



Flowers say it better. FTD says it best.™

VOL. 3 NO. 5 | FTD MERCURY MINUTE ©2013, FTD | JULY 2013

MERCURYMINUTE

DRIVE LOCAL BUSINESS & CELEBRATE LOCAL HEROES WITH A COST-EFFECTIVE PR EVENT

Host FTD® Good Neighbor Day on September 11, 2013

FTD Good Neighbor Day is an annual community event that has been **driving local business to florists** while spreading cheer and goodwill across the U.S. and Canada for 19 years. The event was started in 1994 by the late Brook Jacobs, owner of Greenbrook Flowers in Jackson, MS, an FTD Member. Thousands of FTD Florists have participated since, and many more will join FTD for this year's event on Patriot Day, Wednesday, September 11, 2013.

The concept for FTD Good Neighbor Day is simple: florists give away a **FREE bouquet of flowers** to people in their communities encouraging each

"50%—60% of the people entering the shop [on FTD® Good Neighbor Day®] have never been in before."

recipient to keep one flower for themselves and give the rest away. Since this year's event falls on Patriot Day, FTD is encouraging florists to celebrate local heroes to make for an extra special event.

"FTD Good Neighbor Day has been, by far, the most effective and fun marketing tool our shop takes part in," exclaimed Alisa Roth, owner of Bloom Works located in Council Bluffs, IA. "On that day we see more than 500 excited faces. What is more amazing is that 50-60% of the people entering the shop have never been in before."

The key to event success is publicity, and FTD has developed a proven PR kit that provides simple event instructions and easy-to-use marketing templates to help participants prepare. Along with **increased foot traffic**, florists that have successfully hosted an event have also achieved **increased awareness of their shop's location, increased community relations and repeat business**. Florists interested in participating are encouraged to start planning their local events now.

The FTD® Blooming Masterpiece™
Rose Bouquet

Visit FTDi.com/GND to register today.



Bob Bryant (right), owner of Flowers by Robert Taylor located in West Covina, CA is interviewed by his local ABC affiliate at his previous FTD Good Neighbor Day event.

Debbie Thomson (holding plaque), owner of Jean's Flower Shop located in Hamilton, Ontario, Canada and her staff, celebrate receiving their official proclamation of FTD Good Neighbor Day from their local parliament official (center).





FTD

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Tammy Waits Bertrand, owner of **Tammy's Flowers and Gifts**, located in Abbeville, LA, catches up with FTD Field Business Consultant Joe Arbona, at the Louisiana State Convention in June.

Candace Peters, owner of **Flowers of Design by Candace**, located in Winnfield, LA, visits the FTD-sponsored booth at the Louisiana State Convention in June.



Congratulations to Karl "Kirky" Kirkman, Ron Matthews and Cheryl Matthews of **Johnson Greenhouses** located in Statesville, NC, for receiving the 2012 Small Business of the Year Award from the Statesville, NC Greater Chamber of Commerce. The staff at Johnson Greenhouses also had the exciting opportunity to design an elegantly wrapped bouquet of roses and balloons for a recent winner of the Publisher's Clearinghouse Sweepstakes.



CELEBRATING FTD® FLORISTS



Carlos Lopez (left), Marianne Huzar (center) and Courtney Huzar (right) of **Mamaroneck Flowers**, located in Mamaroneck, NY, are increasing awareness of cystic fibrosis one bouquet at a time. The shop elected to offer a special selection of "Foundation" bouquets on their website to support the Boomer Esiason Foundation.

EDUCATION & EVENTS CALENDAR

WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR BUSINESS

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

Register today at FTDi.com/FTDUniversity.

MERCHANDISING 9-1-1

Presented by J. Keith White AIFD
August 20, 2013
2 pm ET/11 am PT



J. Keith White AIFD
FTD Education Consultant

Plus, participate in the *Merchandising 9-1-1* webinar and then enter for a chance to win the FTD Makeover Magic contest!



Enter for a chance to
WIN A FREE MAKEOVER
for your flower shop!

For entry details and to register, visit FTDi.com/Makeover.

The live webinars are also recorded. Visit FTDUniversity.com to view them at your convenience.



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.

Date: August 12-14, 2013
Location: FTD Headquarters, Downers Grove, IL
Cost: \$599/person*

*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.

Register at FTDi.com/FTDUniversity and view a full agenda and course description.

"FTD Boot Camp is a good way to reboot your way of thinking and help focus on the target of being a well-run, profitable business. Upon my return home, I was enthusiastic about implementing some of the ideas we had learned and discussed."

Murray Van Egmond, Edgewood Florist, Montreal-Ouest, Quebec, Canada



LAST CHANCE TO REGISTER!

