



newsletter

SEPTEMBER 2005

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LETTER FROM FTD CEO



Dear FTD Members,

I hope all of you had a successful summer and are getting prepared for the next few

busy months. Last month, I highlighted a few of FTD's current initiatives and new ideas through my message in the Newsletter and to many of you in person at the FTD Convention. These initiatives are designed to help you increase your revenue and reduce your costs. For those of you who could not attend the 2005 FTD Convention, let me share with you what FTD has now and what is to come.

FTD FLOWER EXCHANGE

The FTD Flower Exchange is a marketplace that sells flowers at 50% lower costs than most local wholesalers. FTD Florists now have access to inventories of hundreds of importers and growers and provides continuously updated prices for cut flowers, greens, bouquets and consumer bunches. I've been receiving incredible feedback from members who have taken advantage of this service.

Brain Ipock from Claremore Flowers in Claremore, OK said "I normally pay \$0.88 to \$1.10 per stem before delivery and fuel surcharges are added...I am excited about the possibilities of a 50%+ savings on fresh product and the money that I will keep in my shop."

Anna LaFleur from Stetson Flower and Gift Shop in Deland, FL said she "is definitely saving money. The quality is good and the customer service could not be better."

SAVE \$5,000 ON FTD MERCURY POS

Another way that FTD is helping you increase your revenue and reduce your

cost is by offering a POS system at the lowest price* in the industry. The FTD Mercury POS features integrated email marketing and email delivery confirmation. **Members who purchase a new POS system by the end of September can save \$5,000!** I also encourage you to read The Flower Shop of the Future article on page 6 to learn more about the current and future cutting-edge features of the FTD Mercury.

BE GOLD, SEND FTD

In addition to the incredible ways FTD can save you money, I'm also excited to bring you a new and updated look to the FTD Newsletter. This new format represents the "Be Gold, Send FTD" look, which FTD delivers through its fresh flowers, talented florists and variety of artistic arrangements. Just like the color red symbolizes Target and the color brown symbolizes UPS, gold symbolizes FTD and FTD Florists.

I look forward to highlighting more services that can increase your revenue and reduce your costs throughout the next few months in the Newsletter.

All the best,

ST. LOUIS FLORIST CELEBRATES 50TH ANNIVERSARY

IN 1955, 20 YEAR-OLD MARVIN SMIDDY bought G.B. Windler Florist Shop in St. Louis after working for the original owner on and off since he was 12. Celebrating the 50th anniversary of his ownership, Marvin was honored at a surprise open house at the shop in June.

Reflecting back on the old days, Marvin fondly remembered his mother who worked at the shop with him beginning in 1964 until she had to retire at 77. It was his parents who assisted him with the purchase of Windler Florist Shop by borrowing against their life insurance.

He recalls the 1960s as a tough time for his shop since a lot of other businesses in the area vacated. "It was a very troubling time, struggling time," said Marvin. "Although the businesses in the area are still few, the neighborhood is becoming attractive because real estate values are jumping."

Marvin also shared the importance of being flexible when it comes to meeting

customers' needs. "You hate to work seven days a week, but when it comes to funerals, we're here on Sunday."

Most recently in the history of Windler Florist Shop, Marvin took on his sister, Barbara, as a partner.

"I've loved flowers and plants all my life, and I love to help people," said Marvin.

G.B. Windler Florists Shop has been an FTD Member for 40 years.



Marvin Smiddy and Barbara Smiddy are all smiles at the shop's open house.

FTD MEMBER PLACES SECOND IN COMMUNITY PARADE

SORENSEN'S FLORAL SHOP AND Greenhouses in Stevens Point, WI placed second in the Stevens Point Fourth of July parade. Daniel Johnson, owner of Sorenson's Floral Shop, used over 2,000 carnations and 100 daisies to design the float and proudly displayed the FTD logo on each side of the float.



Sorenson's supports FTD with a logo on the side of its Fourth of July parade float.

Sorenson's employees and community members rode the float and passed out candy to over 7,000 parade attendees.

Sorenson's Floral Shop has been an FTD Member since 1976.



Stevens Point community members and Sorenson's Floral Shop employees enjoy themselves as they ride the float.

BE GOLD. SEND FTD.





