

FTD Newsletter

October 2004



FTD Florist Profile: *Skip's Florist* On Making Decisions and Making Money

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October 2004 Vol. 45, No. 10

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Letter from FTD CEO

Michael Soenen



Dear FTD Members,

In July, I presented the FTD Strategy through my message in the Newsletter and to many of you in person at the FTD Convention. For the next few months, I plan to take a closer look at each of the trends and the new business-building products and services FTD is offering to help you thoroughly understand our vision and plan. This month, let's explore deeper

the concept of Value-Priced flowers and what this could mean for your business.

The market for low-priced flowers as everyday gifts continues to show tremendous growth, not only through the ease of cash and carry, but in all shoppers online and in store. Today, online Direct Ship competitors are commanding more than 10 percent of the market for floral purchases and are making millions of dollars doing it! We believe these dollars should be in your pockets and FTD has developed the Value-Priced Floral program that can allow you to profit from this key industry trend.

FTD's Value-Priced Floral program enables florists to compete in the profitable market of lower-priced bouquets. Currently, more than 3,000 FTD Florists across the country are benefiting from this program, and taking the market share. By offering customers beautiful medium-stem roses at the \$29.99 price point with same-day delivery, FTD Florists can effectively and efficiently compete with Direct Ship competitors and offer a much better solution for the same price.

One of the many things we've learned from you, our customers, is that you best learn from each other. In this month's newsletter, I hope you take the time to read Sandy Skolnik's story of his business, his challenges and why the FTD Value-Priced Floral program has worked to keep him competitive in today's changing marketplace. Also, in closing I'd like for you to think about something that was said to me by FTD florist Greg Orofino, owner of Florafino's Flower Market in Zanesville, OH.

"We as florists must aim to get it right for our customers and each other 100% of the time, as does all of the floral industry. If we allow mediocrity to rule, then we may as well close the doors right now. We need to be the best and 'good' most of the time isn't good enough. Let's all try harder to get it right."

This stands for all divisions of FTD, as well. We will work our hardest to "get it right" for you, our customers.

Until next month,

Michael

Upcoming Events

Oct. 17, 2004

Pennsylvania Floral Industry Association Floral Expo

Holiday Inn Harrisburg/Hershey • Grantville, PA

Featured FTD Design Program:

"Memorial Flowers with Lasting Memories"

presented by FTD Design Instructor Deborah De La Flor AIFD

For registration information, contact the Pennsylvania Floral Industry Association at 717-238-9758 or visit their website at www.pafloral.org.

Look for FTD Team Member Jennifer DeRosa.

Oct. 23-24, 2004

Krueger Wholesale Christmas Open House

Krueger Wholesale • Mosinee, WI

FTD Design Instructor John Klingel AIFD

will be commentating the design show.

For registration information, contact Ron Mohr at 715-359-7202 ext. 255.

Look for FTD Team Member Kate Bank.

Nov. 7, 2004

Colorado Floral Expo

Holiday Inn - Denver Airport • Denver, CO

For registration information, contact Bob Briggs at 303-427-8132.

Look for FTD Team Members Dave Smith and Micheal White.

Nov. 17, 2004

Journee de la Fleuristerie

Hotel des Seigneurs • St. Hyacinthe, Quebec

FTD sponsored Designer Celiene Berthiaume

For registration information,

contact Aline Munger at 418-650-3830.

Look for FTD Team Member Carolyn Cloran.

FTDi.COM INDUSTRY EVENTS AND EDUCATION CALENDAR

THE FTD INDUSTRY EVENTS AND Education Online is a resource for FTD Members to stay up-to-speed on future business-building events such as FTD Member events, State and Industry Association conferences and trade fairs, education opportunities and floral industry news.



In the FTD Industry Events and Education Calendar, you'll find upcoming events happening in your community and around the world. Click on the calendar information to read about trade shows, education opportunities and forums, find out how to register and discover what FTD sponsorships, FTD Education Team Members presentations or design programs will be taking place and which FTD Business Consultants will be on hand to answer questions at these events.

