

March 2005 Vol. 46 No. 3
FTD Newsletter © 2005, FTD

In This Issue

- Letter From FTD CEO On Quality
-
- Part Three: The Cent of Flowers
-
- Roses for the Cure™
-
- FTD Adds To Education Team
Page 1
- Letter From FTD CEO On Quality (cont'd)
-
- FTD Group, Inc. Trading on NYSE
-
- FTD Member Termination Announcement
Page 2
- New Quality Assurance Program Overview
-
- Your Words - On Quality
Enforcement Activity
-
- Their Words - Some Instances Where
Quality Was Lacking
Page 3
- Member Highlights - Events, Presentations,
Celebrations
Page 4 & 5
- Part Three: The Cent of Flowers (cont'd)
-
- Upcoming Events
Page 6
-
- FTD Marketplace
-
- FTD Mercury Technology
Page 7
-
- FTD Florists Online
-
- 2005 FTD Floral Extravaganza
Page 8

The FTD Team is working for you! Important contact information:

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- FTD Marketplace Sales • 800-767-4000
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- FTD Technology Sales • 800-767-3222
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- FTD Florists Online • 800-576-6721
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- FTD Flowers All Hours • 800-669-1000
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FTD Newsletter

March 2005



LETTER FROM FTD CEO ON QUALITY

Dear FTD Members,

Congratulations to each of you on an extremely successful Valentine's Day holiday! For the first time in a long time, I am consistently hearing of double-digit increases from many of our florists. Hopefully, this is a turning point for the entire industry as the economy continues to improve.

QUALITY

Along with congratulating you on the Valentine's Day holiday, I would like to share with you my growing concerns over quality in this industry. As we all know, high quality, same-day delivery is our key competitive advantage in today's competitive marketplace. We must hold it above all else. Behaviors such as order skimming or curtailing, poor fulfillment and poor customer service are damaging our industry and driving new and existing customers to alternate products and gift categories. Eliminating those florists who exhibit these poor standards is a key initiative at FTD as we continue to drive the highest standards in the industry.

ROSES FOR THE CURE™

NORTON'S FLORIST IN Birmingham, AL is celebrating a successful Valentine's Day. As a local supporter of the Susan G. Komen Breast Cancer Foundation North Central Alabama Affiliate, Gus Pappas, owner of Norton's, themed their Valentine's Day holiday with a trademarked phrase "Roses for the Cure"™ in order to help spread the important message to their community about breast cancer.

Norton's welcomed more than 50 volunteers into their shop to help prepare for the big holiday

try. Specific steps we have taken to continue to increase quality include: expanding our test order program to better track quality and the termination of members for non-compliance.

EXPANDED TEST ORDER PROGRAM

The expanded test order program tracks consumer complaints created by FTD Florists. Each month the members who create the largest percentage of consumer complaints receive a letter from FTD putting them on notice of their quality status. If a member receives three monthly notice letters in a twelve-month period, they will be removed from the FTD network. Having successfully launched our expanded test order program, we have now shifted from collecting data to acting on florists who exhibit poor quality. The first series of notices recently have mailed.

MEMBER TERMINATION

Last month we announced the termination of former FTD Member Vancouver Flower

Continued on page 2

rush including wiring roses, greening and watering vases, delivering and running errands. For each volunteer, Norton's made a donation of \$7/hour to the Komen Foundation. Also, the shop distributed a print advertisement with a call to action to mention the ad while ordering and the shop will make an additional donation to the cause for each call. To reinforce the message, a special breast cancer awareness bookmark was included with each delivery made for the holiday.

Continued on page 4

PART THREE: THE CENT OF FLOWERS



IN RESPONSE TO the overwhelming success of FTD Design Instructor Jeff Corbin's program "The Cent of Flowers" presented at the FTD 2004 Floral Extravaganza in Las Vegas, NV, we are pleased to complete the three part series on key points how florists can best succeed by focusing on six elements of a shop's organization to create a successful business using the acronym SIMPLE.

Service
Inventory control
Marketing/merchandising
Pricing
Labor
Education

In Part One, Corbin spelled out the secrets behind Service and Inventory control. In Part Two Marketing/Merchandising and Pricing we explored. Here in the final part, Corbin evaluates Labor and Education.

LABOR

Labor, the second highest expense in a flower shop, is the secret killer of profits. Too often, retailers fall into the trap

of believing they do not need to charge for labor since they are selling a product. However, products are generally such "low-ticket" items that a store could quickly run "in the red" if it does not properly account for the manpower it takes to make the operation work.

To best calculate labor, view it as a tangible item. Products are easy to price: if you pay \$10.00 for an item, you need to charge \$25.00 (or 35.00, etc). Thus, if you pay an employee \$10.00/hour, put a retail price on their labor and post it in your store (yes, similar to how your local auto mechanic may do it). If your labor rate is \$45.00 per hour, list it as such. This informs your customers that your staff's time is valuable and labor is not free. But most importantly it continually reminds you and your staff that time is money.

Last month, in this section on pricing, I discussed that pricing fresh product to include labor is another way to help you to incorporate labor charges while simplifying the process.

