

FTD Newsletter

July 2004



FTD®



GOOD NEIGHBOR DAY®

**Thousands of Florists Spread
Friendship And Goodwill
Through Millions of Flowers**

On FTD Good Neighbor Day's
10th Anniversary

July 2004 Vol. 45, No. 7

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Thousands of FTD Florists are on their way to the most exciting event of the year! The FTD 2004 Floral Extravaganza takes place July 26-28, 2004 at the luxurious Venetian Resort and Casino in Las Vegas, NV. And it's never too late to join fellow florists for insightful education, the industry's largest Trade Fair and incredible idea sharing events...visit www.FTDi.COM or call 800-788-9000 ext. 6240 to register or inquire about on-site registration!

Letter from FTD CEO

Michael Soenen



Dear FTD Members,

First, I want to thank you for the support you have given me in my new role at FTD. I have enjoyed my recent travels, meeting with many of you in your shops and discussing this industry. Moving forward, I look forward to further developing the partnership between FTD and you, our customers.

Second, I greatly appreciate the insights, advice and thoughts I've heard from many of you in these first few months including the many different ideas on how FTD can best help you build your business. While the ideas are wide ranging, they are often in response to some common industry trends, specifically:

1. Customers are increasingly using the Internet for ordering flowers. Today approximately 30% of industry wire orders are completed on the Internet while most florists' Internet revenues are generally less than 5%.
2. The "Direct Ship" model for flowers has been validated and is growing rapidly - especially at low cost points. Orders utilizing this method of delivery currently account for 10% of flower deliveries today and appear to be gaining momentum.
3. The "Cash and Carry" business is shifting into alternate locations including mass and discount retailers, garden centers and other retail locations.
4. The cost structure of the retail florist continues to increase.

Change in this industry is not new; for more than 90 years we have adapted to changing market conditions and oftentimes created businesses that were stronger than before. Our goal at FTD is to create products and services that will help you benefit from these trends and allow you to build stronger businesses for yourselves. I look forward to continuing to work with you to further refine our strategy for addressing these trends, and developing the products and services that will help you strengthen your business.

Have a great month. I look forward to seeing many of you at our national convention where I intend to further outline our strategy and introduce many exciting programs to help your business going forward.

msoenen@ftdi.com

FTD Upcoming Events

Aug. 6-8, 2004

Florida State Florists' Association Convention

World Golf Village Renaissance Resort • St. Augustine, FL

Featured FTD Design Program: "Oriental Everyday"

presented by FTD Design Instructor Tina Stoecker AIFD

For registration information, contact Deborah Harvey at 904-646-3800, or visit the Florida State Florists' Association website at www.fl-stfloristassoc.com.

Aug. 7-8, 2004

Louisiana State Florists' Association Convention

Lafayette Hilton & Towers • Lafayette, LA

Featured FTD Design Program: "Creative Everyday Designs" presented by FTD Design Instructor John Klingel AIFD

For registration information, contact Bob Peden at 318-255-2671 or 888-723-0010.

Aug. 7-8, 2004

Heartland Floral Convention

Holiday Inn Central • Omaha, NE

Featured FTD Design Program: "Tropical Trends" presented by FTD Design Instructor Keith White AIFD

For registration information, contact Diane Nitz at 402-947-7611 or via email at hpyk9s@yahoo.com.

Aug. 12-14, 2004

FloralWorld

Georgia World Congress Center • Atlanta, GA

For registration information, contact the Southern Nursery Association at 770-953-3311 or visit their website at www.sna.org.

Aug. 13-15, 2004

North Carolina State Florists Association Convention

Embassy Suites • Greensboro, NC

FTD sponsored Friday Welcome Reception

For registration information, contact Elaine Christian at 800-889-7118 or 919-876-0687.

Aug. 14-15, 2004

Middle Atlantic Florists Association Convention

Days Hotel and Conference Center at Dulles • Herndon, VA

Featured FTD Design Program: "Color in Style"

presented by FTD Design Instructor Keith White AIFD

For registration information, contact Matt Brandt or Betty Whaley at 703-421-2355.

Aug. 20-22, 2004

Arkansas Florists Association Convention

Hot Springs Convention Center • Hot Springs, AR

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 Ted & Garlene Lewis at 501-666-3196.

Aug. 20-22, 2004

Central Tennessee Professional Florists' Association

Christmas Show • Franklin Marriott Cool Springs • Franklin, TN

For registration information,

contact Marilyn Wheaton at 615-329-3875.

