

# newsletter

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## HOLIDAY GREETINGS FROM FTD



Dear FTD Members,

Imagine this year, you experience your most successful holiday season yet. Your shop is steadily busy with your phone ringing throughout the day and orders consistently coming in through your web site. This scenario can be a reality this holiday season if you play your cards right. By utilizing a combination of marketing tactics and making smart floral purchases, you can drive traffic to your shop and make money. We are here to help you do just that with several different internet marketing programs, an inexpensive advertising tool and great prices on fresh flowers.

In order to make this your most successful holiday season, you need to let consumers know about your business. It seems straightforward, but it can be a difficult and overwhelming task. You've probably tried a few methods and some of them may have been successful while others not. I encourage you to develop an internet strategy as a part of your holiday marketing plan. Internet shopping is a fast, convenient way to make purchases and more and more consumers rely on it for all of their gift purchases. If you don't have a web site, your first tactic should be to contact Florists Online (FOL) to set-up a web site. There is no set-up for FOL throughout the month of October. Your next step is to subscribe to FTD Local Search and FTD Online Yellow Pages which will direct holiday shoppers to your web site to purchase Thanksgiving centerpieces and gourmet Christmas baskets. FTD Local Search creates the best search engine results to attract customers to your web site, while FTD Online Yellow Pages lists your web site in online

yellow page directories such as AOL Yellow Pages, Superpages.com, Yahoo! YellowPages and more. Both of these programs position your shop's web site and phone number to be right in front of consumers.

Another way to flourish this holiday season is to give consumers a reason to purchase flowers at your shop. Consumers love coupons; it makes them feel good about making a purchase. By offering a small incentive such as a few dollars off the total of their purchase, you give consumers more of an incentive to buy flowers from your shop than the florist down the street. Put the ball in your court by signing up for an FTD Christmas co-op advertisement, which promotes your shop and web site in the markets you want and includes a \$5 coupon. Plus, FTD reimburses you for the coupons. FTD Members located in the U.S will profit from the exclusive advertisement on the coveted second and third pages in Parade magazine and Canadian members will be promoted in Canada's premier newspaper, The Globe and Mail.

Last, but certainly not least, you can cut costs by purchasing your fresh flowers through the new and improved FTD Flower Exchange, which offers great pricing and superior quality for all FTD Members. You can maximize your savings with multi-box discounts and seasonal promotions.

I wish you the best of luck and hope this holiday season is your most successful one yet. Happy holidays to you and your families.

Executive Vice President of FTD Member Services

## FTD UNIVERSITY

FTD has captured comprehensive training courses in one place, through a web-based training forum called FTD University. See page 8 for more details.

## FTD MEMBER RAISES FUNDS FOR K-9 UNITS

YOU COULD SAY THAT JILL HANSEN AND Holly Milburn of **The Finishing Touch Florist** in Crete, IL are dog lovers, but that would be an understatement. Jill and her daughter Holly have dedicated their time and shop sales to raise funds for the Illinois Vest-a-Dog program. The non-for-profit organization raises funds to buy bullet and stab resistant vests for the K-9 units throughout the state of Illinois. So far, Jill and Holly have raised enough funds to vest two K-9 units.

"These dogs come in all shapes and sizes but have one thing in common - they protect and serve us all and they need the same protection as their handler," said Holly.

The Finishing Touch Florist donates a percentage of their shop sales and the proceeds from the sales of the book "God's Listening...

Prayers for Dog Owners" to the organization. They also host fund-raising events such as "Pictures with Santa."

"Someday we'll have all the K-9 units in our area protected," said Holly.

The Finishing Touch has been an FTD Member since 1980.



"Pictures with Santa" is just one of the many ways The Finishing Touch Florist raises money for the Illinois Vest-a-Dog program.



Holly Milburn pets one of the dogs in the Illinois K-9 unit.



A K-9 unit dog wears a vest provided by The Finishing Touch Florist.

BE GOLD. SEND FTD.





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## NEW AND IMPROVED FTD FLOWER EXCHANGE!

THE FTD FLOWER EXCHANGE HAS BEEN completely redesigned based on member feedback. FTD's FREE online flower buying platform ([www.ftdflowerexchange.com](http://www.ftdflowerexchange.com)) now has advanced search capabilities, convenient purchase options, expanded logistics solutions and more.

**Quality** We are committed to providing, without exception, the best product from the best growers. We have developed direct relationships with premier growers from around the world. The FTD Flower Exchange partner growers include: Queens, Dole, Passion, Duamex, Hosa, Equiflor-Rio Roses, Dos Gringos and Brand. Bottom line – at FTD Flower Exchange we are committed to providing only the best product from the best farms.