Continued on page 6

FTD ADDS TO EDUCATION TEAM



FTD IS PLEASED to announce the addition of Ian Prosser, AAF, AIFD, NDSF, owner of Botanica International Florist in Tampa, FL, to the FTD Education team. Ian is a graduate of Woodburn Horticultural College in Scotland and has a history of impressive recognitions including the Floral Designer of the Year Award for Scotland in 1977. In 1984, he earned the National Diploma of the Society of Floristry (NDSF), the highest European honor in floral design.

Since uprooting to Tampa, FL, Ian was inducted into the American Institute of Floral Designers (AIFD) in 1992 and The American Academy of Floriculture (AAF) in 1994. His resume also includes floral decor for many dignitaries, including members of the British Royal Family and three Presidential Inaugurations.

Visit FTDi.COM for our future presentations by all of the FTD education team.

LETTER FROM FTD CEO ON QUALITY (cont'd)

Company (codes: 71-3339AA, 71-0080ZA and 35-0013AA). This member was one of our top senders and generated tremendous revenue for FTD. However, their inability to service customers to the level of FTD's standards and maintain behaviors within FTD's rules and regulations required us, after several warnings, to terminate their membership.

My message is simple: while the quality issues in this industry are limited, if we do not continually improve we will drive customers to other products. We must stand for quality above all else, at all price points, among all members – large and small. Further, while terminating a member is not an action we desire to do, if FTD's quality standards are compromised, we will act – regardless of

the size of the FTD Member. These actions will allow you to continue to send and receive orders with the utmost confidence in your fellow FTD Florists.

Unfortunately, due to the seriousness of this subject, I am certain there will be more terminations going forward, and I assure you that should your shop be identified as needing improvement, we will provide you with a reasonable opportunity to make corrective actions. Please join us in our continued effort to increase quality across our entire industry as we provide consumers with the excellent products and services they expect. I applaud all of you who continue to maintain the highest quality standards in the industry.

FTD GROUP, INC. TRADING PUBLICLY

On another note - FTD Group, Inc., the holding company for FTD, Inc., began trading on the New York Stock Exchange under the symbol "FTD" this month. We are very pleased to share this news with you as the IPO has reduced our debt and is allowing us to accelerate our investments in the Company.

2005 FTD FLORAL EXTRAVAGANZA

We wish you a successful month and want to remind you all of the value in attending FTD's most exciting member event, The 2005 FTD Floral Extravaganza, in Dallas, TX in July. This event is the premier educational opportunity in the industry as well as one incredible party! Please join us - between the valuable schedule, free room offer and

complimentary beverages, you're sure to find this a great event!

If you need anything, please don't hesitate to contact your Field Business Consultant or any FTD team member directly at any time.

All the best,



FTD GROUP, INC. TRADING ON NEW YORK STOCK EXCHANGE

FTD GROUP, INC. (NYSE: FTD) BEGAN trading its common stock on the New York Stock Exchange (NYSE) on February 9, 2005, under the ticker symbol "FTD." To celebrate the Company's initial public offering on the Big Board, FTD's President and Chief Executive Officer Michael J. Soenen and Chief Financial Officer Carrie Wolfe rang the opening bell.



(Left) Left to right: RVP Tim Stelter, FBC Tammy Sablic, RVP Frank Stornelli, Executive Vice President of Sales George Kanganis, Director of Investor Relations Lisa Witek, FBC Melissa Hopps, CFO Carrie Wolfe, FTD Member Dean Georges and CEO Mike Soenen celebrate FTD at the New York Stock Exchange. (Center) The FTD Mercury Man hands out bouquets of flowers to employees throughout the New York Stock Exchange. (Right) A happy employee from the New York Stock Exchange receives a gorgeous bouquet of flowers on the day the company began trading.

FTD Member Dean Georges, owner of Irene Hayes Wadley Smythe in New York City, joined the FTD team for the events providing thousands of yellow bouquets to hand out to employees at the NYSE and consumers in the area driving excitement for the announcement.

FTD MEMBER TERMINATION ANNOUNCEMENT

EFFECTIVE IMMEDIATELY, WE HAVE removed Vancouver Flower Co. from FTD and turned off their Mercury Network Connection due to their continuous violations of FTD Standards.

FTD Member Florists take great pride in the outstanding reputation for quality built by FTD Members since 1910. It is our job at FTD to protect all members from florists

who do not adhere to the FTD Standards, including the satisfaction guarantee, high quality floral products and superior customer service.

If you are aware of a member who is not adhering to the standards of FTD Membership, please contact your Field Business Consultant immediately.

Membership Termination: Vancouver Flowers

This business has three member numbers: 71-0080ZA, 71-3339AA and 35-0013AA. In addition, they have marketed their business under various names and Web sites to include:

Vancouver Flower Co., Urban Flowers & Baskets, Dynamiteflowers.com, Alfalfasflowershop.com, Northamericaflorist.com, Urbanflorist.com, Urbanbaskets.com, Artisanflorist.com, Artisanbaskets.com, Worldwide-online-florists.com

PLEASE NOTE: If Vancouver Flowers or any of their other businesses try to phone an order to you, FTD recommends that you refuse that order as it is not an FTD order, and we will not be responsible for payment of that order.