Aug. 27-29, 2004

Southern Retail Florist Convention & Trade Fair

Charlotte Convention Center • Charlotte, NC

Featured FTD Design Program: "Intimate Parties" presented by FTD Design Instructor Tina Stoecker AIFD

For registration information, contact the Southern Retail Florist Association at 864-244-7093 or visit their website at www.southernretail.org.

FTD Member's Extreme Floral Decorating Experience

Chris Franks, owner of **The Flowers in Bloom** in Yorba Linda, CA, recently encountered a national TV coverage and memorable home decorating experience with ABC's "Extreme Makeover - Home Edition". The shop was invited to donate time, talent and flowers to add finishing touches to the nationally televised seven-day home makeover for the Walswick family, which was made up of a widow and her nine children.

The idea behind Extreme Makeover is this: "In a race against time on a project that would ordinarily take four months to achieve, a team of designers, 100 workmen and even the neighbors, have just seven days to

completely renovate an entire house - every single room, plus the exterior and landscaping."

Franks and designer Michelle Hyatt were invited to the "set" of the show, which was the location of the house being quickly remodeled on its last day of rehabilitation for the return of the family after their week long vacation in Disney World. The day began at 8am with Franks and Hyatt receiving a walkthrough of the almost completed house by ABC's show designer who pointed out locations where they would like floral arrangements upon completion.

"The scene of the house that final day was incredible, there were TV

cameras and thousands of people around helping finish the house or standing around watching," said Franks.



"Extreme" designers Michelle Hyatt and Chris Franks from The Flowers in Bloom.

afternoon arrival of the family and prepared for the final show segment taping, the team went to work on the décor.

"We brought plenty of flowers and after we completed what the designer wanted for the house, we were making arrangements for the neighbors as well!" Their floral décor was featured in almost every room of the house including the kitchen, living room and bathroom.

In exchange for their hard work and donation, The Flowers In Bloom shop received national exposure in the credits of the show on ABC as well as online at www.abc.com.

While the Extreme Makeover Team completed the house for the

Looking Back With Gregory's Florist And Greenhouses

Congratulations to Bill Gregory, grandson of **Gregory's Florist and Greenhouses'** founder George H. Gregory Sr., for celebrating 100 years in business in Sea Girt, NJ. To celebrate this landmark anniversary, Gregory takes a look back contrasting the old and the new.

From casket arrangements made with burlap ... orders placed by Western Union Delivery tele-

graph... flowers in a bicycle basket with boys peddling door to door...horse and buggy delivery - leaving the house at 4am to delivery wedding flowers and church décor more than 12 miles away...

To today's Oasis, floral foam and plastics...fax machines, telephones and cellular phones... delivery vans, refrigeration and efficiency.

While the times have changed, FTD congratulates Gregory's Florist and Greenhouse for carrying on quality through the years with more than 79 years of partnership with the FTD Brand and 100 years of serving their community.



Bill Gregory holds his 75th FTD anniversary plaque next to the photograph of his grandparents who had started the business 100 years ago.



Gregory & Sons Florists current shop in Sea Girt, NJ celebrating 100 years.

Do your customers know that you deliver World Wide? Display it!



Shannon's Florist delivers world wide!



Barb, Bette and Debi from **Almarose Flower Shop** deliver world wide!



Matt, Amanda and Julie from **Hiatt's Florist** deliver world wide!

D' Elegance Florist

D'Elegance Florist in Houston, TX participated in a recent local trade show. FTD Members Keren and Cesia Garcia proudly displayed the FTD logo and distributed FTD Gift Catalogs at the show. Here Keren Garcia, TX FBC Joe Arbona and Cesia Garcia take a photo next to the beautiful display.



BOLD & BEAUTIFUL By FTD Design Instructor Keith White AIFD



FTD Design
Instructor Keith
White AIFD

Bright and bold color combinations are HOT in the marketplace this year. Think about this the next time you're searching for a floral statement. Look toward the youthful trends

with color combinations such as hot pink and orange, new floral varieties being showcased and keep a tight focus on the color wheel. Make statements with a bright design combination; catapult a youthful craze.



designer's choice due to size and color ranges available.

For orange, try "Lambada" while the continuing choice for orange standard Gerberas is "Fellini" and

Do not forget about the botanicals, "Bupleurum" will add softness to a design, yet still maintaining a bright green look. During the Spring "Boronia" will be a fragrant addition to this bold color statement. Blend in orange and hot pink standard carnations and or pixies to target price points and keep the color craze happening.