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The FTD Team is Working For You! Contact Information:

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SAVE \$5,000 ON FTD MERCURY POS SYSTEM

FTD IS NOW OFFERING BREAKTHROUGH PRICING on the FTD Mercury Point-Of-Sale system. Through October 1, 2005, you can save \$5,000 on the feature-rich system. This is just one of the many ways FTD is helping you increase your revenue and reduce your costs.

THIS PROMOTION INCLUDES:

- Full FTD Mercury feature set including POS
- Integrated e-mail marketing
- Email Delivery Confirmation

**\$5,000
SAVINGS!**

Offer expires
October 1, 2005

**ORDER BY OCTOBER 1 AND SAVE \$5,000
ON THE INDUSTRY'S BEST POINT-OF-SALE
SYSTEM! CALL FTD AT 1-800-767-3222.**



MEMBER CELEBRATES ANNIVERSARY AND FOUR GENERATIONS

KNOWN FOR THEIR FLEET OF WHITE VANS "TIED" with a red bow, **Krupp Florist** of Belleville, IL celebrated their 50th anniversary in July. In honor of their anniversary, Krupp's hosted a customer appreciation week, which featured free Rio Roses, a St. Louis Cardinal ticket raffle and other exciting giveaways.

With the fourth generation of Krupps Florist beginning to work in the shop, it is the oldest family owned florist in Belleville. Milton and Gertrude Krupp opened the shop in 1955 and became an FTD Member just a couple years later. Milton did the designing and Gertrude handled the sales with their teenage children helping out with delivery, accounting and odds and ends.

Keeping it in the family is certainly the key to success for Krupp Florist since it has been selected as the number one florist in the area's "People's Choice Award" for several years. The Krupp's son, Bill, owned the shop from 1973 - 1994 and their daughter Judy and her husband Ed Schlosser own it today. They plan to sell Krupp Florist to their son Mark Yung and his wife, Kara, in the near future. Milton and Gertrude's great-grandchildren are now working in the store helping with sales and deliveries.

"We go the extra step to get the customer what they want," said Debi McConnell, business manager and daughter of Judy. "It's all about service."

Krupp Florist, Inc. has been an FTD member since 1963.



Community members recognize Krupp Florist's for their white delivery vans topped with big red bows.



Ed Schlosser, Judy Schlosser, Mark Yung, and Debi McConnell of Krupp Florist pose for a group photo in the shop.



MEMBERS SUPPORT FTD



(1) Sheila Bailey and Debbie Witzke of **The Flower Cottage** in Franklin, OH show their FTD support. The Flower Cottage has been an FTD Member since 1997. (2) Sandy Schlosser and Beth Jenny of **Cattails Floral Design** in Napoleon, OH proudly display the FTD logo in their shop window. Cattails Floral Design has been an FTD Member since 1987. (3) FTD Field Business Consultant John Calhoun visits with Vanetta Sponsler and Melissa Autner of **The Cranberry Merchant** in Cabool, MO, who show their FTD pride with a logo painted on the side of their shop. The Cranberry Merchant has been an FTD Member for 40 years.

FTD MEMBER FEATURED ON BRIDEZILLA SHOW

GRANNY'S FLOWERS IN BUENA PARK, CA PUT their designing skills to the test on "Bridezillas," a reality series on the Woman's Entertainment Channel that features the wedding planning process of dramatic brides.

Betty Bloom, owner of Granny's Flowers, was asked by two of her regular customers to provide flowers for their son's wedding. To Betty's surprise, the wedding was going to be featured on "Bridezilla." Betty, along with her husband Ken Bloom, daughter Julie Grummett and designer Helene Cruz, provided corsages and boutonnieres for a bridal party of 20, 15 centerpieces, 16 pew bows and four floral arches.



These four floral arches provided an entrance for the ceremony on the "Bridezilla" show.

"It was quite a challenge, but everything looked great and everyone was happy," said Betty.

Granny's Flowers has been an FTD Member for one year.



Betty Bloom and daughter Julia Grummett design one of the fifteen centerpieces for the "Bridezilla" wedding.



Betty Bloom and Helene Cruz arrange the bridesmaids' bouquets.