View the FTD Industry Events and Education Calendar today at www.FTDi.COM, click on FTD Events and Education.

If you have questions regarding FTD's Education Programs, contact education@ftdi.com.

UPCOMING FTD CO-OP ADVERTISING DEADLINES

BRIDAL FEB/MARCH ISSUE

SIGN-UP DEADLINE
OCTOBER 22, 2004

Reach virtually every bride in your market with an ad in *Modern Bride* magazine. At no extra charge you also get listed on both ModernBride.com and Brides.com which attract 17 million hits a month!

CANADA CHRISTMAS

SIGN-UP DEADLINE
NOVEMBER 12, 2004

FTD's Christmas ad will be featured in *TV Guide*, Canada's #1 direct response magazine!

U.S. VALENTINE'S DAY

SIGN-UP DEADLINE
DECEMBER 24, 2004

FTD's Valentine's Day ad in *Sports Illustrated* will reach 14 million men just before the holiday as they are making their purchasing decisions. Make it easy for him and list your shop name and phone number in the magazine that reaches more men than any other men's magazine.



Sign up today at www.FTDi.COM. Please call the Co-op Advertising Department at 800-788-9000 x6409 for more information.

LOW RATES AND ONE SIMPLE STATEMENT... FTD'S CREDIT CARD PROGRAM!

HAVE YOU CHECKED YOUR VISA AND MASTERCARD RATES lately? If not, you should! Many credit card companies have increased their rates. How can you combat a rate increase?

With FTD, you receive low rates and can process all card types on one terminal. Plus, you can utilize your existing equipment and receive one simple statement for all credit card transactions.

Join FTD's credit card program today and for only \$.60 a day (\$1.75 in Canada) you will have the very best credit card program in the industry supporting your business!

Remember...you can earn both Dollars and Scents rebates and Cash-Flo rebates by sending your domestic and international wire orders FTD! Contact the FTD credit card department at 800-788-9000 ext. 4262 or your local FTD Business Consultant for further details.

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!

FREE DOMAIN NAME

Sign up today and receive a free custom domain name, and you can add FTD WebGifts such as gift baskets, gourmet foods and unique plants, to your Florists Online 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.

Sign up today to list your Web site in all three of these yellow page directories for only \$67.50 per month (\$99 in Canada)*. That's a savings of 50% off the retail advertising rate!

Almost 8 million florist category searches are performed annually in these online yellow page directories. Don't miss out on this opportunity to advertise your Web site for 50% off the retail rate.

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.

*Requires one year service commitment and billed monthly on your FTD Clearinghouse statement.



FTD FLORISTS CELEBRATE 10TH ANNIVERSARY OF FTD GOOD NEIGHBOR DAY SUCCESS

THOUSANDS OF FTD FLORISTS ACROSS THE U.S. AND Canada celebrated the most heart-warming FTD Good Neighbor Day in its 10-year history. Photographs, letters, newspaper clippings and TV stories from florists' local community events around North America poured into FTD Headquarters sharing FTD Members' incredible goodwill outreach spreading friendship and love.

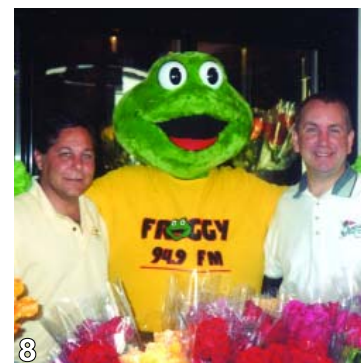
Newspapers covering local FTD Florist events and FTD Good Neighbor Day included *The Columbus Dispatch*, *Delta Democrat Times*, *Charleston Gazette*, *Desert Morning News*, *The Chicago Tribune*, *The Hamilton Spectator*, and the *Lancaster Eagle Gazette*, plus many more. These newspaper stories joined with hundreds of television news broadcasts showcasing FTD florist events, interviews and participation reached more than 10 million consumers across the U.S. and Canada!

