

October 2002
Vol. 43, No. 10

Newsletter



*Thousands of FTD Members
Hand Out Millions of Roses
Spreading Goodwill on FTD® Good Neighbor Day®*



FTD Member Frank Gallo, Jr. welcomes customers to Frank Gallo and Son Florist on FTD® Good Neighbor Day®. The Gallos give away 100,000 roses on the FTD Member holiday.

FTD Newsletter © 2002 FTD



MESSAGE FROM BOB

~ Chairman, FTD, Inc. ~



Dear FTD Members,

The FTD Member energy leading into and throughout the FTD Convention this year is continuing at full speed into the close of 2002.

We are excited to invite all FTD Members to mark your calendars for the **2003 FTD Convention at the Gaylord**

Palms Resort in Orlando, FL, on July 18th – 20th, 2003. We are in the process of planning another impactful event for membership, sure to prosper and nurture the seeds that have been planted in each of your businesses. Look for next month's Newsletter for registration information.

It's an exciting time to be FTD. We are continuing to offer you ideas and brand partnership opportunities to creatively reach out to your communities, through local media and marketing, and member holidays such as the recent FTD Good Neighbor Day. Congratulations to the FTD Members who participated in this year's successful event. We were thrilled to hear stories from many of you about the success of the event in your community. You spread gifts of goodwill and friendship through flowers, built partnerships with community organizations in order to make your hometowns happier, healthier and safer, and by doing all of this, you increased your shop's brand awareness by partnering with the FTD Brand and by reaching out to your communities. Enjoy reading about FTD Member events in the middle spread of this newsletter.

These partnerships are part of the benefits of your FTD membership that go beyond the products and services we offer. You'll see more opportunities in the future to help make a difference, such as the opportunity to fight breast cancer with support of The Susan G. Komen Foundation or the Breast Cancer Society of Canada in the month of October, which is National Breast Cancer Awareness Month. We encourage you to continue to share your stories with us, contact newsletter@ftdi.com.

With the holidays right around the corner, we remind you to take advantage of the FTD products and services that are offered to increase your shop's profitability and help make your shop run more efficiently.

Wishing you a successful Bosses Day, Sweetest Day and Halloween in October. As always, feel free to contact me directly at bnorton@ftdi.com. ■

Bob

Upcoming Events!

October 4 – 6, 2002

Calif Flora 2002
Sheraton Universal City Hotel * Universal City, CA
Look for FTD Team Members Gwen Collar & Dave Warren
FTD sponsored breakfast & hospitality

October 12 – 13, 2002

Magnolia Wholesale Open House
Magnolia Wholesale * Tupelo, MS
Look for FTD Team Member Mary Kay Wasson
FTD Design Program by Paula DeClerk

October 18 – 20, 2002

Montana State Florists Association Convention
Westcoast Colonial Hotel * Helena, MT
Look for FTD Team Member Shirley Colby
FTD Design Program by Rene' Van Rems
FTD sponsored Presidential Dinner

October 18, 2002

NFA Greens Design Show
DWF * Salt Lake City, UT
Look for FTD Team Member Shirley Colby
FTD Design Program by Diane Lagerstedt

October 26 – 27, 2002

New Hampshire State Florists Association Convention
Holiday Inn / The Center of New Hampshire * Manchester, NH
Look for FTD Team Member Dave Galvin
FTD Design Program by Ned Davis

October 27, 2002

Krueger Wholesale Christmas Open House
Krueger Wholesale * Mosinee, WI
Look for FTD Team Member Kari Horant
FTD Commentator Toomie Farris

Save
the
Date!

FTD CONVENTION 2003

Announcing the 2003 FTD Convention and Trade Fair!

July 18th – 20th, 2003

Gaylord Palms Orlando Resort, Orlando, FL

Stay tuned for more information on this exciting event coming next month!

LOOK FORWARD TO...

- Online registration – available Nov. 1st, 2002
- The FTD Convention Savings Plan
- Irresistible **free room** offer!
- The Two-Day Mercury Technology Users Meeting
- FTD Family Day in Orlando, FL
- Great education programs

Registration available November 1st!

MEMBER HIGHLIGHTS

The FTD Member Lifetime Achievement Award

Congratulations to Mel Schwanke of Greens Greenhouses for receiving the first-ever FTD Member Lifetime Achievement Award

Mel Schwanke has contributed more than 55 years to the floral industry with great accomplishments such as being inducted into the Society of American Florists Hall of Fame! Gary Tharnish, Executive Secretary and Treasurer, Nebraska Florists Association, submitted the nomination Mel Schwanke for FTD Lifetime Achievement Award.

