



# MERCURY MESSENGER

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## PRESIDENT'S MESSAGE



### FTD's pledge to help build the flower industry and enhance your business.

When United Online bought FTD back in late August 2008, Mark Goldston made a pledge to all FTD Florists that we would launch a consistent plan to drive the FTD brand and help forge a stronger bond between florists and FTD.

We are halfway through 2009 and the FTD team has been hard at work implementing many new programs that we promised to be complete by Mother's Day.

- Launched a multi-million dollar brand building national television advertising campaign and put FTD back on national television for the first time in a decade. The campaign celebrated the artistry of the FTD Florists and the strength of the FTD brand.
- Introduced a dramatic new web site design for Mother's Day featuring great new photography showing our beautiful new and existing arrangements.
- Launched the innovative FTD Customer Choice Program, which showcases the value of upgrading bouquets. The program continues to exceed expectations and is increasing average order value on florist delivered bouquets.
- Developed special black and gold Mercury Man packaging for floral deliveries to add a sense of style, value and panache to enhance the value proposition to your customers.
- Created a special occasion reminder service to help drive repeat purchases to FTD and our member florists.
- Launched the FTD Luxury Collection,

which offers beautiful premium (and premium priced) arrangements, not offered by any other floral company. The competition is promoting deep discounts and low priced bouquets.

- Actively promoting that FTD offers same day delivery and a seven day freshness guarantee to drive consumers to buy from FTD Florists.
- Supporting FTD Florists with multiple Parade magazine print ads, direct mail pieces and outdoor billboards showing our new, improved floral arrangements and encouraging consumers to go to their FTD Florist.
- Reviving and meeting with the FTD Advisory Council, consisting of a cross-section of FTD Member Florists, to help advise the FTD management team as to how to serve the florist community better.
- Positioning FTD as "The Flower Experts" and the FTD Florists, the lifeblood of this great, storied 99-year old company as the trusted experts to the consumer public in FTD's advertising and its web site.
- Enforcing the ground breaking DRP (Delayed Response Program) that helps protect sending florists' orders. This program significantly reduced late rejections this past Valentine's Day and Mother's Day compared to the prior year. This is a major victory as it translates to thousands of customers who will be satisfied and return to buy more flowers from you and from FTD. DRP fees collected from florists who violate the program go directly back to the sending florists whose orders were adversely impacted.

We are looking forward to bringing you new ideas, fresh perspective and programs that result in your business moving forward in this challenging economy. There is much more to come and we're on the right path to continue to build this industry and your business through your partnership with FTD.

Robert Apatoff  
FTD President

## FTD LAUNCHES NEW ADVERTISING CAMPAIGN



FTD's 2009 National Advertising Television Spot



The television commercial launched the new FTD branded packaging



The commercial, launched the week of Mother's Day, featured moms receiving FTD Luxury Collection bouquets

FTD has been laser-focused on making important changes that will assist your business. We are stepping up our efforts to invest in the FTD brand which will benefit both FTD Florists and the floral industry. After many years of absence from television advertising, FTD launched a new TV spot the week leading up to Mother's Day.

This exciting new TV ad celebrates you, our highly skilled florists and features some of our beautiful new FTD Luxury Collection products. The national ad campaign reached across the country with the message – there is no gift equal to receiving beautiful FTD flowers and no better way to receive your flowers than through artisan FTD Florists.

The TV commercial was backed by a powerful media spend and a schedule that ran during popular national and regional television programming such as "Oprah", "Ellen", "60 Minutes" and more.

## FTD MAKES A BIG SPLASH AT SUPER FLORAL

FTD made a real impact at the Super Floral Show, held in Atlanta, GA in June. As a Gold Level Sponsor, FTD hosted various events, displayed a superior exhibit booth and featured Mark Goldston, the Chairman, President and CEO of United Online as the Keynote Speaker during a luncheon.



FTD Customer Choice Program



FTD booth at Super Floral Show displayed luxury designs

## LOOK FOR YOUR FTD FALL/WINTER POP KIT

FTD Florists will be receiving their 2009 Fall/Winter POP Kit in August. The kit will include posters of Fall/Winter codified bouquets, window posters and a workroom calendar. The kit will also include the 2009/2010 Floral Selections Guide Update (exclusive binder pages and a workbook) and the Customer Choice Program binder pages for the Floral Selections Guide as well as the workbook binder for these products.

