

# newsletter

## DECEMBER 2005

Vol. 46 No. 12 FTD Newsletter © 2005, FTD

## LETTER FROM FTD CEO



Dear FTD Members,  
Can you believe 2005 is coming to an end? With the beginning of a new year right around the corner, I thank you for continuing to work with FTD as your business partner.

As we look towards 2006, I ask you to start thinking about the new year and the changes that are occurring in our industry. Change is inevitable and as business partners we need to work together to best prepare our businesses for the changes ahead.

Let's talk about a few of these changes and how we can work together to benefit from them.

**Consumers want to spend less on flowers.** We have seen this trend continue with the growth of ProFlowers and their \$19.99 bouquets. You may say this has not affected your business, but it's coming. Even if you do offer lower price bouquets, not all of your orders will be at this lower price point. FTD.COM has been offering \$19 and \$29 bouquets for over a year, yet our average order value has remained at \$55. We do need to offer lower priced bouquets to those customers who want it otherwise they will buy their \$19 bouquets AND their \$60 bouquets somewhere else. How can you afford to sell \$19 and \$29 bouquets? Try the FTD Flower Exchange where you can buy flowers at 50% off wholesale prices and beautiful pre-made bouquets for as low as \$5-\$10.

**More competitors are entering the industry.** Not only is ProFlowers selling low priced bouquets, but they are now expanding their wedding and sympathy business. And, within their recent first quarter earnings release, ProFlowers announced that they acquired an additional 150,000 new customers in just three months. Where did those customers come from? Your business and ours. I just found out Costco has expanded their wedding offering; must be doing pretty well for them to expand it. And now, 800-Flowers is trying to build a wire service, however it is at your expense since they charge a 9% clearing fee instead of the industry average of 7%. Together, FTD and FTD Members need to stop

the competition from entering our space and from gaining more of a footprint in our industry. These competitors are coming into our towns, into our homes and taking money right out of our pockets while we stand there and let them. With your help, FTD has plans to stop them, and we will. Over the next few weeks, FTD will announce programs that reward florists who are loyal to FTD. Stay tuned.

**Technology is the key to success.** Remember when we thought ordering flowers over the telephone was absurd or ordering flowers via the Internet was a short-term fad like the pet rock? Those days are over. Consumers are looking for the next "cool" gadget or thing to make their life easier. We need to be where consumers are and should apply that same thought process to our business. We all have cell phones, why can't our drivers have cell phones and be able to take a picture of the recipient receiving flowers and send that image via a delivery confirmation e-mail to the sender? Rental car companies have mobile hand-held POS systems, why can't we have that in our shops when at Valentine's Day, our customer are lined up 15 people deep? Most retailers have a fully integrated POS system to manage their business. These systems drive customers into the store with email marketing, provide order entry capabilities at the counter, offer back office accounts receivable functionality and delivery routing and confirmation, if necessary. You can have all of these same capabilities RIGHT NOW with FTD's point-of-sale system. And starting January 1, 2006, you can own our system for only \$130 a month, AND receive 0% financing. Why not give it a try?

2005 is behind us. Together, let's make 2006 our year to increase our revenues and reduce our costs by embracing and preparing for the changes in our industry.

I wish you, your families and your staff a happy, healthy and successful holiday season. Thank you for being a part of FTD and for sending your orders FTD!

Happy Holidays!

## FOR LESS THAN \$130 A MONTH\*, OWN AN FTD POINT-OF-SALE SYSTEM!

WITH FTD, YOU CAN HAVE THE LATEST order entry and point-of-sale system (POS) that offers the very best features and functionality at the lowest price in the industry!

Try FTD's point-of-sale system, and in less than 30 days, you will see how it can help you increase your revenues and reduce your costs...all for less than \$130 a month\*.

This is the **absolute lowest price** in the industry, and it is available for a limited time only starting January 1, 2006 until March 31, 2006.

See how FTD's point-of-sale system can help you increase revenues and reduce costs:

### INCREASE REVENUES

#### Order Entry

Collect and use customer order history to up-sell and cross-sell.

#### NEW Technology Banner Ads

Generate wire orders from thousands of FTD Florists worldwide.

### REDUCE COSTS

#### Point of Sale with Order Entry

Reduces order processing and increases order accuracy.

- Increase service
- Reduce labor costs
- Simplify accounts receivable, order
- Entry and POS functions

#### NEW FTD Mercury Reports

- Business snapshot
- Product sales
- Product comparison
- Employee analysis

Call FTD today at 800-767-3222.