**Logistics** FTD now has a logistics team dedicated to serve the needs of FTD Members and also work with logistics companies that can offer FTD Florists expanded delivery solutions. Overnight and next day solutions, refrigerated LTL solutions and air freight solutions are available in order for you to choose the option that is best for your business.

**Customer Service** An FTD Flower Exchange sales team is dedicated to providing every FTD Florist with an experienced fresh flower contact. Whether you want to place your orders online or by phone, we will have the resources committed to responding to your needs.

**Images** Product photos uploaded directly by the growers are abundant while you browse through an outstanding selection available for same-day shipment, farm direct purchases, pre-books and standing orders. There is a very large selection of product including tropicals, combo boxes, bouquets, consumer bunches and greens.

**Grower Identification** Growers are identified by a specific grower number or grower logo. Once you have purchased from a grower, you will be able to search through all the items provided by that grower. You will know who is shipping your order and can now make repeat purchases from the same grower.



**Daily Hot Buys** FTD negotiates daily specials on behalf of our members to provide the best pricing on products you use everyday and products that are unique and hard to find.

**Enhanced Search Capabilities** You can search by any combination of color, flower, variety or origin. Even better, you can save your favorite searches so you have one-click access to the product you purchase most often.

**Expanded the payment options** You have more flexibility during the checkout process to choose between CC or CHSE at the time of checkout. We will be launching extended pay options in the future.

**Standing Orders, Prebooks & Auctions** FTD Flower Exchange has built-in flexibility to request standing orders or special product requests where you can have growers bidding on your business.

**Shipping Rate Comparisons** There are multiple shipping options that you can choose from at the time of checkout and you can compare pricing for different shipping scenarios.



We are very pleased with these enhancements and believe you will enjoy them as well. The new FTD Flower Exchange has been built on a technology platform that will grow and evolve with our members and the challenges you face running your businesses. We are already working on the next generation of enhancements and look forward to bringing them live in future months.

Visit the on-line training tutorial today at [www.ftdflowerexchange.com](http://www.ftdflowerexchange.com) for more information. Call us at 1-800-767-4000 or email us at [ftdflowerexchange@ftdi.com](mailto:ftdflowerexchange@ftdi.com) for your FREE username and password – instant access is just a phone call away. FTD is committed to making FTD Flower Exchange the best place for FTD members to buy flowers.

## CANADIAN FLORIST BEAUTIFIES THE ROGER CUP TENNIS TOURNAMENT

THE FLOWER POT LTD IN QUEBEC, CANADA recently provided flowers for the week-long Women's Sony Eriksson Open of the Rogers Cup Tennis Tournament at the Uniprix Stadium in Quebec. For nearly 15 years, The Flower Pot has decorated the site of the Uniprix Stadium with green and flowering plants and floral arrangements for the Rogers Cup Tournament.

The Flower Pot decorated the stadium with over 300 green & flowering plants including tropical red hibiscus, yellow pouppier, skyblue scaevoles, bright red shrimp plants as well as ficus benjamins and trailing sprengeri ferns. Designers also prepared over 350 floral arrangements ranging from a single floating gerbera in a clear glass bowl to elaborate centerpieces and large buffet pieces. These arrangements were made primarily for over 40 corporate clients to decorate their suites.

The Flower Pot has been an FTD Member for 21 years.



Christiane and Tyrone of The Flower Pot maintain the plants and flowers throughout Uniprix Stadium.



The Flower Pot prepared a 10' by 10' arrangement a week before the tournament using clean debris, rocks, bricks and white wax begonias.



Rose arrangements adorned the yellow tables of a corporate suite at the stadium.

## FLORIDA FLORIST DELIVERS IN STYLE

BILL HOUSE, OWNER OF ARTISTIC FIRST FLORIST in Vero Beach, FL, recently received an out of the ordinary order from a customer who wanted to surprise his wife on their 40th anniversary. The order consisted of 40 dozen roses, but he also wanted the flowers delivered to his wife's office every 9 minutes throughout the day. Bill not only delivered the roses himself, but he did so in a tuxedo.

Bill also set up a display at the recipient's desk, which included several pedestals at different heights and a balloon that read "Love." Each dozen was put in a different vase, using different varieties of roses. Artistic First Florist floral designer Elena Davila said 20 varieties of roses were used including long stem, short stem and a mixture of colors including, red, white, pink and lipstick.

