

# newsletter

NOVEMBER 2005

Vol. 46 No. 11 FTD Newsletter © 2005, FTD

## LETTER FROM FTD CEO



Dear FTD Members,

Are all of you ready to kick off the holiday season? Let FTD help you during this busy time with national advertising, FTD Flowers All Hours, FTD Online Yellow Pages, and FTDFlorists.com. These initiatives can help you increase your revenue and reduce your costs during the holidays.

### NATIONAL ADVERTISING

With consumers already starting to think about holiday party decor and gift giving, we're kicking off the season with national advertising in *People* magazine featuring the FTD Thanksgiving Bouquet. We will also feature the FTD Christmas Bouquet in the *Valassis* coupon section, which appears in more than 600 Sunday newspapers. Our Canadian members will also benefit from advertising in the Canadian *TV Guide* magazine. These ads list thousands of participating FTD Florists that will reach millions of consumers and drive them into your shops.

### FTD FLOWERS ALL HOURS

When customers are in your shop with money to spend during the holidays, the last thing you want to be doing is taking phone orders. Let FTD Flowers All Hours free up your time and take all of your incoming calls during this busy time. Instead of hiring additional staff,

professional FTD telephone representatives can answer your shop's phone calls and take orders and messages anytime, day or night.

### INTERNET MARKETING PROGRAMS

Many consumers chose to shop online during the busy shopping season. Give them the opportunity to shop from your web site with FTDFlorists.com and FTD Florists Online. FTDFlorists.com is an exciting new Internet advertising program that will help you promote your web sites through search engine advertising. With more than 30% of floral purchases made on the Internet, you want to make sure you have a presence online, and can accommodate those last minute, late night shoppers!

These programs can help make this year's holidays the most successful and profitable yet. We have 70 Field Business consultants available to lend a hand during this busy time. Let them know if you would like more information or a demo on any of these services.

You have my personal commitment to assist you and provide services that enable you to be more profitable and succeed in our competitive market. Best of luck this Holiday Season!

## CALIFORNIA FLORIST SUPPORTS ROOTS OF PEACE

DEBBIE BURNS-CAIN OF BURN'S FLORIST IN San Rafael, CA is making a difference in Afghanistan with the "Roots of Peace Bouquet." The proceeds of this arrangement go towards the removal of mines in Afghanistan.

"This money will help remove all of the dangerous mines in the area and turn them into productive vineyards," said Debbie.

Debbie has always felt passionate about this cause, but was able to really make a difference when she met the founder and CEO of Roots of Peace at a local Rotary meeting. Together they worked with a Burn's Florist designer to design the arrangement, which includes a bunch of grapes.

Burn's Flowers has been an FTD Member since 1920.



Proceeds from the "Roots of Peace Bouquet" benefit the demining efforts in Afghanistan.

## BRITISH COLUMBIA FLORIST SHARES PROFITS; BUILDS MORALE

BROWN'S THE FLORIST, LOCATED IN VICTORIA, BC, was facing financial challenges two years ago. Owner Chris Dysart was worried and decided to try a new tactic to get the business back in check. Chris told her staff that if everyone helps to bring costs down to where they should be, she would give one-third of the profits to staff and two-thirds to the company.

Since that time, Brown's the Florists' profits have raised steadily and employees received their latest profit sharing check in September totaling more than seven percent of their salary.

Chris achieved success by involving the staff in the day-to-day operations such as reviewing financials and helping them to understand how the costs of an extra flower here and there adds up.

"My profits are up hugely," said Chris. "The staff are the business. We share as much

company information as we can, so they care more."

Brown's is the oldest flower shop in Victoria, established in 1910, and has 16 employees. Brown's the Florist has been an FTD Member since 1977.



Designer Krista Cox works at Brown's the Florist and says it's the best job she's ever had.

## EDUCATION IS THE KEY TO SUCCESS FOR TEXAS FLORIST

EDUCATING AND TRAINING EMPLOYEES IS A top priority to Oralia and David Espinoza of Spring Garden Flower Shop in San Antonio, TX. That's why they have enrolled two of their sales employees into a basic floral design course at a local college.

"This will help our employees who sell and handle floral arrangements to be able to understand what goes into producing a floral arrangement," said Oralia Espinoza, TMF (Texas Master Florist), owner of Spring Garden Flower Shop.