ADD GREEN



Nature's neutral, green, has many tones and today, edgy shades are in. Dense lime green Gladiolus rise up - they are not the standard funeral flower any more. Simply style in a vessel and you have a large and showy design. For a tower design, combine them with "Bells of Ireland", "Wattle", Hypericum "Jade Flair and "Equisetum", the cylinder can be glass or an earthy ceramic. Smaller and compact styles can be achieved with "Kermit", "Rocky" or "Yoko Ono" Chrysanthemum, "Bouvardia", "Eustoma Mariachi" series Lime Green Lisianthus and "Lemon Lime" Roses.

ADD SPLASH

For a splash of texture and yellow add in Leucadendron "Flame Tip" or "Bombay Celosia". Looking for a sophisticated youthful approach?



A trumpet or pilsner vase filled with "Midori" green Anthurium, an extremely long lasting variety, and "Green Goddess" Calla combined with "Lion's Head" papyrus and "Zebra Grass". New varieties of green Dianthus have been introduced such as "Prado", "Prado Refit" and "Pistachio".

Out are the days of dyed green carnations only for St. Patrick's Day! Youthful colors capture a smile on everyone's face no matter the age. Color brightens a sad occasion and/or brings life to the party. As professional florists, we have no shortage of floral and botanical choices to complete a spontaneous reason to send flowers.

Capture each moment in time to promote and increase sales with bold and beautiful designs.



COMBINE ORANGE AND HOT PINK

The color choices for flowers can be pushed to the edge; "Milva", "Bugatti", and "Super Green" roses sizzle. New spider Gerberas like the hot pink "Session" and the orange "Tomahawk" give way to a new era of the daisy and the mini Gerberas are fast becoming a

"California". For hot pink, try "Serena". Seasonal Dahlia hybrids introduced have created whimsical and beautiful additions to these color combinations, with the orange pompom "Sylvia" and the hot pink "Onesta". Hot pink Freesia, seasonal Sweet Peas, Ranunculus and Tulips add to the list of flower choices.

FTD Offers Free Credit Card Processing Evaluation

Did you know that most credit card processors charge you a higher rate for telephone orders when you key in the credit card compared to in-store orders where you can swipe the card? This is unfortunate since most florists receive 70% of their orders over the phone, *unless you are an FTD Florist*. Through our credit card program, we offer you one

low rate regardless of whether the transaction is a keyed in or swiped transaction.

Call FTD today at 800-788-9000 ext. 4262 for a FREE credit card processing evaluation. Let us help you secure better rates and save you more money by processing your credit cards with FTD.

With FTD, you receive one low rate and can process all card types on one terminal. Plus, you can utilize your existing equipment and receive one simple statement for all credit card transactions.

Join FTD's credit card program today and start saving money on your monthly rates.

Remember...you can earn both Dollars and Scents rebates and Cash-Flo rebates by sending your domestic and international wire orders FTD! Contact the FTD credit card department at 800-788-9000 ext. 4262 or your local FTD Business Consultant for further details.

Need Convenience? Join Flowers All Hours Today

Consumers want convenience when it comes to shopping and that could be at 10 AM or 10 PM. With FTD Flowers All Hours (FAH), your shop can be open 24 hours a day, 7 days a week to collect orders from new and existing customers.

Plus, many florists have been able to reduce their employee head-count costs by hiring Flowers All

Hours to answer their phones. They have been able to do so by utilizing Flowers All Hours everyday, not just during the holidays or after hours.

Think of the convenience of sending your phone calls to FAH when your shop is working on a big order or if you have five people lined up at the cash register. Don't hire and train additional staff

during the holidays to answer the phone. Let our FAH staff handle those calls for you.

Give your business an edge by being available for your customers 24 hours a day, while being able to reduce your costs. Plus, our highly trained sales associates can add more money to your bottom line by upselling on every order.

Call your local FTD Field Business Consultant today to learn more about FTD's Flowers All Hours or call FTD at 800-423-0675.



Drive More Consumers To Your Florists Online Web Site

FTD is very excited to bring you a great money-saving opportunity to advertise your Florists Online Web site. Now, FTD provides its Members access to leading yellow page online directories, including: Yahoo! YellowPages, AOL YellowPages and Switchboard.com.

Sign up today to list your Web site in all three of these yellow page directories for only \$67.50 per month*. That's a savings of 50% off the retail advertising rate of \$135 per month.