Florists can also visit [www.FTDi.com/advertising](http://www.FTDi.com/advertising) for free downloads of ad slicks, radio scripts and telephone reference sheets.



## FTD ADDS "SUMMER INSPIRED" PRODUCTS TO CUSTOMER CHOICE PROGRAM

Just in time for summer, FTD added some "summer inspired" products to the FTD Customer Choice Program collection of designs on FTD.com in June.

The FTD Customer Choice Program encourages consumers to upgrade a standard order on FTD.com by showcasing the value of spending an extra \$10 or \$25 more.

FTD knows that customers want to view the exact item they are purchasing. By showing the consumer images of the upgraded florist-filled arrangements, FTD.com has tracked that when given the option to purchase a Deluxe or Premium bouquet as many as 60% of consumers are spending more money. This program is successfully increasing the average order value (AOV) for florist-filled arrangements.

Due to the favorable outcomes of the FTD Customer Choice Program, most FTD Everyday branded products have Deluxe and Premium bouquet images available for consumers to view and order. Later this summer, FTD Fall and Winter branded products will be launched with the same options.

To purchase your FTD branded containers, call your FTD Marketplace Representative today at 1-800-767-4000.

To view all of the products and recipes for the FTD Customer Choice Program, go to:  
[www.FTDi.com/customerchoice](http://www.FTDi.com/customerchoice)



The FTD® Sweet Splendor™ Bouquet - Standard  
XX-4334



The FTD® Sweet Splendor™ Bouquet - Deluxe  
XX-4334d



The FTD® Sweet Splendor™ Bouquet - Premium  
XX-4334p



The FTD® Sunny Sentiments™ Bouquet - Standard  
XX-4335



The FTD® Sunny Sentiments™ Bouquet - Deluxe  
XX-4335d



The FTD® Sunny Sentiments™ Bouquet - Premium  
XX-4335p



# CELEBRATING FTD® FLORISTS

## MINNESOTA FLORIST NAMED ENTREPRENEUR OF THE YEAR



Heather Morel of Paeonia Floral in Minneapolis, MN

Heather Morel, owner of **Paeonia Floral** in Minneapolis, MN, was named Entrepreneur of the Year from Twin West Chamber of Commerce. She is a former corporate executive who now surrounds herself with beautiful flowers and the joy they bring her customers.

Morel left corporate America in 2006 to pursue an entrepreneurial dream. At the time, she said, "If I'm going to feel like I've been run over by a bus at the end of the day, at least it will be my bus."

When Morel purchased her floral stores, they came with a talented group of employees who helped her re-brand as Paeonia Floral (Latin for peony). As a result, the staff believes in the business from the logo to the product to the brand promise. Morel finds success in the talent of her floral designers who love what they do, combined with her business acumen. Together, they thrive as an upscale, retail florist that provides flowers for weddings, funerals, corporate events and more.

"I love the fact that every day is different and rewarding," says Morel. "Brides send us photos of our flowers at their wedding and we know they'll be looking at them for the next 50 years."

If Morel has learned anything in the past three years, it's remembering to bring business cards everywhere she goes. She says, "I'll be at the gym with no pockets and no cards and find myself on the treadmill next to someone who is getting married!"

## WESLEY BERRY HOSTS GRAND OPENING OF ITS FLAGSHIP STORE

FTD Top Member **Wesley Berry Flowers** hosted a ribbon cutting ceremony and grand opening reception for the flagship store in Commerce, MI in April. The evening included champagne and hors d'oeuvres, a ribbon cutting ceremony and the announcement of the winner of the "Michigan's Favorite Mom" contest hosted by the flower shop. Prizes were awarded all evening to attendees and guests.