Enjoy these highlights from the 10th Anniversary FTD Good Neighbor Day on Wednesday, September 1, 2004 and mark your calendar for the 2005 FTD Good Neighbor Day on Wednesday, September 7, 2005.



1: Customers line up at **Rish Flower Shop** in West Columbia, SC for their most successful FTD Good Neighbor Day event to date. Owner Mrs. Edith Rish is celebrating her 51st year in business. **2:** A customer at **Beneva Flowers and Gifts** in Sarasota, FL shows how exciting it is to receive a flower for FTD Good Neighbor Day. **3:** The team at **Distinctive Designs by Kelli** in Spencerport, NY made FTD Good Neighbor Day matching t-shirts for their shop and enjoyed great press from the *Democrat and Chronicle* titled "Good Neighbor Day Kicks Off With Help of Local Businesses." Kelli Ophardt, owner, shows her creative t-shirts with her two sons. **4:** Johanna Davids, owner of **Don's Own Flower Shop** in Geneva, NY, celebrated FTD Good Neighbor Day and received an incredible media story in the Times titled "Good Neighbor Day Will Return To City". **5:** FTD Member **Canon Floral** in Canon City, CO placed this ad in their local newspaper using the free ad slicks provided by FTD. **6:** Customers at **Strelitzia Flower Co.** show the excitement that FTD Good Neighbor Day florists create among new and returning customers. **7:** Janice Labadie joins little Jakq'e after a successful FTD Good Neighbor Day in their shop, Strelitzia Flower Co. **8:** Pam Wolbert (right), owner of **Park Avenue Florist** in Orange Park, FL, hands out the first bouquet of roses to her first customer on FTD Good Neighbor Day.

"What a success! We made the front page of the local newspaper and had three local news stations covering the story!"
 – Kristin Velasquez of **Strelitzia Flower Company** in Davis, CA.



1: Canadiana Flowers owners Steve, Jim and Chris Mangos are ready to kick off their 2nd FTD Good Neighbor Day. Canadiana Flowers received incredible media coverage from local *Marketing Magazine* and the story was picked up by the Canadian Newswire! **2:** The staff from Mimosa Floral Design in Columbus, OH works to prepare the roses for their FTD Good Neighbor Day celebration. **3:** Owner of **Season's Florist** in Oklahoma City, OK is interviewed by a local TV stations about his shop's participation FTD Good Neighbor Day. **4: Englewood Florist and Gift Shoppe** in Englewood, OH drew customers into their shop by advertising their participation in FTD Good Neighbor Day. **5:** Bob Bryant, owner of **Flowers by Robert Taylor**, showcases his FTD Good Neighbor Day signage in front of his shop. **6:** Staff from **Jean's Flower Shop** from Hamilton, Ontario shows off their matching shirts on FTD Good Neighbor Day. **7:** The trucks were loaded up with FTD Good Neighbor Day roses at **Connell's Maple Lee Flowers'** locations in OH. **8:** FTD FBC Tom Wolfendale and Steve Neubauer celebrate FTD Good Neighbor Day with a local radio station personality at **Neubauer's Flowers**. **9:** **Mountain Memories Florist** in Crothersville, IN enjoyed local newspaper coverage including great photographs of their roses and shop.



Good neighbor

Business prompts a smile

By CLINT MORGAN
cmorgan@tribtown.com

CROTHERSVILLE — It's safe to say there were some old friendships rekindled and some new ones made Wednesday thanks to the work of one local retailer.

Sherry Bridges, owner of Mountain Memories Craft & Floral, opened Wednesday with her store chock-full of roses, 960 to be exact. Three hours later they were gone.

It was all part of FTD's Good Neighbor Day. In its 10th year, the program offers a dozen free roses to any customer willing to sign an agreement stating they will give out 11 of the roses in the spirit of friendship and goodwill. Wednesday was the first time Bridges had participated in the program.

