FTD AND ITS MEMBERS CELEBRATE 50 YEARS WITH THE ROSE PARADE®

1933 - The First FTD Float “Mercury”
Happy Holidays!

Congratulations to all FTD Members new and seasoned for a successful year! We really have built momentum in the industry over the past year with a focus on you, our customers. Reflecting on this year, I see many FTD Members working together and partnering with us to make a profitable business for themselves...

- Relying on the FTD Brand and logo with more than 96% Brand recognition in their shops
- Working hard at training and managing their staff to bring excellence in design and service to their customers
- Partnering with FTD for Technology to help streamline their business initiatives
- Purchasing nationally and internationally advertised FTD Marketplace products to offer attractive and affordable options to customers
- Attending FTD sponsored Education programs at local state and association shows
- Partnering with the FTD Field Business Consultants across the U.S. and Canada, face to face, to discuss solutions for their businesses

And this is only the beginning. We've launched this year such as an increased Field Business Consultant staff to ensure ongoing communication with FTD, reduced holiday codified product from FTD Marketplace, free email for FTD Members, ISP offerings from FTD InternetLink, and an incredible member-energized event - the FTD Convention and Trade Fair - I assure you, this is only the beginning.

As an important customer, we'll continue to use your feedback to better the industry, and continue to grow together... with your business. Our focus will continue to be servicing you with the best products and services and increasing the strength behind FTD - you, our member florists.

After an incredible 2002 convention, we are excited to launch the FTD 2003 Convention and Trade Fair, "Growing Together." We again are offering the first 500 FTD Members to register free 2 nights hotel accommodations from July 18-20, 2003 at the Gaylord Palms Resort in Kissimmee, Florida. See FTDi.com to register and for more details on all of the new and exciting events planned for 2003.

Be sure to watch the 50th FTD Float, "Fairytale Fantasy," on January 1st, 2003, in the Rose Parade. This landmark event shows our dedication to the growth of the FTD Brand in addition to showcasing our florist and industry partners see pages 6, 7 and 8. We are proud to have four members' children riding on our float this year, and I encourage you all to join us in watching this amazing tradition, as we are proud to recognize all FTD Members with our participation in this celebration each new year.

Happy holidays to each of you and your families!

Bob
Congratulations to Sunstrum’s Town & Country Florist for their recognition in Niagara Falls for 40 years of service. Dennis Sunstrum, FTD’s current top FTD Member in Canada, celebrated with his staff and community partners via an Open House with an afternoon full of consumer give-a-ways, drawings, a local food drive, networking and lots of walk-in traffic! Three stories ran in local newspapers recognizing this great event!

"Sunstrum’s Town & Country Florist was excited to celebrate 40 years of business with the Niagara Falls community. Our event was a huge success! We were thrilled with the amount of support we received from members of our community and FTD!"

— Dennis Sunstrum, owner Sunstrum’s Town & Country Florist, Niagara Falls, Ontario

Happy Anniversary!

McNamara Florist Opens Largest Flower Shop to Date!

Congratulations to McNamara Florist for the Grand Opening of the seventh retail location in the Indianapolis, Indiana area. Toomie Farris, president of McNamara Florist and FTD Education Team Member, cut the official ribbon opening the location and invited the community to celebrate with them at an all day open house. Among others, in attendance were Bob Norton, president of FTD, Bob McNamara, FTD Past President and founder of McNamara Florist, and Don Marsh, from Marsh Supermarkets, parent company of McNamara Florist.

"Out of our seven retail flower shops in the Indianapolis area, we were particularly excited about this opening. This shop marks our largest location ever and includes extensive creative interior design we are very proud of. McNamara Florist has built a reputation in our community, and we continue to innovate and build on that with this shop."

— Toomie Farris, president of McNamara Florist
MEET YOUR FTD BUSINESS CONSULTANT: Tammy Sablic

Team Stats
Since June 2002, Tammy has been serving FTD customers in the beautiful Canadian province of British Columbia.

"My favorite things about working in the floral industry are the fun people I get to meet every day, and of course being surrounded by gorgeous flowers!"

Personal Stats
Living in a suburb of Vancouver, Tammy spends her days enjoying the beauty that she is lucky enough to live in. From the great mountains, to the parks and the ocean, when spending time outdoors, Tammy enjoys hiking and has recently taken up rowing and golf. When indoors, you’ll find Tammy busy cooking and selecting delicious wines with her friends.

Tammy’s FTD Field Strategy
"My goal is to constantly be aware of my members’ evolving business needs and to offer solutions that will help streamline the way they run their shop. In turn, this strategy will help them become a more cost effective and profitable business and make their lives easier."