Starting January 1, 2006, you can get a feature rich point-of-sale system that includes order entry for less than \$130 a month\*.

\* 60 months



## HOW DO YOU SELL YOUR CODIFIED CONTAINERS?

Tell us how you used your codified containers to create unique arrangements and you will be featured in an upcoming newsletter! Send your stories to [prdept@ftdi.com](mailto:prdept@ftdi.com), along with a picture of yourself and/or the arrangement.



BE GOLD. SEND FTD.





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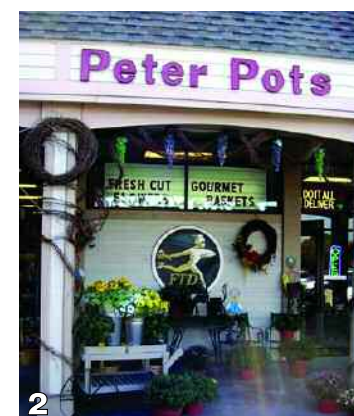
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## FTD MEMBER CELEBRATIONS



(1) FTD Field Business Consultant Steve Huebner congratulates Denny and Darlene Phillips of **Wonsetler Flowers** in Bryan, OH on their Top 1000 status. Wonsetler Flowers has been an FTD Member since 1986. (2) Tom Giannopoulos, owner of **Michael's Flower Shop** in Jamaica, NY, shows off his FTD 25-year anniversary plaque. (3) FTD Regional Vice President Jim Weedon and Field Business Consultant David Leavitt congratulate Chuck Clas of **Henry F Clas Florist** in Albany, NY on his Top 1000 status. Henry F Clas Florist has been an FTD Member for 18 years.

## FLORISTS SUPPORT FTD



(1) Rosemary Cunningham, owner of **The Flower Market** in Greenwood, IN shows off the FTD logo in the window of her shop. The Flower Market has been an FTD member since 1992. (2) FTD Member **Peter Pots Florist** of Warwick, RI supports FTD by displaying an FTD sign on the outside of the shop. Peter Pots Florist has been an FTD Member for 20 years. (3) Lydia De Los Santos, owner of **Blooming Creations** in LaPorte, TX supports FTD by displaying FTD posters throughout her shop. Blooming Creations joined FTD this year.

## The FTD Team is Working For You! Contact Information:

FIND YOUR FTD BUSINESS CONSULTANT at [FTDi.COM](http://FTDi.COM)

FTD MARKETPLACE SALES • 800-767-4000  
[marketplacesales@ftdi.com](mailto:marketplacesales@ftdi.com)

FTD MEMBER SERVICES • 800-788-9000  
[membership@ftdi.com](mailto:membership@ftdi.com)

FTD TECHNOLOGY SALES • 800-767-3222  
[technology@ftdi.com](mailto:technology@ftdi.com)

FTD FLORISTS ONLINE • 800-576-6721  
[floristsonline@ftdi.com](mailto:floristsonline@ftdi.com)

FTD FLOWERS ALL HOURS • 800-669-1000  
[fah@ftdi.com](mailto:fah@ftdi.com)

FTD CASH-FLO • 800-788-9000 EXT. 4262  
[cashflo@ftdi.com](mailto:cashflo@ftdi.com)

FTD DIRECTORY SERVICES • 800-788-9000  
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NEWSLETTER • [prdept@ftdi.com](mailto:prdept@ftdi.com)

PUBLIC RELATIONS • [prdept@ftdi.com](mailto:prdept@ftdi.com)

INTERNATIONAL RETRANS • [retrans@ftdi.com](mailto:retrans@ftdi.com)

FTD FLOWER EXCHANGE • 888-776-1424  
[ftdflowerexchange.com](http://ftdflowerexchange.com)

[www.FTDi.COM](http://www.FTDi.COM)

## FTD MEMBERS WALK TO CURE DIABETES

TWELVE BOOTH FLOWER SHOP EMPLOYEES participated in the Queens Juvenile Diabetes 10K Walk in October to help raise money for the Juvenile Diabetes Research Foundation.

Chris Tsouratakis, owner of Booth Flower Shop in Flushing, NY, said the staff and family members created their own t-shirts just for the walk. Booth Flower Shop has been an FTD Member since 2003.



Olivia Cohen, Lyndon and Danny Swammy, and Chris Tsouratakis of Booth Flower Shop join the president of the Juvenile Diabetes Research Foundation as he cuts the ribbon at starting line of the walk.

## FTD FLORISTS RELOCATE SHOPS TO ACCOMMODATE CUSTOMERS AND INCREASE TRAFFIC

MANY FLORISTS ARE RELOCATING THEIR BUSINESSES in order to drive traffic into their shops and meet the needs of their customers.