"Mel has always had time for me and anyone else in the floral industry. He began SAF Congressional Action Days. That alone has done more for the industry than anything I can think of. Nobody exemplifies this award more than Mel," said Gary Tharnish.

Bob Norton, president and CEO of FTD, Inc., joined Mel Schwanke and his wife, Joey, to present the award in his hometown, surrounded by Mel's family and peers.



Bob Norton joins Joey and Mel Schwanke at their shop's open house celebration of Mel's receipt of the FTD Lifetime Achievement Award.

"We are proud to have awarded Mel the FTD Lifetime Achievement Award. Mel's contribution to the floral industry is more than impressive. Not only did he dedicate himself to local and state associations, but he also left an impression at a national level through his leadership in The Society of American Florists. In addition, Mel's history includes an impressive array of community service, church work, hobbies and as everyone knows, an inspiring relationship with his wife, Joey," said Bob Norton, president and CEO, FTD. "With a biography like his and more than 55 years in the floral industry, Mel is well deserving of the first FTD Lifetime Achievement Award!"



Joey Schwanke, Mel Schwanke, Bob Norton and Gary Tharnish take a moment to celebrate Mel's accomplishment at a local restaurant in Fremont, NE.

Celebrating 50 Years with the Tournament of Roses!



Jennifer and James Pryor join with Gary and Lieueen Thomas at The Lexington Flower Company.

Congratulations to The Lexington Flower Company in Lexington, SC, for their recent surprise visitor! Gary Thomas, president of this year's Tournament of Roses, and wife Lieueen Thomas made a stop at The Lexington Flower Company while passing through town! Owners Jennifer and James Pryor presented the Tournament President and his wife with a bouquet of roses and an FTD gift basket to share their excitement on behalf of all FTD Members of the upcoming 50th FTD Anniversary with the Rose Parade.



Jennifer Pryor presents Lieueen and Gary Thomas with a bouquet of roses during the President's visit to The Lexington Flower Company.



See page 12 of the Newsletter for information on attending the 2003 Rose Parade!



MEET YOUR FTD BUSINESS CONSULTANTS & FTD ROOKIES OF THE YEAR:

Mitchell Louis & Roberta Belanger

George Kaganis and Bob Norton present the award for FTD Rookie of the Year to Mitchell Louis and Roberta Belanger.

MITCH LOUIS

FTD Team Stats:

I joined the FTD team in March 2002 working with FTD Members in Minnesota.

Personal Stats:

Because I live in the cold state of Minnesota, my favorite flowers are tulips because they indicate the coming of spring!

My parents and several of my close friends live in Wisconsin, which isn't too far away. My parents proudly sent me flowers when I started working with FTD Members. That was the first time I remember receiving flowers in years!

I keep busy playing tennis and softball, and going running with my three-year-old dog.

Why do you think FTD Field Business Consultant is an appropriate title for what you do on a daily basis?

Being a consultant is more like being a resource and a person that the Member can look to for help in the field. I feel that we now give our members a solid face-to-face avenue to access information on all sides of the business.

What is one of your favorite memories of visiting a shop?

It comes early when I worked at my first shop for Mother's Day and a nice woman said that my fingers were too large and I couldn't wire flowers, so I should clean and strip flowers instead. But I kept trying and ended up wiring for half the morning and still got dirty cleaning flowers, which was a total blast.

What is a time that you really felt like you were making a difference in the business of an FTD Member?

When I helped a shop move from a Mercury 3000 into a Wings system. It allowed the member to move all of their needs onto one computer and have everything that they needed to make a difference at their finger tips. ■

ROBERTA BELANGER

FTD Team Stats:

I joined FTD in November 2001, since this time I have covered Northeastern New England, Maine, Rhode Island and Connecticut. Currently, I am spending my time in Connecticut working for FTD Members.

I had owned an FTD shop for 15 years, so it is personally rewarding to meet fellow florists. I feel I can relate to the industry on their level and also share my knowledge of how FTD can be beneficial in so many ways.

Personal Stats:

I reside in Webster, Massachusetts, spending lots of time outdoors, running, hiking and biking. I love to travel and explore new places around the country. I am blessed to have been raised by two wonderful parents, who taught me to always be there for one another. We are very close, in fact I have four generations in my family living with me in Webster in addition to a daughter, son and a lovely granddaughter, Alexandra.

