

# Newsletter

*FTD Welcomes Members Home for the Holidays!*



*Bob Norton, Darla Howieson, Larry Carithers, George Sampson, Merlin Olsen & Kent Howieson*

“ When we decided to expand our business, we knew it was key to partner with FTD. Each year, FTD is growing and innovating their brand, as we'd like to continue to do with ours. We're happy to be a part of the FTD Family.”

— Charles Carithers, Carithers Flowers

# MESSAGE FROM BOB

~CHAIRMAN, IOS BRANDS~

Season's Greetings!



On behalf of everyone at FTD I would like to wish all FTD Members, their families and employees a Happy Holiday! Through all the planning and preparation that goes into this time of year, I hope that you make time to celebrate with your loved ones and enjoy the many successes of your hard work.

With the launch of FTD's newest advertising campaign, we have already begun to see an increase in orders over the Mercury Network in November. In order to brighten your holiday and your bottom line, FTD also has implemented the following changes for FTD Members, effective December 1st:

- Free sending on all Mercury orders.
- The most profitable rebates in the industry.
- Rebates on all orders \$25 and up.

We are listening to you in order to provide you with the best solutions for your businesses. I hope these changes will help you in this holiday and throughout the new year.

I also am happy to announce the acquisition of VNS (Value Network Services) by FTD. I strongly believe that this move will strengthen FTD through increased coverage and orders. VNS members who meet FTD requirements will be activated on February 1, 2002. As always, I am reachable at [bnorton@ftdi.com](mailto:bnorton@ftdi.com).

Finally, I invite all FTD Members to watch the Rose Parade on January 1, 2002 sponsored in part by FTD for 49 years! Look for FTD's float, "The Wonderland of Imagination," as it makes its way down Colorado Boulevard, honoring two spokeschildren of the Children's Miracle Network. Contributions made by FTD and FTD Members across the U.S. and Canada have made it possible for children like Daniella Fortuna and Peter Beal to celebrate this special day with us.

Now more than ever FTD Members will be relied on to brighten hearts and homes in their communities. This holiday, may we all be touched by the spirit of the season! ■

*Bob*

## WE'D LOVE TO HEAR FROM YOU!

FTD welcomes comments and suggestions from FTD Florists for the *Newsletter*. Contact the FTD Public Relations Department by writing to FTD, Attn.: PR Dept., 3113 Woodcreek Drive, Downers Grove, IL 60515, or send an email to [newsletter@ftdi.com](mailto:newsletter@ftdi.com). Please include your FTD Member Number. ■

FTD 2002  
**Convention**  
& Trade Fair

★ ★ August 3rd - 5th  
Opryland Hotel · Nashville, TN

**For more information, call  
800.788.9000 ext. 6240  
or send an email to  
[convention2002@ftdi.com](mailto:convention2002@ftdi.com).**



**MARKETPLACE™**

**1-800-767-4000**

**CALLING ALL VANS!**



**FTD MARKETPLACE OFFERS  
MEMBERS NEW VEHICLE  
GRAPHIC AND SIGN PROGRAM!**

See [Vehicle Graphics Kits brochure](#)  
for details on [Fleet Kit Options!](#)

Marketplace is excited to announce a new Vehicle Graphic and Sign Program. This new addition offers an assortment of floral signage as well as FTD logo items in all formats – posters, window graphics & decals kits. Take a look at this program's brochure enclosed in your November statement, which also included a decal sample. Make sure your van and shop are armed with secure brand recognition today – order by calling FTD Marketplace at 800-767-4000. ■

## Special Thanks...

Special thanks to Bettie Graham, Graham's Florist in Longview, TX, for donating her original Ford Console Mercury computer to FTD Headquarters! This piece of machinery was upgraded in Bettie's shop more than 20 years ago and Bettie has donated it to FTD to be put on display in the Downers Grove office. ■



*Vicki Strickland, Bettie Graham, Roz Gregg and Phyllis Snapp from Graham's Florist in Longview, TX bid farewell to the Ford Console.*



## It's Market Time...

The FTD Showroom at the Atlanta Merchandise Mart, opens January 8 - 16, 2002. Visit our newly redesigned showroom (# 19B1) to see the full line of FTD products, technology, and services.

