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FTD Newsletter

June 2005



LETTER FROM FTD CEO

Dear FTD Members,

Have you seen the news? **Proflowers** grew their Mother's Day sales by 37%.

This is proof that consumers are embracing the direct from grower model.

The good news is FTD's Consumer and Florist Businesses experienced growth this Mother's Day as well, however the direct from grower market is gaining stronger ground. We must continue our efforts to gain back this market share with quality floral products at lower price points. Couple that with having a local florist deliver these bouquets SAME-DAY and we can win this battle against the direct-from-grower model.

QUALITY

Many FTD Florists were showcased as leaders in the quality arena through local media this Mother's Day. Check out the In The News section on page 5 to see some highlights including the *Newsweek* magazine rating of FTD as "Mom's favorite" and the FTD Brand showcased nationally on the Ellen DeGeneres Show.

However, there are quality issues in our industry. Last month, I highlighted an article in the Newsletter from *Smart-Money* magazine where FTD was rated last. This has generated an interesting response from FTD Members — a mix of confusion and frustration about fellow florists who are not filling appropriately. I believe that this honesty must continue in order to get us to the place where the consumer is certain that FTD stands for quality, and you can all send your orders with the confidence that every florist carrying the FTD Brand has the same high standards as you.

Right before Mother's Day, The CBS Early Show rated FTD last from six

tested florist-filled orders. The two orders had increasing substitutions and poor design compared to that of the tested orders. You'll find a summary of that story on page 5.

As a reminder, poor quality and substitution is simply unacceptable. I will continue to share these stories, send letters to poor fillers and terminate memberships that can not meet the standards of FTD until the day comes that we have eliminated all poor fillers and skimmers from our membership.

RESEARCH

In order to continue to stay competitive, FTD is conducting extensive consumer research to help us better understand the buying trends of consumers. At the same time, we are conducting closer research of you, our customers. These surveys are being distributed via email. If you receive a survey from FTD, please take the time to fill it out, thinking about your partnership with FTD, and your customers and business needs. This information will be vital to building initiatives to help you succeed in the future. We look forward to sharing the results with you in future Newsletters.

MARCH ON

We enjoy hearing from you. If you have ideas or thoughts about the floral industry, please share them with your Field Business Consultant or the Newsletter at newsletter@ftdi.com. For those of you who are registered for the 2005 FTD Floral Extravaganza in July, we look forward to celebrating with you.

All the best,

SOUTH DAKOTA FLORISTS ENJOY "A NIGHT AT THE OSCARS"

THE SOUTH DAKOTA FLORISTS ASSOCIATION Convention showcased "A Night at the Oscars," featuring glamorous bouquets at the movie-themed dinner showcase. FTD Design Instructor Toomie Farris AIFD presented "Gifts of the Earth," a unique design program which explored the concepts of vegetative design and demonstrated the principals of line, material selection and color.



FTD Field Business Consultant Pam Adler shows off one of the designs from the "Gifts of the Earth" program.



Glittery and enchanting arrangements filled the showcase at SDFA's "A Night at the Oscars."



These movie-themed tables, designed by two South Dakota florists, were inspired by "The Butterfly Effect" and "Willy Wonka and the Chocolate Factory."

FTD MEMBER VOTED FAVORITE FLORIST



STUDLEY Flower Gardens, Inc. of Rochester, NH was voted favorite florist in the 2005 *People, Places and Plants* gardening magazine. The New England and New York edition of the magazine had a reader's choice poll, which received a total of 6,000 votes.

Betty Jane Meulenbroek said they were excited to reach the number one spot, moving from 17th place in last

year's poll. **Studley Flower Gardens, Inc.** has been an FTD Member since 1928.



your words

best and not-so-best practices

BEST PRACTICES



“One of the ways we stay on top of our holiday is to start by looking at last year’s sales. We go item by item to get our flower counts and then pre-order from our wholesalers accordingly. We pre-green our arrangements the weekend before the holiday and start pre-arranging our product shortly after by adding only the longest-lasting flowers to our arrangements. Then, we finish the arrangements with the more delicate flowers as we tag them for delivery.”

— Ed Paradise, **Paradise Flowers** in Parama, OH



“We are a high volume shop that successfully pushed low labor cost items in our retail locations (i.e. pre-wrapped bunches). Selling more items that are ‘ready to go’ reduced our labor costs and allowed us to focus on incoming orders and corsages for the prom. To be successful in a venture like this one, it requires florists to educate their customers. You must be able to encourage your customers to try and design for themselves; this will not only increase traffic to your store in off-times, but also make the customer feel good about themselves. Florists should also consider using removable racks and larger displays to help catch the customer’s attention.”

— Jonathan Morrissey, **Rich Mar Florist** in Allentown, PA



“We used a journal we have kept from each holiday to figure out the amount of flowers we needed and what we did and did not use the year before so that we weren’t stuck with tons of extras. It worked out and we had a perfect amount of flowers for the holiday.”

— Aymee Sutterby, **Botanica International Florist**, Tampa, FL



“Our best practice this holiday was to advise schools not to hold their proms on Mother’s Day weekend. Why would a mother want to worry where her kids are on prom night, the day before Mother’s Day!? Also, the florist needs to charge more for an item, due to increased prices of sprays roses & labor.