Tom Spedale of **Spedale's Florist** in Lafayette, LA said he relocated his shop to increase visibility.

"Location is everything," said Tom. "Since we moved closer to our customer base, people who normally would call in their orders are visiting the store."

**Forget Me Not Florist** in Warner Robins, GA combined the grand opening of their new retail location with the celebration of their 25th anniversary.

"After 25 years of continuous service to the community, we have expanded in order to better serve the floral needs of this fast-growing community," said Stan Tydings, owner of Forget Me Not Florist.

Georgia State Senators, Houston County Board members, City of Warner Robins officials and members of the chamber of commerce attended the grand opening of Forget Me Not Florist to congratulate Stan and the staff on their accomplishments.

**Bow-Kay Florist** of Brick, NJ made the move to a shopping center to provide customers better parking facilities.

"The move simultaneously offers the store greater visibility," said Kay Majoros, owner of Bow-Kay Florist.

Spedale's Florist has been an FTD Member since 1984, Forget Me Not Florist has been an FTD Member since 2002 and Bow-Kay Florist has been an FTD Member since 1988.



State and city officials join Forget Me Not Florist owner Stan Tydings for the ribbon cutting ceremony.



The staff of Forget Me Not Florist poses for a group photo with FTD Regional Vice President Bryan Whitehouse.



Tom and Pasty Spedale of Spedale's Florist are joined by Ms. Lafayette Parish 2005, family & friends for the ribbon cutting ceremony.



The staff of Bow-Kay Florist poses for a group photo. Pictured are Michael Konopka, Tim Konopka, Jim Majoros, Elizabeth Konopka, Kay Majoros, Debby Konopka and Ed Majoros.



FTD Regional Vice President Bryan Whitehouse congratulates Stan Tydings of Forget Me Not Florist on his new location.



Customers browse the floral selections at the grand opening of Forget Me Not Florist's new location.

## FTD MEMBERS DELIVER IN STYLE



1



2a



2b



3



4



5

(1) **Sally's Roses and More** in Jacksonville, FL proudly display the FTD logo on their delivery van. Sally's Roses and More has been an FTD Member since 2002. (2a & 2b) Owners of **Log Cabin Florist** in Bakersfield, CA said this delivery vehicle is one of their best forms of advertising. Log Cabin Florist has been an FTD Member for 36 years. (3) Sid Barlow of **Barlow's Flower Shop** in Derry, NH shows his support of FTD with his FTD license plate on his delivery van. Barlow's Flower Shop has been an FTD Member for 53 years. (4) Paul Sullivan, Tara Sullivan, Jean Sullivan, Kim Donaval and Jack O'Brian of **Platinum Posies** in Middleton, MA are proud to deliver flowers in their stylish van. Platinum Posies has been an FTD Member for 20 years. (5) **Shepard's Flowers** in Mansfield, MA shows FTD support by displaying the FTD logo on the delivery van. Shepard's Flowers has been an FTD Member since 1974.



## FTD MEMBER PROVIDES FLOWERS FOR REALITY SHOW

FLOWERS BY CHRISTINE IN WELLS, ME LENT A helping hand for an episode of ABC's *Extreme Makeover: Home Edition*. Christine Chase, owner of Flowers by Christine, said the staff was so excited to participate in the show that they donated their time and all of the flowers to the family that was featured on the show.

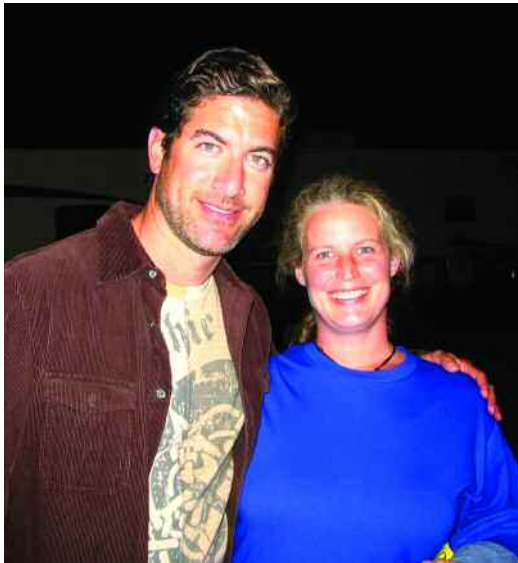
"We made arrangements for every room in the house to fit each individual room's style," said Christine. "The design team from the show asked us to bring the feel of the outdoors into the home, so we used woody items such as curly willow, bittersweet and hypericum berries."