### 10% discount on the entire showroom!

Special events Friday & Saturday night. Join us for food, fun and shopping...6-8pm! See you there. ■

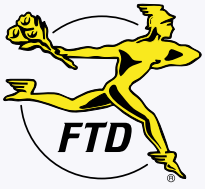


FTD is proud to bring The 2002 Interflora World Cup to the United States for the first time since 1985. The Interflora World Cup is an international floral design competition, held every four years, which includes top contestants from around the world competing and showcasing their best floral designs. Countries represented in this world-class competition include Australia, England, Germany, Taiwan and Russia, among others.

This prestigious event will take place in Chicago, IL, at Navy Pier, on March 15 - 17, 2002. In honor of its 10th Anniversary, the Interflora World Cup Competition will be held in conjunction with the Chicago Flower and Garden Show, with four trial events on Friday, March 15th, and two final events on Saturday, March 16th.

For the first time ever, all of these events are open to a public audience. However, tickets to the final event are limited to an exclusive audience, including FTD Members, florists from around the world and industry specialists.

For a complete schedule of events and to buy tickets, visit [FTDI.COM](http://FTDI.COM). Direct any additional questions to [worldcuptickets@ftdi.com](mailto:worldcuptickets@ftdi.com). ■



# MEET YOUR FTD FIELD SERVICE REPRESENTATIVES

## SHIRLEY COLBY

### TERRITORY

Shirley's territory covers parts of the Western Division.

### TENURE

Shirley has been serving members with FTD for more than three years.

*"One of the reasons I love working for FTD is the direct contact I have with members in my area."*

### RESIDENCE

Shirley and her husband, David, make their home in Midvale, UT.

*"We're located just south of Salt Lake City – the home of the 2002 Winter Olympics in February."*

### INTERESTS

Shirley and her husband have raised six children, keeping them both busy for years. Now when Shirley has time to herself, you'll find her at home conquering any craft project she can get her hands on.

*"From sewing to ceramics to knitting to even toying in silk floral arrangements – I start just about any craft project I can. The challenge is finding the time to finish them!"*

### ABOUT THE FIELD...

*"I am honored to have the privilege to know and work with the hardest working, most dedicated individuals. The floral industry is truly filled with genuine inspiration – what I see on the field everyday motivates me."*



## NFDA CONVENTION

Once again, FTD was pleased to be the floral sponsor for the National Funeral Directors Association's 120<sup>th</sup> Annual Convention & Expo World held on October 7-10, 2001 in Orlando, FL. This year's convention offered its members approximately 50 educational sessions to choose from, countless networking opportunities and plenty of fun in sunny Orlando, as well as the world's largest annual funeral service exposition with more than 300 exhibiting companies.



*Susan Krabel of Jenn-Mor Florist designs vase arrangement while Dick Schooler of FTD watches.*

Eileen Gist of Stewart N. Dutterer Flower Shop and her talented design team created spectacular floral settings for many of the convention's events. In addition to the many convention events, FTD's talented designers created nearly 500 corsages and boutonnieres for the banquet attendees. All flowers used by the designers were provided by FTD® Fresh Flowers.

## DIRECTORY CHANGES

Effective with the February/March/April 2002 FTD Directory, Listing Ads will be charged at the following rates:

- 3 inch - \$50 (\$50 CAN)
- 4.5 inch - \$65 (\$70 CAN)
- 6 inch - \$75 (\$85 CAN)
- 9 inch - \$110 (\$125 CAN)



Listing Ads are billed one month in advance. These charges will be reflected on your January statement.



## CANADIAN CORNER

Happy Housewarming to Wascana Flower Shoppe in Regina Saskatchewan! Wascana Flower Shoppe recently moved in to a brand new location in Regina Saskatchewan. Petra Janssen, owner, says some of the aspects of the new shop they are particularly excited about include a drive-through window for pick-ups and two separate rooms for private consultations.