Another best practice was that we designed everyday vases of flowers early, and then the specials later in the holiday. We usually did the specials first, but in the past they took too much space in the cooler, so it left room for more space this year.”

— Michael Hoelck, **Hoelck’s Florist** in Waterford, CT

NOT-SO-BEST PRACTICES



“We still don’t understand why so many florists decide to close on Mother’s Day Sunday each year! The industry as a whole has only a few holidays to make that extra money that certainly we all need. So, why would we give it up because we don’t want to work on a Sunday? We should take pride in the fact that we are the only industry to offer same-day delivery when the consumer is really looking for service. By closing and walking away from that business, we are leaving millions of dollars on the table by not offering full service on this important day.”

— Ed Paradise, **Paradise Flowers** in Parama, OH



“Although we didn’t experience any not-so-best practices for our shop, I do advise fellow florists to be constantly aware of what FTD.COM is featuring on their site. Time can be saved if you are keeping a close eye on what is featured on their home page because most of the times, it is something very simple to make and it’s what consumers are buying.”

— Jonathan Morrissey, **Rich Mar Florist** in Allentown, PA



“Not sending second choices and not sending enough money to fill holiday branded products.”

— Rick Interain, **Avant-Gardens**, Miami, FL



“The best practice Blossoms on Monroe used during the Mother’s Day holiday was training our staff to take control of the ordering process. We guided our customers through the order taking process to get complete information necessary for our floral designers and the delivery drivers. We’ve trained our staff to be professional, yet assertive, and not afraid to ask for details when dealing with our customers in person or over the phone. Blossoms asks questions such as: Do you expect the recipient to be at home or work? If they are not home, where should we leave it or tag their door to call us? Do they have an apartment or suite number? What is the recipient’s home phone and cell phone numbers? We also coach our staff to sell only what we have in stock during a holiday. This applies to flowers, plants and giftware. We don’t sell a flower, such as sweet peas or lily of the valley, if they are not in our floral inventory that week. We can’t sell a potted bulb garden if we don’t have one! So we suggest several alternatives such as a beautiful potted azalea. A few key questions to the customers can alleviate many headaches during a holiday.”

— Lisa Metcalf, **Blossoms on Monroe** in Tallahassee, FL

“The first best practice for our shop was that every order that left our shop was checked to ensure that what the customer wanted would be delivered. The second is that no order went out under priced.

As florists we need to pay better attention to each other’s pricing changes around key holidays such as Mother’s Day. We all know the struggles of taking time to request the pricing changes and it certainly seems futile when we are receiving about 50% of incoming orders under our minimum. If all of the orders were looked at and checked for a pricing comparison, then it would save us all a lot of lost time due to calling back and forth and making changes. As the old saying goes, the 5 cents Coke is gone for good, along with the 34 cents gas. I think most florists do this, but 1-800-Flowers and FTD.COM do not. Also, when FTD sets suggested price, do they use holiday price for products, along with a percent of overtime in labor costs?”

— Robert L. Pressley, **Claremont Florist** in Claremont, NC and **Conover Flower Shop** in Conover, NC



“The best practice we use during Mother’s Day is to always send out orders with possible second and third choices. This allows the receiving florist to fill the order using their best judgment. We make sure that we flag those fellow florists that fill our orders fashionably year round so we can use them during the holiday. We stress to all our sales staff to sell a feeling and look rather than a specific arrangement. We never ever turn off our Mercury System!”

— Rick Interain, **Avant-Gardens**, Miami, FL



“We allowed ourselves to be bombarded with too many weddings on Mother’s Day so when the day came things were very stressful and hectic for all of us. Although the issues we had were minor, everyone felt wiped out after all was said and done.”

— Aymee Sutterby, **Botanica International Florist**, Tampa, FL

“Don’t work on a day-by-day system. In order to make any holiday a success, we have to work in advance and prepare as much as we can. Pre-greening all holiday specials, generic baskets and containers helps in cutting down prep times when the rush comes.”

— Stephen Mangos, **Canadiana Flowers** in Scarborough, Ontario



“The not-so-best practice Blossoms on Monroe used during the Mother’s Day holiday was relying on a temporary delivery driver, who was the recommendation of a preferred customer. She ended up being a no-show and did not have the courtesy to call us or return our messages. Live and learn!”

— Lisa Metcalf, **Blossoms on Monroe** in Tallahassee, FL



“Our worst practice was to try to save every order. We should have forwarded every long distance or small and unprofitable order, instead of tying up our drivers.”

— Amir Sahimi, **Flower Cart, B/G’s Florist** in El Cajon, CA

BUSY MOTHER'S DAY FOR FTD MEMBERS



(1) FTD Field Business Consultant Jackie Harrell (right) helps out the weekend of Mother's Day with (left to right) Tressa Decota, Sandie Holden, Marijune Holden of **Sandie's Stuff Floral Designs** in Ponchatoula, LA. Sandie's Stuff has been an FTD Member since 2002. (2) Mary Beth, Jan, Cindy and Sharron of **Church's Flower Shop** in Miamisburg, OH proudly display their FTD Mother's Day materials. **Church's Flower Shop** has been an FTD Member since 1985. (3) Linda, Mary, Peggy and Nina of **Wyoming Florist** in Wyoming, OH, get ready for a busy Mother's Day. **Wyoming Florist** has been an FTD Member for four years. (4) FTD Field Business Consultant Tammy Sablic and Harriet Carter and Heather Bertsch of **Brown's The Florist** in Victoria, BC celebrate a successful Mother's Day. **Brown's The Florist** has been an FTD Member for 10 years.