Greatest Memory Serving FTD Members
"One of the first FTD customers I met while on the road for FTD sent me a beautiful gift basket to the hotel I was staying at to welcome me to the industry - and ensure I had snacks for the road! I was touched by her warm welcome - and it was indicative of the type of people I am working with in my territory."

WE ARE LISTENING TO YOU!

Flowers All Hours Changes Procedure to Benefit Florists

Recently, FTD changed its procedure so that when a consumer calls a floral shop that is forwarding their phones to the Flowers All Hours (FAH) service, that consumer goes directly to an FAH operator to place their order.

Previously, consumers that got transferred into the Flowers All Hours service would immediately hear an on-hold recording that said, “Thank you for calling your local FTD florist, a floral order representative will be with you shortly”, before speaking to a live operator.

Our member florists asked that we change that procedure to direct consumers to live operators immediately. Additionally, member florists asked that we change the on-hold messaging to be more generic for the cases when a consumer has to be placed on-hold.

We listened to you! Now, all consumers that get transferred to the Flowers All Hours service go directly to a live operator to place their order. If all Flowers All Hours operators are busy, consumers hear the following on-hold messaging, “All floral order representatives are assisting other customers. Please hold and the next available representative will be with you shortly”.

Let us know how this works for your shop! Call Flowers All Hours at 800-788-9000 with any questions.
“Aim for the Heart” this Valentine’s Day with FTD Member Advertising!

Last month, FTD Members were excited to learn about the launch of the FTD consumer advertising campaign for the Holidays in the U.S. and Canada! Now... FTD is excited to announce an impressive TV and print campaign and extensive media schedule for Valentine’s Day.

FTD’s multi-million dollar advertising campaign includes TV commercials using the catchy “Wild Child” song. Striking visuals show FTD Florists arranging flowers with consumers emotionally benefitting from floral exchanges. The tag on the ad shows the FTD Valentine’s Bouquet (The FTD® Lasting Romance™ Bouquet) and calls consumers to visit their local FTD florist. The Valentine’s Day new print advertisement also features the lead Valentine’s Day product and plays off the heart pendant which accompanies the container with the tag, “Aim for the Heart.”

This Valentine’s Day, watch for your FTD Member advertising on popular primetime network TV shows, cable stations and publications such as...

- Ed ❤ Frasier ❤ West Wing ❤ Dateline NBC ❤ The Today Show
- ESPN ❤ A&E ❤ HGTV ❤ Lifetime ❤ TBS ❤ TNT
- USA Weekend ❤ GQ ❤ Sports Illustrated ❤ Parade

FTD Canadian Members will see the Valentine’s Day advertising run on popular primetime shows and publications such as...

- Alias ❤ Law and Order ❤ CSI Miami ❤ Third Watch
- Hockey After Hours ❤ Hockey Night in Canada
- Report on Business ❤ The Hockey News ❤ Canadian TV Guide

And much, more! For a complete schedule of FTD’s holiday advertising visit www.ftdi.com.

Prepare for Spring with the FTD Easter Print Advertisement – Available Now!

FTD also is excited about the new FTD Easter print advertisement featuring the FTD Easter Bouquet (The FTD® Touch of Spring® Bouquet)! Using the tag, “Give Our Sunday Best” we are offering this print advertisement to members in the U.S. and Canada to tag and run in their local community - FREE! U.S. FTD Members can look for this ad to run before Easter in Parade and USA Weekend magazines.

FTD Simplifies Holiday Bouquet Names for Consumers

To make it easier for consumers to ask for FTD during the upcoming holidays, we have simplified the featured bouquet name within FTD’s TV and print advertising.

For example, in the FTD Valentine’s Day TV and print ads, we have called the FTD® Lasting Romance™ Bouquet (V1) the FTD Valentine’s Day Bouquet. We did the same thing with the Easter print ads. Instead of calling the bouquet the FTD® Touch of Spring® Bouquet (E1), we called it the FTD Easter Bouquet.

Easy to remember - easy to buy - easy to order!

FTD drives customers directly into your shop!

On all FTD holiday print ads in the U.S. and Canada, FTD included a dotted-line and ‘call to action’ on the left side of the advertisement asking consumers to bring the ad into their local FTD florist and ask for the bouquet seen in the ad. We want to hear from you! After the holiday, contact the FTD advertising department at advertising@ftdi.com to share with us your feedback on this new direct marketing initiative.

FREE FTD Valentine’s Day advertisements for your local community!

Order your FREE FTD advertisements online at www.ftdi.com.

Other helpful marketing tools include blank Valentine’s Day and Easter statement stuffers (call Marketplace at 800-767-4000), FREE media buying tips (found online at www.ftdi.com/advertising) and FREE radio scripts (found in your POP kit!)