*Congratulations to Petra and staff on their new shop!*

# FTD HELPS BUILD HOLIDAY EXCITEMENT WITH NEW ADVERTISING



SCENES FROM NEW HOLIDAY SPOT

**FTD** is building holiday excitement through the launch of the new holiday commercial and print ad, running on a strong schedule through the month of December. Your customers will see the FTD Brand, including the new FTD Florist and FTD Product focus, throughout December on popular TV Shows such as the "Today" show (on Saturdays, too!) "Scrubs," "ER," "Weakest Link," "Three Sisters," "West Wing," "Just Shoot Me" and more! The commercial also will run on several cable stations, including Lifetime, A&E and TBS/TNT.

The national print holiday advertisement (see back cover), featuring the Holiday Celebrations™ Bouquet will enter homes via popular publications such as *Parade* and *USA Weekend*.

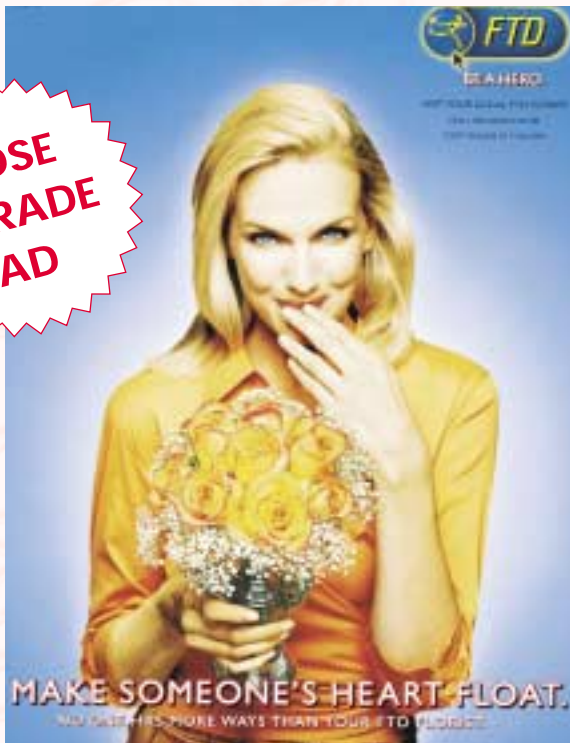
Stay tuned for continued support by the new national advertising campaign throughout the year! For more information on tagging the national advertising campaign to run in your local market, call 800.788.9000 (ext. 6120). ■

## ADWEEK

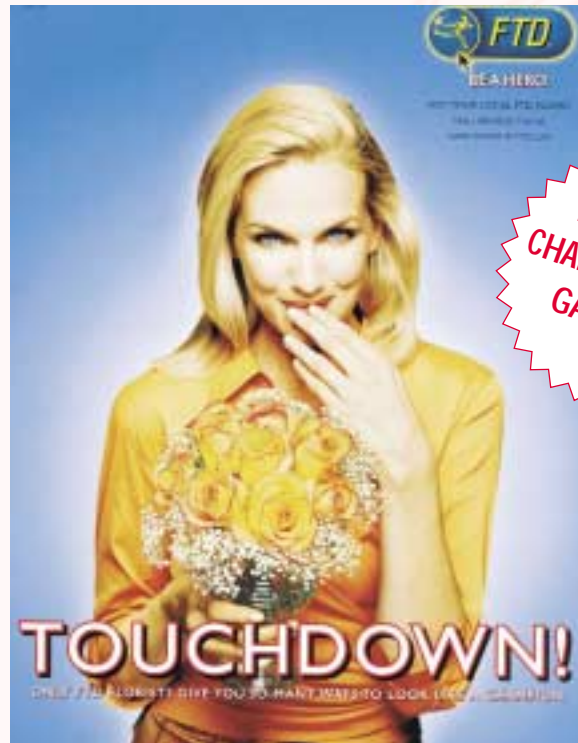
November 12th Adweek featured your **NEW Advertising campaign!** "The spots show FTD florists and floral enthusiasts smelling vividly colorful blooms."

# FTD SUPPORTS MEMBERS WITH ROSE PARADE & NATIONAL CHAMPIONSHIP GAME ADVERTISING!

**ROSE PARADE AD**



**NATIONAL CHAMPIONSHIP GAME AD**



As shown here, one FTD advertisement will run in the Rose Parade program, as well as one FTD advertisement in the Rose Bowl program. These advertisements, with local florist calls to action, drive more awareness to FTD Members!