They will learn the principles and elements of design and tools of the trade; care and handling of fresh floral materials; and color, texture, space and depth.

Spring Garden Flower Shop has paid the tuition and cost of supplies for the class. Oralia and David believe it's very important to

continue educating all of their employees in the floral industry and will offer these classes to all of their employees.

Spring Garden Flower Shop has been an FTD Member for four years.



Socorro Lopez and Rebecca Brown of Spring Garden Flower Shop proudly show off their class assignment.

BE GOLD. SEND FTD.







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## The FTD Team is Working For You! Contact Information:

FIND YOUR FTD BUSINESS CONSULTANT at [FTDi.COM](http://FTDi.COM)

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FTD TECHNOLOGY SALES • 800-767-3222  
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FTD FLOWER EXCHANGE • 888-776-1424  
[ftdflowerexchange.com](http://ftdflowerexchange.com)

[www.FTDi.COM](http://www.FTDi.COM)

### OOOPS!

Our apologies to **Martina's Flower Shop** in Martinez, GA. In the October newsletter, Janet Simpson and John Partridge of Martina's were featured in the story titled "FTD Brings Education to Southern Retail Florist Association." The caption stated Martina's Flower Shop has been an FTD Member for five years, but the florist has been an FTD Member for 29 years! Thanks for your years of partnership!

## BUILD YOUR SUCCESS WITH RENAISSANCE® GREETING CARDS

CREATE A COMPETITIVE EDGE BY OFFERING full-sized, quality cards with same-day delivery to your wire order customers. Renaissance Greeting Cards offers "Everyday" programs from four to 24 feet, and up to eight feet of holiday cards. And now Renaissance Greeting Cards, Inc. is codified for "Everyday" and "Holiday" greeting cards.

If you don't already have a marketing plan in place to sell your Renaissance Greeting Cards, here are a few suggestions that will allow greeting cards to increase your floral business.

### ADD FULL-SIZED CARDS TO YOUR COOLER ARRANGEMENTS

Simply pre-price the arrangements by adding \$2.50 to the retail cost of the arrangement. When the customer brings the arrangement to the counter, inform them that they receive a full-sized card with their purchase. If they ask if there is an extra cost, tell them it's included in the price of their arrangement. They'll feel like they've gotten a bonus gift.

### UPSELL, UPSSELL, UPSSELL ON YOUR LOCAL DELIVERY PHONE ORDERS

If you ask every customer if they would like a beautiful full-sized card with a personalized message to accompany their order, one out of every two customers will say yes.

### OFFER A COUPON PROGRAM

Whenever a customer makes a purchase of \$25 or more, present them with a coupon that gives them a free card on their next visit when they spend at least \$25. This encourages return visits and customer loyalty.

Call Renaissance at 1-800-999-6584 for more information and options.



Brandon Bawa of **Flowers N Us** in Toronto, ON shows off his Renaissance Greeting Cards display. Flowers N Us has been an FTD Member for three years.



Mike and Melody Scott of **Scott's House of Flowers** in Lawton, OK stand in front of their new Renaissance Greeting Cards display. Scott's House of Flowers has been an FTD Member since 1971.



Larry Novak of **Novak's Flower Shoppe** in Maple Heights, OH strategically places his greeting card displays near the front desk in his shop. Novak's Flower Shoppe has been an FTD Member since 1986.

## UNIQUE ARRANGEMENTS FOR INDIVIDUAL TASTES

**HEART LAKE FLOWERS & GIFTS INC.** IN BRAMPTON, ON creates unique arrangements for customers. Recently, Heart Lake was asked to create a funeral wreath of fresh flowers in the shape of a train engine.

"The funeral home staff and family members of the deceased were amazed to see such creativity," said Anita Kapur of Heart Lake Flowers & Gifts. "After the service was over, the family decided to take only that floral arrangement home."

Heart Lake later learned that the family had asked the flower shop to create this unique wreath because they had attended someone else's funeral service where Heart Lake had

created a violin, a car and a religious symbol all made of fresh flowers.

Heart Lake Flowers & Gifts has been an FTD Member since 1987.



A unique train engine funeral arrangement by Heart Lake Flowers & Gifts in Brampton, ON.