My favorite flower is a peony, which my daughter, Justine, often greets me with when we get together. She never forgets.

Why do you think FTD Field Business Consultant is an appropriate title for what you do on a daily basis?

My goal as a FBC is to help to improve shops with the products and services offered by FTD. This title lets me share my knowledge with each and every shop owner with confidence.

Part of the key to my personal success was my time as an FTD shop owner. The brand is the backbone of the floral industry which is recognized around the world.

What is one of your favorite memories of visiting a shop?

My best memory is of a shop telling me, "...by the way, do you realize how right you are for this job?" It made me realize how important my visit was to them. This reminds me how much I love what I do.

What is a time that you really felt like you were making a difference in the business of an FTD Member?

I signed a new shop on Block Island, RI to FTD. They were new to the industry, and I really got them up and running by helping them connect to technology, a web site and FTD Cash Flo for their credit cards. They were so appreciative, they invited me back to the Island as a guest! ■



FTD[®] Mercury[®] Technology

*Mercury Technology makes everything
faster, easier and better!*



Mercury Technology is committed to providing you with the powerful and user-friendly technology tools you need to succeed. With Mercury Technology, you can:

- Save time
- Increase cash flow
- Build your business
- Boost Profits

Here are FTD Mercury Technology's three outstanding technology platforms; one is just right for your business.



MERCURY DIRECT

An Internet-based Web application where florists can send and receive orders through the FTD Mercury Network.



MERCURY WINGS

A Windows-based system that is modular in design and can grow as your business grows.



MERCURY ADVANTAGE

A robust turnkey system that integrates Accounts Receivable, Order Entry and Point-of Sale within its Linux operating system.

WHICH SYSTEM IS RIGHT FOR YOU?

Is it time to automate your shop? Yes! And it's easier and less expensive than you think with help from FTD. Our Mercury Technology Team can help you find the right system to meet your business and technology needs. One of our three outstanding technology platforms, Mercury Direct, Wings or Advantage, can help you save time and money and manage your business more efficiently.

CONTACT MERCURY TECHNOLOGY BY:

Phone: 800-767-3222

Mercury: 90-5109AA

E-mail: technology@ftdi.com

Web site: www.ftdi.com/technology



FTD Members across the U.S. the most successful FTD® Good



Top: Frank Gallo, Jr. and Bob Norton hand out flowers in the Gallo's shop.

Right: Media gathers around Frank Gallo, Jr. and Bob Norton, who present roses to Albany Mayor Jennings on FTD Good Neighbor Day.



"Albany and the surrounding areas truly came alive with roses on this holiday. We feel it's a great opportunity to give back to our neighbors and customers who have been supporting us for many years."

— Frank Gallo, Jr., Gallo & Son, Schenectady, NY



The line formed early at Rish Flower Shop in West Columbia, South Carolina.



Edith Williams Rish, owner of Rish Flower Shop in West Columbia, SC, is joined by her staff and volunteers during a very successful FTD Good Neighbor Day.

"On FTD Good Neighbor Day, Florafino's worked closely with several organizations including Child Find, which helps to find missing children, and the local fire department. In addition to handing out free flowers and encouraging customers to meet new people and spread love, we also handed out materials that include the faces of missing children and tips on how to keep kids safe."

— Gregory Orofino, Florafinos, Zanesville, OH



Local Zanesville resident visits Florafinos on FTD Good Neighbor Day and enjoys talking to the local fire department, as well as receiving roses!



Greg Orofino (right) oversees the local fire department set up a display at his shop for FTD Good Neighbor Day.

... and Canada participated in Neighbor Day[®] holiday to date

"It's important for local businesses to play a leadership role in their communities, FTD Good Neighbor Day is an event that enables our members to share community spirit and thank customers for their business."

— Bob Norton, President, CEO and Chairman, FTD.



Local TV Crew interviews young Bakersfield resident about FTD Good Neighbor Day 2002.



Chrissy Frasier, Peggy Cooper, Elaine Miller and Janet Foote from Furst the Florist in Dayton, OH, pause during a busy FTD Good Neighbor Day.

Log Cabin Florist in Bakersfield, CA, was honored when Mayor Harvey Hall began passing out FTD Good Neighbor Day roses to residents.

"We received a proclamation from our Mayor Dickinson of Wallingford, CT, and an official statement from the Governor of Connecticut, which were both great honors for Wallingford Flower Shoppe."

— Ann Greco, Wallingford Flower Shoppe, Wallingford, CT.