# FTD Welcomes Members



Tom Baldaga congratulates Ed Von Barga for rejoining the FTD Family.

*"I rejoined the FTD Family because of the great benefits they offer to members. In an ever-changing industry, florists must be aware of what each service is offering and ensure we are doing the best for our shops. Coming back to FTD is the best for us – I'm happy to be back!"*

— Ed Von Barga, Entenmanns Florist in Jersey City, NJ

*"This year we're celebrating our 30th anniversary and it feels great to be doing it as a family – with my family and FTD. We're excited to be back and the industry can look forward to seeing more of Cactus Flower Florists!"*

— Eric Luoma, Cactus Flower Florists in Scottsdale, AZ



George Sampson is happy to be celebrating with the Carither's family and FTD at the open house.

**FTD** is welcoming members home for the holidays and offering exciting gifts to all shops this holiday season.

FTD's holiday gifts include free sending on all Mercury orders, a better rebate program and an aggressive schedule for the NEW advertising campaign.



## **FREE SENDING**

No more charges for the sending florist! All sending charges will be billed to the fulfilling florist.



## **BETTER REBATES**

Monthly rebates on all orders \$25 and over. \$3 rebate on all orders up to order number 199 – retroactive to the first order. \$4 rebate on all orders beginning with order number 200 and above – retroactive to the first order.



## **NEW ADVERTISING CAMPAIGN – HOLIDAY FOCUSED!**

Look for FTD commercials featuring FTD Holiday Celebrations™ Bouquet and FTD Florists in December on primetime shows such as "Today", "The Weakest Link", "West Wing" and "ER" among many others.

FTD print ads featuring the Holiday Celebrations™ Bouquet and FTD Florists will run in *Parade* and *USA Weekend*.



## **FREE TAGGING OF FTD NATIONAL ADVERTISEMENTS FOR MEMBERS TO RUN IN LOCAL MARKETS.**

FTD Members can tag all FTD's national advertising to run in their local markets – to receive a free tape of the commercials – call 800-788-9000 (ext. 6120).

## Warm Holiday Wishes

# Home for the Holidays!

"It's a great time to be FTD," said Bob Norton, president and CEO, FTD. "We're really listening to our members. Members know this, and that's why great florists are returning to the company."

From the East Coast to the West Coast, florists are returning to FTD and are happy to be back in the family. See testimonials from returning members of the FTD Family.



*Bob Norton joined Charlie Carithers and family at the grand opening of their new shop.*



*Merlin Olsen takes a break from signing photos and footballs to pose for a picture with Rick Rich, Larry Carithers and Colleen Parker.*



*The team is excited about the new front of their shop.*

*"When we decided to expand our business, we were excited to get FTD involved. FTD has and will continue to increase the quality and image of the brand. As we grow and continue to innovate and invigorate our own brand – we are happy to do it partnered with one of the most well recognized names in the industry. We look forward to continuing to explore the resources FTD has to offer members."*

— Charles Carithers, Carithers Flowers in Marietta, GA

*"Since we came back to FTD, we're seeing more personal contact with everyone from our field service representative to the corporate headquarters. Although it is the same company we were with years ago, they have so much more to offer members each year. We're happy to be back."*

— Brian McCarthy, Fallon's Creative Flowers in Raleigh, NC

and a Safe and Happy New Year to all!

**FTD**® Fresh Flowers continues to offer FTD Members benefits to help increase proficiency and profitability. Below are details on two great programs from your FTD Fresh Flowers team.

### NEW! FTD FARM DIRECT

FTD Fresh Flowers understands that FTD Florists stand for quality – specifically in the quality of the flowers. That's why, FTD Fresh Flowers offers FTD Members fresh flowers direct from the Colombian growers straight to the FTD Florist with **next day**\* delivery. With this efficiency, you'll see flowers almost **five days** fresher than competitors.

FTD Fresh Flowers brings this service to you in conjunction with Federal Express – ensuring your flowers are delivered with next service straight from the grower. This program will allow you to carry the freshest flowers in your market.