"The recipient was absolutely shocked by the roses and display," said Bill. "The expression on her face when I delivered the flowers was well worth the time put into the design and delivery."

Artistic First Florist has been an FTD Member since 2005. Photographs courtesy of Cliff Partlow and *The Hometown News*.



Artistic First Florist owner Bill House sets up a display in the recipient's office to show off the flowers



Bill personally delivers 40 dozen roses in a tuxedo.

## OHIO FLORIST RECOGNIZED FOR IMPRESSIVE DESIGN SKILLS

CHRISTINE DILLON OF BO-KA FLOWERS AND Gifts in Findlay, OH was honored by two organizations for her prestigious design skills.

The Ohio Florist Association named Christine the "Designer of the Year" at the Ohio State Short Course Program last summer. Competing in the home improvement group, she entered designs in three categories and advanced to the live on-stage finals of the competition, where she finally won the top honor.

Christine put her design skills to the test again during the National Alliance of Floral Association's first annual design contest last fall. She was named the "National Designer of the Year" after placing first in three of the design categories

Bo-Ka Flowers has been an FTD Member for 32 years.



Christine Dillon proudly shows off her "National Designer of the Year" trophy.

## CELEBRATING HALLSTROM'S 120TH ANNIVERSARY IS A FAMILY AFFAIR

HALLSTROM'S FLORIST & GREENHOUSE IN RED Wing, MN, a fourth generation family-owned florist and greenhouse business, recently celebrated their 120th anniversary. To thank all of their customers who have supported them over the decades, the Hallstrom Family hosted a number of events and activities.

Hallstrom's was started on a 30-acre parcel of land in 1886. Carl Olaf Hallstrom built the greenhouse to grow fruits and vegetables. The second generation, Frank and Violet Hallstrom, diversified into selling flowers to help them during the Depression years. As the business continued to grow over the years, Evan Hallstrom and his wife Carol, (third generation family) added more greenhouses and an office building. During the mid 1950s, Evan invented and built the first air-supported greenhouse structure in the United States, called "the bubble." Greenhouse growers and scientists came from around the country and globe to study "the bubble". Evan's invention, which was created in Red Wing, revolutionized the greenhouse industry worldwide.

In 1976, Dave and Diane Hallstrom (fourth generation family) opened up a retail floral shop that offered fresh floral arrangements, delivery service, plants, custom and silk designs and gifts to their customers in a convenient downtown location. Another facet of Hallstrom's is their wholesale business; which sells Hallstrom grown-product year round to other growers throughout the region.

Hallstrom's kicked off their milestone by hosting a weekend of free education seminars, food and children's activities in April and continued to celebrate throughout April and May with similar events.

"We take pride in being Red Wing's hometown garden experts. That's why we treat our customers like family and grow the freshest quality flowers and plant. These anniversary events were just one of the many ways to say thank you to our long-time customers," said Hallstrom.

Hallstrom's Florist & Greenhouse has been a FTD Member since 1944.



Carol, Evan, Diane and Dave Hallstrom represent two of the four generations of Hallstrom's Florist & Greenhouses

## FLORISTS IN FLORIDA DRAW INSPIRATION FROM "GIFTS OF EARTH"

FLORISTS IN FLORIDA GATHERED FOR EDUCATION and networking during the Florida State Florists' Association Convention in June. FTD Design Instructor Toomie Farris AIFD, AAF presented "Gifts of the Earth," which explored the concepts and use of vegetative design by showcasing practical applications that have high consumer appeal.



The staff of **Blossoms on Monroe** spends time with FTD staff. Pictured are FTD Field Business Consultant Doug Crescimanno, Tori Collins, Melanie Garrett, Charly Andrews, Lisa Metcalf, Jessica Parker and FTD Regional Vice President Bryan Whitehouse. Blossoms on Monroe has been an FTD Member for five year. Blossoms on Monroe owner, Jessica Parker, was recently inducted into the American Institute of Floral Designers.



FTD Regional Vice President Bryan Whitehouse and Field Business Consultant Doug Crescimanno congratulate Florida State President Bali Thigpen on a successful event.



Kaye and Stan Brock of **LaStan Florist** in Fort Walton Beach, FL take a break from all of the excitement at the FSFA show. LaStan Florist has been an FTD Member for 25 years.

## FTD SUPPORTS VALLEY FLORAL COMPANY DESIGN SHOW

FLORISTS ENJOYED NETWORKING AND EDUCATION at this summer's Valley Floral Company Design Show. FTD sponsored "From Everyday Ordinary to Everyday Extraordinary," a program by FTD Design Instructor Ian Prosser AIFD. Ian explored design techniques that help florists separate themselves from the ordinary with style and expression to help ensure customers will keep coming back to their shops.



