

**FIRST ISSUE
E-NEWSLETTER**

MERCURYMINUTE

TENNESSEE FLORIST MAKES SPREADING CHEER A FAMILY AFFAIR

Oakland, TN floral shop **Twigs-N-Things** has started an exciting new program to help spread flowers and cheer to local hospital patients. The idea came about from shop owner Jennifer Tilghman's son, Lawson, who is nine years old and suffers from dyslexia.

Lawson came up with the idea when he was on a delivery run with his mother and noticed that an elderly woman did not have any flowers in her room. So that day, Lawson and his mom came up with a few ideas the shop could do to help brighten someone's day.

Twigs-N-Things started the new program called "Lawson's Happy Faces" which provides free floral arrangements to hospital patients who have not received any flowers. To offset the program's start-up costs, the shop reached out to their customers and the community, asking for donations of any unwanted vases, baskets or containers. Anyone who brought in a donation was given a small credit at **Twigs-N-Things**. They also worked with their wholesaler to acquire flowers that were in abundance at a lower price.

Jennifer said, "The program has been so successful that we have taken the program a step further and extended it to all of our customers. Now anyone can contact our shop and nominate someone that could use a little pick-me-up."

"I am so proud of my son for his huge heart that led him to come up with such a beautiful idea; and I am so grateful to my customers who have rallied around this program."

*Jennifer Tilghman
Owner, Twigs-N-Things*



FTD Field Business Consultant Scott Stevens delivered FTD's donation of vases to Lawson Tilghman for "Lawson's Happy Faces" program.

MAGNIFICENT MILESTONES FOR FTD® FLORISTS

Tom Addalia from **Flowers by Addalia**, located in Toms River, NJ received an FTD Top 250 plaque.



FTD Florist **Golden Carriage Florist**, located in Kissimmee, FL, received their FTD 25 Year plaque. Pictured is shop owner Anita Smith.



Pictured from the left are Diana Ferguson, FTD Account Executive and Val Hinman, Floral Manager at the **Dierberg's Design Center**, located in St. Louis, MO.

FTD SUPPORTS DELAWARE VALLEY DESIGN SHOW

FTD sponsored the Delaware Valley Design Show and hosted a design presentation entitled "Hand-tied Bouquets with a Touch of Class" presented by FTD Design Instructor Ann Jordan, AAF, AIFD, CFD, mmfd in March.



Pictured from the left: Herb Rothe from **Rothe Florist**, Philadelphia, PA, and Greg Muse from **Frederick's Flowers & Greenhouses**, Souderton, PA. Greg is the president and Herb is the Treasurer of the Delaware Valley Association.

PENNSYLVANIA FLORIST RISES FROM THE ASHES AND GOES HOLLYWOOD

Patrick Kelly, owner of **Stein Your Florist Co.**, located in Philadelphia, PA, had a brush with fame this past April. Film crews showed up at his flower shop to shoot a scene for a movie called *Mancation*.

The movie was a great experience and terrific exposure for this long-standing Philadelphia floral shop, which has been through its share of trials and tribulations over the past 10 years.

On December 21, 2001, a fire roared through the store in the middle of the night, destroying the business and all that season's Christmas orders, which were lined up ready for delivery. The store reopened 11 months later.

"Stein Your Florist is not just some storefront in a blue-collar neighborhood's shopping strip," Patrick states. "I feel like I'm the caretaker of this 127-year-old Philadelphia tradition. We are taking care of customers who are 80 years old and bought their prom flowers here many years ago."



The crew for the movie *Mancation* was at **Stein Your Florist Co.** for two days to film the movie.

FTD SUPPORTS FLORIST GOLF TOURNAMENT

FTD was the main sponsor of the 4th Annual Arkansas Florists Association Golf Tournament in April. Players were given an opportunity to win a million dollars in the FTD Million Dollar Hole in One®. Proceeds from the tournament were used for floral education to support all Arkansas floral shops.



Pictured from the left: Tracy Collins from **Southern Wholesale** Little Rock, AK, Michael Small, Pine Bluff, AK, (million dollar Hole in One contestant) and Scott Steven, FTD Field Business Consultants.



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FREE eLearning WORKSHOP

This 45-minute webinar is **FREE** to all FTD Florists and will provide you with the opportunity for an interactive Q & A after the presentation.

Tina Stoecker AIFD, FTD Education Team

TOPIC: "Preparing for a Successful Holiday Season"

DATE: Tuesday, September 20, 2011

TIME: 2pm EST

HOST: Tina Stoecker AAF, AIFD, CFD, PFCI, FTD Education Team

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EVENTS CALENDAR

SEPTEMBER 9-11, 2011

Alabama State Florists Association Convention
Decatur, AL

Sherry White • 205-486-9556

FEATURED FTD DESIGN PROGRAM: "Christmas Floral Fantasies" presented by FTD Design Instructor John Klingel AIFD

SEPTEMBER 10-11, 2011

North Dakota State Florists Association Convention
Jamestown, ND

Jan Heitmann • 701-746-7777

FEATURED FTD DESIGN PROGRAM: "Holidays in Bloom" presented by FTD Design Instructor Keith White AIFD

SEPTEMBER 10-11, 2011

Central Allied Florist Association Christmas Design Show
Pearl, MS

John Stephenson • 601-919-1465

FEATURED FTD COMMENTATOR: FTD Design Instructor Ann Jordan AIFD

SEPTEMBER 14-17, 2011

Society of American Florists Annual Convention
Rancho Mirage, CA
Society of American Florists
703-836-8700

SEPTEMBER 16-18, 2011

Iowa Florists' Association Convention
Newton, IA

Marcia Goodman • 319-399-1023

FEATURED FTD DESIGN PROGRAM: "Doing the Daily Grind" presented by FTD Design Instructor Jeff Corbin AIFD

SEPTEMBER 16-18, 2011

Idaho State Florist Association Convention
Boise, ID

Diana Johnson • 208-890-7025

SEPTEMBER 24-25, 2011

Ozark Florist Association Convention
Quapaw, OK

Butch Johnston • 479-783-5146

OCTOBER 1-3, 2011

National Alliance of Floral Associations Conference
South Bloomington, MN

Dianna Nordman • 512-834-0361

OCTOBER 5, 2011

Delaware Valley Florist Association Design Show
Lansdale, PA

Robin Heller • 215-750-3400

FEATURED FTD DESIGN PROGRAM: "Holidaypalooza 2011" presented by FTD Design Instructor Jeff Corbin AIFD

OCTOBER 8-9, 2011

Montana Florists Association Convention
Bozeman, MT

Rachel Scott • 406-256-0285

OCTOBER 8-9, 2011

Calif Flora 2011
Los Angeles, CA
California State Floral Association • 916-448-5266

OCTOBER 16, 2011

Connecticut Florists Association "Achieving Florist Success" Show
North Haven, CT
Connecticut Florists Association
203-268-9000

Why FTD

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