Students were stopping traffic to pass out flowers for FTD Good Neighbor Day with Finishing Touch Florist in Crete, IL.

WATSON FLOWER SHOPS
Celebrating Our **75th Anniversary!**
Pick up **ONE DOZEN ROSES** absolutely **FREE** on **FTD GOOD NEIGHBOR DAY**.
Here is your part of the deal:
Keep one for yourself - Give the others away to 11 different people - Make new friends - Make someone happy - Be a good neighbor - Feel good inside - No Cheating! - Give those 11 away!
Good Neighbor Day, Wednesday Sept. 4th, Starting at 7a.m. while supplies last. Limit one dozen roses per person.
MESA 480-967-8797 2525 W. Main, Mesa
www.watsonflowers.com

Watson's Flower Shops, Inc. in Mesa, AZ ran this ad prior to FTD Good Neighbor Day, pitched the story to their local media and received coverage on every major network in this market!



Jean's Flower Shop employee hands a free bouquet of roses to a customer, celebrating friendship.

"I hope the Finishing Touch and the horticulture class participate in this program again next year!"

— Branden
a student volunteer
Finishing Touch
in Crete, IL

"One of our local news crews followed one of the recipients to where he gave all of his roses away from his bouquet and it was a touching and moving story! It turned out the recipient of the bouquet was out of work and wanted to show his appreciation to the staff at the county employment office for the help they've given him looking for a new job!"

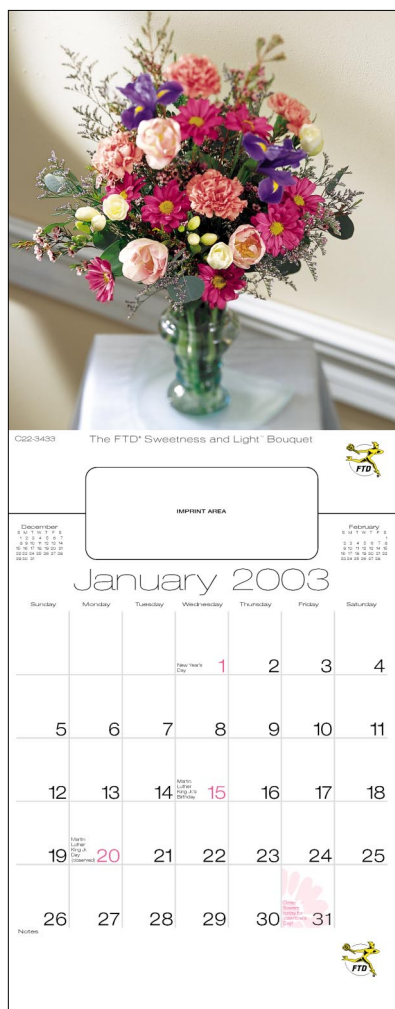
— David Johnson, Watson's Flower Shops, Inc., Mesa, AZ

FREE LAMINATED CALENDARS!

Buy 500 or More Imprinted Wall Calendars and Receive 500 FREE Imprinted Laminated Calendars!

Our powerful promotional materials are designed to provide you support as a skilled FTD florist. Each piece is designed to help you communicate with your customers and increase your shop's sales. With so many businesses competing for customers' attention, you need all the savvy you can get to keep them coming back to you. By customizing these tools with your shop

Imprint or logo you create a co-branded vehicle that delivers the appeal of local market knowledge backed by the power of a national brand, reminding your customers that you're part of an exclusive group of nationwide FTD florists . . . Below are a few suggestions on how to use these phenomenal tools.



2003 Wall Calendar

- Offer as give-aways at your open house
- Run a promotion offering calendars as gift with purchase
- Display in calendar easel stand to encourage take-ones
- Follow the example of Gregg Katz of Katz Floral Design who partners with other local businesses to display calendars at their locations using these easels

2003 WALL CALENDAR

PRICING PER PIECE

MINIMUM ORDER: **100**

	IMPRINT ONLY	BLANK
US/CDN	MW 90903	MW 90904
French	MW 90905	MW 90906
QUANTITY	US/CDN	US/CDN
100 – 300	\$0.75/\$1.13	\$0.70/\$1.05
400 – 900	\$0.67/\$1.01	\$0.64/\$0.96
1,000 – 4,900	\$0.64/\$0.96	\$0.61/\$0.92
5,000 & UP	\$0.60/\$0.90	\$0.58/\$0.87

Note: Minimum order is 100. Orders must be in increments of 100. Imprinted and Blank orders must separately meet minimum order quantities. Use CDN prices for French calendars when calculating costs.