QUALITY ASSURANCE PROGRAM OVERVIEW

QUALITY IS AN IMPORTANT PART OF FTD membership and not to be compromised. FTD understands that all FTD Florists take pride in the work that is associated with their businesses. Therefore, it is key for FTD to share the newly expanded Quality Assurance Program to ensure that all FTD Members are following the standards of membership and are taking this subject seriously.

NEW PROCESS

The new process of the quality assurance program is based on actual order data collected recognizing the instances where a

consumer complaint has resulted in a refund. These refunds represent actual dissatisfied customers. Florists with the largest percentage of complaints will receive a quality notice letter providing an opportunity to take corrective measures. Three quality notice letters will result in memberships termination. See the quality assurance overview below.

QUALITY NOTICE LETTER PROCEDURE

The process of handling multiple notices is as outlined on page 6 of the FTD Member Directory:

- The first quality notice letter is sent to the florists with the highest percentage of quality complaints by customers resulting in a refund. Complaints will be reviewed each month and notices, when appropriate, will be sent accordingly. The notice is intended to warn the florist and provide the opportunity to take corrective measures.

- Florists who receive a second quality notice letter will also be fined and have their member number published in the FTD Member statement mailing to all members. This is considered the last

quality notice warning and an additional opportunity for the florist to take corrective measures.

- The third quality notice letter will result in an increased fine, publishing of the member number in the statement mailing to all members and termination of FTD membership.

SPECIFIC MEMBER REQUESTS

We still welcome requested test orders from FTD Florists. If you would like to recommend a fellow florist for quality testing, please contact your FTD Field Business Consultant.

your words on quality enforcement activity

"I welcome the beginnings of a substantially more aggressive FTD inspection and quality assurance program at all levels – as evident through the removal of Urban Florist from the FTD membership base. This action is critical to maintaining consumer – and member – confidence and in reducing industry abuses. I, along with many other florists, am appreciative to see its implementation."

– Roy F. Sabo, AAF, MCF, president of **Sunnyslope Floral Inc.**

Today I am proud to be a member of FTD. You have made me proud by standing behind your reputation and high standards, and removing Vancouver Flower Co. from the FTD network. Recently, we at Tim Clark's Flowers have switched to an FTD-only florist and this move by FTD reinforces that I have made the right decision. Thank you for your support of your hardworking florists.

– Amy, **Tim Clark's Flowers**, Markham, ON

"In our business, we attempt to make the customer happy no matter what the circumstances. After several experiences with this florist involving poor customer service as well as order discrepancies, it certainly is encouraging to see FTD take action against those who are destructive to our industry. We shared their termination announcement with all of our staff to show them that FTD is standing behind us and ensuring quality in the floral industry."

– Georgianne Vinicombe, owner of **Monday Morning Flower and Balloon Co.** in Princeton, NJ and Yardley, PA

I would like to take this opportunity to congratulate FTD on taking the necessary steps to have Vancouver Flower Co. terminated from FTD. I recognize the difficulty in making this decision based on their substantial order volume, however the choice to support loyal, hard working, committed and ethical florists sends a clear message to us in terms of your interest in working with all of us as a partner. As we see our customer base eroded on so many fronts it becomes even more important in our industry to stand behind those who see it as their job to deliver value and service.

– Janet Lye, **Tidy's Flowers**, Toronto, ON

"The ethics of the floral industry are key. We are all in the business of building relationships with our customers, our vendors and partners. Quality is a must when you consider that we are not only selling fresh flowers, but our customers are using these flowers to transfer their emotions. FTD's focus on Quality Assurance is a necessity." - Bruce McShan, **McShan Florist, Inc.** in Dallas, TX

No doubt the phone was ringing off the hook at FTD when florists heard the news, and I am 100% certain that every call is a positive one. Knowing what is right and wrong is the easy part; doing what is right is often very difficult. Well done!

– **Italo Paris**, Italo Florist Limited, Toronto, ON

It's about time this company was removed from FTD! Continue on the same road, because the job is not done yet. I believe there has to be fairness to how you conduct your business, and you are setting the proper standard for this industry. Thank you for having the guts to do the right thing!

– Lou La Venia, **Rosette Florists**, LaSalle, PQ

their words some instances where quality was lacking

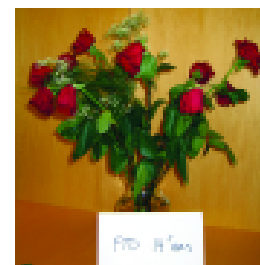


The FTD 'Stunning Beauty' Bouquet



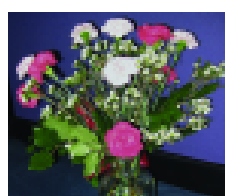
Customer's Photograph

"I am extremely dissatisfied with your commitment to satisfaction, your customer service, and the final product that was delivered. I spent \$84 in the vain hope that a beautiful bouquet would brighten my fiancée's birthday at her office. What I got instead was a nightmare."