Flowers By Christine's work was featured on the November 17 episode of ABC's *Extreme Makeover: Home Edition*. They also are listed on the *Extreme Makeover: Home Edition* website.

Flowers by Christine joined FTD this year.



Flowers by Christine owner Christine Chase hangs out with the designers and film crew of *Extreme Makeover: Home Edition*.



*Extreme Makeover: Home Edition* landscape designer Eduardo Xol poses for a picture with Christine Chase.



Flowers By Christine used woody arrangements to decorate the home that was featured in the November 17 episode of *Extreme Makeover: Home Edition*.

## MEMBER HIGHLIGHTS



1



2



3



4



5

(1) Vincent Campanella of **Flowers on the Exchange** in New York, NY shows FTD Regional Vice President Jim Weedon the quality flowers he received from FTD Flower Exchange. Flowers on the Exchange has been an FTD Member since 2002. (2) FTD Field Business Consultant Tom Baldyga visits with Nancy and George Cummins of **Greenway Flowers & Greenhouse** in Hackettstown, NJ. Greenway Flowers & Greenhouse has been an FTD Member since 1977. (3) Tom Lynch of **James Cress Florists LTD** in Smithtown, NY spends the day with FTD Regional Vice President Jim Weedon at a charity golf outing. James Cress Florists' LTD has been an FTD Member for 39 years. (4) FTD Field Business Consultant Joe Arbona visits with Jessie (left) and Maria Munoz of **Medical Center Park Plaza Florist** in Houston, TX. Medical Center Park Plaza Florist has been an FTD Member for eight years. (5) FTD Team Members Paul Donovan (right) and Roberta Belanger (second to the left) spent time with FTD Members Paul Danehy (far left) and Tim Martins of **Curran Bros. Florist and Greenhouses** in Danvers, MA and Faith Chartrand of **Alicia's Florist** in Dracut, MA at a recent golf and dinner outing. Curran Bros. Florist and Greenhouses has been an FTD Member since 1975 and Alicia's Florist has been an FTD Member for three years.



## ADVANCEMENTS IN MERCURY TECHNOLOGY BOOST EFFICIENCY FOR FTD FLORISTS

YOU ALREADY RELY ON FTD MERCURY ADVANTAGE and Mercury Direct each day to send and receive floral orders. Now you can save even more time and money with Mercury Advantage 9.2 and Mercury Direct 4.6.

### MERCURY ADVANTAGE 9.2

Built with the latest software development practices and great efficiencies through partnerships with leading brands such as Nextel Communications, Inc., Microsoft, and HP, Mercury Advantage 9.2 offers solutions for you to save time and costs, while helping to increase revenues like never before.

The release of Mercury Advantage 9.2 will offer you the following two upgraded features:

#### TRAINING MODE

Training Mode is a new feature that allows an employee to log into a training database rather than the live Mercury Advantage database. An employee

can perform most functions in Mercury Advantage without changing any information in their live database. And because florists can log an employee into Training Mode while they are using their live Mercury Advantage system, Training Mode allows them to train their employees on Mercury Advantage without interfering with their daily activities.

"We are extremely excited to release our new Training Mode feature, as we see training as one of the keys to successfully orienting staff, especially during the holiday peaks when temporary employees are utilized," said Larry Johnson, FTD's Executive Vice President of Mercury Technology.

#### SECURITY CODES

For security purposes, some banks now require a security code when taking the customer's credit card information. To accommodate these new security requirements, Mercury Advantage now allows florists to set up prompts for a security

code. New prompts are displayed in order entry, point of sale and manual authorization when a customer uses a credit card company that is set up to prompt for a security code.

### MERCURY DIRECT 4.6

Mercury Direct continues to be FTD's most affordable send-and-receive-only option for the budget-conscious florist and brings Mercury Network access to any member with a personal computer.

Now Mercury Direct 4.6 will also provide you with five upgraded features:

- **Order Wizard:** A wizard will guide you through the order entry process. This is a great tool for new employees.
- **Mercury 2000/3000 Emulation:** Set your program to mimic the function keys in your previous Mercury 2000 or 3000 program.

- **Banner Ads:** Advertise your business information in the online Florist Directory.

- **View Directory Listings:** "My Listings" button in Florist Search provides an easy view of your listings in the Florist Directory.

- **Currency Indicator:** If you are a Canadian shop, your printed orders will indicate whether the price is in US or Canadian dollars.