FTD MEMBER CELEBRATIONS



(1) Jennifer and Allen Alwood of **Virgil Alwood Florist** in Columbus, OH show off their FTD Top 100 plaque. Virgil Alwood Florist has been an FTD Member since 1994. (2) FTD Regional Vice President Jim Weedon congratulates Bruce Burke, owner of **Frederick Brasco Florist** in Waltham, MA, on his FTD top member status. Frederick Brasco Florist has been an FTD Member since 1986. (3) Kim Ward of **Ward's Florist** in Beverly, MA shows off her FTD Top 1,000 plaque to Sylvia Ramirez of FTD Flower Exchange. Ward's Florist has been an FTD Member for 20 years. (4) Michael and Melody Scott of **Scott's House of Flowers** proudly hold their FTD Top 500 plaque. Scott's House of Flowers has been an FTD member since 1971. (5) FTD Regional Vice President Jim Weedon presents Jim Reardon of **E.A. Coon & Company Florist** in Rhinebeck, NY with an FTD 100-year anniversary plaque at an anniversary celebration held in July on the grounds of the shop. E.A. Coon & Company Florist has been and FTD member since 1956.

FTD SUPPORTS OFA

FTD WAS A PROUD SUPPORTER OF THE OFA Short Course. FTD sponsored "Whose Wedding Is It Anyway," a program by FTD Designer J. Keith White AIFD. Florists experienced exciting and stimulating ways to increase their knowledge of wedding design. The program showcased three distinctive color palettes and versatile styles of floral products for the celebration of marriage.



Employees of **Floral Garden Florist** in Mansfield, OH. Jen Behrendsen, Sue Meyer, Carrie Sprandlin, Betty Laughbaum, Jamie Bassin and Mary Cox pose for a group photo. Floral Garden Florist has been an FTD Member for 10 years.



Tom McNuh of WCMH-NBC interviews FTD Design Instructor J. Keith White about Keith's program "Who's Wedding Is It Anyway?"



FTD Team Members Mitch Louis, Cindy Riffe, Steve Huebner and Megan Roberts proudly stand in front of the FTD booth at the OFA Short Course.



MEMBERS GATHER AT THE 2005 FTD FLORAL EXTRAVAGANZA

THOUSANDS OF FLORISTS ACROSS NORTH America recently gathered in Dallas, TX for the FTD 2005 Floral Extravaganza, the largest floral event in the industry. The Convention shared FTD's strategy, positioning retail florists to increase their revenues and reduce their costs. The event also featured incredible deals at the trade fair, technology, business and design programs presented by insightful educators, and networking opportunities. Below are a few highlights of the FTD 2005 Floral Extravaganza

INDUSTRY TRENDS

FTD CEO Michael Soenen provided florists with the opportunity to learn about several key trends occurring in the floral industry. These new trends in today's industry include consumers wanting single-stem bouquets and lower price points, as well as the consumers embracing the boxed floral programs.

"Our primary goal at FTD is to provide programs that are designed to increase revenue and reduce costs," said Soenen. "We are making investments in our business to help our members prepare their shop for the future."

Specific examples of FTD's initiatives that are designed to help increase revenue and reduce costs are the FTD Flower Exchange and the Flower Shop of the Future. FTD Flower Exchange representatives were on-hand to walk members through the online

process, which provides florists with access to 2,500 different varieties of flowers offered by hundreds of sellers at farm direct prices. The Flower Shop of the Future provided FTD Members a sneak preview of the new technology initiatives that will take florists into the future.

QUALITY TECHNOLOGY, BUSINESS AND DESIGN SEMINARS

FTD provided a strong schedule of quality education programming featuring a wide variety of business-related subjects specifically designed to meet each attendee's needs. FTD Mercury Technology presented programs on Mercury Delivery, Mercury Marketing, Mercury Advantage, FTD Mercury and Zoning, Mapping and Reporting. Technology users received training on specific applications of each of the platforms through seminars, showcases and hands-on labs.

Other winning business programs included a sales seminar by Bob Negen from Whiz Bang! Training, a human resources program by Donald Cooper of the Donald Cooper Corporation, marketing seminars by Marty Grunder of martygrunder! Marketing, Management & Motivation and Steven Chuck of Yahoo!, and business programs presented by Gaylon Pyle of Quality Advantage Training and FTD Design Instructor John Klingel AIFD, AAF, PFCI.

Creative design programs included "Thinking Outside the Container: Turning Inventory Into Cash"

presented by FTD Design Instructor Jeff Corbin, AAF, AIFD, PFCI, "Holiday Magic or Mayhem" presented by FTD Design Instructor Toomie Farris AIFD, AAF, "A Profitable Wedding Story" presented by FTD Design Instructor J. Keith White AIFD, "Everyday Designs in Home Décor" presented by FTD Design Instructor Deborah De La Flora AIFD, and "Little Shop...Little Shop of Flowers" presented by FTD Design Instructor Tina Stoeker AIFD, PFCI.