## ASHLAND ADDISON SUPPORTS CANCER CENTER IN CHICAGO

ASHLAND ADDISON FLORIST COMPANY supported cancer research in recognition of October as National Breast Cancer Awareness Month by donating to the Lynn Sage Cancer Research Foundation, which supports breast cancer programs at Northwestern Memorial Hospital in Chicago.

The floral shop donated 10 percent of the sale of each Ashland Addison "Prettiest Pink Bouquet" in the month of October. Plus, the florist set up a special area on Fridays in October at their retail location in Northwestern Memorial Hospital to help spread the important message and drive support for the Lynn Sage Cancer Research Foundation.

"We've been a part of the Northwestern Memorial Hospital family for five years now and have heard first hand many stories about lives that have been touched by the Lynn Sage Cancer Research Foundation," says Bill Sheffield, president of Ashland Addison Florist Company. "We support their work and research through our pink flower sales in October and hopefully reassured some of those who are touched by the disease that so many people care and support the cause."

The Ashland Addison "Prettiest Pink Bouquet" was available for \$20 each and came with a Lynn Sage Cancer Research Foundation pink bracelet. Two dollars from the price of each bouquet was donated to the Lynn Sage Cancer Research Foundation at the end of the month.

Ashland Addison Florist Company has been an FTD Member since 1946.



Designer Violetta Jablecka puts the breast cancer awareness bracelet in a newly designed "Prettiest Pink" Bouquet.



Ashland Addison Manager Monica Gomez (left) and Designer Claudia Agredano (right) are surrounded by the "Prettiest Pink" bouquet, which October sale proceeds benefited a cancer research center in Chicago in recognition of National Breast Cancer Awareness Month.



Each "Prettiest Pink" bouquet included a thank-you note from Ashland Addison for supporting the breast cancer programs at Northwestern Memorial Hospital in Chicago.



"Prettiest Pink" bouquet

## MEMBER HIGHLIGHTS



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(1) Vern of **China Rose Florist** in Marco Island, FL shows his FTD support. China Rose Florist has been an FTD Member since 1999. (2) FTD Regional Vice President John Hurdt congratulates Vyna Shelton, owner of **Shelton's Flowers** in Amarillo, TX on her recent shop expansion. Shelton's Flowers has been an FTD Member since 1978. (3) Employees of **Floristeria Michelle** in Barquisimeto, Venezuela pose for a group picture. Floristeria Michelle has been an FTD Member since 1991. (4) FTD Field Business Consultant Joe Arbona (right) congratulates Dana Humberson (center) of **The Flower Shoppe** in Katy, TX for winning the Houston Cup, which is given to the first place winner of the yearly design contest. Also pictured are Paula Danna, Cindy Beliz, Melissa Danna and Jason Danna, Jr. The Flower Shoppe has been an FTD Member for one year. (5) FTD International Sales Consultant Raul Picazo visits with Blanca Esthela of **Galeria de la Flor** in Monterrey, MX. Galeria de la Flor has been an FTD Member for three years. (6) FTD Field Business Consultant Joe Arbona visit with Melissa Woodruff, Mary Ann Woodruff and Fabian Vasquez of **This Bud's For You** in Houston, TX. This Bud's For You has been an FTD Member for 11 years. (7) FTD Vice President of Canadian Sales Frank Stornelli (right) and FTD Field Business Consultant Tammy Sablic (left) congratulate Frank and Dale Simon of **Simon Says Roses** in Victoria, BC on their Top 100 status. Simon Says Roses has been an FTD Member since 2002.





## FTD PROMOTES HOLIDAY PRODUCTS WITH NATIONAL ADVERTISING

FTD FLORISTS ARE GEARING UP FOR THE holiday season and FTD is helping with national advertising support through co-op print advertisements.

The FTD co-op advertising campaign includes a national advertisement in *People* magazine on November 18, featuring the FTD Thanksgiving Bouquet. For the Christmas season, FTD will also feature the FTD Christmas Bouquet in the *Valassis* coupon section within over 600 Sunday newspapers on December 1. In Canada, FTD will be advertising in the Canadian *TV Guide* magazine on December 17. FTD is asking consumers to visit a local FTD Florist to place their holiday order and

directs consumer to thousands of participating FTD Florists who have listed their shop information next to the ad. Both the Thanksgiving and Christmas ads will include a \$3 off coupon off any FTD product. FTD will reimburse all coupons florists' collect and submit to FTD.