FTD Field Business Consultant Lisa Chapin visits with JR Koontz of JR Koontz Flowers in Wichita, KS, FTD Design Instructor Ian Prosser and Harold Harmon of Walter's Flowers in El Dorado, KS. JR Koontz Flowers has been an FTD Member since 1976 and Walter's Flowers has been an FTD Member since 1977. Left: Ian instructs the attentive crowd on how to create "Everyday Extraordinary" arrangements.

## CANADIAN FLORIST COMMITS TO SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE TRADE

TOM AND SUZANNE MAKIN OF **McKEAN'S Flowers LTD** in New Glasgow, Nova Scotia are committed to improving and assuring fair living standards for flower farm workers all over the world and supporting responsible growing practices that protect the environment. These fair trade practices ensure that all the beautiful flowers in their coolers are purchased from farms that meet strict, environmental-friendly guidelines.

"We feel that offering our customers an ethical choice is our responsibility. We want our customers to feel good about their purchases," said Suzanne.

McKean's Flowers has been an FTD member for 38 years.



Tom and Suzanne McKean's Flowers proudly display the FTD logo in front of their shop.

## THE JAN VAN NES TULIP

THE JAN VAN NES TULIP IS A LUSTROUS, PURE bright golden yellow tulip without a trace of a darker hue. Jan Van Nes of **Van Nes Flowers** in Toronto, Ontario not only carries this flower in his shop, but he knows exactly how and when the tulip was discovered.

Jan's uncle, Jan Dix, was a famous bulb breeder and grower in Maartens Dyk, Holland. He owned a bulb business in Holland and was instrumental in the propagation and cross breeding of many popular varieties of tulips.

In 1962, Dix was awarded a trip to North America by the Holland Export Company for all his meticulous work at categorizing and documenting the different varieties of tulips. During this trip he visited Van Nes and his family in Toronto. Sometime during his stay with Van Nes he cross-bred a new tulip which he named the "Jan Van Nes Tulip."

The tulip is now available throughout Europe and North America and distributed worldwide through bulb exporter Dix & Zerveld, whose owner is the grandson of Jan Dix.

Van Nes Flowers has been an FTD Member since 1953.



Jan (left) and Richard Van Nes show off their FTD 50-year anniversary plaque and vase full of Jan Van Nes tulips.

## PENNSYLVANIA FLORIST DELIVERS GET WELL WISHES TO RACEHORSE

ALIE AND STEPHEN BERSTLER OF **KENNETT Florist** in Kennett Square, PA never thought they would be creating arrangements and baskets for a horse. But after the Kentucky Derby winner Barbaro was placed at a nearby veterinary center for surgery, the florist began receiving a heavy volume of orders for the racehorse.

"Our phones rang off the hook and emails flooded our inbox with orders ranging from a dozen roses to gourmet baskets. One of the most extravagant orders was for 5 dozen roses arranged in a vase," said Alie. "People from all over the country call to place orders and send get well wishes to Barbaro."

But the unexpected business also resulted in media exposure for the florist. According to Alie, many of the staff members were interviewed by

*USA Today, New York Times, Philadelphia Inquirer, ESPN and local ABC, CBS, NBC and Fox affiliates.*

"We have received an incredible amount of media attention because of Barbaro," said Alie. "People see us in the news, which keeps consumers placing orders with our shop for other racehorses and jockeys."



Alie Berstler of Kennett Florist delivers a gourmet basket to Barbaro.



One of the many baskets created for Barbaro by the staff at Kennett Florist.



## FTD MEMBER HIGHLIGHTS



(1) Steven and Lorrie Welch of **Bentley Florist** in Burton, MI stand in front of their vibrantly decorated shop. Bentley Florist has been an FTD Member for 20 years. (2) FTD Field Business Consultant Dan Goulet visits with Michael Lenz of **Gateway Floral** in Glendale, AZ. Gateway Floral has been an FTD Member since 2004. (3) Carolyn Phillips, owner of **Colonial House of Flowers** in Statesboro, GA, shows off her FTD Top 500 plaque to her FTD Field Business Consultant Doug Crescimanno. Colonial House of Flowers has been an FTD Member since 1973. (4) The staff of **Flowers by Dick and Son** proudly display their FTD Top 500 and 50-year anniversary plaques. (5) Andrea Sheerin, Kim Mains and Alysa Yeager of **Monday Morning Flower & Balloon Co.** proudly display their work. All three women are recent additions to the floral staff. Monday Morning Flower & Balloon Co. has been an FTD Member since 2001.

