Program: “Designing on the Right Side of your Brain” presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact the Michigan Floral Association at 517-575-0110 or visit their website at www.michiganfloral.org. Look for FTD Team Members Julie Atkinson and Bob Martin.

March 4-5, 2006
Northeast Floral Expo
Crowne Plaza Hotel • Cromwell, CT
Featured FTD Design Program: “Economical Elegance” presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact the Connecticut Florists Association at 203-268-9000 or visit their website at www.flowersplantsinct.com. Look for FTD Team Members Roger Cohen, Roberta Belanger, Jim Weedon and Dick Scholler.

March 10-12, 2006
Illinois State Florists’ Association Spring Conference
Crowne Plaza • Springfield, IL
Featured FTD Design Program: “A Celebration of Life – Today’s Sympathy Flowers” presented by FTD Design Instructor Keith White AIFD. For registration information, contact Jerry Hanks at 800-416-4732 or visit the Illinois State Florists’ Association website at www.illinoisflorists.org. Look for FTD Team Members Sarah Andersen, Dina Dandelles and Tom Spain.

March 11-12, 2006
Alabama State Florist Association Convention
Hilton • Birmingham, AL
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 Kathie Yerullis at 205-989-8001. Look for FTD Team Member Michael Woodson.

March 11-12, 2006
Wisconsin & Upper Michigan Florists Association Spring Conference
Radisson Hotel • Green Bay, WI
Featured FTD Design Program: “Translating Trends into Everyday Designs” presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Jeanne Rhodes at 262-246-4944 or via email at wumfa@wi.rr.com, or visit the Wisconsin & Upper Michigan Florists Association website at www.wumfa.org. Look for FTD Team Member Teresa Joeger.

March 15, 2006
Long Island Retail Florist Association Meeting & Design Show
Millikin Inn Carriage House • Jericho, NY
Featured FTD Design Program: “Supersizing Sympathy Sales with Affordable Designs” presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Sean Beckert at 516-767-0025. Look for FTD Team Members Andrew Himmelstein and Jim Weedon.

March 17-19, 2006
South Dakota Florists Association Convention
Ramkota Inn • Pierre, SD
Featured FTD Design Program: “Put some Pizzazz in your Everyday Designs” presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact Ilene Gilbertson at 605-692-6466. Look for FTD Team Member Tim Stelter.

March 20-21, 2006
SAF Congressional Action Days
Fairmont Hotel • Washington DC
For registration information, contact the Society of American Florists at 800-336-4743 or visit their website at www.safnow.org.

March 25-26, 2006
Allied Florist Association Convention
Radisson Hotel • Norfolk, VA
Featured FTD Design Program: “Wedding Floral Review” presented by FTD Design Instructor Keith White AIFD. For registration information, contact Lynn Sears at 757-492-5686. Look for FTD Team Member Bill Winckler.

April 2, 2006
Niagara International Association of Florists Spring Design Show
Sheraton Fallsview Hotel • Niagara Falls, Ontario
Featured FTD Design Instructor Keith White AIFD. For registration information, contact Helen Riebel at 905-687-3490. Look for FTD Team Member Tim Casson.
FTD’S SPECIALTY CATALOGS - THE PERFECT MARKETING TOOLS

These catalogs are designed to promote your floral products and drive traffic into your shop. By customizing these materials with your shop’s name, you create a co-branded vehicle that promotes your business with the FTD brand. Below are some low cost marketing tools that will help you increase your order volume.

VOLUME 45 MINI CATALOG

• Mail out in customer statements
• Attach to out-going orders
• Leave as take-ones on your counter
• Custom or FTD prices available

BRIDE’S GUIDE

• Hand out to brides-to-be when they stop in your shop
• Distribute at bridal shows
• Partner with local bridal shops, tuxedo stores and photographers
• Available with your shop imprint/logo

THE FTD® GIFT COLLECTION CATALOG

• Mail to top customers to offer gift ideas
• Distribute to corporate offices
• Use as give-aways at open house parties throughout the year
• Fully customizable with copy, pricing and special offers

Call FTD® Marketplace at 1-800-767-4000, press 1, press 3 and then 3 again and your very own Imprint Specialist will guide you through the ordering process. View all the pages of these catalogs online at www.ftdi.com.

SAVE TIME, MONEY AND DRIVE SALES WITH FTD MERCURY 7.0

FTD is pleased to announce the release of FTD Mercury® 7.0, which offers new ways for florists to save time and money, while helping increase shop efficiency. This release includes multi-store support, as well as a new Accounting module with third party payroll and timeclock features.

“We are extremely excited for the release of FTD Mercury 7.0. FTD Mercury continues to push the envelope as the most advanced and easy to use, windows-based flower shop POS system on the market,” said Larry Johnson, Executive Vice President of FTD Technology. “The feedback we have received from florists and from within FTD has been nothing but positive. This is by far our strongest release to date.”

NEW ACCOUNTING MODULE

• New systems ship fully integrated with QuickBooks® 2006 Pro
• Easily create your QuickBooks Chart of Accounts and balance your books from within FTD Mercury

NEW PAYROLL

• Run payroll straight from QuickBooks – including tax table updates
• Florists choose from a variety of discounted Intuit Payroll Services’ products

NEW TIMECLOCK

• Provided by Count Me In®, the Timecard Monitor transfers time “punches” to QuickBooks Timesheets
• Employee’s clock in and out using a biometric sensor that identifies individuals by fingerprint
• Managers can easily edit timecards, reconcile, view and print reports, as well as adjust rules and settings

NEW MULTI-STORE CAPABILITIES

• Customers are assigned to all stores
• Reporting and statement printing allotted to individual store or all stores consolidated
• Products associated with all stores or individual store

NEW DIRECTORY BANNER ADS

In addition to printed directory ads, as of the November 2005 Directory, FTD Mercury includes equivalent electronic banner ads viewable from within “Florist Search”.

NEW FTD MERCURY REPORTS

FTD Mercury 7.0 includes a more robust Business Snapshot, Product Sales and Product Comparison report, as well as Employee Analysis.

For more information about FTD’s latest technology solutions, call a professional Mercury Technology representative at 1-800-767-3222.

PARTICIPATE IN THE FTD HEALTH INSURANCE SURVEY!

In response to significant interest from FTD Members, FTD in coordination with US Specialty Underwriters is developing a new health care program. The national FTD health insurance program should be able to offer increased benefits at substantially reduced costs exclusively for its FTD member florists.

Simply put, a network of 20,000 florists can form a buying cooperative and purchase health care insurance at very favorable terms. A large participating group offers a leverage that would otherwise not be available. It’s like the advantage of buying products at wholesale or in bulk prices.

You should have received a letter and survey in the mail regarding this opportunity. In order to determine the scope of a national FTD health insurance program, we need you to respond to the survey. This potentially, with your participation, could be the single biggest benefit to you, your family and your employees.

Thank you for your time in completing the survey to kick off what is anticipated to be an important FTD initiative that can directly benefit all FTD Members.

The FTD Newsletter is sent to approximately 20,000 FTD Members across the United States and Canada. If you have feedback, a letter to the editor, or have a story and photos you’d like to share, please send it to the editor of The FTD Newsletter at prdept@ftdi.com or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!