Customer's Photograph

"...I have attached a picture that I took the on the morning of February 16th, approximately 14 hours after the roses were delivered. They arrived wrapped in cellophane, without flower tubes with instructions to remove tubes and not to recut. I followed the instructions. As you can see, they did not make it through the night."



Customer's Photograph

"I'm embarrassed...this bouquet has about three dollars worth of flowers in it. I've heard great things from others...I'm sure this is the exception."

"We have come to expect a high degree of integrity from FTD and FTD florist[s]. It was therefore as surprising as it was distressing when I discovered that my flower order was not delivered. ...It would make us feel much better if we could trust FTD and FTD florist[s] to deliver our flowers with no problem."

member highlights

events, presentations, celebrations

ROSES FOR THE CURE™ (cont'd)

Adding to the fun, Norton's welcomed the reigning Miss Alabama Jessica Tinney to the shop on Valentine's Day. Tinney made deliveries accompanied by the local NBC television news crew. Plus, a local news anchor promoted the shop and encouraged viewers to make a \$100 donation to the cause in turn for a special delivery on air. There are so many ways to fundraise!

Norton's continues to grow their philanthropic outreach with the local Komen affiliate and welcomes your questions. If you would like to learn more about ideas for Mother's Day or October, Breast Cancer Awareness Month, visit www.FTDi.COM and see FTD's

breast cancer awareness outreach idea or contact Gus Pappas for his thoughts at 205-324-1631.



FTD Regional Vice President Bryan Whitehouse, Miss Alabama, Jessica Tinney and FTD member Gus Pappas help spread an important messages.



(1) Bo-Ka Flowers Inc.'s Jenny Koehler and Christine Dillon (center) received their Top 500 plaque from FTD Regional Vice President Amanda Noble (far left) and FTD Field Business Consultant Steve Huebner. (2) Julie Quinones, owner of Netts Floral Company in Springfield, OH received her Top 1,000 FTD Member plaque from FTD Field Business Consultant Steve Huebner. (3) Noreen Perlo, one of the owners of Fioravanti Florist in Rochester, NY, shows her FTD Top 1,000 plaque. (4) The staff from Bools Flower Shop in Ithaca, NY showcase their Top 1,000 FTD Membership plaque. (5) Two generations from Chase's Greenhouses in Rush, NY showcase their Top 1,000 FTD Membership plaque and quality assurance certificate. (6) Celebrating Top 500 status as FTD is the staff from Beaver Creek Florist in Beaver Creek, OH (L-R) Peg, Wanda, Regina, Cindy, Tom and Merideth.

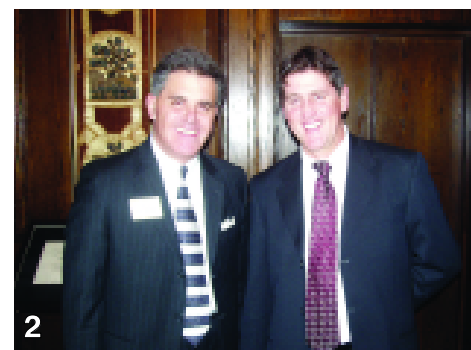


KUHN'S FLOWERS HOLDS ANNUAL EMPLOYEE BANQUET

FTD MEMBER KUHN'S FLOWERS IN Jacksonville, FL held a special recognition event for their employees in January. FTD Field Business Consultant Doug Cressimanno attended the event and assisted with the presentation to one star employee, Jerry Kordek, who was awarded a trip to the 2005 FTD Floral Extravaganza in Dallas, TX this July.



"I was honored to be a part of such a moving event with the team at Kuhn's Flowers," said Doug Cressimanno, FTD field business consultant. "Team events such as this remind us how important it is to take a step away from your business to recognize your employees and thank everyone for their hard work each day. I believe Kuhn's Flowers is an industry leader for valuing their employees."



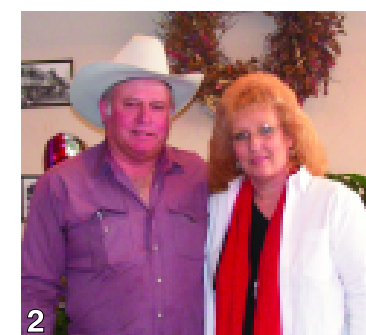
(1) Bill Cutting, retired co-owner, and Harry Graham, president of Kuhn's Flowers, pose during the award ceremony for a photo. (2) FTD Field Business Consultant Doug Cressimanno and Kuhn's General Manager Tim Cutting share a moment at the employee event.

ROCHESTER FLORISTS CELEBRATE 50TH ANNIVERSARY!



Florists celebrate at the Associated Florists of Greater Rochester's 50th Anniversary Gala. (1) (left to right) FTD Member Cheri Oliver of Young's Flower Time in Rochester, NY, FTD Field Business Consultant Nadine Compisi, and FTD Member Dawn Maier of The Magic Garden in Rochester, NY, celebrate at the Gala. (2) FTD Member Sheila Hamel from Flowers by Dick Burton in Batavia, NY was rewarded second place in the Associated Florists of Greater Rochester's floral competition.