From left to right: FTD Regional Vice President Amanda Noble, owner Wes Berry, FTD National Accounts Director Daniel Cisneros, and FTD Field Business Consultant Bob Martin

## VILLERE'S FLORIST HOSTS OPEN HOUSE



Villere's Florist located in Metairie, LA hosted a ribbon cutting ceremony and open house to celebrate its new 7,000 sq. ft. display room warehouse



Hundreds of Villeres' customers attended the open house

RECENTLY RATED A+ BY THE BETTER BUSINESS BUREAU



FTD.com was designated in June as a BBB Accredited Business with an A+ rating. This means FTD.com supports BBB's services to the public and meets the BBB Accreditation standards.

# FTD® FLORISTS IN THE NEWS

## VIRGINIA FLORIST RECEIVES GREAT LOCAL PRESS AT MOTHER'S DAY



**Coleman Brothers Flowers**, located in Richmond, VA, owners are (from left) Lowell Coleman Jr., Tim Coleman Wilkinson and Glenn Wilkinson

The flower business has been ingrained in the Coleman family for years. So it was natural for Mervin and Lowell Coleman Sr. to open **Coleman Brothers Flowers** in 1971. They did so with their brother-in-law Thomas E. Wilkinson as co-owner. The new business already had a loyal clientele, thanks to Mervin Coleman's 20-plus years in the business.

"My uncle Mervin had worked for Wilber's Florist in Henrico," said Tim Coleman Wilkinson, co-owner and son of the late Thomas Wilkinson and now Coleman Brothers' president. "When [my uncle] left Wilber's, his clients called him at home and asked him to open his own flower shop. He decided to do just that."

Wilkinson owns Coleman Brothers with his brother, Glenn Wilkinson, and his cousin, Lowell Coleman Jr. His uncles, Mervin and Lowell Coleman Sr., retired from the business.

Coleman Brothers originally opened in a small building at 5402 Lakeside Ave. The company moved to its current 8,000-square-foot location at 2104 Dumbarton Road in 1984. "We have more refrigerator space now than we had total work area when the company first started," Wilkinson said. "We still have a 3,200-square-foot building next to our original store location on Lakeside that serves as storage as well as our silk shop."

For each of the five years prior to 2008, the company recorded a 5 percent annual increase in sales. Those growing numbers reflect the industry in general.

In 2008, Coleman Brothers saw its sales drop slightly because of the slowing economy. "We're hoping to bring them back up in 2009," Wilkinson said.

Wilkinson started working part time with the company in 1972 when he was in high school. At the time, he didn't have a driving permit. "On Saturdays, my uncle Mervin would knock on my window about 6:30 a.m. and wake me up," he said. "I would ride with him to work. I swept the floors, watered dish gardens and emptied buckets." He became a full-time employee after graduating from the University of Richmond in 1977.

The company's growth, Wilkinson says, can be attributed in part to its community involvement. Most of its marketing is done through donations to churches and civic organizations for fund raising purposes. "My uncle Mervin preferred word-of-mouth advertising," Wilkinson said. "If he was going to give money for advertising, he wanted it to help someone or something in the community. It's not the customary thing a retailer does, but it has helped us."

Like other industries, the floral business has changed over the years. When Wilkinson started with the company, local flower growers came around with buckets of flowers in their trucks. "There are very few people that grow flowers and sell them wholesale in the Richmond area now," he said. "Most are grown in the Andes Mountains of South America because of the long growing season and cheap labor. The flowers are flown in to brokers in the United States who then fly or truck the flowers to florists."

Source: *Richmond Times Dispatch* May 8, 2009

## FEATURED FLORISTS



Kristin Heidner, co-owner of **Virginia Twins Garden Market** in Pleasanton, TX, has done a great job promoting she is an FTD Florist. She made FTD t-shirts for her staff and added "Be Gold" to her outdoor sign



FTD Regional Vice President Ed Cronin and Denise Betterton, owner of **Yellow Rose Florist** in Ardmore, OK



**Knap Floral**, located in Cape Girardeau, MO, receives recognition as a FTD Top 500 shop. Featured (left to right) are FTD Field Business Consultant John Calhoun, owner Kathy Landweewe and FTD Regional Vice President Ed Cronin



# EDUCATION

## EVENTS CALENDAR

**Aug. 7-9, 2009**

**West Texas New Mexico Florist Assoc. Convention**

The Lodge at Sierra Blanca • Ruidoso, NM  
*Featured: FTD Design Instructor Jeff Corbin AAF, AIFD, PFCI*