Receive one display easel **FREE** with your first wall calendar order.



2003 Laminated Calendar

- Offer as customer give-aways
- Partner with local businesses to use in their shops to stimulate referrals

Time's Running Out . . . Get Your Orders In!

2003 Pocket Calendar

- Attach to outgoing orders
- Display in your calendar easel stand as take-ones
- Send out with billing statements

2003 holidays

JANUARY 1 New Year's Day 15 Martin Luther King Jr.'s Birthday 20 Martin Luther King Jr. Day (Observed)	MAY 1 May Day 6 Nurses' Day 11 Mother's Day 17 Armed Forces Day 19 Victoria Day (Canada) 26 Memorial Day	OCTOBER 6 Yom Kippur* 12-19 National Bosses' Week 13 Columbus Day 13 Thanksgiving (Canada) 16 National Bosses' Day 18 Sweetest Day 24 United Nations Day 26 Daylight Savings Time Ends 28 Mother-in-Law's Day 31 Halloween
FEBRUARY 2 Groundhog Day 12 Lincoln's Birthday 14 Valentine's Day 17 Presidents' Day (Observed) 22 Washington's Birthday	JUNE 1 National Rose Month Begins 14 Flag Day 15 Father's Day 24 St. John The Baptist Day (Canada)	NOVEMBER 4 Election Day 11 Remembrance Day (Canada) 11 Veterans' Day 27 Thanksgiving
MARCH 5 Ash Wednesday 17 St. Patrick's Day	JULY 1 Canada Day (Canada) 4 Independence Day	DECEMBER 7 Pearl Harbor Day 12 Poinsettia Day 20 Hanukkah* 24 Christmas Eve 25 Christmas 26 Boxing Day (Canada) 31 New Year's Eve
APRIL 1 April Fool's Day 6 Daylight Savings Time Begins 13 Palm Sunday 17 Passover* 18 Good Friday 20 Easter Sunday 20-26 Administrative Professionals' Week 21 Easter Monday 23 Administrative Professionals' Day	AUGUST 4 Civic Holiday (Canada)	SEPTEMBER 1 Labor Day 3 FTD® Good Neighbor Day* 7 Grandparents' Day 27 Rosh Hashanah*

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 *All Jewish holidays begin at sundown the day before they are listed here. #60008

IMPRINT AREA: 2.75" x 0.486"
 (1666 x 2p10.992)



Holiday Self-Mailer

- Mail to customers for the holidays
- Include special discount offers to encourage customers to redeem at your shop



Holiday Mini

- Attach to outgoing holiday orders
- Mail out with customer statements
- Leave as take-ones on your counter

CO-BRAND WITH FTD® AND GET CUSTOMIZED TOOLS FOR INCREASING SALES, MAINTAINING CUSTOMER BASE AND PROMOTING YOUR SHOP AS AN FTD MEMBER.

Call FTD® Marketplace™ for details. **1-800-767-4000**



FTD Members Can Help Fight Breast Cancer in the U.S. and Canada!

*Run a Promotion to Support
The Susan G. Komen Breast Cancer Foundation
or
the Breast Cancer Society of Canada*

About the Komen Foundation

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died of breast cancer at the age of 36. Today, the Foundation has more than 75,000 volunteers working through a network of affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Since its inception, the Foundation has raised \$450 million in the fight against breast cancer. For more information, visit www.komen.org.



About the Breast Cancer Society of Canada

Our mandate is to fund vital Canadian research into improving the detection, prevention, and treatment of breast cancer as well as to ultimately find a cure and create awareness through education.



Volunteers and staff of the Breast Cancer Society of Canada work together to raise the necessary funds for research into breast cancer. Fundraising activities are organized with the highest ethical standards in the field of fundraising by people dedicated to the cause.



The Breast Cancer Society of Canada always maintains the highest respect for donors and makes decisions in the donors best interest. For more information, visit www.bcsc.ca.

Run Your Own Promotion

FTD Members can participate by promoting a specific pink bouquet in your shop and donating 5% of the sale of this item to the Komen Foundation or BCSC. FTD is providing FTD Members with a personalized envelope (located in the August statement, mailed early September) to make a donation to the Komen Foundation on behalf of your shop's individualized promotion. To make a donation to the Breast Cancer Society of Canada, use your own envelope and designate code FTD 4120 on the outside of the envelope and the donation check.