In Canada, the cost is also 50% off the retail rate or only \$99 per

month* to be listed on AOL YellowPages, YellowPages.ca and SuperPages. More than 8 million florist category searches are performed annually in these online yellow page directories. Don't miss out on this opportunity to advertise your Web site for 50% off the retail rate.

Contact your FBC or call FTD Florists Online at 800-576-6721 to order your listing today.

*Requires one-year service commitment and billed monthly on your FTD Clearinghouse Statement.



Put FTD to Work for You!

Have you met the FTD Employee? If not, contact your local FTD Business Consultant (FBC) and have them introduce you. We know your largest cost and biggest headache is labor, so we have developed the perfect solution for you with the FTD Employee.

For only about \$10 a day, you can hire the FTD Employee. This employee works non-stop, seven days a week, 24 hours a day and

even holidays by working 365 days a year. The FTD Employee is ready to assist you in growing your business by being fully trained to get started right on day one.

Remember, the FTD Employee works 365 days a year so your new employee will never be sick or take a vacation. Plus, this employee will not require any additional costs for health bene-

fits. And compared to rising hourly wage costs, the FTD Employee works for only \$10 a day or less!

Contact your local FTD Business Consultant (FBC) to learn more about how the FTD Employee can save you time and money, while increasing your revenues and profits.

Hire the FTD Employee to:

- Answer your phones 24 hours a day
- Create and manage your own custom Web site
- Process credit cards and secure low rates
- Cut operational time and build sales through technology



FTD® Good Neighbor Day® – Kindness and Goodwill Spread

The tenth anniversary of FTD Good Neighbor Day takes place Wednesday, September 1, 2004. On this day, thousands of florists across the U.S. and Canada will reach out to their community spreading kindness and goodwill through the exchange of flowers - encouraging each recipient to keep one flower for themselves and to hand out the others to make new friends and continue to share kindness.

The idea of Good Neighbor Day was founded in 1994 by FTD Member Brook Jacobs, owner of **Greenbrook Flowers** in Jackson, MS. After a tremendously beneficial outreach in his community, Jacobs asked FTD to invite all florists to participate and spread goodwill. Now thousands of florists celebrate neighbors and their community by giving away millions of flowers and spreading the Good Neighbor Day message on the first Wednesday of September.

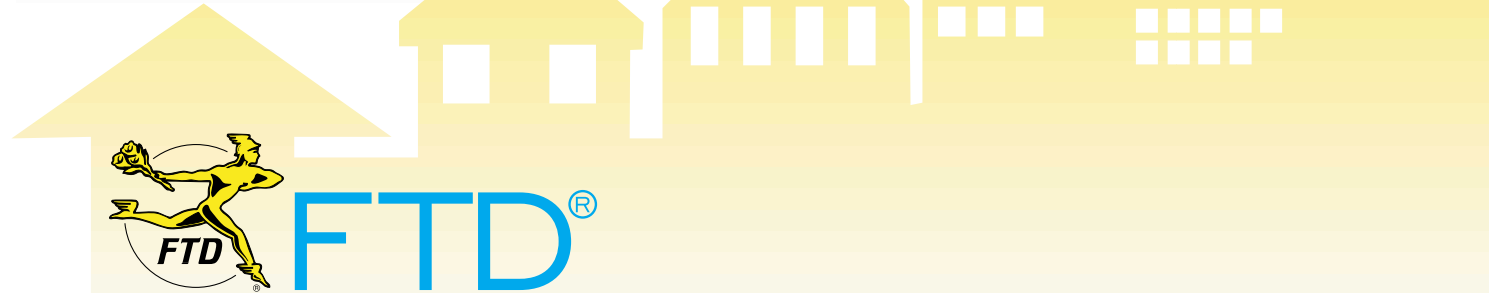
The event's success is based on the smiles, the exchange of kind words and continuing to spread a message to the community of the emotional benefit people feel through the exchange of flowers. The timing of the event is key, based on rose prices and FTD Fresh Flowers helps out with special FTD Good Neighbor Day pricing on roses and carnations (see page 12 of the Newsletter).

Florists who have found success with FTD Good Neighbor Day recommend getting local media involved and using them to spread the story of the importance of FTD Good Neighbor Day within the community. Long time participants advise that it is necessary to begin calling the local newspaper, radio and TV stations as early as possible to begin discussing the opportunities that can be shared with this event. The key to a successful event can be getting local media to partner with florists to hand out dozens of flowers and to help promote the event. Joint participation between the florist and the media is one of the best ways to get advertising through bartering and to gain support within the community. The burden of labor can also be shared with local community organizations, and many FTD Florists have found success by partnering with volunteer groups.