**Aug. 11, 2009**

**Central Florida Florist Assoc. Design Show**

Mattern Wholesale Florist • Orlando, FL  
*Featured: FTD Design Instructor Jeff Corbin AAF, AIFD, PFCI*

**Aug. 14-16, 2009**

**Arkansas Florists Assoc. Convention**

Hot Springs Convention Center • Hot Springs, AR  
*Featured: FTD Design Instructor Ann Jordan AAF, AIFD, mmfd*

**Aug. 14-16, 2009**

**North Carolina State Florists Assoc. Convention**

Embassy Suites Greensboro Airport • Greensboro, NC  
*Featured: FTD Design Instructor Tina Stoecker AIFD, PFCI*

**Aug. 28-30, 2009**

**Southern Retail Florist Assoc. Convention**

Concord Convention Center • Concord, NC  
*Featured: FTD Design Instructor Ann Jordan AAF, AIFD, mmfd*

**Sept. 12-13, 2009**

**Iowa Florists' Assoc. Convention**

Iowa Speedway • Newton, IA  
*Featured: FTD Design Instructor Toomie Farris AAF, AIFD*

**Sept. 12-13, 2009**

**Maine State Florists & Growers Assoc. Convention**

Bangor Motor Inn • Bangor, ME  
*Featured: FTD Design Instructor Jeff Corbin AAF, AIFD, PFCI*

**Sept. 18-20, 2009**

**New Mexico State Florist Assoc. Convention**

Albuquerque Marriott • Albuquerque, NM  
*Featured: FTD Design Instructor Deborah De La Flor AIFD, PFCI*

For more details go to [www.FTDi.com/education/calendar](http://www.FTDi.com/education/calendar)

## GENERATION NEXT

*By FTD Design Instructor Kristine Kratt AIFD*



In the floral world, we talk all the time about marketing and gaining new customers. We talk about who is to blame for our dwindling clientele. We talk the talk, but do we truly

look to change?

Who has disposable income - even in a tough economy? Who shops everywhere and anywhere just because they were born to embrace experiences? Yes, it's those crazy Gen-X, Gen-Y and Millennial offspring of the Baby Boomers. It's that kid on the Mac commercials that "disses" the PC. They are the influences of a generation that shops completely different from their parents.

- **BABY BOOMERS**  
1946-1964
- **GENERATION X**  
1965-1980
- **GENERATION Y/MILLENNIAL**  
1981 - 2001

For us, as florists, the loyal clientele we have held on to for so long is still loyal, but not spending the way they once were. Marketing to them is still important, but marketing to those "crazy kids" is where we need to be. They see it and want it. Instant gratification is their middle name.

Once upon a time, their parents pushed this group through the grocery store in a shopping cart and next to the apples they saw flowers. So, they already have an awareness of flowers, thanks to those grocery stores.

### Shopping is a Generational Experience

The next generation's exposure to buying is different than their Boomer parents. Thousands of retailers constantly market everything to them, so it is hard to keep them interested and loyal. One of the keys to engaging them is to provide them with an amazing experience and

service. Make sure your displays keep up with trends, making new customers want to enter your store. Revise your logo so it has strong visual impact that people remember. Update your web site, making it easy to shop and very visual.

With these new customers, we need to grab their interest by touching on what is already familiar to them. They love stores that help them decorate their homes and create their "environment", and that includes flowers.

Focus on people's five senses when you create your "store experience". People happily spend lots of money in Starbucks. They like the flavor and fragrance of the coffee, but also enjoy sitting in a big purple velvet chair listening to music. Florists already tap into the senses...color and fragrance are a part of our world. Add the sound and ways to make it tactile - your flower shop can be a wonderful sensory experience. People want to take part of that home for their own environment.

### A Generation of Individuals

Individuality plays a big role in the lifestyle of this generation. They are quirky, colorful and unafraid to try something new. If three girls walked into your store: a funky hippy, a moody artisan and a sporty prepster, could you offer a design that is an expression of each of them? Of course you can, and it would be fun and easy to capture that with flowers!