Promote your shop's participation in the fight against breast cancer by using the FTD Member press releases or counter cards available online at www.ftdi.com. Questions? Contact the PR Department at prdept@ftdi.com. ■



FTD.COM Supports National Breast Cancer Awareness Month

FTD.COM is supporting FTD and FTD Members during the month of October in their efforts to raise awareness and donations to the Susan G. Komen Breast Cancer Foundation. The FTD® Enchanting™ Rose Bouquet (one dozen pink long stemmed roses) will be featured on the home page of FTD.COM periodically throughout the month. FTD Members receiving orders for this bouquet can donate 5% of the sale of this item to the Komen Foundation. FTD provided personalized envelopes in last month's statement to send the donation.

FTD.COM also allows its customers to select from a list of charitable organizations during the order process. Five percent of the merchandise value is donated by FTD.COM to the charity. During the month of October, the Susan G. Komen Foundation will be the first charity listed. A pink ribbon, the symbol for Breast Cancer Awareness, will be on the FTD.COM home page, as well, to highlight this cause.



October is Breast Cancer Awareness Month.
Your Purchase Can Help Fight Breast Cancer
Select the charity at checkout and we'll donate 5%!



The FTD® Enchanting™
Rose Bouquet

FTD.COM will also target an email campaign to those customers that have previously donated to the Komen Foundation. FTD.COM will double the donation to 10% of the purchase price when a customer orders from the email.

If you would like to find out more about receiving FTD.COM orders, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using shop code 90-8400AA.



Flowers All HoursSM Offers New Pricing



FTD is pleased to introduce new pricing for Flowers All HoursSM. Receive all the benefits of FTD's telephone answering service that can take your phone orders 24/7 with help from a new pricing program from Flowers All Hours.

FAH Standard Package

- ☑ \$175 set-up fee
- ☑ \$100 per month per shop profile
- ☑ 10% of the value of the order including delivery
- ☑ \$2.50 per order for wire orders from other florists
- ☑ \$1.25 for each follow up general message

FAH Basic Package

- ☑ \$175 set-up fee
- ☑ \$25 per month per shop profile
- ☑ 15% of the value of the order including delivery
- ☑ \$2.50 per order for wire orders from other florists
- ☑ \$1.25 for each follow up general message

Contact Flowers All Hours today for more information.

CONTACT INFORMATION

Phone: 800-669-1000

Mercury: 90-9200AA

Web site: www.ftdi.com/flowersallhours

E-mail: fah@ftdi.com



FTDI.COM CONTEST:



WIN SIX (6) MONTHS OF FREE MONTHLY PHONE FEES (A \$600 VALUE) FROM THE FLOWERS ALL HOURS DEPARTMENT!

The holidays are just around the corner and with the launch of new pricing packages, now is a better time than ever to have FTD Flowers All Hours service! Visit www.ftdi.com/flowersall-hours/ for more details!

- QUESTION:** What is the new low monthly fee for the Flowers All Hours Basic package?
- ANSWER:**
- | | |
|------------|------------|
| A. \$25.00 | B. \$17.50 |
| C. \$35.00 | D. \$29.95 |

Contest deadline is midnight of October 31, 2002.
One winner will be chosen from all correct entries.

Congratulations to Stejskal Florist's, Inc. in Cedar Rapids, Iowa!

Stejskal Florist's, Inc was our August FTDi.COM contest winner and will be receiving 1 Year of FREE FTD InternetLink Service!





2003 FTD MEMBER ROSE PARADE AND ROSE BOWL CELEBRATION PACKAGE

Don't Miss the 50th Celebration with the Rose Parade! Join FTD to celebrate the 50th Float in the historical Rose Parade with the special celebration offer for FTD Members from DECEMBER 30TH, 2002 TO JANUARY 3RD, 2003.



Fun Member Events



First Class Seats to the Rose Parade



Exciting Rose Bowl Game



And Much More!

FTD Member Rose Parade Celebration Package Price is \$1,900 per couple. This celebration package price includes four nights (one room) at the Ritz Carlton Huntington Hotel and Spa in Pasadena, CA, and two tickets to all of the celebration events.

*Register
Now!*

Visit www.ftdi.com to view the schedule of events for the 2003 FTD Member Rose Parade and Rose Bowl Celebration Package!

Easy registration online at www.ftdi.com.

Questions? Contact Bridget Farrell

at 800-788-9000 ext. 6120 or prdept@ftdi.com.