Each year, the outreach blooms. Jacobs' local event held in Jackson is an extensive feat including sponsorship and support by local banks and corporations, as well as strong outreach to the sick through the local hospital and all across the community with fellow florists in the area. Jackson, MS comes alive with roses while friendship and kindness are spread.



SEE FTD
Fresh Flower
SPECIALS
on page 12



 **FTD**®

GOOD NEIGHBOR DAY®

Good Neighbor Day Throughout North America With Millions of Flowers

FTD provides a FREE "how to" kit for FTD Members to plan their event on a variety of personalized levels. This kit is available online at www.FTDi.COM and continues to invite florists to join. The kit includes "how to" materials to execute media outreach, request an official proclamation, and obtain corporate and community sponsors, as well as ad slicks and radio scripts. To download the FREE kit, visit www.FTDi.COM.

FTD Members share their stories of success.

Last year was our first experience with FTD Good Neighbor Day and it was one of the best marketing ideas that we did all year. We received phenomenal media coverage all for free! At first it was a little daunting to decide to participate in such a large city as Toronto, Canada, although it went off without a hitch! For giving away 15,000 roses wrapped in dozens we receive the front-page cover story in the Toronto Star, at least five major radio stations picked up the story and two TV stations. As an additional bonus, we received 1,500 free French fry coupons from McDonalds to give away and in exchange for the fries and the flowers, we asked for a donation towards a local hospital ... raising more than \$1,800.

- Stephen Mangos of **Canadiana Flowers** in Toronto, Canada

I wish there was enough time in the world for me to share all of the positive, impressive stories we have about this occasion. We have been on board with FTD and this event since the second year. The goodwill generated from this has exceeded our expectations. I could share stories for hours - one that comes to mind is one year that a lady who received a bouquet of roses from us returned to our shop after giving away 11 of the roses to different people. She returned, specifically to bring my mother Rochette Allen, owner of Rochette's, her twelfth and final rose as a thank you for the incredible experience. It moved my mom to tears. With the success of generating goodwill and smiles all over our town, I am puzzled why all FTD florists don't participate.

- Sidney Allen of **Rochette's Florist** in Farmville, VA

We participate in FTD Good Neighbor Day because it's great PR for our shop. We receive incredible feedback from those who participate, and it is a great goodwill gesture for our community. We have turned the event into quite the extravaganza at our shop including 10 additional businesses setting up tables around our location, a local radio station doing a live remote on-site at our shop, extensive giveaways and attention. The partnering local businesses provide a donation for the roses in exchange for an advertisement we supply. Each year it gets better and better. People call into the radio station telling their stories of when they gave away their roses or received one; we receive notes in the mail, phone calls and emails of thanks. With all of the hard work that goes into it - in the end we know that it was worth it.

- Melanie Trubey of **The Personal Touch Florist** in St. Petersburg, FL

We participate in FTD Good Neighbor Day because it's a great way to get new customers. We meet a lot of new faces and attract new business to our shop!

- Lucille Conforti of **Roses Florist of Fishkill** in Fishkill, NY

We participate in FTD Good Neighbor Day to promote goodwill throughout our area, partner with other businesses in our community and because it's fun and we receive great press coverage!

- Tammie Thomas of **MakeScents Floral Design** in Boyd, TX

We participate for the smiles FTD Good Neighbor Day brings to people in my community and the way the feelings of goodwill spreads like ripples in a pond. Our open house atmosphere helps people remember our shop as someplace special and as a participant in the community. The event also creates a media opportunity for us and is a lot of fun!

- Lorrie of **Flowers for You, Inc.** in Hollywood, FL

Questions on FTD Good Neighbor Day can be directed to prdept@ftdi.com.

Benefits of Mercury Direct

If you're not one of the thousands of florists already using Mercury Direct, you may be surprised how simple and inexpensive it is to use! Mercury Direct is FTD's most affordable send-and-receive-only option for the value conscious florist. This easy to use software allows you to electronically send and receive floral orders. It brings Mercury Network access to any member with a computer and an Internet Service Provider (ISP) account. With Mercury Direct, florists will receive a new level of convenience, time-savings and value.

Mercury Direct offers you immediate access to all of the Mercury Network Message screens without having to be online. Simply

enter the order information and press "submit". Mercury Direct automatically connects to the Internet and sends your order. Mercury Direct also automatically checks for incoming orders and prints them out for you. In addition, the software allows you to search for orders or order-related messages, products, floral listings and facilities.