FTD MEMBERS PLACE IN DELAWARE DESIGN SHOW

FTD WAS EXCITED TO SPONSOR THE DINNER AT the Delaware Valley Florist Association Meeting. Three FTD Members took place in a design competition. Trudy Campellone of **Marazzo's Manor** in Yardley, PA won first place, Jac Fortino of **Flowers by David** in Langhorne, PA won second place and FTD Member Leslie Cooper of **Yardley Flower Company** in Morrisville, PA won third place. Delaware florists also enjoyed a presentation on Business Survival by Gaylon Pyle, who is a well-known speaker at FTD events.



(1) Speaker Gaylon Pyle joins FTD Member Greg Muse of **Frederick's Flowers and Greenhouse** in Souderton, PA and President of Delaware Valley Florist Association and FTD Member Denise Ramirez, of **Newton Floral Company** in Newton, PA and Board Member of Delaware Valley Florist Association. **Frederick's Flowers and Greenhouse** has been an FTD Member since 1966 and **Newton Floral Company** has been an FTD Member since 1987. (2) FTD Member and Board Member of the

Delaware Valley Florist Association Denise Ramirez (left) presents a check to the winner of the design competition, FTD Member Trudy Campellon. Also pictured are FTD Members Jac Fortino (second place) and Leslie Cooper (third place).

NEW YORK FLORISTS PARTNER WITH FTD FOR MOTHER'S DAY



(1) Alex Otis, owner of **Manhasset Florist** in Manhasset, NY, holds The Laura Ashley™ Bouquet presented by FTD® in his cooler full of FTD branded products and other beautiful flowers. **Manhasset Florist** has been an FTD Member since 1976. (2) Michelle Currie and Toni Jermyn of **Green Arbor Florist** in Rochester, NY prepare The Laura Ashley™ Bouquet presented by FTD®. **Green Arbor Florist** has been an FTD Member for one year. (3) Tom Lynch of **James Cress Florists LTD** of Smithtown, NY prepares The Laura Ashley™ Bouquet presented by FTD® for Mother's Day. **James Crest Florists** have been FTD Members since 1966. (4) Dawn Maier, owner of The **Magic Garden** in Rochester, NY, takes a moment from her busy day to smile for the camera. **Magic Garden** has been an FTD Member since 2001.

FTD MEMBER WINS AWARD AT PHILADELPHIA FLOWER SHOW

CONGRATULATIONS TO FTD MEMBERS DAVID and Robin Heller of **Flowers by David** in Langhorne, PA for winning the award of "Creating a Unique Setting" for their 1,270 foot Harley Davidson wedding display at the Philadelphia Flower Show.

"America the Beautiful" was this year's Central Feature exhibit at the Philadelphia Flower Show. "We picked the Harley Davidson idea since it's definitely American," said Robin. "The display also provided a little something for everyone."

This is Robin and David's ninth year participating in the show, which is the largest indoor flower and

garden show in the world. **Flowers by David** has been an FTD Member since 1991.



Robin and David proudly stand in front of their winning display at the Philadelphia Flower Show.

CANADIAN FLORISTS ENJOY SPRING AND WEDDING SHOW

FTD MEMBERS ENJOYED CREATIVE DESIGNS AT the Flowers Canada Atlantic Convention, including a spring and wedding show showcasing seasonal arrangements and the latest trends in wedding flowers. FTD sponsored the event with onsite support.

(1) FTD Field Business Consultant Marc Farand joins (l to r) Hetti Mooy, Hope Chickocki, Tracy

Garner Cummings and Barb Zwicker of **Pretty Posies** in Kentville, Nova Scotia. (2) FTD Field Business Consultant Marc Farand talks with Canadian designer Neville Mackay and FTD Member Mike Robinson of **Kelly's Flower Shop** in Summerside, Prince Edward Island. **Kelly's Flower Shop** has been an FTD Member since 1988.



CALIFORNIA FLORIST CONSOLIDATES TWO SHOPS

FTD MEMBERS LARRY AND LORRIE YAMADA OF **Kiku Floral** in Fresno, CA consolidated their two floral locations into one store in a great location downtown Fresno. The move generated a story that was featured in *The Fresno Bee* newspaper and created a buzz that has increased the amount of traffic in the store. **Kiku Floral** has been an FTD Member since 1990.

Larry and Lorrie Yamada proudly stand in front of their new location.



FTD PRESENTS SECOND ANNUAL MOTHER OF THE YEAR AWARD

CAREN HENNESEY WAS FLABBERGASTED WHEN she was presented the second annual FTD Mother of the Year Award on May 4. FTD CEO Mike Soenen surprised Caren at work with a check for \$1,000 towards her favorite organization, the Greater Chicago Food Depository, and flowers for a year. The Greater Chicago Food Depository is a not-for-profit food distribution center that provides food for hungry people in the Chicagoland area.