Millions of consumers will see the FTD holiday advertising for Thanksgiving and Christmas and will be coming to your shop looking for the FTD featured products.

Interested in co-op advertising with FTD for the upcoming spring holidays? Visit [www.FTDi.com](http://www.FTDi.com) today or call the co-op Advertising Department at 800-788-9000 ext. 6409.



## WASHINGTON FLORIST SUPPORTS COMMUNITY AND TRADITIONS

HECTOR C. AUFFANT OF BUTTERFLY GARDEN IN Omak, WA works hard to deliver happiness to his community with each floral arrangement that leaves his store. Hector began his career in the floral industry at the early age of 13 in Puerto Rico. Since then, he has also created his own flare for design with influences from Spanish, Dutch and American designers. In addition, he designs arrangements with the tradition of his community in mind, which consists of the Native American Reservation of the Confederated Tribes of the Colville.

Butterfly Garden also supports the community with a donation of flowers to the Suicide Race at the Stampede. Hector and his staff provide a fresh rose

runner that is placed across the winning horse's neck as an honor of courage.

Butterfly Garden has been an FTD Member since 2003.



Patricia Venable, Hector C. Auffant and Nancy Houston (right) pose with the 2005 Miss Omak Stampede Tascia Talmadge (center right) at the Suicide Race at the Stampede.

## OHIO FLORIST PROVIDES EDUCATION

NOT ONLY DOES RUTH JORGENSEN OF CENTERVILLE Florist in Centerville, OH own a successful flower shop, but she is also the president of the David Curtis School of Floral Design. Along with Director Joseph Emricka and Vice President Mark Schutzler, she provides students with everything they need to know about purchasing and running a successful floral business. Classes include Basic Floral Design Practices, Sympathy Flowers, Wedding Flowers and Flower Shop Operations.

During the business section of the course, students are also introduced to FTD services and bookkeeping methods.

"We teach students that in order to have a successful shop, you must be an FTD Member," said Ruth.

The David Curtis School of Floral Design attracts students from all over the country and offers three-week sessions throughout the year. Centerville Florist has been an FTD Member since 1987.



A group of David Curtis School of Floral Design students show off their certificates of completion.



The late Kevin Jorgensen congratulates a group of students on their design projects.

## MICHIGAN FLORIST FINDS SUCCESS WITH NEW DELIVERY SYSTEM

ALTHOUGH PLAINWELL FLOWERS IN PLAINWELL, MI has only been open for eight months, the staff has already developed a successful delivery system. Betty Oliver, owner of Plainwell Flowers, said the staff takes pictures of every arrangement that leaves the store for delivery.

"Taking pictures of the arrangements allows us to email the pictures to the sending florist

and to the senders if the arrangement was ordered over the phone," said Betty.

In addition to finding success in the delivery system, Plainwell Flowers has also opened a gift department and coffee shop.

Plainwell Flowers became an FTD Member this year.



Plainwell Flowers proudly displays the FTD logo in the front of their shop.



Plainwell Flowers employees Sherry, Justin, Violet and Stacey stand in front of the new coffee shop inside their store.



# MARKETING MAGIC: SEVEN HOLIDAY MARKETING IDEAS INSPIRED BY SUCCESSFUL RETAILERS



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*.

EVERYONE KNOWS THAT CHRISTMAS MEANS BIG business. Some retailers rely on December for as much as 60 percent or more of annual sales. But you can never expect sales to be automatic. Despite the common misconception that Christmas can drive sales on its own, now is not the time to relax marketing efforts.

Masterminding an original marketing concept isn't always easy. So rather than starting from scratch, consider borrowing some of the best bets from successful retailers to work some December magic.

## CARD IT

Join the masses of retailers and restaurateurs from Nordstrom to Applebee's that have made an art of the modern gift alternative: gift cards. This update of the well-known but somewhat under-marketed gift certificate is currently a hot commodity for holiday gift giving. You can create your own gift cards or have them professionally produced by companies such as Dynamic Card ([www.dynamiccard.com](http://www.dynamiccard.com)) or Dr. Merchant Business Services ([www.drmb.com](http://www.drmb.com)).



