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MERCURYMINUTE

MAKEOVER MAGIC CONTEST TRANSFORMS A JERSEY SHORE FLOWER SHOP

After selling their 50-year old family-owned flower shop in Philadelphia, PA, Amy and Anthony Cinkutis retired to the Jersey Shore. Missing the floral industry, they purchased the Always Something Special Florist in Bayville, N.J. The shop's small space presented some design challenges, and with the economy still struggling the couple opted for utility over beauty. Still, knowing that an attractive space is good for business, Amy entered the shop in the 2013 FTD Makeover Magic Contest seeking help.

Always Something Special Florist was selected as the winner out of nearly 100 entries from across the United States and Canada. Upon hearing the news of being selected, Amy expressed, "I could not believe we were chosen. My husband and I felt it would not only be a great opportunity for our shop, but also for our community, since so many of our neighbors have suffered great losses in the wake of Hurricane Sandy."

CONCEPT ORAWING DIKETH WHITE



J. Keith White AIFD (left) with Always Something Special Florist owners Anthony (center) and Amy Cinkutis (right).



"Thank you [FTD] a million times over for choosing us and changing our lives. Thank you to Keith for his amazing vision and talent."

The makeover, led by FTD Education Consultant J. Keith White AIFD in October, focused on a sense of community and family to emphasize the cozy, welcoming nature of the Jersey Shore. "In reviewing their contest entry, it became apparent that form, function and a serene surrounding were greatly needed at this shop," stated White. "I infused the local flavor of the seaboard through wall paint color, fixture styles and finishes, giving a comfortable, family cottage feel."

(continued on page 2)



MAKEOVER TRANSFORMS FLOWER SHOP (continued)

The merchandising renovations included:

- New, functional fixtures, such as an island counter for design, bistro table for consultations and hutch for impactful merchandising displays
- Organizing the shop's floor plan to optimize sales
- New paint and reconfiguration of some of the original fixtures, including doors, coolers and plant displays
- New silver nesting tables for merchandising display
- A large vintage mirror to expand the visual space
- New ceiling tiles to give a more professional, finished look
- New track lighting to accentuate shop merchandise
- A collection of bold botanical prints displayed on the walls throughout the shop

When asked about how she would describe the makeover experience to fellow florists, Amy exclaimed, "I am so thankful to FTD and Keith White. This was a real blessing for us. I love the store more every day. I walk in and take it all in each morning. It is amazing and it is ours. Thank you a million times over for choosing us and changing our lives. Thank you to Keith for his amazing vision and talent."

Check out more photos of the amazing transformation at facebook.com/MercuryNetwork.







CELEBRATING FTD® FLORISTS

Oram's Florist located in Lexington, KY, was recently published in a local book about Historic Lexington. The shop is Lexington's oldest florist and third oldest business. Congratulations!



Lindsey Crump (right), owner of Crump's Garden located in McKinney, TX, accepts her FTD Top 1000 plaque from FTD Field Business Consultant Chad Eggleston (left). BEST FLORIST

Congratulations to Aiello Mid-Town Florist located in Kenosha, WI, for receiving the Best of Kenosha County Award two years in a row!

Pat Rendon (left), owner of Oak Hills Florist located in San Antonio, TX, accepts her FTD Top 500 plaque from FTD Field Business Consultant Joe Arbona (right).

EDUCATION & EVENTS CALENDAR



FTD® BOOT CAMP

This three-day workshop, instructed by Ann Jordan AIFD, offers you countless tips and ideas about how to drive local business to your shop, fine-tune your design techniques and market your business for success.

April 7-9, 2014 Date:

Location: FTD Headquarters, Downers Grove, IL

\$699/person* Cost:

EARLY BIRD SPECIAL: \$599/person Just register for the April session by January 15, 2014.

Register today at FTDi.com/FTDUniversity.

*This great value is inclusive of all education sessions, flowers and materials; three nights of hotel room and tax; breakfast and lunch daily and a networking dinner on Monday.





WEBINAR SERIES - LEARN WITHOUT **LEAVING YOUR BUSINESS**

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

Register today at FTDi.com/FTDUniversity.

Building Your A-Team

Derrick Myers, CPA, CFP Vice President, Crockett, Myers & Associates

Tuesday, February 25, 2014

5 pm EST/2 pm PST



Derrick Myers CPA, CFP

NOW, AT A NEW TIME! 5pm EST/2pm PST



The live webinars are also recorded. Visit FTDi.com/FTDUniversity

EDUCATION & EVENTS CALENDAR

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

JANUARY 13, 2014

CANADIAN FLORIST BUSINESS FORUM

Mississauga, ON Canadian Florist WWW.CANADIANFLORISTMAG.COM

JANUARY 18-19. 2014

FLORIDA STATE FLORISTS' ASSOCIATION **MID-SEASON DESIGN SUMMIT**

Pensacola, FL Florida State Florists' Association WWW.FSF3SA.WILDAPRICOT.ORG

FEBRUARY 28-MARCH 2, 2014

GEORGIA STATE FLORIST ASSOCIATION CONVENTION

Atlanta, GA

Georgia State Florist Association WWW.GEORGIASTATEFLORIST.COM

Featured FTD Design Program:

"Weddings with Personality" presented by FTD Education Consultant Deborah De La Flor AIFD

MARCH 7-9, 2014

GREAT LAKES FLORAL EXPO

Grand Rapids, MI Michigan Floral Association WWW.MICHIGANFLORAL.ORG

Featured FTD Design Program:

"Weddings with Personality" presented by FTD Education Consultant Deborah De La Flor AIFD

MARCH 7-9, 2014

SPRING CONFERENCE

Springfield, IL

"The Smart Designer" presented by FTD Education Consultant Ann Jordan AIFD

MARCH 8-9, 2014

NORTHEAST FLORAL EXPO

Groton, CT

WWW.NORTHEASTFLORALEXPO.COM

"Passion for Sympathy" presented by FTD Education

MARCH 10-11, 2014

SOCIETY OF AMERICAN FLORISTS CONGRESSIONAL ACTION DAYS

Washington, D.C.

Society of American Florists WWW.SAFNOW.ORG

MARCH 28-30, 2014

WISCONSIN & UPPER MICHIGAN FLORISTS ASSOCIATION CONVENTION

Green Bay, WI

Wisconsin & Upper Michigan Florists Association WWW.WUMFA.ORG

Featured FTD Design Program presented by FTD Education Consultant Kristine Kratt AIFD

MARCH 30, 2014

NIAGARA INTERNATIONAL ASSOCIATION OF FLORISTS ANNUAL DESIGN SHOW

Niagara Falls, ON

Niagara International Association of Florists WWW.NIAFLORISTS.ORG



WEDDING

PROGRAM



EVERYDAY

PROGRAM

SYMPATHY PROGRAM



Illinois State Florists' Association WWW.ISFAFLORISTS.COM

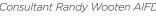
Featured FTD Design Program:



Connecticut Florists Association

Featured FTD Design Program:

Consultant Randy Wooten AIFD





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