*\*Next shipping for next day delivery. (Example: Order on Monday before noon, flowers are shipped Federal Express next day service on Tuesday and are delivered on Wednesday.)*

### FTD FRESH FLOWERS CASH & CARRY PROGRAM

FTD Fresh Flowers offers FTD Members the opportunity to sell FTD branded Cash & Carry Bouquets from their shops. These assorted bouquets are available in a bucket with water, packaged straight from the grower, to be delivered to most areas on next day service from the FTD Fresh Flowers Farm Direct Program. ■

For more information on FTD branded Cash & Carry Bouquets to sell from your shop, call FTD Fresh Flowers at 800-366-1383.

**Book your  
Valentine's Day  
Brand Packs early!  
Order now!**



Call FTD® Fresh Flowers for current pricing 800 - 366 - 1383



## A CHANGE IN THE FTD® CASH FLO™ PROGRAM FOR U.S. ONLY

**FTD** is the floral industry leader in credit and debit card processing, with the easiest, most flexible and affordable program. We help FTD Florists minimize credit card transaction fees and interest rates, to help you make more money!

Due to a continuing increase in the interchange rates in the U.S. charged to all processors, including FTD, effective January 1, 2002, the FTD Cash Flo™ discount rates for Plan A will be adjusted upward by .05% (.0005) and .10% for Plan B and the transaction fee by

\$.05 to account for these increases in interchange rates. This will ensure that as a valued FTD Cash Flo subscriber, you continue to receive the high level of service and support you expect from FTD. FTD continues to be the low-cost credit card processor in the floral industry.

If you have any questions about the FTD Cash-Flo Program, contact FTD Member Services at 800-788-9000. ■





# TOURNAMENT OF ROSES

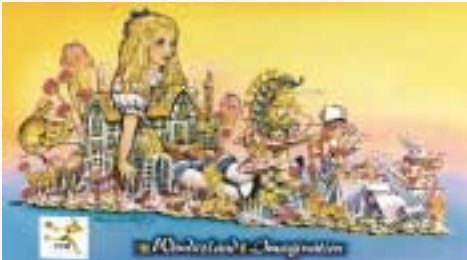
FTD is ready to kick off 2002 with the Tournament of Roses® Rose Parade and National Championship Game on January 1 and 3, 2002.

It's only a matter of days before your FTD float, "The Wonderland of Imagination" strolls down the streets of Pasadena, showing off on national network CBS for the country to see.

Step 1 ~ FTD approves the black and white drawing of their 2002 Rose Parade® float.



Step 2 ~ Creative artists turn a black and white sketch of the float into a colorful work of art.



Step 3 ~ Skilled artisans turn a colorful drawing into a solid metal frame.

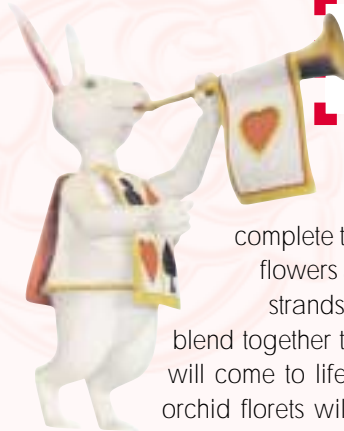


Step 4 ~ Float workers paint vibrant colors on the characters of the float and add animation..



Step 5 ~ Float workers begin preparing the dried materials for the float.

## Step 6 ~ The Finishing Touches Our Final Step



Only one week before the Rose Parade, float volunteers will go to work day and night to complete the float, bringing Alice and friends to life using the magic of flowers and other materials. Alice's hair will be fixed with individual strands of raffia, while walnut shell, cornmeal, and paprika will blend together to make her skin. Alice's friend, the spectacular caterpillar will come to life with orchid carnations and Madame Pompadour, while orchid florets will carefully accent the yellow button chrysanthemums. The White Rabbit will find himself escorted down the parade route with fur made of white carnations and shredded coconut flakes.