# education: beyond poinsettias

By FTD Designer Tina Stoecker AIFD



POINSETTIAS SALES IN December are a given. If you are ready, willing and able, you can increase your sales volume by stepping

outside the box and go beyond poinsettias. To maximizing these Christmas sales you'll need a combination of proficient purchasing, attractive merchandising, savvy sales techniques and stimulating marketing.

The holiday season hinges on the selection of merchandise you carry and how imaginatively it is displayed. The first step to generate some real fly-off-the-shelf displays is to decide what "looks" you will carry. Keeping in mind your square footage and past sales history, generate a plan and budget to select your merchandise. Make sure to buy enough of a "look," or "deep enough into a line" to create an interesting presentation of product. If gift items are not in your product mix, then take that Crate and Barrel approach to merchandising and stack color coordinated vases high on tables and group them by theme. The key is to display your product mix in color blends. The more concentrated a single color selection is, the more visual impact it will have in your showroom.

Make sure to put all your items out because nothing sells in a box! If you do carry giftware, cross merchandise it in several vignettes. Showing how your accessories may be used in a home or incorporated into floral designs will greatly enhance your client's perception of the product. In addition, use Christmas cards or stationary to make signs that clearly define the use and/or price of items in each display.

As you plan your vignettes, try to incorporate merchandise for several vendors, this will give your displays a lively look. As product selections sell from the vignettes, re-display into a smaller presentation. This will alleviate that picked over feeling. After all, no one wants the last potatoes on the platter.

When the showroom has been set, it is time to begin engaging the staff. Hold a shop cheerleading session and visit each display. Discuss the feature and/or benefit of the items. If there is something uniquely different about a product, now is the time to bring it to life. For example, if you carry smokeless candles that burn twice as long or your hand soap is completely environmentally friendly, you can highlight those products in your displays. Produce a sales script listing the fresh flowers and gift items you wish to push this season. The script should contain price points, size, and pictures of the item. In addition, you will want to make your

staff aware of email newsletters, promotional mail pieces and discounts that you will be promoting. Customer frustration and lost sales often derive from sales associates lacking knowledge of the company's advertised promotions.

A strong selling season starts with a well-executed marketing plan. Begin with sending a press release to your local paper; describe the new "looks" premiering this season. These publications are looking for a hook; so generate your own interesting name for your "look" and describe how it fits into the new interior trends. You will position your store as an industry resource that could generate interest in your business beyond poinsettia season.

Today's consumer is looking for a shopping experience and an open house is the perfect way to drive buyers to your door. Don't just set out cookies and punch and expect buyers to go wild. Generate an event by scheduling in-house design demonstrations, give away hourly prizes and offer special discounts. To aggressively pursue your top buyers, feature a preview night.

The winter holiday season is the largest by dollar volume of sales in our industry, so it is the perfect time to contact as many clients in your data base as budget allows. Choose a mini catalog that focuses on what you want your customers to buy. Nothing is worse than having sales coming in at an exaggerated rate and your company is under prepared to fill the orders. By narrowing your product selection, you can produce more units in a shorter time span. This way you will not leave a single customer behind!

So much of our competition comes not from other flower vendors, but from other gift lines. Remind your clients that flowers are the perfect gift. Bring those orders in through direct mail or email marketing promotions. Generate a letter with an early order discount and send it out to anyone who purchased flowers last year. Personalizing direct mail or email letters will cement your relationship with your customer as well as increase your holiday sales.





# FTD MEMBERS CELEBRATE 12TH ANNIVERSARY OF FTD GOOD NEIGHBOR DAY SUCCESS

HUNDREDS OF FTD FLORISTS ACROSS THE U.S. and Canada enjoyed a successful FTD Good Neighbor Day. Many FTD Members used FTD Good Neighbor Day as a means to raise money for a charitable organization. Other florists teamed up with food banks, hospitals, shelters and other charities. Here are some highlights from the 12th FTD Good Neighbor Day on September 6.

## MARK YOUR CALENDAR!

FTD Good Neighbor Day  
Wednesday, September 5, 2007.

"We have participated in FTD Good Neighbor Day for nine years and each year it gets more rewarding as it grows in our community. This year we began the event at 6:15 am for our early birds and by 8:15 am we had gone through more than half of our 1,400 roses. We partnered with a food bank and collected

over two shopping carts full of non-perishable food items. Additionally, we received great coverage on our local radio station that broadcasted live from outside our shop."