800-788-9000 ext. 6174 • advertising@ftdi.com • www.ftdi.com/advertising
FTD is proud to announce the dedicated relationship with the Rose Parade®. The 2003 event on January 1, 2003, marks FTD’s 50th Float in this historic floral event. The more than 90-year-old, well-known FTD Brand has been recognized via several dozen awards from the Tournament of Roses honoring the high-quality work through impressive floral presentations on their participating floats.

In 1933, the FTD Mercury Man strolled down Colorado Boulevard in Pasadena, California marking the first-ever FTD float in the Rose Parade (see front cover). Rejoining the event in 1955, FTD and its members presented a beautiful display of flowers, and have continued to do so ever since.

See the first ever FTD float on the cover of this month’s Newsletter. Enjoy this stroll through the history of FTD and its partnership with the Tournament of Roses Rose Parade. Featured here are floats from each decade of participation in the event, and be sure to watch the 2003 Rose Parade and YOUR 50th float on January 1, 2003.

Be sure to watch YOUR 50th float across the television Canada on January 1, 2003 on the NBC network in the U.S. the NBC network in the U.S. you carry in your shops!
Watch for FTD Member Kids on the 2003 Float!

This year marks the 114th Rose Parade themed “Children’s Dreams, Wishes and Imagination.” In honor of this theme, FTD has invited four FTD Member children to ride the 50th Float. Laurel Molson from Jenny’s Floral Studio in Sarnia, Ontario; Emily Hafner from Hafner Florist in Sylvania, Ohio; Jennifer Mangos from Canadians Flowers in Scarborough, Ontario; and Kevin McCarthy from McCarthy’s Flowers in Alpharetta, Georgia, will represent the dreams, wishes and imaginabons of the kids of FTD Members around the U.S., Canada and Latin America.

At the FTD 2002 Convention and Trade Fair, four FTD Member Kids were awarded a trip to Pasadena, California to ride the FTD 50th Float. Watch for them on national television on January 1, 2003.

Rendering of the 2003 FTD Float, “Fairytale Fantasy”.

See more details about FTD’s Rose Parade history on page 8.
For decades, FTD has kept the longest commercial relationship with the Tournament of Roses® through the Rose Parade®. In addition to the float entry, FTD also contributes the floral décor to the Wrigley Mansion, home of the Tournament of Roses in Pasadena, Calif. This décor is enjoyed throughout the holiday season, while consumers tour the Wrigley Mansion.

Additionally, FTD sponsors well-known Dutch floral designer Els Hazenberg and her husband George Hazenberg’s work decorating the official cars of the Rose Parade. Each year, the Chairman of the Tournament Entries Committee sends Els photographs of the chosen Parade cars for her planning. Els's and her team decorate onsite at the Wrigley Mansion while tourists view their work. The phenomenal décor is recognized in the Parade by the display of the FTD logo on each beautifully decorated car.

FTD also donates the floral accents on the commendation booths for NBC and CBS seen on television. Be sure to note the exceptional displays by the commentators during the broadcast of the Parade on each major network's booth.

Watch the Rose Parade on January 1, 2003. Check your local listings for times and channels.

Making the Most of the New FTD Floral Selections Guide

The new 2002-2004 FTD Floral Selections Guide was shipped to members at the end of July, and went into effect on September 3, 2002. Here are some tips from Members on how to get the most out of this exciting new guide.

- Use the Selections Guide as a tool, not as a catalog. Use it to help the customer conceptualize variations in the color, shape and size of arrangements.

- Place arrangements from the Selections Guide in your front cooler, so customers can see what the “live” arrangement looks like compared to the picture in the book.

- Price the book and physically put it in the customer’s hands. Let the customer turn the pages and look through the Guide at their own pace, and free up your store personnel.

- Build and reinforce your shop’s marketing message by attaching imprinted mini Selections Guides (Volume 42) to deliveries. Include imprinted mini Selections Guides with statements or any store correspondence. Multiple messages about the same product make a difference in sales.

- Hand out extra copies of the Wedding section to local tuxedo shops and bridal salons. Offer copies of the Sympathy section to local funeral homes.

- Remove the Sympathy and Wedding sections from the binder and place them in the consultation area designated for these special customers. Keep extra copies on hand to give to customers who prefer to shop from home.

For more ideas on how to use the new Selections Guide to its best advantage, or to share your tips and ideas, please contact the Member Marketing department of FTD at 800-788-9000.
Given this age of mergers, consolidation, and other types of business sale transactions, florists need to know how much their business is worth. Such a valuation is useful for many purposes, including: buy/sell agreements; bank loans; acquisitions, sales or mergers; bankruptcies; eminent domain; marital, partnership and corporate dissolutions; estate and gift tax determinations; minority stockholder dispute settlements, or just general curiosity.