This is the second annual FTD Mother of the Year Award. Caren was nominated for the award by her daughter Carrie and a representative from The Greater Chicago Food Depository. When presented with the award, Caren said it was the best Mother's Day present a mom could wish for.

"I can't believe my family, especially Carrie, was able to keep this from me. No wonder no one was calling me; they were afraid they would accidentally tell me," Caren said laughing.

FTD recognized Caren for her commitment to her family, her community leadership, and her determination to improve her surroundings. She has taken leadership roles in parenting groups, involved her children in community activism and attended all of her children's athletic events. In addition, she has volunteered with her daughter on a weekly basis for the past three years at the Greater Chicago Food Depository.

"The three hours I spend at the food depository each week is time well spent. I'm happy to volunteer my time, and now I'm very happy to help them financially with this check," Caren said.



(1) Mike Soenen surprises Caren Hennessey and they share a laugh at the Greater Chicago Food Depository as Mike presents her with a big check. (2) Caren and her family are all smiles after Caren receives the FTD Mother of the Year Award and flowers for a year. (3) Volunteers from the Greater Chicago Food Depository clap and cheer for Caren as she receives her award. (4) Caren thanks her daughter Carrie with a big hug for nominating her for the FTD Mother of the Year Award.

SWEET SMELLS DRIVE CUSTOMERS TO OPEN HOUSE

ALSEA BAY FLORIST IN Waldport, OR invited the community to the grand opening of the shop in April. Customers enjoyed home-made cinnamon rolls, coffee, and soft drinks and received a free carnation wrap. Dore Watkins, owner of **Alsea Bay**, worked at the shop for two and a half years before purchasing the florist business last January.



"Being a florist is something I've always wanted to do," Watkins said.

Dore Watkins stands in front of her beautifully decorated shop at her open house, showcasing her creative design work.

COMMUNITY CELEBRATES EXQUISITE GRAND OPENING

OVER 30 CITY OFFICIALS AND A LOCAL FTD Member showed up to **Exquisite Gourmet Gift and Floral's** ribbon cutting-ceremony in Newton, KS the week of Mother's Day. Fellow florist and FTD Member, John Back, owner of **Designs by John**, joined the staff of **Exquisite Gourmet Gift & Floral** for its grand opening.



FTD Field Business Consultant Lisa Chapin (far left) joins owner RJ Worrell-Bowling (left), Charles Bowling, John Back (far left) and Newton city officials for the grand opening of **Exquisite Gourmet Gift & Floral**.

CALIFORNIA FLORISTS DONATE MOTHER'S DAY BASKETS

A CLASSROOM OF SECOND GRADERS FROM Edison Brentwood Academy in East Palo Alto, CA surprised each of their moms with a flower basket the Friday before Mother's Day, thanks to two FTD Members. **Berman's Flowers of Kingsburg, CA** donated the flowers and **Clovis Floral of Clovis, CA** donated the baskets. FTD Field Business Consultant Anne Rampone lent a helping hand and arranged the flower baskets with the second-graders.



Two students happily display the flower basket they are bringing home to their moms.



FTD Field Business Consultant Anne Rampone stands with the second grade class at Edison Brentwood Academy.



Francis Burton of **Berman's Flowers** gathers the flowers for the Mother's Day baskets. Berman's has been an FTD Member since 2001.

their words

Mother's Day



“I ordered The FTD® Timeless Elegance Bouquet. I think the picture speaks for itself, as the flowers are not what I had ordered, nor reflect the price paid.”
— a unhappy customer

“Thank you so very much for making the arrangements with the florist... I very much appreciate your concern and willingness to make a special moment for my Mom indeed special. You have me as a customer!” — a happy customer

“I ordered flowers through FTD for my sister-in-law on Friday, May 6 for Mother's Day. ... this was supposed to be a surprise. Sunday, May 8, Mothers Day, I call her and had to ask if she received my flowers, which she didn't. So, surprise ruined.” — unhappy customer

“I recently contacted you concerning the Mother's Day flowers sent to my mom. She received a new bunch and was absolutely thrilled with the new ones sent to her. Thank you so much for making this happen for my mother.” — a happy customer

“I just wanted to say that I had a problem with some flowers I sent for Mother's Day. I was so pleased on how you handled the situation and therefore I will be a continuing happy customer. It is really nice that you are so efficient in handling problems. Thank you so much for restoring my confidence in customer service.” — a happy customer

“I am completely happy with your service... The roses I sent [my mother] for Mother's Day had died in less than 3 days and without hesitation a rep told me [a local florist] would resend the roses. She received not only the roses, but also a bouquet of flowers and a card apologizing for the problems! I can truly say that when someone asks me about FTD I will say great things and when it comes to sending flowers, which I do often, I will use FTD...” — a happy customer

“My daughter sent me a bouquet of pink roses for Mother's Day. Wow. They arrived on Saturday and almost a week and a half later are still looking gorgeous. ... Just wanted to let you know how impressed I am with the quality of your flowers and want to thank you.” — a happy customer