– Pat Hines of **Peck's Florist** in Cedar Rapids, IA

"The past four years we have celebrated FTD Good Neighbor Day with great response from the community, but this year was outstanding. Our local newspapers and radio stations spread the word about the celebration, which drove a large amount of community members into our shop. We gave away approximately 600 flowers and collected 10 boxes of food (approximately 250 items) for the North Alabama Food Bank. Our FTD Field Business Consultant Michael Woodson even showed up to take pictures and commemorate the event. FTD Good Neighbor was an all-around great success this year and we can't wait for next year."

– Albert Morris of **Albert's Flowers and Morris Greenhouses** in Huntsville, AL

"Wow, what a great day! We had over 800 people come through our flower shop to get free flowers and promise to pass them out. The mayor, chamber of commerce members, local newspapers and local ABC and NBC affiliates attended throughout the day. The greatest part of this event is the smiles it puts on everyone's face. People come in the shop to tell me 'I received a rose from someone and it made my day!'"

– Bob Bryant of **Flowers by Robert Taylor** in West Covina, CA

"Because of our strong marketing plan, we had a great FTD Good Neighbor Day. Eight weeks out, we began including tags on all of our deliveries to promote the event and ask for food donations on behalf of the "People to People" food depository. We also sent over 500 email blasts with the help of Constant Contact and press releases to all of our local newspapers and radio and television stations. The press releases resulted in a live broadcast with the owner of our shop, which aired every half hour

for the entire day. Our phones were ringing off the hook! The community response was overwhelming; we were able to donate over 700 pounds of food to the food depository."

– Kim Meisner of **A. Dykstra Florist & Greenhouse** in Spring Valley, NY

"We gave away 50,000 roses this year for FTD Good Neighbor Day. We also raised over \$4,000 for a local children's hospital and raffled off bracelets and necklaces from a local jeweler. Because of our marketing efforts we also received coverage on five radio stations and three television stations. One of the television stations even broadcasted live from the shop the entire day. FTD Good Neighbor Day is a day to reach out to people with the number one universal item that means love - the rose - and by doing so we make this world a better place to live."

– Brook Jacobs of **Greenbrook Flowers** in Jackson, MS, Founder of Good Neighbor Day



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(1) **Annell's Flower Shop** in Cairo, GA guided community members to their shop with an FTD Good Neighbor Day advertisement in front of their store. Annell's Flower Shop has been an FTD Member since 1983. (2) Greg Grenevitch of **Creations Flowers** in Imlay City, MI showcases his Good Neighbor Day sign located in front of his shop. Creations Flowers has been an FTD Member for six years. (3) Kristyne Carian (right), owner of **Della's Maple Lane** in Troy, MI gives a bouquet of flowers to a customer in honor of FTD Good Neighbor Day. Della's Maple Lane has been an FTD Member since 1987. (4) Amy Pickle & Jean Bryant of **Flowers and More** in Bainbridge, GA hold up their custom-made FTD Good Neighbor Day t-shirts. Flowers and More has been an FTD Member since 2004. (5) Bob Bryant of **Flowers by Robert Taylor** in West Covina discusses the details of his FTD Good Neighbor Day with an NBC reporter and television crew. Flowers by Robert Taylor has been an FTD Member since 1994. (6) Amy Chabot (left) and Frieda Ruiz of **Hartland Flowers** in Hartland, MI celebrate FTD Good Neighbor Day by handing out flowers. Hartland Flowers has been an FTD Member for three years. (7) The staff of **Tim Clark's Flowers** in Markham, Ontario teamed up with non-profit organization The Centre for D.R.E.A.M.S Inc. for FTD Good Neighbor Day. They raised over \$900 for the charity, which provides education and life experiences for intellectually challenged adults. Tim Clark's Flowers has been an FTD Member for 11 years. (8) Brook Jacobs of **Greenbrook Flowers** in Jackson, MS interviews with a reporter from the local NBC affiliate. Greenbrook Flowers has been an FTD Member for 57 years. (9) FTD Field Business Consultant Jalya Love (far right) and Claremore city officials congratulated Brian Ipock of **Claremore Flower** in Claremore, OK (second from right) on a successful FTD Good Neighbor Day. Claremore Flowers collected over three truckloads of canned food items for a local charity. Claremore Flowers has been an FTD Member since 1987.

## FTD ON THE ROAD SHOWS ATTRACT FLORISTS FROM THROUGHOUT THE U.S.

FTD INTRODUCED FLORISTS TO A SERIES OF NEW events designed for floral industry professionals this summer by offering five FTD on the Road Shows. These FTD-exclusive events were held in conjunction with the gift market shows in Dallas, Atlanta, Chicago, Los Angeles and New York City. The events featured an FTD trade fair; networking opportunities, technology demonstrations; plus business and design programs presented by experienced educators.