THE TRADE FAIR

Florists shopped at FTD's Trade Fair filled with quality industry vendors including growers and suppliers featuring show specials and new products. Vendors in the trade fair were selected as an FTD Preferred Vendor, allowing customers to charge purchases through the FTD Clearinghouse Statements.

FTD Members also enjoyed a "Texas Size" party in the Trade Fair on Friday night which featured a mechanical bull and country personality impersonators such as Dolly Parton, Willie Nelson and Toby Keith. Other highlights in the Trade Fair included autographs by Merlin Olsen, Texas Rangers baseball player Mark DeRosa and the Dallas Cowboy Cheerleaders.

OTHER KEY HIGHLIGHTS

FTD recognized dedicated partnership through the presentation of the landmark anniversaries

and industry leadership through the prestigious FTD Member Awards at a luncheon presentation and at the FTD Gala Dinner. Longtime FTD friend Merlin Olsen, FTD Executive Vice President of Sales George Kanganis and FTD President and CEO Michael Soenen presented the awards, highlighting each member's leadership and impact on their community and the floral industry.

"These awards give us the opportunity to showcase deserving individuals for their hard work and dedication to the floral industry," said Soenen. "It is an honor to have each of these florists choose FTD as their business partner."

The FTD Member Award nominations are made by fellow FTD Members, Regional Vice Presidents of FTD and Field Business Consultants.

The FTD Member Anniversary and Awards Luncheon also featured special guest speaker Michael Abrashoff, the former Commander of U.S.S Benfold and author of It's Your Ship!

Other highlights included the gathering of the FTD Past Presidents, a Texas Rangers baseball game, a tour of Dallas and a Grapevine Wine Tasting Tour.

The recipients of the 2005 FTD Member Awards are pictured below.



FTD New Member Award – Suzy Caiger of **Ada's Flowers** in Oakville, ON



FTD Progressive Florist Award – Richard G. Samuelson of **Judy's Central Point Florist and Gifts** in Central Point, OR



FTD Marketing Award – Don Flipsie of **Field of Flowers** in Davie, FL



FTD Industry Service Award – Shirley Lyons of **Dandelions Flowers and Gifts** in Eugene, OR



FTD Lifetime Achievement Award – Bruce McShan of **McShan Florist** in Dallas, TX



FTD John A. Valentine Award – Tanya Wolff-Molson of **Jenny's Floral Studio** in Sarnia, ON



SHOPPING



(1) FTD Team Member Steve Sproule explores technology solutions with FTD Members. (2) Sang Hui Enderle of **Marvel's Flower World** in Killeen, TX makes a purchase at the TY booth. Marvel's Flower World has been an FTD Member since 1995. (3) FTD Team Member Karenlee Casas walk FTD Member Linda Hutchinson of **Hutchinson's Flowers** of Sykesville, MD through the new FTD Spring holiday products. Hutchinson's Flowers has been an FTD Member for 25 years.

EDUCATION



(1) FTD Design Instructor Deborah De La Flor AIFD showcases "Everyday Designs in Home Décor." (2) FTD Team Member Dan Brennan discusses the benefits of Mercury Technology to two FTD Members. (3) FTD Design Instructor J. Keith White AIFD presents exquisite designs and styles with profit in mind during "A Profitable Wedding Story."

NETWORKING



(1) Lynne Brauch and Dave Schreiver of **Swan Floral and Gift Shop** in Erlanger, KY pose for a picture with Texas Rangers baseball player Mark DeRosa. Swan Floral and Gift Shop has been an FTD Member since 1956. (2) Herman Heyl and Mary Martinelli of **Heyl Florists and Greenhouses** in Pittsburg, PA receive an autograph from FTD friend Merlin Olsen. Heyl Florists has been an FTD Member since 1968. (3) Mark Knox, Ben Veldkamp and Ken Coley enjoy themselves at the FTD Past Presidents Dinner. (4) After an extravagant proposal in front of thousands of people at Ameritrust Field, John Morrissey of **Rich Mar Florist** in Allentown, PA and his fiancé celebrate their engagement with a kiss at the Texas Rangers game on Thursday night. (5) FTD Field Business Consultant Steve Huebner congratulates FTD Members Jan Foote, Sheryl Borkenhagen and Jeanna Furst of **Furst the Florist** in Dayton, OH on their 75th anniversary with FTD.