### The Technology Generation

This generation grew up with technology. Their communication thrives on text messages, emails, and complete online access. Web sites, just like everything retail, have to compete for interest and loyalty. It isn't enough to just have a site. It needs to include quality photos of your own unique work. It needs to be interesting and interactive. It needs to sell YOU as a BRAND as well as the flowers.

Even if you don't personally like technology, these new customers do. Business is about translating what the customer

likes and then selling it to them. It's up to us as an industry to recognize change and adapt so that we can advance ourselves, offering a new generation the appeal of flowers and all that we can do with them.

## FTD SPONSORS THE 2009 AIFD NATIONAL SYMPOSIUM

FTD continued its support of the AIFD National Symposium as a Gold Level Sponsor for the 2009 event. The Company has been participating and sponsoring this prestigious event for over 20 years. Every year, AIFD's National Symposium features programs by the floral industry's best and brightest, showcasing the industry's latest trends. This year, FTD is very proud that two of its design instructors from the prestigious FTD Education Team held key roles at the event.

At the President's Dinner on July 15, Tina Stoecker AIFD, PFCI was inducted as the new President of AIFD. Tina has been involved with AIFD since 1990 and has held various roles within the organization.

In addition, FTD sponsored a very special and unique design show hosted by FTD Design Instructor Deborah De La Flor AIFD, PFCI, as well as Tanus Saab and Paulo Perissoto, both of whom are from Brazil. This dynamic presentation entitled "Imagination" brought together the flair and beauty of three astounding International designers on one stage.



*Tina Stoecker AIFD, PFCI, FTD Design Instructor and owner of Designs of the Times in Melbourne, FL*



*Deborah De La Flor AIFD, PFCI, FTD Design Instructor and owner of De La Flor Gardens in Cooper City, FL*

## GET THE MOST OUT OF FTD MERCURY WITH TECHNOLOGY TRAINING

No matter if you have had FTD Mercury for 30 days or for more than a year, FTD Technology Training has you covered. Classes are available to help increase your knowledge base and get the most out of the system. FTD offers both classroom-based training and Web-based training options. Both are available at no charge to you.

### CLASSROOM TRAINING

FTD's most popular technology training class is provided at FTD Headquarters in Downers Grove, IL. Within our state-of-the-art facility, including 10 classroom style workstations, multiple members can train simultaneously and follow along with an instructor. Classroom training is especially useful to improve overall familiarity with FTD Mercury Point of Sale. Not only will you get focused training on more in-depth FTD Mercury topics, but have the opportunity to meet other florists who are also using FTD Mercury. As an added bonus, members also receive personalized tours of the company, allowing you to become better acquainted with other areas within FTD.

During the classroom training, you receive deeper training than you received during installation or in any other training FTD provides. The environment and class structure not only help you learn, but provide you the opportunity to focus, take notes, and ask whatever questions you have about your system. In addition to order entry and other day-to-day tasks, instructors cover advanced features of the system, including Mercury Delivery, Mercury Marketing, reports, and Mercury Administration.

### WEB-BASED TRAINING (WEBINARS)

Webinars are offered to you in the convenience of your own home, business, local coffee shop, or basically any place with a phone, computer, and an Internet connection. Webinars are offered to you and your staff at no additional charge. All webinars have a Q&A session at the end of the webinar.



FTD Technology Training Session

Webinar training options include topics such as:

- Direct Mail Marketing
- Email Marketing
- Advanced Marketing
- Mercury Delivery
- FTD Wire Reconciliation
- Mercury Accounting
- FTD Mercury X and X1 New Features

Webinars typically last 60 to 90 minutes and are usually attended by several shops at a time. Although these webinars may be more convenient, the focused training you can receive with Classroom Training is significantly more in-depth and will provide you with a greater overall knowledge in a much more compressed time frame.

### REGISTER FOR TRAINING TODAY!

All FTD Technology Training is by appointment. To register, or learn more email [techeducation@ftdi.com](mailto:techeducation@ftdi.com) or visit Merc Tech U at <http://floristwiki.ftdi.com> and click the "Florist Training" link in the navigation on the left side of the page.