Also, around Alice and friends, you'll see mushrooms made of natural lunaria pods, dehydrated oranges, limes and lemons with spots of solid hot pink Preve roses. Watch for oversized Canterbury Bells of yellow strawflower petals and sculptured thistles, consisting of over 7,000 stems of liatris which will sit amid old-fashioned English country gardens of delphiniums, snapdragons, larkspur, peony, lilies and cabbage roses. Of course the entire float will have more than 30,000 flowers of 14 varieties intermingled throughout the gardens, while rambling rose vines complete the gardens in this whimsical storybook setting. ■

*Recently, the 2002 Tournament of Roses court of six princesses and Queen Caroline Hsu (center), along with Tournament of Roses President, Ron Okum (left) and Tim Estes from Fiesta Parade Floats (right), posed by FTD's "The Wonderland of Imagination" float rendering.*



**See the finished float on CBS  
on January 1, 2002!**



FTD welcomes two Miracle Children from Children's Miracle Network to have the honor of riding the float this year. Look for Daniella Fortuna and Peter Beal riding on "The Wonderland of Imagination" on January 1, 2002 on CBS. ■



# UPGRADE YOUR SHOP TODAY FOR A PROFITABLE 2002!

Now is a great time to update your shop technology. With the new year looming and the busy Valentine's Day and Mother's Day season fast approaching, now is the time to develop a plan to better manage your shop.

Most florists find the small amount of time invested in learning a new system results in long-term benefits of greater money-saving efficiencies and time-saving automation. Plus, you can better service the ever more demanding customer. Our installation and training programs get your shop up to speed in no time.

Now is the best time to upgrade your Mercury shop technology for several reasons:

1. Handle the upcoming holiday season and plan for a more productive and profitable 2002.
2. Save money with our latest special offers and our low monthly lease payment plan. Prices have never been better.
3. Take advantage of favorable tax considerations when you purchase a system before the end of the year. (Your accountant can advise you on tax benefits.)

Just look at just some of the things that you can do with a Mercury Technology™ System in your shop during the holiday:

- Build a database of all of your customers for easy direct marketing.
- Send and receive Mercury orders more efficiently.
- Have your customer history and credit card information at your fingertips.
- Access information on all orders and messages via an electronic message log.
- Reconcile wire orders in a fraction of the time compared to manual reconciliation.

- Maintain customer credit cards and perform settlements on credit card transactions.
- Automate billing functions and print customer statements.
- Manage your busy floor transaction with integrated Point-of-Sale option.
- Understand sales activity at the end of each day

*Call us today for a FREE no-obligation consultation on Mercury Advantage™ or Mercury Wings™ at 1-800-767-3222 TODAY!*

WHICH SYSTEM IS FOR YOU- MERCURY ADVANTAGE OR MERCURY WINGS??

There is no need to decide blindly. Mercury Technology offers two outstanding systems. Commit to improving your

shop management and we'll help you decide which system is best for your shop.

Simply call our Technology Sales department for a simple telephone consultation or to schedule an in-depth, personalized demonstration in your shop. We can also arrange for you to visit the shop of a fellow florist who is using the technology system of your choice.

Our Technology Sales Reps all have a broad understanding of the floral shop environment and can offer assistance so you can achieve YOUR business goals.



## NEW ORLEANS MERCURY ADVANTAGE SEMINAR A GREAT SUCCESS!

FTD held a Mercury Advantage™ training event in New Orleans on October 21 – 23. The three-day seminar was attended by some of the top florists in the industry helping to ensure members are getting the most from their Mercury Advantage systems.

Under the leadership of Emily Moth and the Mercury Technology staff, session topics varied from Growing Your Business through Marketing, 8.0 Order Entry & Point of Sale, Delivery Management, and Analyzing Your Business to Accounts Payable, Payroll and General Ledger. Sessions were also held on Zap-it! Delivery Mapping software and Star Office Suite, which includes spreadsheet, database, word

processing, and mail merge capabilities – a software package included in the forthcoming Linux release.

"There are so many new features available to FTD Florists with Mercury Advantage. I would highly recommend it to anyone considering the purchase of a system or replacement of a current one," says Mark Smith of Smith's of Midland in Midland, Michigan who attended the event. "Along with all the technology information we learned, the marketing roundtables were very informative. I got many good ideas of ways to market my shop and save money."

Stay tuned to Newsletter for upcoming training events in 2002. ■



FTDI.COM announces another great reason to shop online!

RECEIVE  
**10% off.....**

All FTD Marketplace online purchases Just Enter **Coupon Code fall23** when checking out! Expires Dec. 31, 2001.