“Today, May 7, the business I contacted to send flowers was unmatched in rude. ... I contacted [a local FTD Florist] to see about a very local floral delivery on Mother's Day. I called [their number], the answer to my call was - "we're no longer delivering for Mother's Day". After the response, I asked about other local florists - "No, don't know any.... what I can't hear you" ...click. Called again, my question - "Are there any local florists you could direct me to?" response - "can't hear you" ... click. This happened twice again. I had to call a friend in N.J. to get another local florist which responded; 1) they could hear me, 2) as to Mother's Day delivery "no problem - what can we send?" This business should not be allowed to advertise, use their phone for business when too busy to respond, or be a member of FTD. Allowing them to continue is a "slap in the face" to callers.” — unhappy customer

“...I recently purchased some flowers to send my mother who had surgery... My mother received her tulips and she was thrilled to say the least! They arrived in more than perfect condition... All the colors of the rainbow... I usually do not write companies, but the comments from my parents meant so much to me and it was pretty much a result of your wonderful flowers, the handling, the freshness, etc.” — a happy customer

“I would like to say that I love your service! It's hard to find good quality service like FTD. I put in an order for my mother-in-law... and she received the bouquet a couple hours later. That really amazed me! I'm glad I found a place I can rely on.” — a happy customer

“I would like to say thank you for the service that you have given to me and my wife while I'm here in Iraq. I try to send my wife something from your business at least two to four times a month. She has enjoyed all that you have delivered... I always want the best for her and so far you have provided that to her with my orders.” — a happy customer

in the news

Mother's Day

FTD RECOGNIZED NATIONALLY



FTD WAS FEATURED ON THE popular talk show *The Ellen DeGeneres Show* on the Friday before Mother's Day reaching more than 3 million consumers! On the show, Ellen invited hundreds of moms to the studio for an exciting day of pampering, which included roses from FTD that were designed and delivered by FTD Member **Flowers by Robert Taylor** in West Covina, CA. As an added bonus, the show and FTD exposure was expanded when the episode was syndicated and replayed on the popular Oxygen network!

1-800-Flowers, Teleflora and Proflowers, then polled moms to see what they thought. Following are the results.

Sunday is Mother's Day: time to buy roses. We ordered four small bouquets and polled moms to see what they thought.

Site: FTD • Cost: \$40.98

Special Delivery: Usually delivered by a florist. Ours came with a handwritten note.

Mommy Says: The selection of a dozen red roses, above, “is my favorite.”



THE LAURA ASHLEY™ BOUQUET presented by FTD® came highly recommended by two popular media outlets this Mother's Day. In its May 4 issue, The *Chicago Sun-Times* directed readers to

FTD.COM and recommended The Laura Ashley™ Bouquet presented by FTD® as a gift to make Mother's Day extra special. An article from MSNBC.com encouraged consumers who were looking for designer flowers to visit FTD.COM to purchase The Laura Ashley™ Bouquet presented by FTD®.

ON THE NATIONAL *CBS EARLY SHOW*, A CONSUMER reporter test ordered FTD, 800-Flowers and two local florists and discussed with their viewers the best way to order flowers for Mother's Day. The show ordered arrangements from each company and brought them in for discussion. Unfortunately, the FTD filled arrangements passed on freshness and value, however they simply did not look like the picture and were rated last.

GOOD NEWS, FTD WAS VOTED “MOM'S favorite” in the May 9 Issue of popular *Newsweek* magazine. *Newsweek* ordered bouquets from FTD,

FTD MEMBERS ENJOY SPOTLIGHT IN THE NEWS

FTD MEMBER CATHY BURGDORF OF **TEJAI'S Florist** in Oquawka, IL received media attention for her creative design skills in a story titled “Flowers in the Wild: A rose is just a rose unless it's arranged by Henderson County's Cathy Burgdorf” in *The Hawk Eye* newspaper. The article addresses Burgdorf's unique way of adding outdoor materials to her wreaths and wall hangings.

“If I can't find what I'm looking for, I take a walk through the woods behind my shop to find a few items,” Burgdorf said.

The **Flower Stall I and II** in Southern Pines, NC also received media attention from a local newspaper, *The Pilot*. The article “All in the Family: Sandra Miller carries on the business” highlighted the business as a family tradition. Miller said her mother originally opened the shop, which was later purchased by her sister and eventually bought by her and her husband.

FTD MEMBER BILL CALDWALL, MANAGER OF **Barbara's Florist** in Philadelphia, PA, gave advice to consumers for Mother's Day in an article in the

Philadelphia Inquirer titled “Originality can be arranged for Mother's Day.” Caldwell advises consumers that if they want to order something specific for Mother's Day “the sooner the better. That way the florist has time to order in the flowers. If you wait until the last minute, the flowers may be gone.”



FTD DESIGN INSTRUCTOR J. Keith White AIFD interviewed with Chicago's CBS affiliate morning show on the Friday before Mother's

Day showcasing a beautiful bouquet for the mother of morning show anchorman Randy Salerno. The segment also included The Laura Ashley™ Bouquet presented by FTD®, The FTD® Spring Garden® Bouquet and The FTD® Timeless Elegance™ Bouquet on camera. Throughout the interview Keith discussed the quality of professional FTD Florists, their sending capabilities across the country and around the world, and encouraged viewers to use an FTD florist for Mother's Day.