Back Row (left to right): Colin Taylor, Anne's Apple Blossom Shop; Colleen and Dave Naylor, Flowers By Bill Bush; Ken Bolt, Brant Florist, LTD; Bill Posno, Posno Flower Service; Stephen Mangos, Canadiana Flowers; Sue Posno, Posno Flower Service; Joseph Botelho, Le Bouquet St. Laurent, Inc; Shiela Tschetter, Rosery Florist. Front Row (left to right): Brandon Okrasinski, Manager, Technology Training; Adelene Randle, Technology Trainer





# 100 YEARS OF FTD

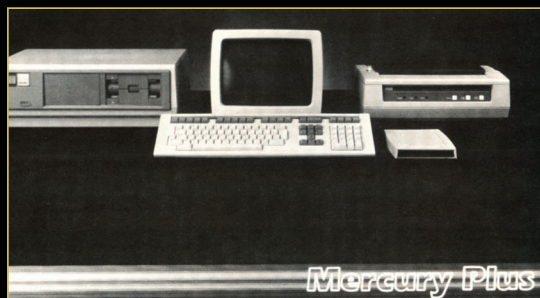
## FTD CELEBRATES MERCURY TECHNOLOGY

FTD is celebrating its 100th Anniversary in 2010... just six short months away, and we will be looking to you to join us in the celebration.

FTD has been the leading floral company for nearly 100 years. We have been a pioneer in many of this industry's firsts...technology, floral design and marketing. Below is an assortment of photos that showcases FTD's advancements in technology through the years.



Test 90, where orders transmitted through a central station, was the first step towards the development of the Mercury Network



Mercury Plus debut in 1985



FTD's Mercury console in production



The FTD Clearinghouse in 1926



In the 1970s, FTD introduces the Mercury Network



FTD Clearinghouse employees were swamped with order reports in May 1959...the first time FTD processed one million orders in one month.

WE ARE LOOKING FOR FLORISTS WHO ARE ALSO CELEBRATING ANNIVERSARY MILESTONES IN 2010. PLEASE SEND AN EMAIL TO THE FTD PR DEPARTMENT AT PRDEPT@FTDI.COM IF YOUR SHOP IS CELEBRATING ITS 25, 50, 75 OR 100TH ANNIVERSARY IN BUSINESS.



## PARTICIPATE IN THE 15TH ANNUAL FTD® GOOD NEIGHBOR DAY®

FTD is excited to announce the 15th Annual FTD® Good Neighbor Day® event will take place on Wednesday, September 9, 2009. The premise of FTD Good Neighbor Day is simple: florists give every customer a free bouquet of a dozen flowers and ask them to keep one for themselves and give the 11 others away to 11 different individuals. The goal of this one-day event is for FTD Florists to spread goodwill throughout their community and help brighten their local residents' day with flowers.

FTD Florists across the U.S. and Canada are highly encouraged to start planning their local events now by securing sponsors and developing philanthropic relationships. These partnerships with community organizations can help increase the exposure and positive impact from the event, as well as offset the cost and labor efforts. Goodwill efforts such as blood drives and food or clothing collections are commonly held in conjunction with FTD Good Neighbor Day.

FTD Good Neighbor Day was started in 1994 by FTD Member the late Brook Jacobs, owner of Greenbrook Flowers in Jackson, MS.

For more information and to download your **FREE FTD GOOD NEIGHBOR DAY PROMOTIONAL KIT**, go to: [www.FTDi.com](http://www.FTDi.com)

FTD Flower Exchange features **FTD GOOD NEIGHBOR DAY BOUQUET SPECIALS** - Call 1-800-767-4000 Today!

### FYI PHONE NUMBERS

## THE FTD TEAM IS WORKING FOR YOU FIND YOUR FTD BUSINESS CONSULTANT AT FTDi.COM

FTD MARKETPLACE SALES - 800-767-4000  
marketplacesales@ftdi.com

FTD FLOWER EXCHANGE - 800-767-4000  
ftdflowerexchange@ftdi.com

FTD MEMBER SERVICES - 800-788-9000  
membership@ftdi.com

FTD TECHNOLOGY SALES - 800-767-3222  
techsales@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

NEWSLETTER - prdept@ftdi.com

INTERNATIONAL RETRANS - retrans@ftdi.com