



FTD

Flowers say it better. FTD says it best.™

VOL. 3 NO. 4 | FTD MERCURY MINUTE ©2013, FTD | JUNE 2013

MERCURYMINUTE

MULTI-USE CONTAINERS PROVIDE NEW WAYS TO DRIVE LOCAL BUSINESS

FTD understands that operating a business in today's economy, while juggling multiple responsibilities, can be challenging.

As an FTD Member, there are many benefits and tools available to help you **increase revenue**.

FTD® Marketplace™ has been pivotal in helping FTD Florists **generate more orders** with a versatile line of codified containers.

As consumer sales grow for FTD's codified products, FTD continues to create multi-use containers that provide opportunity for more sales. Many of the codified containers can be sold over multiple holidays as well as for everyday occasions, so FTD Florists can **maximize their investment**.

"I like that the FTD codified containers are often carried over to more than one holiday, and are great for everyday orders, too. FTD has done a great job on their arrangements and classy containers. We're proud to carry them at our shop."

- Karen Spalviero, Keepsakes Florist, Charleston, SC

Not only do the codified containers help FTD Florists get on a **path to more florist-to-florist and FTD.com orders**, but the vases also offer inspiration for your own designs to sell in your shop and help **drive local foot traffic**.

Whether you design to fill an FTD codified order or are inspired to craft something unique, FTD codified vases can help you **increase your local business**.



The FTD® Hello Happiness™ Bouquet by Better Homes and Gardens® (BWLd)

CALL YOUR FTD® MARKETPLACE™ REPRESENTATIVE AT 800.767.4000 TO PLACE YOUR CONTAINER ORDER TODAY.

This fresh new zen look in The FTD® Brighten Your Day™ Bouquet container is an excellent example of an alternate design.



The FTD® Brighten Your Day™ Bouquet (BYDd)



FTD

Flowers say it better. FTD says it best.™



Mother's Day was busy for Phoenix Flower Shops located in Scottsdale, AZ, delivering thousands of floral arrangements and blooming plants for the holiday. Congratulations to Lori H. for celebrating her 33rd Mother's Day with the shop.



Join us in congratulating Mary Roberts, owner of Roberts Floral & Gift located in Bismarck, ND, on celebrating her 50th Mother's Day with the shop.

CELEBRATING FTD® FLORISTS



All hands were on deck, even the kids, this Mother's Day at Petals & Plants located in Tuscola, IL to help delight all their customers on that special day.



Shirley Kuster (far left), Janet Davis (left), Lisa Hector (right) and Annette Boyd (far right) of Shirley's Flower Shoppe, located in Mount Zion, IL, an FTD Master Florist, visited FTD Field Business Consultant Edgar DeLaGarza (center) and the FTD booth at the Illinois State Convention.

Dierbergs Florist & Gifts Director of Floral Operations Val Hinman (left) and Cut Flower Manager Lou Knockel (center) celebrate the grand opening of their Lake of the Ozarks, MO store with FTD Account Executive Diana Ferguson (right).



Marge Gray (left) and Dorothy Brown (right) of Sisters Floral & Gifts, located in North Vernon, IN, break up the workday with a little fun!



Congratulations to Sue Krabill, Floral Designer at Jen-Mor Florist Inc., located in Dover, DE, for being selected as a featured floral designer at the 2013 Philadelphia Flower Show. Sue was part of a design group representing the crown jewels attributing the show's theme "Brilliant," which paid homage to Great Britain's history.





EDUCATION & EVENTS CALENDAR



Bob Negen,
WhizBang! Training

FTD® MARKETING EXPRESS

New, Three-Part Video Conference Series

Learn industry-leading marketing tactics in three, one-hour video presentations by retail expert Bob Negen to help you **improve the return on your marketing investments**. Plus, receive a DVD of each session you attend.

Register today at FTDi.com/FTDUniversity.

NEW!

FTD® BOOT CAMP

This three-day workshop, instructed by FTD Education Consultant 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.

August 12-14, 2013

October 7-9, 2013

Location: FTD Headquarters, Downers Grove, IL

Cost: \$599/person*

SPACE IS LIMITED

Visit FTDi.com/FTDUniversity for a full agenda and course description.

*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 night.

"The most beneficial aspect of FTD Boot Camp is that it is tailored for managers and owners; someone like me. Other florists should attend because you always need to learn, get better and refine your skills. There is always room for improvement."

- Laura Ressler, Roberts Floral, Bismarck, ND

Tuesday, July 9, 2013

How to Get the Maximum Bang from Your Marketing Bucks

Tuesday, July 23, 2013

Electronic & Social Media Marketing for the Time-Challenged Retailer

Tuesday, August 6, 2013

Secrets of Super-Successful Promotions & Special Events

Sign up for all three sessions for ONLY \$249 or \$99 each.

FTD® MERCURY POS TRAINING

Maximize your FTD Mercury Point of Sale (POS) system investment with **FREE*** training. Get the most out of your powerful POS system with the **industry's best classroom-based training** held at FTD Headquarters in Downers Grove, IL.