Even if you don't own a computer, we have a cost-efficient solution for you! A Windows® PC and printer are available to FTD Member Florists at a special price.

For more information on Mercury Direct, call FTD® Mercury Technology at 1-800-767-3222 or e-mail us at technology@ftdi.com.

SENDING AND RECEIVING ORDERS HAS NEVER BEEN EASIER

- Simple point-and-click functionality simplifies your business
- Send and receive orders and messages through the Mercury Network
- Execute easy search and find functions on orders and messages
- Extensive online "Help" and technical support accessibility
- Online Selections Guide
- Save counter space by having one computer that does it all; sends orders, access the Internet and more!



FTD Connections is a program developed exclusively for FTD Florists that offers great discounts on products and business and personal services that you use everyday. Consider it our way of saying "thanks" for your years of support and making FTD the leader in floral quality, artistry and dependability.

Just by being an FTD Florist, you'll save money on mobile phone and paging services through Nextel, Skytel, eAccess and Sprint; Car and truck rental, leasing, and gasoline purchases through Bush Truck Leasing, Shell Oil, Budget and ARI; Insurance products through Florist Insurance Connection and New York Life; Computer hardware and supplies through HP and Staples; and much more in the coming months!

Nextel® – Nextel welcomes the opportunity to service the wireless needs of FTD Members.

The Nextel partnership provides the following to FTD Members:

- 10% off all Nextel rate plans
- 39% off all Nextel phones and BlackBerry® devices
- 20% off all Nextel accessories

Floral Jobs – FloralJobs.com offers your shop a one-year subscription to the premiere on-line database for candidates and opportunities within the floral industry.

The Florist Insurance Connection – The program offers florists a high-quality insurance product at a competitive price. With The Florist Insurance Connection you have access to a comprehensive portfolio of insurance coverages for your business including property, general liability, workers' compensation, mechanical breakdown (including coolers), business auto and umbrella liability insurance.

Universal Express – The FTD Gift Card is an exciting new concept whereby negotiable values such as cash, loyalty points, rewards, and promotional value are stored on the FTD Gift Card for future use. This program allows members to distribute Gift Cards that may be redeemed ONLY at the member's location. Usage and redemption information can be tracked via the Internet so that customers can be properly rewarded with loyalty or incentives. Gift cards replace older, paper-based gift certificate programs and provide the end-user with a complete shopping experience.

Visit <http://www.FTDi.COM> today to check out our full listing of partner websites and learn more about these exclusive FTD Member benefits!

Local Wholesalers Sell FTD® Fresh Cut Floral Extender

FTD is excited to announce FTD Fresh Cut Floral Extender is now available at local wholesalers! FTD Fresh Cut Floral Extender is a revolutionary new petal and foliage solution that breathes extended life into fresh cut flowers. This topical spray effectively slows the aging process and

prolongs the beauty, vibrant color and "just picked" freshness of your blooms and greens.

Fresh Cut Floral Extender is specially formulated to provide protection from harmful biological agents that attack petals, leaves and stems. What's more, it helps floral arrangements retain moisture for extra longevity and greater customer satisfaction. It even helps sensitive petals stay intact to protect your arrangements from damage during transport.

Call your local wholesaler or FTD Marketplace at 800-767-4000 to find the closest wholesaler in your area. The following wholesalers have been selected to distribute Fresh Cut Floral Extender.



Bay State Farm Direct
Manchester, NH
Providence, RI
Wilmington, MA

Bill Doran Company
Austin, TX
Bloomington, IL
Bolingbrook, IL
Chicago, IL
Des Moines, IA
Green Bay, WI
Madison, WI
Milwaukee, WI
Omaha, NE
Peoria Heights, IL
Pompano Beach, FL
Rockford, IL
San Antonio, TX
Springfield, IL
Waterloo, IA

Kennicott Brothers Co
Aurora, IL
Elk Grove, IL
Chicago, IL
Hammond, IN
Milwaukee, WI
Waukegan, IL

Calvert Wholesale Florists
Baltimore, MD

McShan Florist, Inc.
Dallas, TX

Dreisbach Wholesale
Cincinnati, OH
Lexington, KY
Louisville, KY

Nordlie, Inc.
Dayton, OH
Flint, MI
Garfield Heights, OH
Grandville, MI
Newton Falls, OH
Warren, MI