LAWTON FLORAL EAST OPENS NEW LOCATION



CONGRATULATIONS TO LAWTON FLORAL for opening their East location in Lawton, OK. FTD Field Business Consultant Donna Spaulding attended the event showcasing FTD's support of their new endeavor. (1) Here the team cuts the official ribbon of the grand opening of the new shop. (2) Sonny and Teresa McClung of Lawton Floral East celebrate their shop's grand opening.

ONE HUNDRED YEARS OF RIGO FAMILY HERITAGE

LAST YEAR, FTD MEMBER CHIP RIGO, owner of Town & Country Florists in Thornwood, NY, was preparing a bouquet for a customer who was waiting patiently while perusing the family photography displayed on the shop's wall. After chatting a bit about the 100-year-old business run by the third generation Rigo, the customer admitted to being a local journalist, inspiring the decision to publicly share his family's history, a promise he made to his father years ago.



additional shops and continued to pass the family's passion for the floral business to his son, Chip Rigo. Today, Town & Country Florists accents the floral business with botanical landscape design and interior decorating with flowers and plants.

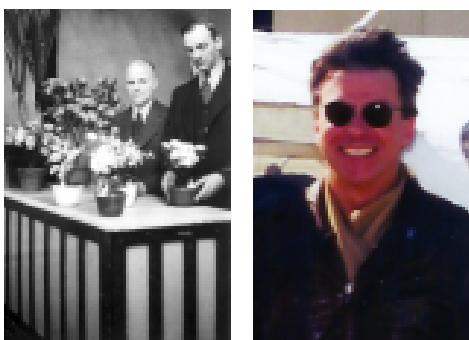


The family's first step into the floral business occurred when Albert and Alphonse Rigo opened Rigo Brothers on 68th and Madison Avenue in New York City in 1904. The two brothers specialized in creative window displays and quality arrangements, while a third brother worked in floral wholesaling. Down the road of time, Albert's son Francis expanded the business by opening three

Having a family-owned, passed-along business can mean an untouchable understanding of the growth and changes in the floral industry over the years; it also can simply mean great stories to share. From design to technology enhancements, Town & Country lives on showing the old and the new through aged photographs of window displays and family members that may catch a customer's eye now and then... helping to carry on the stories.

"This encounter was seminal for prompting me to keep the promise that I made to my father, which was to tell our family history in the floral industry." – Chip Rigo (left)

Do you have a family history story you'd like to share with FTD? Send your story to the editor at newsletter@ftdi.com.



(1) The owner and manager of Binley Florist in Glen Falls, NY accept their plaque recognizing their Top 1,000 status as an FTD Member. Binley Florist has been an FTD Florist for 41 yrs. and in business for over 100 yrs. (2) FTD Field Business Consultant David Leavitt presented Gilbert (center) and George (right) from Harrington's Greenhouses in Norwich, NY with their FTD 75 year anniversary plaque.



CONNELL'S MAPLE LEE FLOWERS JOINS WITH COLUMBUS BLUE JACKETS FOUNDATION

FTD MEMBER CONNELL'S MAPLE LEE Flowers in Grove City, Ohio, partnered with the local Columbus Blue Jackets Foundation, a public charity formed by the local hockey team to support the educational, cultural, health and wellness needs of people throughout central Ohio, this Valentine's Day. The flower shop and Blue Jackets hockey team offered customers a special deal for Valentine's Day flowers: Buy one dozen boxed roses for \$100 and the mascot of the hockey team, Stinger, would deliver the roses and the money would go to the Foundation. The Blue Jackets worked out of Connell's Maple Lee Flowers shop boxing the roses. Joining the Blue Jackets for the work was Mackenzie, a child who has been touched by the Foundation's.

(2) Mackenzie, a little girl touched by the Blue Jackets Foundation, helps box roses at Connell's Maple Lee Flowers.



(1) The team from Connell's Maple Lee Flowers showcases their beautiful roses during their hard work in partnership with the local Blue Jackets hockey team to help raise support for their Foundation.

BUSY VALENTINE'S DAY FOR FTD MEMBERS!

(1) FTD Members from Engle's Florist & Gifts in Xenia, OH pose for a quick photo during a busy Valentine's Day. (L-R) Malia Sutter, owner of Engle's Florist, Sandy, Renie, Sherry, Marilyn.

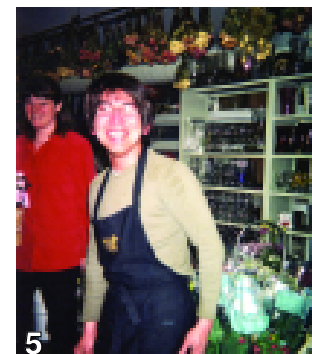


(2) Helen Tordjman, owner of City Centre in Vancouver, British Columbia, and FTD Field Business Consultant Tammy Sablic, celebrate a successful Valentine's Day holiday.