"As a leader in the floral industry, FTD's goal is to support our members by providing networking opportunities and quality education programs to help them meet their business needs," said Bill Van-Cleave, Executive Vice President of Member Service

for FTD. "The FTD on the Road Shows were a great opportunity for our members to learn from leading business educators and designers in the industry. We're thrilled with the result of the shows and happy we could provide an exceptional series of events for our members."

The concept of the FTD on the Road Show was created to meet FTD Members at a destination where many of them already planned to congregate – the gift markets – as well as attract FTD Members who live in the region. During the one day program, FTD Members were able to shop and learn, as well as network during dinner followed by a design program to complete the day's events.

*"Education is the one of the most important aspects of our business and the education programs at the FTD on the Road Show helped us brush up on our design skills."*

**– Ernestine McCrone of A Perfect Match in Gulfport, FL, who attended the FTD on the Road Show in Atlanta.**

*"We were very pleased with the format of the FTD on the Road Show. It allowed us to gather knowledge while networking with our fellow FTD Members."*

**– Holly Milburn of The Finishing Touch in Crete, IL, who attended the FTD on the Road Show in Chicago.**



**(1)** FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI presents "Pristine Parties" at the FTD on the Road Show in Dallas. **(2)** Talmage McLaurin, Publisher of *Florists' Review*, FTD Member Ken Norman of **Colony Florist & Gifts** in Franklin Lakes, NJ (center) and FTD Design Instructor John Klingel AIFD, AAF, PFCI. John presented his new program "Christmas Floral Fantasies" at the New York FTD on the Road Show. Colony Florist & Gifts has been an FTD Member for 42 years. **(3)** FTD Regional Vice President Bryan Whitehouse shares a laugh with Gus Pappas of **Norton's Florist** in Birmingham, AL at the FTD on the Road Show in Atlanta. Norton's Florist has been an FTD Member since 1989. **(4)** FTD Design Instructor Ian Prosser AIFD, AAF entertains and informs florists during dinner with his program "Weddings with Style" at the FTD on the Road Show in New York City. **(5)** FTD Field Business Consultant Dina Dandelles reviews the 2007 FTD Spring and Summer Buyer's Guide with FTD Member Margot Sersen of **LaSalle Flower Shop** in Chicago, IL at the FTD on the Road Show in Chicago. **(6)** FTD Field Business Consultant Lisa Miller visits with Doug Scott and Richard Rouse of **Dee's Flowers Inc.** in North Hollywood, CA at the FTD on the Road Show in Los Angeles. Dee's Flowers has been an FTD Member since 1972.

The 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 The 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!



## GO ON THE TRIP OF A LIFETIME WITH FTD

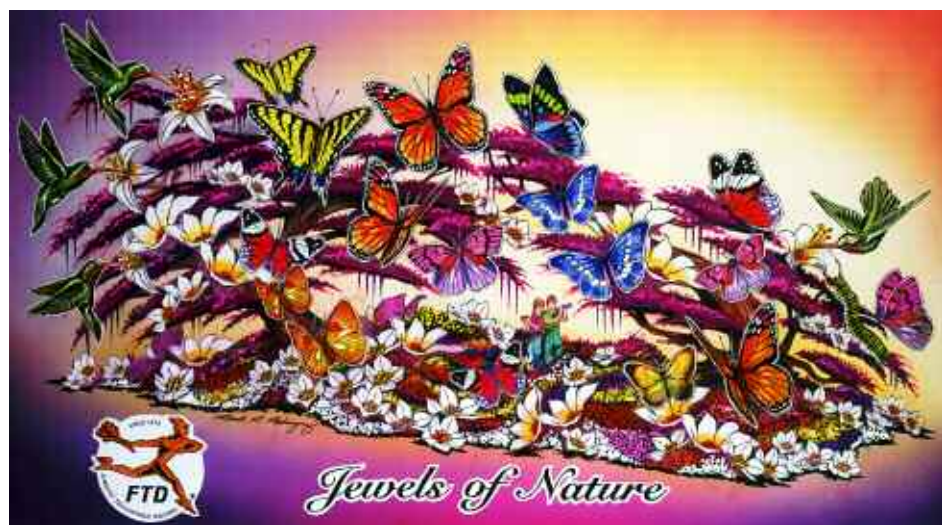
YOU CAN EXPERIENCE THE TRIP OF A LIFETIME with fellow florists during the 2007 FTD Tournament of Roses' Celebration, taking place December 30 – January 2. You will see first hand FTD's 54th annual Rose Parade float that will stroll down the famous Colorado Boulevard in Pasadena and encounter the best of collegiate football at the Rose Bowl Game.