Renaissance® Greeting Cards

Not ready for the financial commitment of gift cards? Then refurbish your shop gift certificate into something unique the giver can get excited about. Consider wrapping the certificate in a special gift box or delivering it with a fresh flower bouquet. Whatever you do, be sure to promote your gift card option as not only a gift alternative but also an extra gift add-on. If McDonald's can successfully sell gift cards for burgers, you can surely sell them for flowers.

## BRAND IT

Ever heard of Cheryl Krueger or Debbi Fields? Both women turned a passion for cookies into mega-cookie brands (Cheryl and Co. and Mrs. Fields, respectively). The ingredients in their chocolate-chip cookies couldn't be much different from each other or from the cookies you bake at home, yet their branded brownies and other treats have built thriving multimillion-dollar operations.

The key to successful branding is connecting a name with a product that customers want and like. Choose a strong holiday item or line of products, put your signature style into the design of it, give it a name connected with your shop or even the designer who created it, and promote it as such. Try "Holiday Magic by \_\_\_\_". (Fill in a designer or shop name, and

you have a brand.) With this type of branding, emphasis immediately shifts from flowers you can get anywhere to a look you can only get from one source: you. Beverly Clark has her Wedding Collection brand, and of course Martha Stewart has branded everything from flowers to furniture to sheets, so boldly join the branding bandwagon and reap the benefits at Christmas and beyond.

## EXTEND IT

Offer the gift that keeps giving with flower- and/or plant-of-the-month programs that start during December and continue for a period of three, six or 12 months. This great gift idea for the hard-to-buy-for crowd has been successfully offered for years by the likes of Calyx & Corolla, Harry and David, Martha Stewart and others. Florists can easily implement the concept at the local level with statement stuffers, in-store signage and a media campaign that emphasizes the mood-enhancing benefits of flowers in one's daily environment.

Customers will want to know what they're getting for their money (Martha gets \$750 for 12 months of mostly monochromatic mixed bouquets; a year of lilies, roses or bonsais is \$550 from Calyx & Corolla), so a little forethought about the flower types and design styles is necessary, as well as a plan for the timing of monthly deliveries and an organizational procedure for the paperwork.

## REVERSE IT

Take the marketing emphasis off the obvious holiday decorating and gift-giving options—poinsettias, wreaths, centerpieces, and so on—and put emphasis on the unusual. The Diamond Trading Company, the world's leading diamond sales and marketing company, successfully "reinvented" the diamond ring market by shifting their marketing emphasis from wedding and engagement rings to the trendy right-hand diamond ring.



C5 – The FTD® Holiday Wreath

With a little creativity, florists can push products that reverse the usual thinking about holiday gifts and décor. Consider promoting a "backdoor wreath"—something simple, yet festive, that homeowners see as they come and go daily—or suggest flowers for him in the form of a "bedroom bouquet" to warm holiday spirits throughout the season. Spice up the offer with a free doorknob bell or bag of rose petals and your message will ring loud and clear.

## NETWORK IT

Join forces with other retailers in your area to create gift options that combine flowers with other popular products. Lou Malnati's, a popular Chicago area pizzeria, offers a "Tastes of Chicago" gift pack including their own famous deep-dish pizza along with equally popular Carson's ribs, Vienna's classic hot dogs, and Eli's cheesecake. (Try some for yourself at [www.tastesofchicago.com](http://www.tastesofchicago.com).) A gift of this kind, representing popular products from multiple retailers, has greater appeal to many customers than a pizza (or flowers) might have on its own.



C2 – The Fitz Floyd® Bouquet Presented by FTD®

Finding agreeable partners should be relatively easy, since it's a win-win situation for all parties involved. A relationship with a single neighboring enterprise, such as a bakery, might be a good place to begin. Create a collection of preplanned combination gifts or emphasize the ability to customize gifts to suit personal tastes and preferences. Take advantage of your packaging prowess to prepare attractive finished products. Gift wrapped towers inspired by the stacked gourmet gifts from Harry and David ([www.harryanddavid.com](http://www.harryanddavid.com)) make an impressive statement regardless of what's inside. Use your delivery capabilities, with the option of same or next day delivery, as the final hook to reel in buyers.

## DISCOUNT IT

Like it or not, a key retail marketing strategy for Christmas has become the tradition of discounting merchandise the minute it hits the shelves. Customers have learned to expect it and are often reluctant to buy until they see sale signs. So get creative with your discount program. Consider following the hugely successful model established recently by GM, Ford and Chrysler by offering "employee pricing" for selected products and services.