In addition to these features, you will also benefit from the new virus software that is on your November Directory CD. Be sure to install it as soon as you receive the CD.

For more information about FTD's latest technology solutions, call a professional Mercury Technology representative at 1-800-767-3222.

## FTD MEMBERS BENEFIT FROM NEW TECHNOLOGY

FOREVER YOURS FLOWERS IN PERKSKILL, NY and **Flowers Make Scents** in Piscataway, NJ are benefiting from the full spectrum of FTD Mercury Point-Of-Sale features.

Maril and Debbie DiSisto of Forever Yours Flowers said the system has been a valuable addition to their shop.

"The Mercury POS has streamlined the way we deliver and has made our drivers more efficient," said Maril DiSisto.

Forever Yours Flowers is also thrilled about their marketing module. "We've already started a marketing campaign for Thanksgiving and plan to do the same for Christmas," said Maril.

Ana Richter of Flowers Make Scents said the Mercury POS has eliminated many of the staff's time-consuming tasks.

"I'm saving money by cutting out the small tasks and having employees working on more important responsibilities," said Ana.

Forever Yours Flowers has been an FTD Member for two years and Flowers Make Scents has been an FTD Member since 1991.



FTD Field Business Consultant Al McCann congratulates Ana Richter of Flowers Make Scents on her recent technology purchase.



Debbie and Jan of Forever Yours Flowers show FTD Field Business Consultant Roger Cohen their Thanksgiving marketing campaign.

## MERCURY TECHNOLOGY INSTALLATION EASIER THAN EVER WITH NEW TEAM

IN OUR CONTINUED EFFORT TO PROVIDE YOU with the best in installation and training for FTD Mercury and Advantage products, Mercury Technology has formed the Gold Implementation Team. The team will be based at FTD's corporate headquarters in Downers Grove, IL, and is the first specialized Implementation Services group in the floral industry.

The Gold Implementation Team manages the entire implementation of the Point of Sale (POS) system from contract receipt until 30 days post-installation and training. We have also refined our pro-active approach to implementation, installation and training. As soon as the POS contract is received, the Gold Team immediately begins working with new POS customers in preparation for the implementation of the system.

The Gold Implementation Team account managers and technicians will:

- Assist you with needs such as data conversion, electrical, phone, staffing requirements, hardware placement, effective transition planning for accounts receivable processing and accounting
- Customize a training manual specific to your business needs

- Integrate your current order entry and point of sale business processes into an automated process using FTD's software
- Make a pre-training call to begin the installation process and initial system training
- Provide onsite execution and training
- Compose nightly updates and progress reports to ensure the implementation is progressing on time and within budget
- Make a wrap-up call upon completion of the project to ensure that you are satisfied and fully trained on your POS system

The Gold Implementation Team then takes over for 30 days and pro-actively calls you to provide additional training and guidance. At the end of 30 days, you can access the Mercury Technology Assistance Center for further technical assistance. We will also schedule a free hands-on training session at FTD's Headquarters at your earliest convenience.

FTD Mercury Technology is committed to providing you with the very best implementation, installation and training in the industry. For additional information about FTD's new Gold Implementation team please contact Rachel Zipsie at 800-788-9000 ext. 6114 or rzipisie@ftdi.com.

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 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!



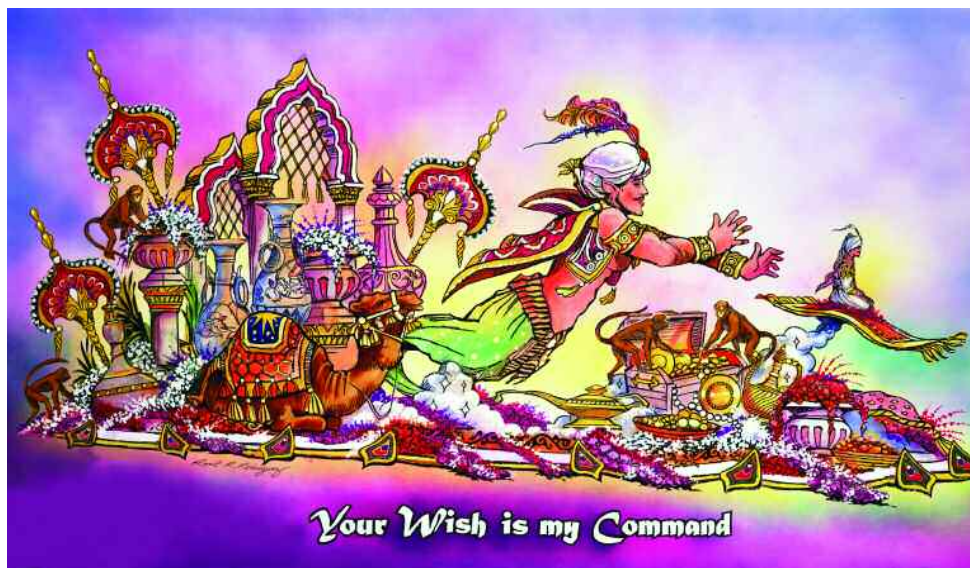
# BE SURE TO WATCH FOR FTD'S 53RD FLOAT, "YOUR WISH IS MY COMMAND," DURING HGTV'S LIVE, COMMERCIAL-FREE COVERAGE OF THE 2006 ROSE PARADE®