See NEIGHBOR, Page 3A

Tribune photos by Clint Morgan

Ann Ginger of Crothersville, left, was one of 80 people to stop into Mountain Memories Craft & Floral Wednesday to pick up a dozen free roses from store owner Sherry Bridges. Bridges gave away the flowers as a part of FTD's annual Good Neighbor Day. A vat of fresh red roses, at right, some of the 960 flowers shipped for the event.



"We had decided to participate in FTD Good Neighbor day just for the fact of spreading goodwill within the community and also buying flowers through FTD at a reduced rate! We gave away over 2,500 flowers and gained three corporate accounts, a wedding and to date at least four new customers who came back and ordered more flowers! The week after the FTD Good Neighbor Day we ran double the amount of orders we had received."

— Keith Hunt, owner of **Seasons Florist** in Oklahoma City, OK.

ON MAKING DECISIONS AND MAKING MONEY A PROFILE ON SANDY SKOLNIK, SKIP'S FLORIST IN TOMS RIVER, NJ

SKIP'S FLORIST IN TOMS RIVER, NJ OPENED IN 1949 AND began their partnership with the FTD Brand in 1950.



While founders Skip and Shirley Skolnik grew the business at a steady pace, their son Sandy Skolnik was pursuing a double major in ornamental horticulture and landscape architecture, and future daughter-in-law Stella, an English degree. Shirley's gift for eclectic ideas in giftware and Skip's creative hand in the design room and business sense, supported by their 100% satisfaction guarantee, kept Skip's Florist an area hot spot for local gift purchases. In 1987, the Skolnik's offered the florist shop to their son, who accepted. Sandy and wife Stella (pictured, top) took their places as new owners, new to the floral industry and its competitive marketplace, but fresh with ideas and no fear.

Stella gracefully took her mother-in-law's place at the front of the store handling the purchasing of giftware, gourmet, china, plush and high-end collectible dolls. Her savvy selections come from hours of perusing the latest trends, styles, smells and trade shows. When Sandy references his wife's talent for purchasing giftware, he digresses to a story of his mother.

"My mother was the first person in our area to offer balloons to the customers," mused Sandy. "When my father questioned this thinking he was immediately greeted with my mother's simply stated 'I think they are fun'. To this day, our balloons do very well, and we understand the value of offering a wide variety of gift selections to both up sell our customers and most importantly, to have many options to meet their needs."

This simply means more orders for my shop, increasing our revenues and continuing to keep my customers happy with our satisfaction guarantee - on any order," said Sandy.

Sandy and Stella expanded on what the Skolnik's started, offering middle to high-end giftware of all sorts through a very diverse product line in gifts including Lenox China, Crabtree and Evelyn's toiletries and candles, and Sweet Shop Chocolates, earning the nickname "The Showplace of Ocean County". They also increased another key area of their business, cash and carry flowers, while keeping personalized designs strong through the shop's five full-time, highly trained designers. Their designers have as high of a quality reputation as their work; many customers refer to specific designers by name.



"Our designers receive individual attention because they are all unique," says Sandy. "I do not want five designers who design exactly like I do. This is not a cookie-cutter shop."

Approximately a decade ago, down the street from the shop, a local entrepreneur began selling roses out of his own home's garage for \$10/dozen. Sandy thought, it wouldn't last. But it did. He and Stella then looked closely at the product being sold, "40cm old-storage roses that were bad," said Sandy. He thought again, it wouldn't last. But it did. Something had to be done.



Sandy and Stella, staying true to the shop's 100% satisfaction guarantee, ventured to find a better quality rose that they could offer for less. And they did.

Soon, Skip's Florist boasted a large marquis sign marketing their beautiful roses for \$9.95/dozen with the same guarantee offered to all of their customers.

Shortly thereafter, the former entrepreneur was no longer in business. And Skip's Florist's customers are happier than ever with a wider variety of selection for everyday flowers.