GET SMART: TEN TIPS TO MAKE THE MOST OF EDUCATIONAL OPPORTUNITIES



By Teresa P. Lanker, an assistant professor and coordinator of floral design and marketing at The Ohio State University ATI. — *From the pages of Florists' Review*

Whether you finished school last month, last year or many moons ago, your education should never be finished. In business, it's vital to keep up with the times because today's consumers are choosing, overwhelmingly, to shop in stores that are modern, are up-to-date and employ people who are knowledgeable and good at what they do.

In flower shops, today's consumers want new designs and ideas, new flowers and new environments to shop within. It is, therefore, imperative that you stay on top of trends and continuously expand your creative horizons. To be successful today, you must continuously develop a heightened level of floral expertise and design mastery.

That doesn't necessarily mean that you have to go back to school for formal training, but you should make an effort to get smart on a regular basis. Set an aggressive goal to get involved in something educational every month or two.

In addition, share the learning opportunities with all of your staff members. The motivational benefits alone will make the expense worthwhile. So consider these tips for continuing your education, and you'll be at the head of the class.

ATTEND CONVENTIONS



Floral conventions offered by state florist associations, wire services and other organizations provide tremendous educational opportunities while requiring minimal time commitment. To get the most out of these weekend or longer events, plan ahead, using the convention program or show guide to strategize what sessions you will attend and how you'll use the

time in between. Make an effort to balance fun and flowery programs with gritty, business-oriented presentations. Don't expect to remember all of the inspiring design ideas and brilliant business concepts once you get home. Jot notes, draw sketches and take photographs to document the best new ideas. Share lunch with industry colleagues, and exchange experiences as well as business cards.

TAKE A CLASS



Enroll in classes that will allow you to expand your knowledge and skills. Consider not only courses on unfamiliar subjects (ikebana, for instance) but also those that focus on skills or knowledge you use all the time. A course in business management will provide new insights to even the most seasoned manager. Consider, too, courses that deal with related topics such as gardening, plant identification, photography or art appreciation. Specialty classes for employees with unique positions or job descriptions can be helpful as well. Think about a telephone etiquette course for sales staff as well as stress management or employee motivation for all staff members.

TEACH A CLASS

One of the best ways to master a subject or skill is to teach it to others. Seek opportunities to teach your craft to fellow florists, customers or community groups, and you'll learn and grow as much or more than your students. The confidence that comes from sharing your expertise will provide a welcome boost as well. Added benefits are the free advertising and positive public relations for your business.

JOIN A GROUP



Local, regional, state and national florist organizations abound. Thus, the opportunity to get educated by industry experts is tremendous. Become a committee member or an officer within a florist association, and you'll develop a network of floral friends that will keep you sharp.

VISIT OTHER FLOWER SHOPS

Get out of your shop and into others from time to time, especially when you're at an out-of-town convention. Take a day trip to see a successful florist in a neighboring city. Call ahead and arrange to spend time networking with the shop owner or manager, touring the business and meeting the staff. Most florists (other than your immediate competition) will be flattered by your request and happy to share their stories. Prepare questions ahead of time that will help you glean the best ideas for use in your own store.

ENTER CONTESTS



Challenge yourself and expand your creativity by entering floral design contests that give you an opportunity to do something artistic versus commercial. Encourage other shop staff to enter along with you in order to spark friendly competition as well as a creative partnership. Focus on the educational value of preparing for each contest rather than the potential rewards of winning. Publicize your efforts regardless of the results.

READ



Get in the habit of reading—really reading, not just skimming—industry journals such as *Florists' Review*. Start a library of the best floral design, horticulture and business

books and magazines, and make them accessible to staff and customers alike. Encourage all personnel to spend time at lunch or the end of the day reading these publications.

CONDUCT EXPERIMENTS

Make time to test established flower care and handling practices. Experiment with different treatments for difficult flowers, test your water quality, or try slight adjustments in refrigeration temperature to discover what works best for your situation. Expand your experiments to include test marketing of new design concepts or merchandising methods. Taking occasional risks is a desirable way to learn what works for your unique business.



TAKE FIELD TRIPS

Hit the road for educational trips to nearby growers or suppliers, funeral homes, bridal salons or other florist-related businesses to learn more about each. Strengthen and capitalize on your unique relationships. While you're out, visit some trendy boutiques and specialty shops to keep abreast of the latest finds in giftware, home décor and more.

TINKER



Spend a little time every day or week tinkering with different flowers, containers and design concepts. Work individually or with others to stretch your creative spirit beyond established borders. Allow works in progress to sit for a day or two until you have a new inspiration for how to complete them. Accept that good ideas are often born out of a series of mishaps. Display your original works of art where everyone can admire them.

As an FTD Member, you can receive a 15% discount on a Florists' Review subscription, and the subscription can be billed on your FTD Clearinghouse Statement. Simply fill out the online subscription form available at www.ftdi.com/education/industrynews.asp or call 1-800-367-4708 to subscribe today!

education:

the emotional connection with flowers

By FTD Design Instructor John Klingel AAF, AIFD, PFCI



OUR LOVE IS TO PROVIDE beautiful bouquets not only to our customers, but also as that special gift for family members on their wedding day. I did just that for my niece at her April 4 wedding in Southern Indiana.