HGTV IS ONCE AGAIN GIVING VIEWERS THE BEST seat in the house for America's premiere New Year's celebration with its uninterrupted, live, commercial-free coverage of the 117th Tournament of Roses Parade®, themed "It's Magical." HGTV will broadcast the 2006 Rose Parade® featuring in-depth and complete coverage of every floral float, equestrian unit and marching band on Monday, January 2, 2006 at 11:00 a.m. ET / 8:00 a.m. PT.

The network's comprehensive coverage will be hosted live from the legendary five-and-a-half mile parade route down Colorado Boulevard in Pasadena, California. Hosts include HGTV gardening expert Paul James, veteran television producer/host Robb Weller, and Jill Cordes, host of the popular HGTV series, My First Place.

In addition to the network's television coverage of the parade, HGTV will air "The Making of Rose Parade 2006." This segment will feature in-depth details of every float, including FTD's 53rd float, "Your Wish is My Command." It will premiere on HGTV January 1 at 11 a.m. ET/PT, and then air before the parade on January 2 at 10 a.m. ET / 7 a.m.

FTD's 53rd Rose Parade float entry, "Your Wish is My Command," is artistically brought to life in this spell-binding floral masterpiece laden with vivid images of magical and flamboyant adventures. "Your Wish is My Command" features over 15 varieties of roses with the word "magic" in their name or related to the word "magic" including Black Magic, Autumn Magic, Magic Lantern, Pure Magic, White Magic, Midnight Magic, Moonlight Magic, Hocus Pocus, Abracadabra, Mystique, Magician, Bewitched, and Mystery.



In addition to the "magical" flowers, the float also features a 30-foot bejeweled genie, a sparkling magic lamp and a brightly colored magic carpet that will be ridden by Las Vegas Magician Lance Burton.

## FTD MEMBERS GATHER AT INDUSTRY'S LARGEST CANADIAN EVENT

FTD SPONSORED THE ANNUAL ONTARIO FLORIST Conference, which is the largest and leading floral industry event in Canada. FTD united an energized group of more than 300 Canadian florists with FTD's Canadian Sales Team to produce two full days of incredible shopping deals, a variety of strong education programs and fun social events.



The Canadian Academy of Floral Artists' "Sushi Platter" featured FTD Team Member Kristy Norton.

Hundreds of Canadian florists showed their support to the floral industry and dedication to their FTD partnership by attending the event and sharing ideas with the FTD Team. The Trade Fair included FTD Marketplace, Member Services and Technology as well as numerous key industry vendors such as Rio Roses, Mexy Can Balloon Depot and Perfectly Plush.



Tina Stoecker re-ignited FTD Members' creativity during her program "Visual Merchandising."

In addition, FTD provided a solid schedule for Ontario Florist Conference attendees including business, design and technology education. FTD Design Instructor Keith White AIFD brought "Holidays in Bloom" to life at the Ontario event with a program that featured a wide variety of fall and winter design concepts that appeal to every customer. These concepts included the use of comfort colors and traditional heirlooms in holiday arrangements.



Janet Lye and Velta Berzins of Tidy's Flowers in Toronto, Ontario take a break from arranging flowers. Tidy's Flowers has been an FTD Member since 1975.

FTD Design Instructor Tina Stoecker AIFD, PFCI presented "Creating Impact with Visual Merchandising." Tina informed florists how to strengthen the image of their shops with theme-oriented displays. She also explored cross merchandising and the psychology of pricing.

Stay tuned for more information on FTD's 2006 Ontario Florist Conference, which is scheduled for October 21 and 22 in Toronto.

## FTD MEMBERS VOTED BEST FLORIST

KUDOS TO THE BOUQUET SHOP IN BRYN Mawr, PA and **Butler's Florist** in Fort Walton Beach, FL for receiving the prestigious title of "Best Florist" in their local media

The Bouquet Shop has been an FTD Member since 2002 and Butler's Florist has been an FTD Member for 45 years.