Sandy's fear about this new found product selection was obvious, "I thought this would kill my \$50-\$70/dozen roses." But it didn't. His customers appreciated the lower-priced selection for everyday gift giving, but stayed devoted to his higher end selection for special occasions.

"When it comes to special occasion gift giving, I find my customers appreciate the quality of the higher-end roses," confirmed Sandy. "In fact, my higher-end rose sales have increased 20% in the last decade, while my lower-priced roses have brought in a whole new customer for everyday gifts."

Last year, when FTD began offering Value-Priced Bouquet codification for lower-priced roses, Sandy again jumped right in.

"The answer for me was obvious. FTD was going to market a product I was already offering, for a slightly higher price point,

send orders to my shop for delivery to areas my drivers are passing probably twice day, I was sold!" The value was evident at the very beginning with more than 100 orders received in the first 30 days. When FTD expanded their Value-Priced Bouquet selections to include other types of flowers, Sandy's reaction was quick.

"I thought Gerberas? Absolutely. Tulips? No problem. Carnations? Fun! This simply means more orders for my shop, increasing our revenues and continuing to keep my customers happy with our satisfaction guarantee - on any order," said Sandy.

When asked how this small shop on the coast of New Jersey does so well, Sandy will tell you the key is standing by their founders' strong business philosophy with 50 years of reputation and customer service, supported by a 100% customer guarantee everyday. They are satisfying customers by offering competitive prices and quality product, while partnering with quality Brands on every product they offer. Sandy and Stella work together to offer creative solutions to meet their customers' needs and keep them shopping at Skip's Florist.

Get codified for Value-Priced orders by calling FTD Directory Services at 800-788-9000.

VALUE-PRICED FLOWER ORDERS EXPERIENCING FAST GROWTH

GENERATE INCREMENTAL ORDERS FOR YOUR SHOP BY codifying for the Value-Priced Floral program. Aggressive competitors are bypassing the florist with lower priced flowers shipped directly from the grower. FTD offers you a solution to compete and win in this environment with Value-Priced Roses, Single Flower Bouquets and Tulip Bouquets. To help FTD Members fill Value Program orders, FTD Fresh Flowers offers incredible deals on fresh flowers to fulfill these orders in a profitable manner.

To codify for these programs, contact FTD Directory Services at 800-788-9000 or send a GEN message to 90-0258AA.

To get pricing from FTD Fresh Flowers, contact FTD Marketplace at 800-767-4000.

If you have any questions or comments, please feel free to send them to FTD.COM by GEN message to 90-8400AA or by calling the FTD.COM Florist Hotline at 800-554-0993.



Codification Deadline December 6, 2004

SPRING 2005 CODIFICATION – DON'T MISS IT!

FTD MARKETPLACE REMINDS ALL FLORISTS THAT THE deadline for Spring 2005 codification is December 6, 2004. Be sure to benefit from extensive national advertising focused on popular floral holidays - Valentine's Day, Easter and Secretaries' Day featuring FTD products and driving customers into your shop.



V1
The FTD® Valentine's Day Bouquet



V4
The FTD® In Love with Red Roses™ Bouquet

Good News! Another use for the V1 case - a dozen medium stem, value-priced roses! We've added another codified item so you can sell and use your V1 vase as much as possible - The FTD® In Love with Red Roses™ Bouquet (V4). If you purchased V1, we will automatically codify you for this new product at the \$44.99 price point.*

Other products with a December 6, 2004 codification deadline that will be nationally advertised include The FTD® Spring Bouquet, The FTD® Celebrate Spring™ Gift, and The FTD® Secretaries' Day Bouquet!

Call FTD Marketplace today at 800-767-4000 to benefit from FTD's national advertising and be prepared for customer demand.

**If you do not want to participate in the V4 codification, contact FTD Directory Services at 800-788-9000 to opt out.*

PREPARE FOR THE HOLIDAYS WITH FTD MARKETING MATERIALS!