VISIT FTDi.com/FTDUNIVERSITY FOR THE FULL 2013 EDUCATION CALENDAR



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EDUCATION & EVENTS CALENDAR

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

JULY 12-14, 2013

TEXAS STATE FLORISTS' ASSOCIATION CONVENTION

Mesquite, TX

Texas State Florists' Association

WWW.TSFA.ORG

Featured FTD Design Program:

"The Life of the Party" presented by

FTD Education Consultant Ian Prosser AIFD

PARTYWORK
PROGRAM

JULY 26-28, 2013

KENTUCKY FLORISTS' ASSOCIATION CONVENTION

Frankfort, KY

Kentucky Florists' Association

WWW.KYFLORISTS.COM

Featured FTD Design Program:

"Champagne Centerpieces on Beer Budgets"

presented by FTD Education Consultant

Jeff Corbin AIFD

PARTYWORK
PROGRAM

JULY 27-28, 2013

OKLAHOMA STATE FLORISTS' ASSOCIATION CONVENTION

Norman, OK

Oklahoma State Florists' Association

WWW.OSFA.ORG

Featured FTD Design Program:

"DESIGN-ED 2 \$ELL" presented by

FTD Education Consultant Tina Coker AIFD

EVERYDAY
PROGRAM

JULY 28, 2013

2013 ARIZONA STATE FLORISTS ASSOCIATION EXPO

Phoenix, AZ

Arizona State Florists Association

WWW.AZFLORISTS.ORG

AUG. 2-4, 2013

TENNESSEE STATE FLORISTS' ASSOCIATION CONVENTION

Murfreesboro, TN

Tennessee State Florists' Association

WWW.TENNESSEESTATEFLORISTS ASSOCIATION.COM

Featured FTD Design Program:

"Put Some Pizzazz in Your Everyday Work"

presented by FTD Education Consultant

Deborah De La Flor AIFD

EVERYDAY
PROGRAM

AUG. 2-4, 2013

WESTEXAS NEW MEXICO FLORIST ASSOCIATION CONVENTION

Ruidoso, NM

Jane Terrell

800-996-2812

Featured FTD Design Program:

"Use it up, Wear it out, Make it do or Do

without!" presented by FTD Education

Consultant Tina Coker AIFD

EVERYDAY
PROGRAM

AUG. 3-4, 2013

VIRGINIA PROFESSIONAL FLORIST ASSOCIATION CONFERENCE

Charlottesville, VA

Virginia Professional Florist Association

WWW.VPFA.NET

AUG. 3-4, 2013

SOUTH CAROLINA FLORIST ASSOCIATION CONFERENCE

Columbia, SC

Mike McFarland

803-360-5976

AUG. 16-18, 2013

ARKANSAS FLORISTS ASSOCIATION CONVENTION

Hot Springs, AR

Arkansas Florists Association

WWW.ARFLORISTS.ORG

Featured FTD Design Program:

"Passion for Sympathy" presented by FTD

Education Consultant Randy Wooten AIFD

SYMPATHY
PROGRAM

AUG. 16-18, 2013

NORTH CAROLINA STATE FLORISTS ASSOCIATION CONVENTION

Greensboro, NC

North Carolina State Florists

Association

WWW.NCFLORIST.ORG

Featured FTD Design Program:

"Everyday Winning Combinations"

presented by FTD Education Consultant

Keith White AIFD

EVERYDAY
PROGRAM

AUG. 25, 2013

2013 ROCKY MOUNTAIN FLORAL EXPO

Denver, CO

Maggie Binet

303-888-0304

SEPT. 14-15, 2013

OZARK FLORIST ASSOCIATION CONVENTION

Quapaw, OK

Ozark Florist Association

WWW.ABOUTOZARK.COM

SEPT. 14-15, 2013

IOWA FLORISTS' ASSOCIATION CONVENTION

Iowa City, IA

Marcia Goodman

319-399-1023

Featured FTD Design Program:

"Design in Designs" presented by FTD

Education Consultant Randy Wooten AIFD

EVERYDAY
PROGRAM

SEPT. 18-21, 2013

SOCIETY OF AMERICAN FLORISTS ANNUAL CONVENTION

Chandler, AZ

Society of American Florists

WWW.SAFNOW.ORG

SEPT. 28-29, 2013

MONTANA FLORISTS ASSOCIATION CONVENTION

Helena, MT

Kari lane Johnson

406-771-6828

SEPT. 28-29, 2013

NEW MEXICO STATE FLORIST ASSOCIATION CONVENTION

Carlsbad, NM

Linda Pritchett

575-396-3673



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Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at [facebook.com/MercuryNetwork](https://www.facebook.com/MercuryNetwork).

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