Greenleaf
Albuquerque, NM
Austin, TX
Boise, ID
Dallas, TX
Fort Worth, TX
Hayward, CA
Houston, TX
New Orleans, LA
Phoenix, AZ
Portland, OR
Sacramento, CA
San Antonio, TX
San Jose, CA
Sparks, NV

Hardin Wholesale
Liberty, NC

Steve's Flowers and Gifts
Indianapolis, IN

Washington Floral Service,
Tacoma, WA

A Successful Partnership Between an FTD Member And Ty

Malvina Gascon, owner of **A World of Flowers** in Oak Lawn, Illinois, knows what sells in her shop. For more than two decades, Malvina has been offering her customers plush as the perfect addition to flowers. For the past ten years that plush has been Ty. From Beanie Babies® to Pluffies® and everything in between, her customers prefer and request Ty plush for its quality, affordability and styling - so much so that Malvina carries no other plush than Ty!

they share a business relationship, it has gone beyond that; there is a touch of a personal interest. Malvina trusts her Account Executive will be there as planned and offer up helpful display tips that have proven successful in other areas.



Once her Ty order arrives, Malvina goes to work placing Ty product throughout her shop. She has product on displays, in plants, on shelves, by the register and on Ty

display units. Every piece has a place. According to Malvina, three out of ten men entering the shop for a floral purchase will buy a piece of Ty plush to sweeten the deal. The 'A World of Flowers' staff is well trained to see the potential in their customers' orders. Because of Ty's quality and giftability, it's easy to make the customer aware of the value of a great plush item.

But, walk-in traffic is not the only way A World of Flowers does business; much of the daily activity is generated through telephone and web orders. Once again, Malvina's staff knows how to suggest plush items that might enhance floral arrangements. No child, or adult for that matter, can resist Ty plush. Remember, a small investment added to the arrangement will end up being a pleasant memory long after the flowers have faded.

Malvina believes Beanie Babies are a great value and sell as well as the larger Classics® pieces.

Pieces with special meaning, whether Beanie or Classics, are proven sales add-ons. Angel-themed items are a sentimental favorite, the baby-gear line of Pluffies is perfect for the newborn floral arrangements and celebratory items like Ty's graduation owls are a big hit.

A World of Flowers orders Ty product through the proven reliable FTD system. In Malvina's case, her orders generally arrive around ten days from the time she placed the order - not a long wait for product you know will sell quickly!

This owner is a believer. The product works, the system works and when asked if she would recommend Ty products to her fellow FTD Members, her immediate response was, "Of course. I believe in the product and I know it works for me!"



Article provided by Ty

FTD® Marketplace™ Ships Members The New Spring/Summer 2005 Buyer's Guide



In the new Buyer's Guide, you can look forward to

- Popular volume "2 PLUS!" discounts - a great way to increase your mark up by lowering your inventory cost on our latest products, with the greatest customer demand
- Easy user-friendly order form.
- Incredible products such as...



The FTD® Valentine's Day Bouquet



The FTD® Mother's Day Bouquet *Laura Ashley!*



The FTD® Father's Day Planter *National Geographic*



The FTD® Sweethearts® Bouquet

Debuting at the FTD 2004 Floral Extravaganza and in all FTD Member shops is the codified and support product selections found in the FTD Spring/Summer 2005 Buyer's Guide. This resource is filled with the products that will drive business to your shop throughout 2005.



The Breast Cancer Awareness Bouquet presented by FTD®

The Breast Cancer Awareness Bouquet presented by FTD® is an exciting new opportunity for you to raise awareness in your community around Mother's Day or year round!

Stay tuned for the new Buyer's Guide, which will mail with your FTD Directory at the end of July. Questions on FTD products? Contact FTD Marketplace at 1-800-767-4000.

Value Priced Flower Program Helps Florists Stay Competitive

During Mother's Day this year aggressive competitors continued to bypass the florist with lower priced flowers shipped directly from the grower. FTD offers you a solution to compete and win in this environment with Value Priced Roses, Single Flower Bouquets and Tulip Bouquets. FTD experienced strong growth in value priced flowers with an especially high consumer demand for Roses, Tulips and Gerbera Daisies.

In order to help FTD Members fill Value Program orders, FTD Fresh Flowers offers incredible deals on fresh flowers to fulfill these orders in a profitable manner. Tulip codification is only valid from Decem-

ber through Mother's Day. Generate incremental orders for your shop by codifying for the Value Priced Flower program.

To codify for these programs simply fax back the last page of this month's newsletter with your choices or contact FTD Directory Services at 800-788-9000 or send a GEN message to 90-0258AA.

