

# MERCURYMINUTE

## FTD INSPIRES AND DELIGHTS FLORISTS DURING MOTHER'S DAY

FTD florist shops across the U.S. and Canada were visited throughout Mother's Day weekend by FTD Field Business Consultants and Technology Sales Consultants that offered a helping hand. The reps were available to help florists execute deliveries, make final touches on designs and provide customer service support.



The FTD® Light of My Life™ Bouquet



Hummingbird Florist & Gifts owner Linda Joudwa (left) and her sister Tammy Sormaz prepare orders for delivery in Beamsville, Ontario.



FTD Field Business Consultant Edgar DeLaGarza put the final touches on an arrangement at Karen's Floral Expressions, located in Bolingbrook, IL.



Jorge Castilleja completes a final inspection on orders at Wes' Flowers, located in Temecula, CA.



The team at Scarborough Town Florist, located in Scarborough, Ontario, including owner Madhu Mundluru (second from left).

Thank you to the thousands of FTD Florists that artistically designed and hand-delivered hundreds of thousands of orders to moms across North America in honor of Mother's Day.





**FTD**

Flowers say it better. FTD says it best.™

**MOTHER'S DAY PHOTO GALLERY**



Rollie Pierson of Pierson's Flower Shop, located in Cedar Rapids, IA.



The design team at Camarillo Flower Shop, located in Camarillo, CA.



Marlene Neyra, owner of Marycel's Flowers, located in Clifton, NJ.

**MOTHER'S DAY 2012 SURVEY HIGHLIGHTS**

34% of respondents experienced a **10% increase or better in business overall**

42% of respondents experienced a **10% increase in walk-in traffic**

12% response rate, compared to Mother's Day 2011



Diana Fernandes, Diane Randall and Kim Kerslake of What a Bloom, located in Burnaby, British Columbia, and FTD Field Business Consultant Lisa Warren are surrounded by Mother's Day blooms.



Sophie Abuhamra, owner of Bluebonnet Florist in Houston, TX proudly wears her FTD Master Florist apron.



Located in Urbandale, IA, Plaza Florist owner Sandy Taylor helps a new dad and his son pick out a first time Mother's Day gift.



Designers put the finishing touches on bouquets at Bloomingdays Flower Shop, located in Tampa, FL.





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## CELEBRATING FTD FLORISTS



FTD Field Business Consultant Abe Ouzounian and Holli Sande, owner of **Ambiance Floral & Freeze Drying** located in Cadott, WI, at the Wisconsin & Upper Michigan Floral Association (WUMFA) Convention in March.



FTD was proud to sponsor FTD Design Instructor Deborah De La Flor AIFD (right) at the Wisconsin & Upper Michigan Floral Association (WUMFA) convention. Deb presented "Weddings from A to Z" featuring bridal models displaying her creative designs.

FREE  
EDUCATION

## LEARN WITHOUT LEAVING YOUR BUSINESS

The FTD Webinar Series is an exclusive educational tool **FREE** for all FTD Florists! The online presentations are designed to give florists tips and tools to increase sales and profits while reducing costs.

**TUESDAY, JUNE 26, 2012**

2 pm ET/11 am PT

*"You Aren't Going to Find Great Employees; You Have to Build Them One at a Time"*

Presented by Tom Shay of Profits+Plus



*Even though the current unemployment rate works to your advantage, you will spend too much time interviewing and hiring before you find the great ones. If you want a staff that works together and allows you to be a leader instead of having to stand over them all the time, you can learn how using a step by step format that Tom Shay will share with you during this webinar.*

**For more information and to register, go to [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity) today!**

All of the webinars are posted on FTD University online at [www.FTDUniversity.com](http://www.FTDUniversity.com). You can view past programs at your convenience.

## IDEA PACKED MARKETING SEMINAR DESIGNED FOR YOU!

Build your confidence to up-sell your customers and make sure they buy from you again and again. Don't miss a one-day marketing seminar offered by FTD University featuring retail marketing expert Bob Negen. Bob will share his results-driven insights during four informative sessions.

### FTD BUSINESS BONANZA

June 12, 2012, 8 am - 5 pm

Toronto, ON

July 31, 2012, 8 am - 5 pm

Cincinnati, OH

**Cost is ONLY \$59**

Includes continental breakfast and lunch.

### Give Gift Certificates

Three Common Questions...

1. How much should my gift certificate be for?
2. How much time period should my gift certificate?
3. Won't someone take advantage?



Retail expert Bob Negen is the featured speaker at the FTD Business Bonanzas.



Gina Fries and Rachael Norman (far right) from **Jen-Mor Florist**, located in Dover, DE, check out new products from U.S. Balloon at Baltimore's Business Bonanza in April.