After talking to my sister and niece and receiving permission to “just make it pretty,” all sorts of ideas ran through my mind and I knew that the attendants’ dresses were a kiwi green. I also knew that the bride loved the combination of white and green so I suggested that we also add some intense blues and purples to complement the bouquets. Spring time in the north is a time of rebirth and awaking, and I believe the bouquets should reflect that.

I also accented the bride and bridesmaid’s bouquets with armatures of green crystals. After sharing a couple of my ideas with colleagues in the industry, I

decided that the original concept was a little fashion forward. As a family member I was attending the wedding and spending time with my family and friends, therefore I wanted the design process to be as simple and quick as possible. However, I also wanted to create a memorable look that was quick and easy, making the crystal rings as a frame work was the way to go. All I did was drop the roses, hyacinths, viburnum and dendrobium orchids into the frame, which was made ahead of time.

It is truly the special touches and details that make wedding bouquets memorable. I feel anyway that you can create a custom bouquet for the bride will make her feel that much more special, so the bride’s monogram was embroidered onto the ribbon steamers in the bouquet. That really thrilled my sister and you know how important it is to please the bride’s mother. I also included my niece’s rosary beads and a handkerchief that belonged to her grandmother. All of the hand-tied bouquet were finished off with a

high quality, double faced sating ribbon and ballet tie of green cording.

I realize that we are selling emotion when we sell flowers and that certainly became apparent to me during this experience. Sometimes I think we become a little jaded, especially when we sell a lot of wedding work. Every detail and thought put into this process was about emotion and those special feelings that make what we do so exceptional. I was reminded of that all throughout the day.



Left: John Klingel stands with his niece and her bridesmaids, showcasing his creative work he did for the wedding. Top: John created a custom bouquet for his niece’s wedding, which included a monogram on the ribbon and her grandmother’s handkerchief.

FTD Upcoming Events

June 28, 2005

Delaware Valley Florist Association Design Show

Williamson Restaurant • Horsham, PA

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 Denise Ramirez at 215-968-9555 or Barry Barnett at 610-688-0431. Look for FTD Team Member Wendy Stones.

July 2-6, 2005

AIFD National Symposium

Washington State Convention & Trade Center and Sheraton Seattle Hotel & Towers • Seattle, WA

FTD sponsored designer Gregor Lersch. For registration information, contact the American Institute of Floral Designers at 410-752-3318 or visit their website at www.aifd.org. Look for FTD Team Member Dick Schooler.

July 8-10, 2005

Texas State Florists’ Association Convention

Westin Galleria Hotel • Houston, TX

Featured FTD Design Program: “The ‘Cent’ of Flowers” presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact the Texas State Florists’ Association at 512-834-0361 or visit their website at www.tsfa.org. Look for FTD Team Members Joe Arbona, Cheryl Costello, Jayla Love, John Hurd, Steve Sproule and Dick Schooler.

July 9-11, 2005

OFA Short Course

Greater Columbus Convention Center • Columbus, OH

Featured FTD Design Program: “Wedding Floral Review” presented by FTD Design Instructor Keith White AIFD. For registration information, contact OFA at 614-487-1217 or visit their website at www.ofa.org. Look for FTD Team Members Cindy Riffe, Steve Huebner, Dawn Deran and Doug Parks.

July 15-17, 2005

Oklahoma State Florists’ Association Convention

Meridian Convention Center • Oklahoma City, OK

Featured FTD Design Program: “Garden Gorgeous or Organic Originals” presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact the Oklahoma State Florists’ Association at 888-482-4496. Look for FTD Team Member Donna Spaulding.

July 22-24, 2005

The 2005 FTD Floral Extravaganza

Gaylord Texan Resort • Dallas, TX

Extended FREE Room Offer! Register at www.FTDi.COM or contact your local Field Business Consultant.

July 22-24, 2005

Arizona State Florists’ Association Convention

Tempe Mission Palms Hotel & Conference Center • Tempe, AZ

Featured FTD Designer & Commentator Tony Medlock AIFD. For registration information, contact Amy Medlock at 602-494-9094 or visit the Arizona State Florists’ Association website at www.azflorists.org. Look for FTD Team Member Doug Parks.

July 29-31, 2005

West Texas New Mexico Florists Association Convention

Best Western Inn Rio Rancho • Rio Rancho, NM

Featured FTD Design Program: “Intimate Parties” presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact Katrina Holloway at 800-753-1142. Look for FTD Team Member Teresa Joerger.

July 29-31, 2005

South Carolina Florists Association Convention

Embassy Suites • Columbia, SC

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 Mike McFarland at 803-256-8351. Look for FTD Team Member Cindy Brookman.

July 30-31, 2005

Louisiana State Florists’ Association Convention

Lafayette Hilton & Towers • Lafayette, LA

Featured FTD Design Program: “Supporting Creativity with Alternative Mechanics” presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Bob Peden at 318-255-2671 or 888-723-0010. Look for FTD Team Members Jackie Harrell and Terry Thiel.

Oct. 22-23, 2005

FTD’s Ontario Florist Conference

Taboo Resort & Conference Center • Muskoka Beach, ON

For registration information, contact FTD at 800-788-9000 x6240 or register online at www.ftdi.com/ofc/. Look for FTD Team Members Tim Casson, Tammy Sablic, Jason Gleaves, Angelo Pace, Marc Farand and Frank Stornelli.