- 2 tickets to the Rose Bowl Game
- All meals and transportation

Space for the FTD Member Rose Parade Package is very limited. Register now to ensure your place in this unforgettable experience! Visit [FTDi.COM](http://FTDi.COM) to register and view the schedule of events.

### OTHER HIGHLIGHTS OF THE FTD MEMBER TOURNAMENT OF ROSES PACKAGE INCLUDE:

- 3 nights at Hotel Casa Del Mar in Santa Monica, CA
- Welcome Reception and Dinner
- New Year's Eve Dinner
- Behind the Scenes viewing of the FTD Float
- 2 tickets to the Rose Parade
- 2 passes to the pre-game tailgate party at the FTD Hospitality Tent



## FTD SECURES EXCLUSIVE CO-OP ADVERTISING PROGRAM IN THE GLOBE AND MAIL NEWSPAPER FOR CANADIAN MEMBERS

PUT YOUR NAME IN FRONT OF OVER ONE MILLION potential customers with an FTD co-op advertisement in The Globe and Mail Newspaper, Canada's premier national newspaper. Each weekday, The Globe and Mail Newspaper reaches Canadians with personal incomes of \$75,000 or higher, more than any other newspaper in Canada.

Visit [www.FTDi.com/advertising](http://www.FTDi.com/advertising) or call 800-788-9000 x6409 today!

This full page advertisement will draw attention to your shop and web site for Christmas 2006 and Valentine's Day and Mother's Day in 2007. So take advantage of FTD's powerful advertising tool and sign up today!

Starting with the Christmas 2006 advertisement, the amount of the coupon will increase to \$5. This will drive even more consumer demand by giving customers an even better incentive than before to visit your shop.



## FTD UNIVERSITY

EXPERIENCE THE INDUSTRY'S PREMIER ONLINE floral training program with FTD University (FTDU). Until now, there has been no one place for a florist to go for complete education and training classes. Now, FTD has captured comprehensive training courses in one place, through a web-based training forum called FTD University.

as Gold Guarantee and monitors millions of orders annually.

To access FTD University, visit [www.ftduniversity.com](http://www.ftduniversity.com) where you and your employees can set up your personal ID and password on the FTD University home page and enjoy the training program any time at your leisure.

FTDU is an online training tutorial that can be utilized at any time, day or night. It provides various training courses customized for floral shop associates. Some of the classes at FTD University include:

- customer service
- general knowledge of cut flowers and blooming plants
- care and handling of cut flowers and blooming plants
- handling an order through delivery

Your entire staff can take the various FTDU courses at their leisure since it is available only online. Plus, there is a test at the end of the program so the shop owner can view individual test scores and print certificates of completion. FTD also has plans to continuously add more courses to FTD University such as design, business, marketing, sales up-selling and technology point-of-sale.



All FTD Members have access to FTD University for all of their employees as part of the FTD Quality Assurance Program. In addition to FTDU, the FTD Quality Assurance Program also supports the Good



Delivering high quality arrangements should be a high priority this holiday season and FTDU can help by training your staff on the care and handling of seasonal flowers and handling orders during your busiest time of year. However, if you are unable to accept or forward Mercury orders this holiday, you are required to suspend your system with the "SUS" message. When you are ready to receive orders again, please resume your system with a "RES" message. Unplugging or turning off your system or printer DOES NOT suspend your shop from receiving orders.

If you have any questions on how to send messages over the Mercury Network, please call 800-669-1000

## ORDER YOUR FTD IMPRINT MATERIALS ONLINE

YOU CAN NOW PLACE YOUR FTD IMPRINT ORDERS via the [FTDi.COM](http://FTDi.COM). This new convenience allows you to proof your shop imprint or logo online and make any necessary changes. Additionally, you will receive an order email confirmation and an imprint/logo confirmation by fax. As always, your order will be billed directly to your FTD Clearinghouse Statement.

Log on to [www.FTDi.COM/membermarketing/imprintmaterials.htm](http://www.FTDi.COM/membermarketing/imprintmaterials.htm) to place your imprint order today!

### ORDERING ONLINE IS FAST AND SIMPLE!

- Click on the items you would like to order
- Verify your shop imprint/logo
- Choose your quantity
- Add items to your cart
- Check out