Expand the employee discount concept by eliminating labor charges for customers who buy design components rather than finished products. Strategize a means for crafty customers, focused on adults or even children if desired, to create their own personalized floral gifts using a Build-A-Bear Workshop format. This concept could be a one-time "Build-A-Bouquet" workshop or an ongoing, multistation activity for customers to create a single decorative item or a series of floral gifts. Reward these "designers for a day" with special pins or certificates.

## GUARANTEE IT

Back up everything you sell with a solid guarantee that you promote in all of your advertising. Create a tag line that is short and sweet and catchy enough that customers come to associate the phrase directly with your shop. Harry and David uses the simple, yet effective phrase "You must be delighted, or we'll make it right." The specific details of your guarantee don't need media coverage, but they should be made available, in print, to customers and gift recipients alike. A short paragraph, with carefully chosen wording that stresses the importance of customer satisfaction and your means of insuring it, is all that is needed. Post a professionally made sign within the shop that outlines your guarantee, or print it on pretty paper, frame it and place it on the sales counter.

A broad guarantee may be all your shop requires. In some cases though, it is useful to establish individual guarantees for specific products. Smith & Hawken, a major retailer of premium gardening and garden-inspired products, has not only a general store guarantee, but also a Plants Promise™ and Teak for Life Guarantee™ for outdoor furniture. For florists, guarantees for specific products such as plants and roses may be appropriate. You might also consider following the Blockbuster Video marketing strategy by guaranteeing certain flowers will be "in stock" either daily, weekly or monthly.



Delivery guarantees are another potential marketing angle. You probably can't compete with the old Domino's Pizza promise to deliver in 30 minutes or less, but you might be able to guarantee more prompt delivery than your competitors.



**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.ftd.com/education/industrynews.asp](http://www.ftd.com/education/industrynews.asp) or call 1-800-367-4708 to subscribe today!**





## WATCH THE 2006 TOURNAMENT OF ROSES PARADE!

SHOW YOUR PRIDE IN FTD BY TUNING INTO THE 2006 Rose Parade appearing on all the major television networks the morning of January 2, 2006. As the Official Floral Company of the Tournament of Roses, FTD's 53rd float, "Your Wish is My Command" is bound to awe millions of viewers.

This float truly brings the parade's theme "It's Magical" to life by showcasing over 15 varieties of roses with the word "magic" in their name or related to the word "magic" including Black Magic, Autumn Magic, Magic Lantern, Pure Magic, White Magic, Midnight Magic, Moonlight Magic, Hocus Pocus, Abracadabra, Mystique, Magician, Bewitched, and Mystery.

In addition to the magical flowers, Lance Burton, world champion magician and Las Vegas performer, will be riding on FTD's float and performing magic tricks for parade viewers.

As a part of its sponsorship, FTD donates hundreds of thousands of flowers to the events surrounding the



Rose Parade to help bring to life the historic events. These flowers are seen at the announcement of the Grand Marshal of the Rose Parade

and the announcement of the competing Rose Bowl Game® teams. FTD also spreads holiday cheer throughout the Wrigley Mansion, the home to

the Tournament of Roses, with exquisite holiday décor, and decorates the VIP vehicles that lead off the parade.

## EXPERIENCE THE 2006 NATIONAL CHAMPIONSHIP ROSE BOWL GAME WITH FTD

ENCOUNTER THE BEST OF COLLEGIATE football at the National Championship Rose Bowl Game with the FTD Member Tournament of Roses' Package for the 2006 Tournament of Roses events. Register now and you can also experience first-hand FTD's 53rd annual float, which will stroll the famous Rose Parade route on January 2.

There are two FTD Member Tournament of Roses' Packages available. Meals and transportation to all events and to and from the airport are also included in both packages. Price does not include airfare.