ANNIVERSARIES



1



2



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(1) Celebrating 25-year anniversaries with FTD are **Accent Florist** in Fountain Valley, CA, **Canadiana Flowers** in Scarborough, ON, **East City Flower Shop** in Peterborough, ON, **The Finishing Touch** in Crete, IL, **Flower Power Florist & Gifts** in Camarillo, CA, **Hutchinson's Flowers Inc.** in Sykesville, MD, **Maggard Florist** in Hazard, KY, **Netcong Village Florist** in Netcong, NJ, **Rancho Duarte Florist & Gifts** in Duarte, CA, **Rich Mar Florist** in Allentown, PA, **Stacey's Florist Inc.** in Hinesville, GA, **Stan Matthew's Dale Florist** in Ozark, AL, and **Terranova's Grand Florist** in North Baldwin, NY. (2) **Crimm's Florist & Greenhouses** in Tullahoma, TN and **Kremp Florist** in Willow Grove, PA celebrated their 50th anniversaries with FTD. (3) Celebrating 75-year anniversaries with FTD are **Bachman's** in Minneapolis, MN, **Furst the Florist & Greenhouse** in Dayton, OH, **Luepke Florist & Gifts Inc.** in Vancouver, WA, and **Pesche's Flowers Greenhouse** in Des Plaines, IL.

THE FLOWER SHOP OF THE FUTURE ATTRACTS BIG CROWDS AT 2005 FTD CONVENTION

MERCURY TECHNOLOGY UNVEILED THE FLOWER Shop of the Future at the 2005 FTD Convention, showcasing current and future cutting-edge features of FTD Mercury that will enable florists to leverage technology for increased profits like never before.

"The FTD Mercury platform is built to easily integrate with the latest, cutting edge technology for today and tomorrow," said FTD CEO Michael Soenen. "This enables florists to leverage FTD Mercury to provide a unique flower buying experience that their customers can't get anywhere else, as well as put more money in their pocket at the end of the day."

Representatives from FTD Mercury Technology presented technology that will assist the shop owner with taking, processing and delivering flower orders, maintaining inventory and keeping track of employee time and attendance.

Florists were very enthusiastic at what they saw at the Flower Shop of the Future.

"Using the flower camera, I will be able to send my customers a picture of the arrangement that I'm sending out before the recipient receives it," said Rick Maitland of Marlborough Florist in Marlborough, CT. "Combining this with the Delivery Cam enabling my delivery driver to take a picture of the recipient receiving the flowers and sending it back to the sender- that will be great! The fingerprint timecard monitor will really help me speed up the time it takes to calculate my employee's hours."

- **TOUCH SCREEN POS:** Imagine taking an order without having to use a mouse or keyboard.



- **MOBILE POS:** Imagine taking orders from customers in line at your shop during the holidays using a tablet PC.



- **FLOWER CAM:** Imagine taking a picture of the arrangement and sending it back to the sending florist right from the designer's workbench.

THE FOLLOWING FEATURES WERE PRESENTED AT THE FLOWER SHOP OF THE FUTURE SHOWCASE:



- **DELIVERY CAM:** Imagine sending an image of the recipient receiving the flowers embedded within a delivery confirmation email.



- **FTD FLOWER EXCHANGE:** Imagine your FTD Mercury system alerting you when your inventory of roses is low and then presents you with the best price that day from hundreds of growers and importers.



- **ELECTRONIC SOFTWARE DISTRIBUTION:** Imagine life with no more CD upgrades. Software, antivirus, and operating system updates are sent to you over high speed satellite internet access.



- **FINGERPRINT BASED TIMECARD MONITOR:** Imagine life with no more paper timecards. Employees punch in and out using their fingerprint. Your computer does all the adding for you. Plus, you can easily import your timecards into QuickBooks®.



IMPROVE OR PERISH: 10 IDEAS FOR MAKING YOUR BUSINESS BETTER



By Teresa P. Lanker, an assistant professor and coordinator of floral design and marketing at The Ohio State University ATI. — *From the pages of Florists' Review*

AS A BUSINESS OWNER, YOU'RE ALWAYS striving for better sales, better profits, better performance, better hours—the list goes on. But many business owners often seek to do better by changing what they do rather than how they do it. Improving how you do things, however, often will have a tremendous impact on what you do. Consider these 10 ideas for making your business better.