FTDI.COM will periodically announce excellent money saving coupon codes that can be entered during the check-out process when shopping online for Marketplace products.

Keep an eye on FTD Newsletter, your email and your Mercury terminal for more coupon codes in the near future!

## FTDI.COM CONTEST:

**WIN 10 WEEKS OF FTD FRESH FLOWERS!**

Visit FTDI.COM to answer the following question and you'll automatically be entered to win 10 weeks of FTD Fresh Flowers through their Cash & Carry Bouquet Program! Each week you will receive 20 assorted fresh flower bouquets in a bucket with water. This 10 week FTD Fresh Flower program is valued at more than \$1,000!

**QUESTION:** Traditionally when standing under a sprig of mistletoe, you receive which of the following?

**ANSWER:** A. Poinsettia Plant B. Red Rose  
C. Kiss D. Pinecone

Contest deadline is midnight of  
**DECEMBER 31, 2001.**

One winner will be chosen from all correct entries.

### CONGRATULATIONS!

The October winner was Flowers By The Greenery in Denham Springs, LA!! Flowers By The Greenery will be receiving six months of FREE Mercury Wings Support!



## FTD.COM PURCHASES NATIONAL FLORA FROM GERALD STEVENS

National Flora is a floral and gift company which provides same-day delivery of a wide variety of products, including everyday and special occasion floral arrangements, green and blooming plants, balloon bouquets, fruit and gift baskets and gourmet chocolates.

This transaction will be beneficial to FTD Florists for several reasons:

1. Increase order volume for holiday and everyday occasions for FTD Florists.
2. Continue the distribution of high value FTD.COM orders to FTD Florists.
3. Distribution of these orders remains on the Mercury® Network for FTD Florists to fulfill.

FTD.COM is very excited about this transaction and looks forward to providing FTD Florists with more orders as we prepare for important upcoming floral holidays such as Valentine's Day and Mother's Day.

### FTD.COM OFFERS "OPEN ORDERS" FOR THE HOLIDAYS

Starting 24 to 48 hours prior to a major holiday, FTD.COM will be offering "open orders" as the second choice option for all orders. On an FTD.COM order, the first choice will reflect the customer's product selection and the second choice will be "open order" and reflect the type of arrangement that the customer wanted. The florist is to fill the order to value with an appropriate arrangement of their choice. FTD.COM's call center staff will support all FTD Florists in their choices of substitution as long as it reflects the correct value.

### FTD.COM'S SUBSTITUTION POLICY

Throughout the year, FTD.COM offers second choice options for most products. This flexibility makes it much easier for FTD Florists to fill orders, especially during the busy peak periods around holidays.

#### Non-Branded Products:

- Consumers will be informed at the time the order is placed that... "Should the requested product not be available, the florist will deliver fresh flowers with the same feeling and color scheme in a similar container".

#### Branded Products:

- Consumers will be informed at the time the order is placed that... "Should the requested product not be available, the florist will deliver fresh flowers with the same feeling and color scheme."

*Note: The one exception to this rule is The Diana, Princess of Wales Bouquet due to the licensing agreement*

#### Special Situations:

- When a phone customer requests that no substitutions be made, and for some unique plants, an exception is made to the 2nd Choice policy. In those cases, the 2nd choice field will show: "None. Please fill item to full value."

As always, we are striving to help you make your business more profitable. Continue to contact FTD.COM with any questions or suggestions that can help us help you. Please contact FTD.COM through e-mail at [custserv@ftd.com](mailto:custserv@ftd.com) or send a GEN message to #90-8400AA with any additional questions for FTD.COM.

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

# NATIONAL HOLIDAY PRINT ADVERTISEMENT

— As seen in *Parade* and *USA Weekend* in December



**FTD**  
BE A HERO.  
VISIT YOUR LOCAL FTD FLORIST  
DIAL 1-800-SEND-FTD OR  
SHOP ONLINE AT FTD.COM

**MAKE SANTA'S NICE LIST.**  
FLOWERS FROM AN FTD FLORIST MAKE ALL THE DIFFERENCE.

CHRISTMAS IS DECEMBER 25. ORDER THE FTD® HOLIDAY CELEBRATIONS™ BOUQUET.