ARE YOU READY FOR THE HOLIDAYS? CONSIDER ALL OF the different ways you can market your shop this holiday season - reaching your customers through effective, attractive, and personalized marketing materials.



FTD offers a wide variety of imprint materials to help drive customers to your shop. What marketing materials work best for your shop? **Holiday postcards** and **Self-mailers** can reach your customers directly with a special holiday discount, product or pricing. **Statement Stuffers** attached to each and every outgoing order, will drive customers to your shop for specific products for upcoming holidays or everyday. **Holiday Mini-catalogs** enclosed in your billing statements, showcase your selection and pricing to each customer securing their business. Build long-term customer relationships with a variety of **2005 Calendars** personalized with your shop's information - Don't miss out on the opportunity to use FTD 2005 calendars as giveaways for your holiday, anniversary or celebratory open houses - 12 months of advertising never looked so good!

FTD OFFERS QUALITY, AFFORDABLE CUSTOMIZED APPAREL FOR YOUR SHOP!



WITH THE HOLIDAYS AROUND the corner, it's time to ensure your staff is the best dressed! From your drivers to your designers, whether matching or complementary, FTD offers a wide variety of colors and styles of apparel to showcase to your customers that your staff is as well arranged as your floral bouquets!

FTD partners with North American Graphics to provide custom embroidery on items that will fit your shop's image and color scheme.

Call FTD Marketplace today at 800-767-4000 for marketing ideas and for details on pricing of incredible FTD Marketing Imprint Materials and personalized apparel.



MARKETPLACE™
1-800-767-4000

CELEBRATE THE FTD FAMILY AT THE 2005 ROSE PARADE EVENTS!

WE ARE EXCITED TO ANNOUNCE THE FTD MEMBER ROSE Parade Package for the 2005 Pasadena Tournament of Roses events. FTD Members will once again benefit from the world-



wide recognition of the FTD Brand on January 1, 2005 with our 52nd float "Garden of Dreams" which will stroll the famous Rose Parade route on New Year's Day. This year, see it LIVE and in person!

As the Official Floral Company of the Tournament of Roses, FTD invites you to join us for this year's historic Rose Parade and exciting Rose Bowl Game. This all-inclusive FTD Member Rose Parade Package is filled with exciting networking events, VIP treatment at the Rose Parade and Rose Bowl Game, an exclusive behind the scenes tour of the beautiful Wrigley Mansion, the official Tournament of Roses Headquarters, as well as an up-close look at the FTD float and the Official Float Judging, plus much more!

The 2005 FTD Member Rose Parade Events take place from December 30, 2004 to January 2, 2005.

Highlights of the package include:

- Three nights stay at a luxurious oceanfront property, Hotel Casa Del Mar in Santa Monica, CA
- A Welcome to California Reception
- A behind the scenes look at the Official Parade Judging
- An FTD exclusive tour of the Wrigley Mansion
- An elegant New Year's Eve Dinner
- Two VIP tickets to the Rose Parade
- Two VIP passes to the Pre-Game Party at the FTD Hospitality Tent at the Rose Bowl Stadium
- Two VIP tickets to the Rose Bowl Game
- Transportation to all of the events and breakfast and lunch each day



Hotel Casa Del Mar
Santa Monica, CA

The cost of the FTD Member Rose Parade Package is \$3,000/per couple (does not include airfare) charged on the FTD December Clearinghouse Statements. Additional in-room guests are \$1,000 each (limit two).

REGISTER NOW!

Space for the FTD Member Rose Parade Package is very limited! Register now to secure your place in this unforgettable experience! Register now online at www.FTDi.COM. Questions? Contact FTD Corporate Events at 800-788-9000 ext. 6148 or email prdept@ftdi.com.