(3) Manager of ABC Florists in Morrow, OH, J.R. shows off their FTD flag showcasing their Valentine's Day worldwide sending capabilities.



(4-5) Kellie, owner, and Oliver, designer, at Nature's Wonders Florist in Vancouver, British Columbia, barely have a second to pause on their busy Valentine's Day holiday.



PART THREE: THE CENT OF FLOWERS (cont'd)

by FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI

Recap: As CEO of your business, you need to keep a handle on overhead, analyzing the markup needed to sell inventory in a profitable way. The old days of an industry-standard markup (doubling the cost of hard goods and tripling the cost of fresh flowers) are over. Today's profitable shops understand the need for increases on these margins as well as the addition of labor charges. If there was to be a "rule of thumb" in the current industry, you might consider applying a 2.5 markup to hard goods and a 3.5 to fresh product as well as a labor margin of 20 percent of the selling price of designs.

Now here, while discussing labor, add to those ideas the concept that reducing labor also will help maintain healthy profit margins. One simple way to cut back on labor is to stagger the times that your employees arrive and leave. This can easily reduce each employee's weekly schedule by three hours without hurting your operation. Another idea on reducing labor costs is to join an outsourcing service such as FTD Flowers All Hours. This model ensures your business is not affected by low – or no – staff after your shop closes. You will still capture valuable telephone orders with a more profit friendly labor cost.

Another way to look at labor costs is to maximize your labor force, as opposed to reducing it. Standardize the processes of designing and selling through recipe arrangements and proper marketing. Market and sell recipes with scripts that take guesswork out of the picture and allow employees to focus on accomplishing tasks with a minimal planning. Figure out your designers' best styles and maximize their talents. Think of standardizing as streamlining processes. Then, you'll begin to think of how you can best provide quality, recipe-friendly arrangements without "killing" creativity.

EDUCATION

Education in the floral industry has two audiences: your consumers and your employees. And both are equally important. The educated consumer is your best customer. Enlighten them of your products and services as well as provide them with valid information about care and handling of products. This can be accomplished through regular newsletters (mailed or emailed), speaking engagements at civic/garden clubs, press releases, in-store classes and creative/educational marketing materials. You also can educate your customers by knowing where to direct them to find answers. Check out Web sites such as The Society of American Florists (SAF) public resource www.aboutflowers.com or create your own materials or Web site to provide in season floral selections, care and handling or meanings of flowers.

Employee/staff education can be accomplished through reading publications (industry AND non-industry related) as well as networking with other florists. Attending industry events is key. There are associations and floral organizations who hold annual events in your own backyard. Find your local chapter and support their events for your own education, as well as the growth of the industry. Many of these include education programming, shopping and networking events.

Plus, as an FTD Member, you can find quality business, design, technology and finance education at the national 2005 FTD Floral Extravaganza. A three-day experience like this convention will take you away from your shop for a short time, yet provide you with a concentrated look at your business. You could come home with hundreds of small and large ideas that will make a difference in your business.

Also, look to industry resources, Web sites and publications for up to date information and ideas to help run your business more profitably. There are monthly publications with quality education pieces and thought generators available. Knowledge of what the trends are in the floral industry will empower you, your staff and your business.

While educating yourself about the industry do not forget to keep abreast of your customer's resources. This is especially true with prospective brides. Purchase (AND read) current bridal and trend magazines, learn the "hot" Web sites they use to view flowers and etiquette. Many brides have already decided on their florals before walking into your store and they gain this knowledge from bridal resources. Knowing their source of ideas allows you to be one step ahead in explaining the benefits and pitfalls of their choices.

WRAP UP

The ideas discussed during the past three months are not etched in stone; however, they can provide you with a framework from which to start to make profitable improvements. Your shop may have unique challenges, which require innovative solutions. The important thing is to realize when improvement is needed and then to act positively on it. If your first attempts are unproductive, reevaluate the process before throwing in the towel.

Feel free to share your challenges and solutions with the FTD Newsletter at newsletter@ftdi.com. For questions about The Cent of Flowers, contact FTD Design Instructor Jeff Corbin via email Jeff@Radfordflorist.com.

FTD Upcoming Events

April 1-3, 2005

South Dakota Florists Association Convention

Ramkota Inn • Pierre, SD

Featured FTD Design Program: "Gifts of the Earth" presented by FTD Design Instructor Toomie Farris AIFD
Registration contact: Karla Dalsell at 605-374-5911
Look for FTD Team Member Michael White.

April 1-3, 2005

Georgia State Florist Association Convention

Brasstown Valley Resort • Young Harris, GA

Featured FTD Design Program: "The 'Cent' of Flowers" presented by FTD Design Instructor Jeff Corbin AIFD
Registration contact: Mike Whittle at 770-834-0932
Look for FTD Team Members John Sternitzky and Terry Thiel.

April 1-3, 2005

Flowers Canada Saskatchewan Spring Convention

Sheraton Cavalier Hotel • Saskatoon, SK

FTD sponsored Sunday Breakfast

Registration contact: Lyle Hessdorfer at 306-955-2833
or Stacy Coburn at 306-763-7333
Look for FTD Team Member Jason Gleaves.