FREE

For a full listing of FTD Mercury POS Training sessions, visit FTDi.com/FTDUniversity.

June 25-27, 2013

July 9-11, 2013

July 23-25, 2013

August 6-8, 2013

August 20-22, 2013



*This FREE training includes three nights of hotel room and tax with a hot breakfast and lunch on all session days, transportation from the hotel to FTD and shuttle service after class.



Our first FTD Boot Camp of 2013 was a huge success! Facilitator Ann Jordan AIFD offered design and business tips to the enthusiastic group of FTD Florists that attended in April.



VISIT FTDI.COM/FTDUNIVERSITY FOR THE FULL 2013 EDUCATION CALENDAR



FTD

Flowers say it better. FTD says it best.™

EDUCATION & EVENTS CALENDAR

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

JUNE 1-2, 2013 LOUISIANA STATE FLORISTS' ASSOCIATION CONVENTION

Lafayette, LA
Louisiana State Florists' Association
318-255-2671

JUNE 7-9, 2013 FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION

Tampa, FL
Stan Brock
850-864-2915

EVERYDAY PROGRAM

Featured FTD Design Program:
"The Impact of Perception" presented by FTD Education Consultant Ann Jordan AIFD

JUNE 11-12, 2013 SOCIETY OF AMERICAN FLORISTS RETAIL GROWTH SOLUTIONS

St. Louis, MO
Society of American Florists
WWW.SAFNOW.ORG

JUNE 12, 2013 DELAWARE VALLEY FLORIST ASSOCIATION DESIGN SHOW

Lansdale, PA
Ellen Assal
610-532-6200

WEDDING PROGRAM

Featured FTD Design Program:
"Today's Bride" presented by FTD Education Consultant Randy Wooten AIFD

JUNE 28 - JULY 2, 2013 AIFD NATIONAL SYMPOSIUM

Las Vegas, NV
American Institute of Floral Designers

EVERYDAY PROGRAM

Platinum Elite Partner



WWW.AIFD.ORG

Featured FTD Design Program:
"Innovative Approaches to Interior Decoration" featuring Araik Galstyan

JULY 12-14, 2013 TEXAS STATE FLORISTS' ASSOCIATION CONVENTION

Mesquite, TX
Texas State Florists' Association
WWW.TSFA.ORG

PARTYWORK PROGRAM

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

JULY 26-28, 2013 KENTUCKY FLORISTS' ASSOCIATION CONVENTION

Frankfort, KY
Kentucky Florists' Association
WWW.KYFLORISTS.COM

PARTYWORK PROGRAM

Featured FTD Design Program:
"Champagne Centerpieces on Beer Budgets" presented by FTD Education Consultant Jeff Corbin AIFD

JULY 27-28, 2013 OKLAHOMA STATE FLORISTS' ASSOCIATION CONVENTION

Norman, OK
Oklahoma State Florists' Association
WWW.OSFA.ORG

EVERYDAY PROGRAM

Featured FTD Design Program:
"DESIGN-ED 2 \$ELL" presented by FTD Education Consultant Tina Coker AIFD

AUG. 2-4, 2013 TENNESSEE STATE FLORISTS' ASSOCIATION CONVENTION

Murfreesboro, TN
Tennessee State Florists' Association
WWW.TENNESSEESTATEFLORISTSASSOCIATION.COM

EVERYDAY PROGRAM

Featured FTD Design Program:
"Put Some Pizzazz in Your Everyday Work" presented by FTD Education Consultant Deborah De La Flor AIFD

AUG. 2-4, 2013 WESTTEXAS NEW MEXICO FLORIST ASSOCIATION CONVENTION

Ruidoso, NM
Jane Terrell
800-996-2812

EVERYDAY PROGRAM

Featured FTD Design Program:
"Use it up, Wear it out, Make it do or Do without!" presented by FTD Education Consultant Tina Coker AIFD

AUG. 3-4, 2013 VIRGINIA PROFESSIONAL FLORIST ASSOCIATION CONFERENCE

Charlottesville, VA
Virginia Professional Florist Association
WWW.VPFA.NET

AUG. 16-18, 2013 ARKANSAS FLORISTS ASSOCIATION CONVENTION

Hot Springs, AR
Arkansas Florists Association
WWW.ARFLORISTS.ORG

SYMPATHY PROGRAM

Featured FTD Design Program:
"Passion for Sympathy" presented by FTD Education Consultant Randy Wooten AIFD

AUG. 16-18, 2013 NORTH CAROLINA STATE FLORISTS ASSOCIATION CONVENTION

Greensboro, NC
North Carolina State Florists Association
WWW.NCFLOREST.ORG

EVERYDAY PROGRAM

Featured FTD Design Program:
"Everyday Winning Combinations" presented by FTD Education Consultant Keith White AIFD



"LIKE" THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at facebook.com/MercuryNetwork.

The FTD® Happy Birthday Bouquet (BDBd)