UPDATE FROM DOWN UNDER – THE 2004 INTERFLORA WORLD CUP COMPETITION

FTD WAS PROUD TO SUPPORT THE 2004 INTERFLORA World Cup Competition, which took place in Melbourne, Australia in early September. The prestigious event was held in conjunction with Interflora Australia's 50th Anniversary celebration. The design competition included 19 participants' creative design work from around the world showcased in several different categories including Bridal Bouquet, Table for Two and Designer's Choice. FTD's was represented by three FTD-sponsored competitors from the United States, Canada and Latin America; two official judges, FTD Design Instructors Toomie Farris AIFD and Tina Stoecker AIFD; and one Jury Staff member FTD Design Instructor Keith White AIFD.

The first place winner of the 2004 Interflora World Cup Competition was David Denyer representing the United Kingdom. The second place winner was Thomas Kallin representing Sweden, and third place went to Mark Pampling representing Australia.

The Melbourne Convention Center, where the event took place, was open to the public, drawing more than 1,200 attendees to watch the auditorium-style competition on the final day. This was incredible exposure for the floral industry!

Many thanks to FTD-sponsored competitors for their hard work, preparation and creative design submissions to the 2004 Interflora World Cup Competition!

FTD-sponsored competitors were:



FTD Design Instructor
Deborah De La Flor
AIFD represented the
United States



Anne Leeson C.A.F.A.
represented Canada



FTD International
Design Instructor Ivan
Moreno represented
Latin America

FLORISTS EXCEL WITH DO-IT-YOURSELF MARKETING

ONE OF THE MANY BENEFITS OFFERED TO USERS OF Mercury Technology's new Marketing Module is the ability to create a variety of promotional campaigns faster than ever before! FTD Mercury and Mercury Advantage users can now increase sales and repeat business with professional e-mail campaigns and more!

FTD has partnered with Constant Contact to offer easy and affordable e-mail marketing to FTD florists. With Constant Contact, FTD florists can create and send targeted, professional e-mail reminders and announcements in minutes. It's easy and affordable:

- Easily import customer lists, including order history and recipient information from the FTD Mercury or Mercury Advantage Marketing module.
- FOL and NON-FOL users can enter FTD product codes into the specially designed FTD templates and the corresponding image, price, and description will automatically be inserted into the e-mail.
- Upon clicking on the image, customers will be directed to your site where they can enter promotions codes and complete their order.

Plus, Constant Contact is priced affordably — starting as low as \$15/month. No technical expertise or HTML skill required.

Over 75 customizable templates including:

- Newsletters
- Reminders
- Announcements
- Promotions
- Event invitations
- Holiday & Seasonal
- Custom

You can also select a specially designed FTD template and easily add in FTD product images and more!



**Drive Sales
with personalized
e-mail campaigns!**



Simply select one of the professional templates and “fill in the blanks” – Constant Contact does the rest!



"Since implementing the new Marketing Module, I have gotten much faster at putting campaigns together. I can quite literally have a campaign ready to print in as little as 10 minutes."

– Mickey Buckner of **Your House of Flowers**, Asheville, NC

Try it free for 60 days! To get started, log on to <http://ftd.constantcontact.com>



EASY FAX BACK form

2005 FTD Floral Extravaganza Registration Form July 22-24, 2005

Gaylord Texan Resort ★ Dallas, Texas

By Mail: FTD, Inc. Attn: Convention 2005, 3113 Woodcreek Drive, Downers Grove, IL 60515 ★ Fax: (630) 515-4183
Online www.FTDi.COM ★ Questions: 800-788-9000 ext. 6240 or convention2005@ftdi.com

MEMBER NUMBER: _____ SIGNATURE: _____

SHOP NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ COUNTRY: _____

PHONE: _____ FAX: _____ E-MAIL ADDRESS: _____

REGISTRATION COST • Package Options (Please designate package choice for each attendee 1, 2, 3, 4 below)

1 All-Inclusive Package: only \$399 (savings of \$50) Includes all:
Convention Meals • Social Events • Education Seminars* • Trade Fair

3 Education Only Package*: \$199 Includes:
Education Seminars*

2 Networking/Shopping Package: \$249 Includes all:
Convention Meals • Social Events • Trade Fair

4 Child Registration (12 & under): \$199 Includes:
Convention Meals • Social Events • Trade Fair

★ ATTENTION 2004 CONVENTION ATTENDEES: Receive \$50 off your 2005 registration! (offer valid until January 31, 2005)

☐ Yes! Our shop attended the 2004 FTD Convention, please take \$50 off our registration costs!