EXPERIENCE MERCURY TECHNOLOGY FIRST HAND AT THE 2005 FTD FLORAL EXTRAVAGANZA

MERCURY TECHNOLOGY HANDS-ON TRAINING IS now included within the schedule of events at the 2005 FTD Floral Extravaganza. Previously Mercury Technology programs have been held prior to the Convention with an additional education fee. However, this year, FTD Members can benefit from the enhanced technology programs as part of the complete Convention package.

This is your opportunity to interface directly with Mercury Technology and talk face-to-face with technology experts.

Plan on joining us for these hands-on training sessions that include:

- Marketing
- Delivery
- General Ledger
- Order Entry
- POS Tips & Tricks
- Wire Reconciliation

Mercury Technology will also be featuring exclusive Technology Showcases at this year's Convention. These events offer florist's a first hand look at FTD Mercury. The showcases will provide an opportunity for hands on demo's where florists can interface directly with technology. You'll learn about exciting new features of Mercury Technology including e-mail marketing, address verification, electronic mapping and routing and wireless delivery confirmation with GPS.

Improve your business and increase your knowledge with Mercury Technology.

Register online at www.FTDi.COM or by contacting your Field Business Consultant.

Please call 800-788-9000 ext. 6240 or email convention2005@ftdi.com with any questions.



MARKETPLACE ITEMS NOW FOUND IN FTD RESOURCE GUIDE

THE 2005 FALL/WINTER BUYERS GUIDE AND Imprint Materials can now be found inside the May/June/July Canadian Directory. This directory features the debut of FTD's 2005 Fall/Winter codified and everyday products, as well as all the marketing materials you will need to promote your shop.

FTD will continue to place the Buyers Guide and Imprint Materials in the FTD Resource Guide.

You can also find telephone reference sheets and ad slicks for current codified products in the May/June/July Directory and at www.FTDi.com.

Call 1-800-767-4000 to order products or call 1-800-767-4000, ext. 3 to order imprint materials and speak to your very own Imprint Specialist.



MARKETPLACE™
1-800-767-4000

SEND YOUR SALES SOARING WITH AUTOMATED DIRECT MAIL SERVICE

FTD is excited to provide you with a new service that will assist you in your marketing campaigns. We realize you may be too busy to create your own direct mail pieces, so FTD has launched an Automated Direct Mail Service, which will take a direct mail campaign from the design process to the mailbox.

All you have to do is provide us with a mailing list and we'll take care of the rest. We will add your shop imprint or logo, a custom offer, and indicia and place them in the mail. Postal indicia can be obtained from the post office by asking for a permit number and providing them with the city, state and whether the mailing is first class or standard mail.

Call 1-800-767-4000, press 1, press 3 and then 3 again. Your very own Imprint Specialist will guide you through the simple process.

Here are the four available postcards that FTD offers for this Direct Mail Service.



2005 FTD Floral Extravaganza

July 22-24, 2005 ★ Gaylord Texan Resort ★ Dallas, TX

3 REASONS TO DEDICATE DAYS TO YOUR BUSINESS

1 THE STRONGEST EDUCATION SCHEDULE IN THE INDUSTRY

- "8 Essential Steps to Finding and Keeping the Best Staff" by Donald Cooper
- "Thinking outside the container, turning inventory into cash" by FTD Design Instructor Jeff Corbin
- "Financial Management for the New or Non-Financial Floral Owner" by Gaylon Pyle
- "Fun, Cheap & Different Marketing Ideas to Grow Your Company" by Marty Grunder
- "Explode Your Sales!" by Bob Negen
- "Everyday Designs in Home Décor" by FTD Design Instructor Deb De La Flor

OVER 40 PROGRAMS SCHEDULED

2 EXTRAORDINARY MEMBER NETWORKING OPPORTUNITIES

- FTD Member Anniversary and Awards Celebration Luncheon! Nominate a fellow member for the prestigious awards TODAY including The FTD New Member Award, The FTD Marketing Award, The FTD Progressive Florist Award and The FTD Industry Service Award. Celebrating a landmark anniversary in partnership with FTD? Be recognized among thousands of peers.
- Special Guest Speaker Michael Abrashoff
- The FTD Reach for the Stars Gala Dinner including the presentations of the John A. Valentine and The FTD Lifetime Achievement Awards
- NEW! Regional Networking Breakfast

3 INCREDIBLE VALUE AND DEALS!

- Check out the trade fair with great offerings from FTD Fresh Flowers, Giftwares, Greenbrier, Hickory Farms, US Balloon and many more!
- Benefit from FTD's FREE room offer!
- Choose from one of the three low-priced registration packages to meet your business needs!
- Meet with experts in Mercury Technology and Member Services to see the ways that innovation can save you time and money!
- Browse the new seasonal offerings from Marketplace
- Discuss new marketing ideas on how to promote your Brand in partnership with FTD!

REGISTER NOW!

Online: FTDi.COM • Phone: 800-788-9000 ext. 6240 • Email: convention2005@ftdi.com
Register now for the 2005 FTD Floral Extravaganza by choosing one of the low cost registration packages and benefit from the FREE room offer.