The Bouquet Shop was voted best florist in the *Main Line Times* 2005 Readers' Choice awards. Owner Paola Mancini said the award and article in the newspaper has driven traffic into her shop and increased the amount of phone calls.

Butler's Florist received the title of best florist in *Emerald Coast* magazine. Susan Butler-Risher said she and the staff are flattered from the attention they have received from the award.

"We've received many phone calls from customers congratulating us on our achievement," said Susan.



Susan Butler-Risher and daughter Dawn Risher, owners of Butler's Florist, pose for a picture for the *Emerald Coast* magazine.



The Bouquet Shop offers a wide variety of gourmet and floral gifts.



Paola Mancini of The Bouquet Shop proudly displays her award-winning work.

## FTD SUPPORTS EMERALD COAST FLORISTS ASSOCIATION

FTD WAS A PROUD SUPPORTER OF THE EMERALD Coast Florists Association Meeting & Design Show. FTD sponsored "Let It Snow While It's Slow," a program by FTD Design Instructor Jeff Corbin AIFD,



Jeff Corbin talks with Dawn Risher, owner of **Butler's Florist** in Fort Walton Beach, FL and president of the Emerald Coast Florists Association. Butler's Florist has been an FTD Member since 1960.

AAF, PFCI. Florida Florists learned timesaving design styles and organizational techniques to help them glide through the holidays without missing a flake of business.



Susan Butler-Risher of **Butler's Florist** in Walton Beach, FL and Russ Barley AIFD of **Emerald Coast Flowers and Gifts** in Santa Rosa Beach, FL enjoy a laugh at the meeting. Emerald Coast Flowers and Gifts has been an FTD Member since 2001.

## FTD Upcoming Events

Jan. 1-5, 2006

### Watch the 2006 Rose Parade!

Check your local listings for the most prestigious consumer floral event of the year! Look for the FTD Float during the 2006 Tournament of Roses Parade and celebrate the worldwide recognition with FTD, the Official Floral Company of the Tournament of Roses.

Jan. 5, 2006

### Minnesota Green Expo

Minneapolis Convention Center • Minneapolis, MN

Featured FTD Design Program: "Get Me to the Bank on Time" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Sandy Schroeck at 612-362-3104 or visit the Minnesota Green Expo website at [www.minnesotagreenexpo.com](http://www.minnesotagreenexpo.com). Look for FTD Team Member Teresa Joerger.

Jan. 10, 2006

### Dallas & Fort Worth Allied Meeting & Design Show

Featured FTD Design Program: "Supersizing Sympathy Sales with Affordable Designs" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Shirley Yates at 817-293-9571. Look for FTD Team Members Cheryl Costello and Jayla Love.

Jan. 10, 2006

### Houston Allied Meeting & Design Show

Pike's Peak Wholesale • Houston, TX

Featured FTD Design Program: "Garden Gorgeous or Organic Originals" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact Sheri White at 281-427-7454. Look for FTD Team Member Joe Arbona.

Jan. 20-22, 2006

### Kentucky Florists' Association Convention

Galt House Hotel & Suites • Louisville, KY

Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Carol Belser at 502-456-6366 or visit the Kentucky Florists' Association website at [www.kyflorists.com](http://www.kyflorists.com). Look for FTD Team Member John Howe.

Jan. 20-22, 2006

### Florida State Florists' Association Mid-Season Conference

Monticello Opera House • Monticello, FL

Featured FTD Design Program: "Wedding Floral Review" presented by FTD Design Instructor Keith White AIFD. For registration information, contact Bali Thigpen at 850-973-2525. Look for FTD Team Member Doug Crescimanno.

Jan. 21-22, 2006

### Alabama State Florists' Association Bridal Show

Pickwick Conference Center • Birmingham, AL

Featured FTD Design Program: "Ultimate Weddings" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact Sherry White at 205-486-9557 or Deb Deramus at 205-780-3327. Look for FTD Team Member Michael Woodson.

## FTD SUPPORTS ILLINOIS STATE FLORISTS' ASSOCIATION

FLORISTS IN ILLINOIS GATHERED FOR EDUCATION and networking during the Illinois State Florists' Association fall conference. FTD Design Instructor Toomie Farris AIFD, AAF presented "Holiday Magic...or Mayhem." Toomie shared numerous tips and tricks for re-inventing old seasonal items



FTD Team Member Gary Gardiner shows a florist the benefits of the FTD Flower Exchange.

and incorporating everyday items into today's hottest looks, as well as productivity and holiday organization ideas.