April 5, 2005

FTD & Valley Floral Company Design Show

Valley Floral Company • Wichita, KS

Featured FTD Design Program: "Wedding Floral Review" presented by FTD Design Instructor Keith White AIFD
Registration contact: Kerry Sallabedra 800-657-2553
Look for FTD Team Member Lisa Chapin.

April 5, 2005

Delaware Valley Florist Association Meeting

Younger Wholesale • Lansdale, PA

FTD sponsored Dinner

Registration contact: Jeff Piscitelli (Younger Wholesale) 215-362-2828
Look for FTD Team Members Wendy Stones and Keith Bock.

April 8-10, 2005

Flowers Canada Atlantic Convention

Lord Nelson Hotel & Suites • Halifax, NS

Registration contact: Neville MacKay at 902-422-2700
or Eva VandeReit at 902-758-3258

Look for FTD Team Member Marc Farand.

April 9-10, 2005

Maine State Florists' & Growers' Association Spring Design Show

Bangor Motor Inn • Bangor, ME

FTD sponsored Saturday Night Cocktail Hour

Registration contact: Rhonda Little at 207-723-9016
Look for FTD Team Member Dave Galvin.

April 10, 2005

Niagara International Association of Florists Spring Show

Marriott Buffalo Niagara • Amherst, NY

Sponsored in part by FTD

Registration contact: Cathy McGovern at 716-839-2033
or Elaine Bialecki at 716-681-4688 (U.S.) or Helen Rietveld at 905-687-3490 (Canada)
Look for FTD Team Members Nadine Compisi, Angelo Pace and Roberta Belanger.

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.

June 30, 2005

2005 AIFD Accreditation Evaluation Session (AES) • Seattle, WA

Floral designers interested in pursuing the AIFD Accreditation may still be able to qualify to the AES in Seattle. Those interested should contact AIFD@assnhqtrs.com. Further information on Accreditation in Floral Design is available at www.aifd.org.

NEW FTD RESOURCE GUIDE AT YOUR FINGERTIPS

FTD IS PLEASED TO ANNOUNCE THAT the Buyer's Guide and Imprint (Power Marketing) Catalog will now be combined into The *NEW* FTD Resource Guide for ease of shopping.

Look for the Fall/Winter 2005 Collection in The FTD Resource Guide, formerly known as The Canadian Listings Directory. All information will now readily be at your fingertips! Our book contains everything you need for purchasing FTD Codified products and Imprint Marketing Materials.

The New FTD Resource Guide (including Canadian listings) contains 64 pages filled with the Fall/Winter 2005 FTD collection and all Everyday branded codified products. The holiday collection includes a continued focus on key brand names such as Laura Ashley™. Also, look for the new third in a series Waterford Holiday Heirlooms® Ornament made exclusively for FTD.

The New FTD Resource Guide features all Imprint Marketing Materials, including the debut of all new 2006 calendars!

FTD Members will also find FREE FTD advertising materials such as ad slicks and telephone reference sheets for both Mother's Day and Father's Day in the new directory, as well as online at FTDi.COM.

Enjoy the new ease of shopping through The FTD Resource Guide and look for colorful pages of FTD product selections in the FTD U.S. Directory as well.



The Laura Ashley™ Bouquet Presented by FTD®



The FTD® Christmas Bouquet



MARKETPLACE™
1-800-767-4000

SAVE TIME! SHOP ONLINE AT FTDi.COM!

MERCURY DIRECT GIVES FLORISTS INCREASED LEVEL OF CONVENIENCE, TIME SAVINGS AND VALUE

MORE THAN 5,700 FLORISTS ARE already using Mercury Direct - FTD's easiest way to electronically send and receive floral orders. Mercury Direct is FTD's most affordable send-and-receive-only option for the value conscious florist. It brings Mercury Network access to any member with a computer.

Mercury Direct offers you immediate access to all of the Mercury Network Message screens. Simply enter the order information and press "submit". Mercury Direct also automatically checks for incoming orders and prints them out for you. In addition, the software allows you to search for orders or order-related messages, products, floral listings and facilities.

The upcoming release of Mercury Direct 4.5 will offer florists three upgraded features:

DIRECT DIAL CONNECTION METHOD

You can use the Direct Dial method to send or receive orders. This method does not require your system to use the Internet to send and receive messages. Instead, your system uses a dedicated phone line to dial out to send and receive messages.

PRINT NOTIFICATION

You can now configure when and how you are notified if a message is printed. For example, you can set the system to "beep" when a message has been printed, or you can cause a pop up message to display only when incoming messages are printed.

FLORIST SEARCH ENHANCEMENTS

With Mercury Direct you can configure many new options in Florist Search. For example, you can select what criteria to use when auto selecting a filling florist,

or what default parameters to use when performing a florist search from within an order.