FOCUS ON FLOWERS

Make sure your shop focuses on flowers as its primary product line. Strive to offer a wide variety of blooms from the multitude of choices available internationally. Keep only the freshest stock on hand, and promote yourself as a local branch of the world-wide flower market.

PUT CUSTOMERS FIRST

Make a commitment to top-notch customer service, and communicate your "customers first" motto to both your staff and clientele. Post a quality service guarantee at each sales counter and workstation. Print your commitment on receipts, invoices and sales fliers.

SUPPORT THE STAFF

Motivate your employees to maximize their performance with encouragement, incentives and recognition. Let your staff know your expectations, then highlight performance that meets or exceeds them. Focus on the positives, and handle the negatives privately.

ENHANCE YOUR IMAGE

Be clear about what type of florist you intend to be and what clientele you want to attract. Avoid attempting to be the florist with every product for every need and price point. Clearly define your image so as not to be confused with your florist and nonflorist competitors. Then repeat this image message in every aspect of your operation, from display to advertising to packaging to dress code.

BUY SMART

Spend the time necessary to accurately forecast inventory needs for daily, holiday and event work. Order flowers and supplies well in advance to ensure availability and to take advantage of early-order discounts. Uphold a first-in, first-out policy for flower usage to minimize dumpage. Post separate "needs" and "wants" lists where employees can designate desired items.

PRICE RIGHT

Stop guessing and start calculating so that prices are a true reflection of the cost of goods, operating

expenses and labor. Be sure to factor in a reasonable profit margin as well, so prices are fair for both you and your customers. Resist the temptation to add extra stems to spruce up arrangements, or your profit will be a washout.

MARKET CONSISTENTLY

Send regular and consistent messages to established and potential customers about your products and services. Don't wait for holidays to advertise who you are and what you have to offer. Use a broad range of marketing approaches including dynamic displays, noteworthy newsletters and super sales incentives to bring in a steady stream of year-round business.

UPDATE TECHNOLOGY

Polish your Web page to include current information and easy ordering options. Use e-mail to send birthday and anniversary reminders or to inform customers that deliveries have been made. Offer digital photos of recipients with their flowers to senders of daily orders.

ADD SOME SPICE

Keep current with the latest design techniques, and incorporate them into your floral offerings. Spice up everyday arrangements with keepsake gifts or tasty treats. Provide add-on options, such as roses or chocolates, that encourage more look for the money. Replace your routine floral

designs with exotic bouquets, European trends and fun novelties that show your style and sense of humor.

GET SOME GOALS

Plan ahead for the direction you want your business to grow. Include shop staff in setting long-term goals and short-term objectives to help get you there. Measure your progress regularly, and share the results with all concerned. Celebrate small milestones, and look forward to the day when you can trumpet your success loud and proud.



As an FTD Member, you can receive a 15% discount on a Florists' Review subscription, and the subscription can be billed on your FTD Clearinghouse Statement. Simply fill out the online subscription form available at www.ftdi.com/education/industrynews.asp or call 1-800-367-4708 to subscribe today!

FTD Upcoming Events

Sept. 28 – Oct. 1, 2005

Society of American Florists Annual Convention

Ritz Carlton – Lake Las Vegas • Henderson, NV

For registration information, contact the Society of American Florists at 703-836-8700, or visit their website at www.safnow.org.

Oct. 2, 2005

Pennsylvania Floral Industry Association Floral Expo

Wyndham Hotel • Harrisburg, PA

Featured FTD Design Program: "Holidays in Bloom" presented by FTD Design Instructor J. Keith White AIFD. For registration information, contact the Pennsylvania Floral Industry Association at 717-238-9758 or visit their website at www.pafloal.org. Look for FTD Team Members Patricia Gentry and Wendy Stones.

Oct. 7-9, 2005

Montana Florists Association Convention

Grand Tree Inn • Bozeman, MT

Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Steve & Marianne Liebmann at 406-587-4407. Look for FTD Team Member Shirley Colby.

Oct. 15-16, 2005

Kansas State Florists Association Convention

Wichita Airport Executive Hilton • Wichita, KS

Featured FTD Design Program: "Creative Everyday Designs" presented by FTD Design Instructor John Klingel AIFD. For registration information, contact Gary Hackbart at 316-264-1131. Look for FTD Team Member Lisa Chapin.