* Members will be asked to sign up for all education seminars prior to the event.

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4 ATTENDEE NAME: _____ Choose Package (circle one) 1 2 3 4

TOTAL ATTENDEES: _____ TOTAL REGISTRATION FEES: _____

Each registration will be charged a \$100 deposit per person to hold your registration and will be applied to your full registration cost. However, if you sign up by December 31, 2004, that deposit is **ONLY \$49.95** per person! All deposits can be fully refunded if cancelled prior to April 1, 2005. You will be billed for the deposit per registration on your FTD Clearinghouse Statement for the month you registered. Registration fees will be applied to your shop's May 2005 FTD Clearinghouse Statement. All registrations received after May 15, 2005 will be charged the full registration fee upon registration.

LIMITED FREE ROOM OFFER!

FTD Members are eligible for the limited FREE room offer. This entails a reimbursement on your August 2005 Clearinghouse Statement for one room, two nights' room and tax, at the Gaylord Texan Resort in Grapevine, TX (\$350 U.S.) for the nights of July 22 and 23, 2005. Look for further details in upcoming FTD Newsletters on hotel reservation information.

Please contact me with more information about the following:

☐ Mercury Users Seminars ☐ Children's Events ☐ Optional Tours ☐ Convention Savings Plan

Stay tuned to FTDi.COM for the full 2005 FTD Floral Extravaganza Schedule of Events.

CONFIRMATION/CANCELLATION REFUNDS:

All registrations will be confirmed upon receipt by fax or mail. If you must cancel for any reason, please notify us in writing by April 1, 2005 to receive a full refund of your deposit. Cancellations after July 18, 2005 and 'No Shows' will be charged the full cost of each individual registered package.



**FREE
HOTEL ROOM!**



2005 FTD Floral Extravaganza **July 22-24, 2005 ★ Gaylord Texan Resort ★ Dallas, TX**

Known as the industry's largest Convention and trade show, the 2005 FTD Floral Extravaganza will include three days of exciting professional business and educational programs, as well as networking and shopping opportunities.

This year, FTD is expanding its education schedule, boasting more business programs than ever seen in the floral industry. In addition, FTD will look towards future industry trends and highlight products, services and programs that provide FTD Members with opportunities to increase their revenues and reduce their costs. As always, FTD will offer the very best networking opportunities, shaped around sharing ideas and social events to kick back Texas-style!

Attention 2004 Convention Attendees: Special offer! Receive \$50 off registration costs!

FREE ROOM OFFER! FTD is once again extending a free hotel room for two nights (\$350 value) to members who register for Convention. This is a limited time offer.

NEW! Package options! See below for the 2005 registration package options. Choose which option meets your needs!

- ★ **All-inclusive package: \$399 (savings of \$50)**
Includes all Convention meals, education programs*, social events and trade fair
- ★ **Networking/Shopping package: \$249**
Includes all Convention meals, social events and trade fair
- ★ **Education-only package: \$199**
Includes all education programs*
- ★ **Child package (12 & under): \$199**
Includes all Convention meals, social events and trade fair

*All registrants will be asked to sign up for education programs prior to the event.

Please Note: All registrants will be required to pay a \$100 deposit when they register for the event. HOWEVER, if FTD Members register prior to December 31, 2004, the deposit is only \$49.95! All deposits can be fully refunded if cancelled prior to April 1, 2005. The remainder of the registration fees will be billed on the May 2005 FTD Clearinghouse Statement.