**Register today! [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity)**





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## EDUCATION & EVENTS CALENDAR

*FTD is proud to support more than 50 industry shows each year strengthening our commitment to our florists.*

**JUNE 2-3, 2012**  
**LOUISIANA STATE FLORISTS' ASSOCIATION CONVENTION**  
Lafayette, LA  
**BOB PEDEN • 318-255-2671**

**JUNE 8-10, 2012**  
**FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION**  
Stuart, FL  
**STAN BROCK • 850-864-2915**

EVERYDAY PROGRAM

Featured FTD Design Program:  
*"Tropical Fusion"*  
presented by FTD Design Instructor  
Kristine Kratt AIFD

**JUNE 19-20, 2012**  
**SOCIETY OF AMERICAN FLORISTS RETAIL GROWTH SOLUTIONS**  
Cherry Hill, NJ  
**SOCIETY OF AMERICAN FLORISTS**  
**800-336-4743**

**JUNE 23-24, 2012**  
**UTAH PROFESSIONAL FLORIST ASSOCIATION CONVENTION**  
Salt Lake City, UT  
**LOUISE SALAZAR**  
**801-746-9252**

SPECIAL EVENT PROGRAM

Featured FTD Design Program:  
*"The Life of the Party"*  
presented by FTD Design Instructor  
Ian Prosser AIFD

**JULY 12-16, 2012**  
**AIFD NATIONAL SYMPOSIUM**  
Miami, FL  
**AMERICAN INSTITUTE OF FLORAL DESIGNERS**  
**410-752-3318**

WEDDING PROGRAM

Featured FTD Design Program:  
*"Les Saisons des fleur de Mariage"*  
presented by FTD Design Instructor  
Ian Prosser AIFD

**JULY 20-22, 2012**  
**TEXAS STATE FLORISTS' ASSOCIATION CONVENTION**  
Fredericksburg, TX  
**TEXAS STATE FLORISTS' ASSOCIATION • 512-834-0361**

EVERYDAY PROGRAM

Featured FTD Design Program:  
*"Put some Pizzazz in your Everyday Work"*  
presented by FTD Design Instructor  
Deborah De La Flor AIFD

**JULY 27-29, 2012**  
**SOUTH CAROLINA FLORISTS ASSOCIATION CONVENTION**  
Columbia, SC  
**MIKE MCFARLAND • 803-360-5976**

**JULY 28-29, 2012**  
**OKLAHOMA STATE FLORISTS' ASSOCIATION CONVENTION**  
Tulsa, OK  
**OKLAHOMA STATE FLORISTS' ASSOCIATION • 405-602-5511**

MARKETING PROGRAM

Featured FTD Design Program:  
*"Flowers for a New Generation"*  
presented by FTD Design Instructor  
Kristine Kratt AIFD

**JULY 29, 2012**  
**ARIZONA STATE FLORIST ASSOCIATION EXPO 2012**  
Phoenix, AZ  
**BRIAN VETTER • 623-547-5437**

**AUG. 3-5, 2012**  
**TENNESSEE STATE FLORISTS' ASSOCIATION CONVENTION**  
Franklin, TN  
**DEB HOOPER • 423-942-1419**

EVERYDAY PROGRAM

Featured FTD Design Program:  
*"Tropical Fusion"*  
presented by FTD Design Instructor  
Kristine Kratt AIFD

**AUG. 3-5, 2012**  
**WESTEXAS NEW MEXICO FLORIST ASSOCIATION CONVENTION**  
Midland, TX  
**CHRIS COLLUM**  
**800-451-2496**

WEDDING PROGRAM

Featured FTD Design Program:  
*"Weddings with Style"*  
presented by FTD  
Design Instructor  
Ian Prosser AIFD

**AUG. 12, 2012**  
**VIRGINIA PROFESSIONAL FLORIST ASSOCIATION CONVENTION**  
Charlottesville, VA  
**MARY CANTRELL**  
**540-862-4143**

**AUG. 10-12, 2012**  
**NORTH CAROLINA STATE FLORISTS ASSOCIATION CONVENTION**  
Greensboro, NC  
**ELAINE CHRISTIAN • 919-876-0687**

**AUG. 17-19, 2012**  
**ARKANSAS FLORISTS ASSOCIATION CONVENTION**  
Hot Springs, AR  
**BILL PLUMMER • 501-208-2882**  
Featured FTD Design Program:  
*"Fond Farewell"*  
presented by FTD Design Instructor  
Tina Stoecker-Coker AIFD

**AUG. 25, 2012**  
**2012 ROCKY MOUNTAIN FLORAL EXPO**  
Denver, CO  
**MAGGIE BINET • 303-888-0304**



The FTD® Dream's Reflection™ Bouquet by Vera Wang