Oct. 15-16, 2005

Calif Flora 2005

Warner Center Marriott • Woodland Hills, CA

Featured FTD Design Program: "Designing on the Right Side of your Brain" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact the California State Floral Association at 916-448-5266 and ask for Ann Quinn. Look for FTD Team Member Anne Rampone.

Oct. 18, 2005

Emerald Coast Florists Association Meeting & Design Show

Coach 'N Four Restaurant • Ft. Walton, FL

Featured FTD Design Program: "Let it Snow While it's Slow" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Dawn Risher at 850-862-3197 or 800-888-2411. Look for FTD Team Member Doug Crescimanno.

Oct. 22-23, 2005

Ontario Florist Conference

Taboo Resort & Conference Center • Muskoka Beach, ON

Featured FTD Design Instructors J. Keith White AIFD and Tina Stoecker AIFD. For registration information, contact FTD at 800-788-9000 x6240 or register online at www.ftdi.com/ofc/. Look for FTD Team Members Tim Casson, Tammy Sablic, Jason Gleaves, Angelo Pace, Marc Farand and Frank Stornelli.

Oct. 23, 2005

FTD & Zeidler Wholesale Floral Company Open House

Zeidler Wholesale Floral Company • Evansville, IN

Featured FTD Design Program: "Let it Snow While it's Slow" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Zeidler Wholesale Floral Company at 812-425-4635 or 800-648-3986. Look for FTD Team Member Rob Mellina.



BE GOLD. SEND FTD.

GET READY FOR THE HOLIDAYS WITH FTD MARKETING MATERIALS

FTD HAS MANY WAYS YOU CAN MARKET YOUR shop this holiday season. Holiday Mini Catalogs, Stuffers, Self-Mailers and Postcards can be printed with your shop's Imprint or Logo. For added effectiveness, some materials can include your shop's pricing, FTD pricing or even a custom offer!

Holiday Mini Catalog and Stuffers are perfectly sized to enclose with monthly billing statements or you can attach them to outgoing deliveries. They are available with your shop's or FTD pricing.

Holiday Self-Mailers and Postcards can be mailed to your customers to promote your holiday products. These marketing materials can be customized with special offers such as:

- Save 10% off your next order
- Get \$5.00 off your holiday order
- Free delivery for orders over \$35.00

Self mailers and postcards can also be printed with your postal indicia. It's as easy as calling your post office, getting information such as your mailing permit number, city, state and if you are mailing first class or standard mail (bulk rate). We will then print this information on the marketing materials and they are ready to be labeled and placed in the mail.

Call FTD® Marketplace at 1-800-767-4000, press 1, then 3 and then 3 again. Your very own Imprint Specialist will guide you through the ordering process.

Place your order today! 5-7 weeks plus shipping for imprinted items and 3-5 working days for blank items.



Postcard



Holiday Self-Mailer



Holiday Stuffers



Holiday Catalog



MARKETPLACE™

1-800-767-4000

press 1, then 3 and then 3 again.

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

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

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

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

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

BENEFITS:

- Never close! Ring up sales 24/7/365.
- Generate new customers and increase sales.
- Decrease costs. No need to hire additional phone staff.
- Offer increased convenience to new and existing customers.
- Compete with large, national 24-hour flower services and other competitors.
- Improve customer loyalty, making your shop 'easy to do business with'.

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

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

EXPERIENCE THE 2006 ROSE PARADE WITH FTD

REGISTER NOW FOR THE FTD MEMBER ROSE Parade Package for the 2006 Tournament of Roses events. FTD Members will get to experience first-hand FTD's 53rd annual float, which will stroll the famous Rose Parade route on January 2.

PACKAGE B: \$5,200 PER COUPLE

- January 1 – January 5
- 4 nights at Hotel Casa Del Mar
- Welcome Reception
- Hollywood Tour or Universal Studios Tickets
- 2 tickets to the Rose Parade
- 2 passes to the pre-game FTD Tailgate Party at FTD Hospitality Suite
- 2 tickets to the National Championship Rose Bowl Game

There are two FTD Member Rose Parade Packages available. All meals and transportation to all events and to and from the airport are also included in both packages. Price does not include airfare.

PACKAGE A: \$5,700 PER COUPLE DECEMBER 31 – JANUARY 5

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

Register Now! Space for the FTD Member Rose Parade Package is very limited! Register now to secure your place in this unforgettable experience! Register online at www.FTDi.com.