### Package A: \$5,700 per couple December 31 – January 5

- 5 nights at Hotel Casa Del Mar
- New Years Eve Party at Hotel Casa Del Mar
- Behind the Scenes viewing of the FTD Float
- Welcome Reception
- Hollywood Tour or Universal Studios Tickets
- 2 tickets to the Rose Parade
- 2 passes to the pre-game FTD Tailgate Party at FTD Hospitality Tent
- 2 tickets to the National Championship Rose Bowl Game

### Package B: \$5,200 per couple January 1 – January 5

- 4 nights at Hotel Casa Del Mar
- Welcome Reception
- Hollywood Tour or Universal Studios Tickets
- 2 tickets to the Rose Parade
- 2 passes to the pre-game FTD Tailgate Party at FTD Hospitality Tent
- 2 tickets to the National Championship Rose Bowl Game

Register now! Space for the FTD Member Tournament of Roses' Package is very limited! Register now to secure your place in this unforgettable experience! Register online at [www.FTDi.com](http://www.FTDi.com).



FTD Newsletter is sent to approximately 20,000 FTD Members across the United States and Canada. If you have feedback, a letter to the editor or have a story and photos you'd like to share, please send it to the editor of FTD Newsletter at [prdept@ftdi.com](mailto:prdept@ftdi.com) or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!



## FTD SUPPORTS CANWEST HORTICULTURE SHOW

FLORISTS IN BRITISH COLUMBIA, CANADA gathered in Vancouver in September for education and networking during the CanWest Horticulture Show. FTD Design Instructor Deborah De La Flor presented "Party & Wedding Centerpieces – A Floral Spectacular." In addition, Ioan Pasca of Bloom European Floral Design in Vancouver was invited to do demonstrations. Bloom European Floral Design has been an FTD Member for one year.



FTD Design Instructor Deborah De La Flor assembles the arrangements for her presentation about party and wedding centerpieces.



Ioan Pasca of Bloom European Floral Design in Vancouver displays beautiful exotic arrangements.



FTD Field Business Consultant Tammy Sablic visits with Katrina Lindquist, a freelance designer in Alberta, Canada.

## FTD Upcoming Events

Nov. 16, 2005

### Journee de la Creativite

Hotel des Seigneurs • St. Hyacinthe, Quebec

For registration information, contact Aline Munger at 418-650-3830. Look for FTD Team Members Marc Farand, Jason Gleaves and Frank Stornelli.

Jan. 1-5, 2006

### FTD 2006 Tournament of Roses Celebration

Hotel Casa Del Mar • Santa Monica, CA

Complete tour information available online at [www.ftdi.com](http://www.ftdi.com) or contact FTD Corporate Events at 800-788-9000 ext. 7883. Look for FTD Team Members Mike Soenen and George Kanganis.

Jan. 5, 2006

### Minnesota Green Expo

Minneapolis Convention Center • Minneapolis, MN

Featured FTD Design Program: "Get Me to the Bank on Time" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Sandy Schroeck at 612-362-3104 or visit the Minnesota Green Expo website at [www.minnesotagreenexpo.com](http://www.minnesotagreenexpo.com). Look for FTD Team Member Teresa Joerger.

Jan. 20-22, 2006

### Kentucky Florists' Association Convention

Galt House Hotel & Suites • Louisville, KY

Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Carol Belser at 502-456-6366 or visit the Kentucky Florists' Association website at [www.kyflorists.com](http://www.kyflorists.com). Look for FTD Team Member John Howe.

Jan. 20-22, 2006

### Florida State Florists' Association Mid-Season Conference

Monticello Opera House • Monticello, FL

Featured FTD Design Program: "Wedding Floral Review" presented by FTD Design Instructor Keith White AIFD. For registration information, contact Bali Thigpen at 850-973-2525. Look for FTD Team Member Doug Crescimanno.

## JUST IN TIME FOR THE HOLIDAYS...NEVER MISS AN ORDER WITH HELP FROM FTD!

IT'S A 24/7 WORLD AND CONSUMERS WANT convenience when it comes to shopping, especially those last minute Holiday shoppers.

With FTD Flowers All Hours, your shop can be open 24/7 to collect orders from new and existing customers.

FTD Flowers All Hours is not just a telephone answering service. It is full-service order taking and customer service facility that will answer your calls using your shop name and take care of your customers with that same special care that you do.

Professional FTD telephone representatives, trained specifically on your shop's product selection and pricing, can answer your shop's phone calls and take orders and messages anytime, day or night. Many florists are utilizing this service not only when their shop is closed, but also during the holidays and busy periods during normal business hours as opposed to hiring additional staff.

### BENEFITS:

- Never close! Ring up sales 24/7/365.
- Generate new customers and increase sales.