BENEFITS OF MERCURY DIRECT

- Send and receive orders and messages through the Mercury Network.
- Automatically store all incoming and outgoing orders and messages in an online message log.
- Search for and reply to Mercury messages through the advanced Message Search feature.
- Search a Florist directory, where you can assign statuses and add notes to individual florists.
- Search a Facility directory, which lists information for hospitals, nursing homes, and funeral homes.
- Search the FTD Selection Guide, which lists FTD Branded Products and other products that are available for sale, along with color photos, product codes, suggested retail prices, and designer information.
- And much more!

Contact us today to find out how you can become part of the most sophisticated, yet easy to use network available for handling wire orders and communications with other florists. Call FTD® Mercury Technology at 1-800-767-3222 or e-mail us at technology@ftdi.com.

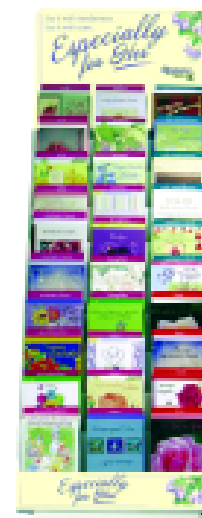


NEW PROMOTION FROM RENAISSANCE – CARDS FOR WOMEN

RENAISSANCE IS PLEASED TO ANNOUNCE A CONSUMER friendly and attractive new promotion to help FTD Florists spur extra sales, "Especially For Her"! Your customers will find this assortment of beautiful cards helps capture their sentiments whether it is a birthday, anniversary or just because!

Plus, this colorful display is FREE to FTD Members and features graceful in-store signage with brilliant visual appeal to grab the attention of walk-in customers, prompting them to browse and buy!

The Especially For Her promotion includes heart-felt messages in important floral categories for women...this is a real showcase for creating extra greeting card sales. Plus, it's 100% guaranteed. Call Renaissance for all the details at 1-800-504-4520.



SELL TO MILLIONS OF NEW CUSTOMERS WITH HELP FROM FLORISTS ONLINE

WITH AN FTD FLORISTS ONLINE WEB site, you have the opportunity to capture a whole new revenue stream for your business, while providing your customers with the industry's best online shopping experience.

With an FTD Web site, you can sell your entire store's product selection to online customers, across the street and around the world, and receive the order fulfillment information through the Mercury® Network. It's that simple!

Plus, sign up today and receive a free custom domain name. You also can add FTD WebGifts such as gift baskets, gourmet foods and unique plants to your Florists Online site.

In addition, FTD offers various marketing tools to help drive customers to your Web site:

ONLINE YELLOW PAGES

FTD is very excited to bring you a great money-saving opportunity to advertise your Florists Online Web site. Now, FTD provides its Members access to top-line yellow page online directories, including: Yahoo! YellowPages, AOL YellowPages and Switchboard.com.

FTDFLORISTS.COM

FTD has an exciting NEW Internet listing program that will help FTD Member florists promote their Web sites. With this proven marketing opportunity, FTD Members can purchase advertising in this directory, which

was designed to create the best search engine results for searches commonly performed to locate florists and flowers.

The primary domain name for this directory is www.ftdfloirists.com, however FTD will secure additional domain names that all point to this directory as well.

FTD will be promoting this directory to millions of consumers via traditional national advertising vehicles as well as through online advertising efforts. Consumers who visit the site will be able to search for florists by city/state and/or zip code.

MARKETING MATERIALS

FTD offers free customized marketing materials to all members who have an FTD Florists Online Web site. These materials in-

clude postcards, business cards, a window decal and a counter card.

CONTACT FTD TODAY AND COMPARE!

FTD Web sites are the most cost-effective sites in the industry, while offering more features than anyone else. For about \$1 a day, you can have your own Web site that will help you generate new customers, more orders and higher profits!

Contact your FBC, call 800-423-0675 or email us at ftdpartnership@ftdi.com to join Florists Online today.



Florists
o n l i n e



2005 FTD Floral Extravaganza

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

THREE REASONS TO DEDICATE
THREE DAYS TO YOUR BUSINESS

★ EDUCATION

FTD takes floral industry education beyond design at the 2005 FTD floral Extravaganza. Rest assured that you will find education programs that meet your business-building needs on important subjects such as finance, marketing, human resources and design. Get a degree from FTD education and discover ways your business can grow and become more profitable.

★ VALUE

FTD offers four low-cost package options to attend the 2005 FTD Floral Extravaganza to make sure that you get the biggest bang for your buck. Plus, FTD pays for the cost of your hotel room* at the brand new Gaylord Texan Resort. Free lodging and a designated registration package means this event is made for you, no matter the size of your shop.

★ IDEA SHARING AND GROWTH

Many business owners learn best practices from each other. FTD has designed specific events that secure time for you to meet fellow florists from around country or around the corner. At the 2005 FTD Floral Extravaganza you will enjoy regional networking events, special guest speakers, roundtable discussions and exciting social events. You deserve this - hard work deserves hard play.

REGISTER NOW!

Secure your place today. Go online to www.FTDi.com or contact your FTD Field Business Consultant.

Questions? Call 800-788-9000 ext. 6240 or email convention2005@ftdi.com.

*See the entire schedule of events and information on the FREE room offer online at www.FTDi.COM.