Industry Insights, Inc. is a company that has employed standard valuation methods to prepare business valuations for over ten years. The company has prepared hundreds of shop valuations based on information provided by the shop owner. This service is not a survey. Rather, this is an ongoing FTD member benefit with each valuation prepared on a strictly confidential and customized basis.

The cost of a professional valuation generally can run in the thousands of dollars. Now, FTD is pleased to announce that through Industry Insights, Inc., FTD offers its members a confidential, professional, individualized, 40+ page business valuation for just $425 (U.S.). Each valuation report provides and explains eight to ten separate approaches for valuing the shop and establishes the value based on each approach, as well as the recommended approach and overall value of the business.

FTD Members may request the Shop Valuation Service by calling FTD at 800-788-9000 ext. 8622.

Upon receipt of an order, the member will be contacted directly by Industry Insights, Inc. The valuation will be based on the shop’s financial statements or federal tax returns for the past three to five years. In addition, a brief two-page questionnaire which contains additional information needed for the valuation must be filled out and submitted. Once this information is received by Industry Insights, the valuation will be completed within two to four weeks.

FTD Holiday Media Outreach Idea!

Looking for a catchy consumer-interest story to offer to your local media this holiday season? How about an opportunity to feature your shop as a local expert in holiday decorating or gift giving this season to your customers!

Read about this FTD Member media outreach opportunity online at www.FTDi.COM, and use the press release template to try it out for your shop with your local media. Capture your customers through FREE newspaper and television news outreach.

Contact prdept@ftdi.com with any stories on your local media outreach.
The FTD Member Bulletin Board on www.FTDi.com is an easy-to-use online resource for questions, comments and topics relating to your business! For several years now, FTD has provided an open forum opportunity for FTD Members to communicate on all sorts of topics helping them to run their businesses better, partnering to help find solutions to industry challenges and developing fellow member friendships!

Visit the FTD Member Bulletin Board to read announcements from FTD Headquarters, answer questions from your fellow FTD Members, share tips and comments you think may help your fellow members in running their shops and ask fellow members for advice on your own topics!

“Hope this chat board helps you as much as it helped me with some of the everyday decisions I had to make. Ask questions and you will receive a multiple of answers, some of which you may not like, but it is a honest answer.”

— Luc, Alpine Flowers and Gifts

“This board has been and will continue to be gold to me, with all the information it provides along with the people that post informative ideas.”

— Cyndi, C & G’s Unlimited

“I love reading the board. Thanks for all the information.”

— Leona, First Avenue Flowers and Gifts

Congratulations to The Blumenhaus in Park Falls, WI!
The Blumenhaus was our October winner and will be receiving six (6) Months of FREE monthly phone fees (a $600 value) from the Flowers All Hours department!

FTDI.COM CONTEST:
The winner of the December FTD.COM contest will receive a $500 credit off any fresh flower order placed during the month of January 2003, all courtesy of the FTD Fresh Flowers department!

QUESTION: When ordering from the FTD FreshFlowers department, do the prices include FedEx Delivery?

ANSWER: A. Yes B. No

REMINDER
FTD.COM will begin promoting bouquets that include Tulips beginning in January. Tulips are fast becoming a customer favorite.

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.
JULY 18-20, 2003
Gaylord Palms Resort & Spa, Orlando, Florida

Growing Partnerships, Knowledge and Profits . . . Together

The FTD 2003 CONVENTION & TRADE FAIR celebrates the successful relationship between FTD Florists and FTD, Inc. through education, communication and networking. This event is the premier opportunity to support the growth of this phenomenal partnership.

FTD Florists and FTD, Inc.
 . . . Growing Together Through

• Insightful Technology, Business & Design Education programs
• The Largest Industry Trade Fair
• Member Networking opportunities
• Incredible offerings on FTD Products & Services

. . . All In An Exciting & Energized Environment

The FREE Room offer is Back!
FTD is pleased to again offer 2 nights free convention accommodations at the Gaylord Palms Resort to the first 500 members to register!
(One free room per membership - A value of $350).

REGISTER TODAY!
View a complete schedule of events and register online at www.FTDi.COM or by faxing the registration form to 630-515-4183. Direct questions to 800-788-9000 ext. 6240 or email convention2003@ftdi.com.
CELEBRATING 50 YEARS
IN THE PARADE.

No one leads the way on special days like FTD florists.
Visit your local FTD florist, dial 1-800-SEND-FTD or shop online at ftd.com.

FTD Advertisement running in the Rose Parade® Program.