To get pricing from FTD Fresh Flowers contact FTD Marketplace at 800-767-4000.

If you have any questions or comments, please feel free to send them to FTD.COM by GEN message to 90-8400AA or by calling the FTD.COM Florist Hotline at 800-554-0993.



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.

Stay Ahead of The Competition With Value Priced Flowers

YES! Codify My Shop For The Boxes Checked Below.

All prices are in U.S. dollars and include delivery.

1. Value Priced Roses Program

This program currently includes the red medium stem roses at \$29.99 and \$39.99, but will now expand to include:

- Dozen red medium stem roses with a vase (\$38.99)
- Dozen pink, yellow, or mixed color medium stem roses (\$29.99 wrapped, \$38.99 vased)
- 6 red medium stem roses with a bear (\$34.99 wrapped, \$43.99 vased)
- Dozen red medium stem roses with a bear (\$39.99 wrapped, \$48.99 vased)

If you have already signed up for the Value Priced Rose program, we will automatically include you for these new products. If you wish to sign up or to be removed from this codification, please indicate your choices below and fax in this form.

2. Value Priced Single Flower Bouquets

This program will include:

- Mixed color gerbera daisies - 12 stems for \$34.99 wrapped (\$43.99 vased)
- Mixed color daisy pompons - 16 stems for \$34.99 wrapped (\$43.99 vased)
- Mixed color carnations with filler - 24 stems for \$29.99 wrapped (\$38.99 vased)

In order to maintain codification for these items, you must fill the order with the exact number of stems indicated above. If you have already signed up for the Value Priced Rose program, we will automatically include you in this new codification. If you wish to sign up or to be removed from this codification, please indicate your choices below and fax in this form.

3. Value Priced Tulip Bouquets

This program will include:

- Mixed tulips in a pail - 30 stems for \$59.99
- Mixed tulips - 20 stems for \$39.99 wrapped (\$48.99 vased)
- Mixed tulips - 15 stems for \$29.99 wrapped (\$38.99 vased)
- Red & white tulips - 20 stems for \$39.99 wrapped (\$48.99 vased)

In order to maintain codification for these items, you must fill the order with the exact number of stems indicated above. We will not sign you up automatically for this codification. If you wish to sign up, please indicate your choice at left and fax in this form.

Member #: _____ Shop Name: _____

Contact Name: _____ Signed by: _____

Request must be faxed to FTD® Directory Services at 630-719-4804.

If you prefer, you can contact FTD Directory Services at 800-788-9000 or send a GEN message to 90-0258AA.

Fresh Flower Value Program Pricing. Call FTD Marketplace To Order: 1-800-767-4000



VALUE PRICED BULK ROSES

40 cm Roses: 125 Red / 125 Assorted Colors
Packed 250 per box \$0.46 st / \$115.00 box
52RORECO40

50 cm Roses 100 Red / 100 Color Assorted
Packed 200 per box \$0.55 st / \$110.00 box
52RORECO50



VALUE PRICED ROSE BOUQUETS

Includes: 12 stems 40 cm Roses, 1 stem
Gyp and 1 stem greens

20 Bouquets 50% Red / 50% Colors
\$4.95 bqt. / \$99.00 box
60DZRO40BD



VALUE PRICED GERBERA DAISIES

Gerbera Daisies Assorted 100 stems
\$0.62 st / \$62.00 box
76GERBASQ

*Orders must be placed 7 days in advance, pricing is delivered via Fedex.



the
EASY FAX BACK
form



GOOD NEIGHBOR DAY®

FTD Fresh Flowers offers incredible deals on the freshest roses and carnations - direct from growers to your door - in order to help make FTD® Good Neighbor Day® the most affordable community outreach for you! Check out the FTD Good Neighbor Day specials below and call FTD Fresh Flowers today, or simply fax this form to FTD Fresh Flowers and a Fresh Flowers representative will contact you directly.

- 12 stem rose bunch
- 50 % red / 50% colors
- Packed 40 bouquets
- FTD Member cost \$3.40 per bunch, including FED EX delivery

- 12 stem carnation bunch
- Monochromatic bunches, assorted to the case
- Packed 40 bunches
- FTD Member Cost \$2.88 per bunch, including FED EX delivery

Call FTD fresh flowers for FOB Miami cost and Canadian prices at 800-767-4000 or to purchase, fax this form back to 630-515-4179 and FTD Fresh Flowers will contact you to place your order!

_____ FTD Member Number

_____ Contact Name

_____ Telephone Number

_____ Email Address