FTD Field Business Consultants Dina Dandelles and Sarah Anderson (right) visit with Scott Michaels (left) of **Brautigam, Van Dyne, Manousos** in Chicago, IL and Bruce Cohen of **Bonnie's Flower Shop** in Chicago, IL. Brautigam, Van Dyne, Manousos has been an FTD Member since 1989 and Bonnie's Flower Shop has been an FTD Member since 1985.

## CALIFORNIA FLORISTS LEARN COMPONENTS OF ARTISTIC FLORAL DESIGN

FLORISTS ENJOYED NETWORKING AND education at the Calif Flora show in October. FTD sponsored "Designing on the Right Side of your Brain," a program by FTD Design Instructor Tina Stoecker AIFD, PFCI. Tina's program identified components of artistic floral designs using fine art as an example.



Examples of components of artistic floral designs used in Tina Stoecker's program included form, composition and space.

## INDIANA FLORISTS ENJOY ZEIDLER WHOLESALE FLORAL COMPANY'S OPEN HOUSE

FTD PROUDLY SUPPORTED **ZEIDLER WHOLESALE Floral Company's** Fall open house with "Let It Snow While It's Slow," a program by FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI. Jeff presented practical ways to get ready for the busy holiday season through organizational techniques and timesaving design styles. FTD Members also enjoyed a preview of the FTD Spring holiday products.



The staff of Zeidler Wholesale Floral Company applauds Jeff Corbin at the end of his program.



Roger & Phyllis Winger of **Winger's Floral** in French Lick, IN look through the FTD Spring Buyer's Guide at the FTD table. Winger's Floral has been an FTD Member for three years.



Jeff Corbin displays timesaving design styles during "Let It Snow While It's Slow."



## SEND YOUR SALES SOARING WITH AUTOMATED DIRECT MAIL SERVICE

FTD IS EXCITED TO PROVIDE YOU WITH A NEW service that will assist you in your marketing campaigns. We realize you may be too busy to create your own direct mail pieces, so FTD has launched an Automated Direct Mail Service, which will take a direct mail campaign from the design process to the mailbox.

All you have to do is provide us with a mailing list and we'll take care of the rest. We will add your shop imprint or logo, a custom offer and indicia and place them in the mail. Postal indicia can be obtained from the post office by asking for a permit number and providing them with the city, state and whether the mailing is first class or standard mail.

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



\* CDN pricing for Custom Mailing postcards is \$.51 each and \$129.00 one-time set up fee.



Direct Mail Postcards

## CREDIT CARD PROCESSING MADE EASY WITH THE FTD CASH-FLO PROGRAM

SAVE MONEY WITH FTD CASH-FLO PROGRAM. It's simple to use for all major credit cards and has no hidden charges. Plus there are a variety of benefits that will make credit card processing the easiest business transaction of your busy day.

- Lowest rates in the industry
- Process all major credit cards on one terminal
- Utilize your existing equipment
- One simple statement
- Varied payment options to meet your needs
- Reduce fraud with address verification
- Additional rebates available if you increase orders sent FTD

Call 800-788-9000, ext. 8990 for more information.



## USE YOUR CODIFIED CONTAINERS EVERYDAY!

DON'T KEEP YOUR CODIFIED CONTAINERS JUST for wire orders . . . use them to fill everyday orders!

Here are a few ideas that could help you sell your codified containers:

- Display your FTD codified containers in visible places in your shop.
- Suggest the container to customers who request assistance.
- Use the container to fill generic or open orders.
- Be creative. Design holiday specials using the codified container.
- Be flexible. Just because a container was originally for a holiday, doesn't mean it can't be used for a baby, birthday or get-well arrangement.
- Fill your codified containers with flowers from the FTD Flower Exchange.

How do you sell your codified containers? Send your suggestions to [prdept@ftdi.com](mailto:prdept@ftdi.com), along with a picture of yourself and/or the arrangement you created and it will be featured in an upcoming newsletter!



## DEADLINE FOR REPORTING DECEMBER PHONE ORDERS

THE CUT OFF FOR REPORTING INCOMING orders manually for the December statement is Friday, December 30, 2005 at 3:00 p.m. C.S.T. This means that any Report Of Orders Filled (ROOF) forms received after this time will be processed and reflected on the January statement.

The deadline for reporting incoming orders on Mercury via RECs is Saturday, December 31, 2005 at 11:00 p.m. C.S.T.

Thank you for sending your orders FTD!