- Decrease costs. No need to hire additional phone staff.
- Offer increased convenience to new and existing customers.
- Compete with large, national 24-hour flower services and other competitors.
- Improve customer loyalty, making your shop 'easy to do business with'.

Hire FTD Flowers All Hours and you will have a professional "FTD Employee" that is fully trained to answer your phones 24/7, plus Flowers All Hours will never be sick, take a vacation day or require health benefits.

Call your FTD Field Business Consultant or call FTD directly at 800-788-9000. We want to introduce you to your NEW professional and reliable FTD Flowers All Hours "employee" so they can get started right away.



## SAVE \$5,000 ON FTD MERCURY POS SYSTEM

IT'S NOT TOO LATE TO RECEIVE BREAKTHROUGH pricing on the FTD Mercury Point-Of-Sale system. Mercury Technology has extended the FTD Mercury POS system price promotion through November 30, 2005. FTD Members can save \$5,000 on the feature-rich system, which is now only \$9,999.

module, which incorporates delivery confirmation and address verification, along with electronic mapping and routing, FTD Mercury helps florists drive sales, reduce costs and increase profits.

FTD Mercury provides florists an affordable, easy-to-use Windows-based shop management solution that helps cut overhead and handles the time-consuming tasks of running a flower shop. With its robust marketing module, FTD Mercury allows florists to create various marketing campaigns, including professional e-mail promotions. Combined with the delivery

**\$5,000 SAVINGS!**

Offer expires November 30, 2005







BE GOLD. SEND FTD.

## SEND YOUR SALES SOARING WITH FTD MARKETING MATERIALS

IT'S EASY TO MARKET YOUR SHOP WITH FTD'S wide range of Marketing Materials. Our complete line of Holiday and Everyday marketing materials provide great target-marketing opportunities. Each of these pieces has the option to be customized with your shop Imprint or Logo. Add pricing, special offers and even your postal indicia for easy mailing.

### 2006 CALENDARS

- Use as an incentive during your shop's open house
- Give away to walk-in customers
- Enclose with monthly statements



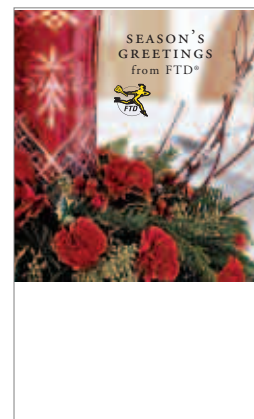
Desk Calendar



Pocket Calendar



Volume 45 Mini Catalog



Christmas Mini Catalog



Bride's Guide

### BUSINESS CARD AND RULER MAGNETS

- Attach to outgoing orders
- Use as an incentive for walk-in customers
- Leave as take-ones on your counter

### STUFFERS AND MINI CATALOGS

- Perfectly sized to enclose with monthly billing statements
- Attach to outgoing deliveries
- Available with your shop's or FTD pricing



Wall Calendar



Everyday Postcards

### EVERYDAY POSTCARDS AND HOLIDAY SELF-MAILER

Direct Mail is a powerful and cost effective way to reach existing and potential customers. It also allows you to track response rates and sales generated by a mailing. Create a mailing list: start with anyone who makes a purchase in your shop and continuously add new customers to build your list. Update your mailing list on a monthly basis and discard duplicate names and eliminate returned mail addresses.



6" Ruler



Holiday Self-Mailer

Mail these marketing materials to customers for the holidays. All you need to do is obtain your postal indicia 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. We will print this information, along with a custom offer and they are ready to be labeled and placed in the mail

### IT'S AS EASY AS 1-2-3

#### AUTOMATIC DIRECT MAIL POSTCARDS

FTD has made Direct Mail even easier for you to send with the Automated Direct Mail Postcards, which 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 your 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.



Business Card Magnet

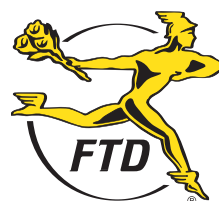


Direct Mail Postcards



Stuffers

Call your very own FTD Imprint Specialist for pricing and details at 1-800-767-4000; press 1, press 3 and then 3 again. You can also visit [www.FTDi.com](http://www.FTDi.com) to view our complete imprint collection.



# MARKETPLACE™

## 1-800-767-4000

press 1, then 3 and then 3 again.

