

Newsletter

February 2002
Vol. 43 No. 2

***FTD** Members Celebrate
"A Wonderland of Imagination"*



***FTD** Rose Parade 2002*

MESSAGE FROM BOB

~CHAIRMAN, IOS BRANDS~



I want to personally thank all of the FTD Members and guests that joined us for our 2002 Rose Bowl event in Pasadena, California! I enjoyed celebrating the New Year and all of our events with each of you. I am proud to accept the Rose Parade's President's Award for the FTD float, "A Wonderland of Imagination," on behalf of all FTD Members and the many volunteers in the industry that worked on this amazing floral masterpiece. The President's Award is given for best overall use of floral design and, once again, FTD demonstrated that it is the true winner in this category! (see inside spread for highlights)

Member events are a great way to learn about FTD and fellow members' businesses, meet new contacts in the industry, create lasting relationships with fellow members and have a great time. Over the last year we have attempted to improve our member relationships through more personal contact with members including Town Hall meetings in cities across the country, national events and new communication vehicles such as FTDi.com and E-News, our new email information tool.

Last month, we launched registration for our 2002 FTD Convention – "A League of Our Own." I urge all members to join us at Opryland in Nashville, TN this August for an event that is sure to be informative, educational, motivating, inspiring, and impactful on both business and personal levels. We have seen a tremendous response in our FREE ROOM promotion for the first 500 members to register and will continue to offer options to make this event accessible to all FTD Members. You can register at FTDi.com or by faxing a completed convention registration form to 630-515-4183. (Forms were mailed in your January Clearinghouse Statement.)

I look forward to celebrating a strong FTD Team with all of you in August! As always, feel free to contact me directly at bnorton@ftdi.com.

Bob

KICK OFF THE NEW YEAR WITH BETTER REBATES!

FTD now offers monthly rebates on all orders \$25 and over (after 20 orders). Receive a \$3 rebate per order (up to 199 orders) and \$4 rebate at the 200th order and above (both rebates retroactive to the first order).

A League Of Our Own

FTD 2002 Convention & Trade Fair

August 3-5, 2002
Opryland Hotel, Nashville, Tennessee

We at FTD are offering our teammates, FTD Florists, this exciting event to continue to strengthen our partnership in 2002. Join us at the Opryland Hotel in Nashville, TN, for the best educational programs, business development seminars, member networking, trade fair shopping, entertainment and fun!

To kick-off this special event, FTD is offering FREE Convention Accommodations at the Opryland Hotel to the first 500 members to register. This offer is valued at \$340.00. ■

FREE
ROOMS!

REGISTER
NOW!

GREAT
DISCOUNTS!

To register for
FTD "A League of Our Own"
visit FTDi.COM and sign up
online or fax your completed
registration form to 630-515-4183.
Questions? Send an email to
convention2002@ftdi.com
or call
800-788-9000 ext. 6240.

Dear FTD Members...

You've asked for a forum where you can ask fellow members questions and receive replies. A few years ago, we opened the FTDI.COM Members Only Bulletin Board for you. Many members use this tool as a way to pick the brains of fellow FTD Members, to ask questions to FTD Headquarters or to share thoughts or tips helpful to other members. Through "Dear FTD Members" in the monthly Newsletter, we'll feature some of your queries and encourage you to post questions and responses on the FTDI.COM Members Only Bulletin Board to continue to work together with fellow FTD Members to grow your business and receive helpful information.

Dear FTD Members,

I had a few customers calling recently saying they didn't receive preservative in their fresh flower arrangements. I usually don't put any in and was wondering if other shops do. Also, do you put a 5 gm or 10 gm packet of preservatives in your fresh flower cuts wraps?

— Alpine Flowers & Gifts

Dear Alpine Flowers & Gifts,

We experimented with sending a pack of preservative with arrangements and found strangely, that most people would not use them, so we stopped. Upon request, we always provide any customer that asks for the floral preservative.

— Smiths of Midland

Dear Alpine Flowers & Gifts,

We include a 5 gm pack of cut flower food with all flower orders. We have instructions on the back of our delivery envelope.

— Central Square Florist

"Dear FTD Members" was an idea brought to FTD's attention by Jennifer from Bozeman Floral in Bozeman, MT. Thanks, Jennifer! For thoughts regarding "Dear FTD Members" or the FTD Newsletter, contact newsletter@ftdi.com.

FTD THANKS ALL VOLUNTEERS FOR THEIR HARD WORK ON ROSE PARADE

Volunteers from across the world joined together in Pasadena to dedicate their time and talents to the floats of the Rose Parade. FTD extends a very special thanks to all of the artists who

worked on the FTD Float. In addition, FTD Friends, Els and George Hazenberg, display exquisite work on the official cars of the Tournament of Roses for 25 years on behalf of FTD.

Bob and Pam Norton welcome George and Els Hazenberg to celebrate another successful year with the Tournament of Roses.



The official car for the President of the Tournament of Roses, decorated by Els and George Hazenberg and other FTD friends.



Float volunteers, Ronda and Carl Hansen, fell in love while working on the FTD Float.

"I met Ronda while working on the 1997 FTD Float, 'Fantasies Under the Sea.' She was working on a starfish made of white strawflower, cauliflower and crushed coconut. We were married the next year and have been returning to work on the FTD Float ever since."

— Carl Hansen, CA

Indicative of the amazing detail needed for the float, one float volunteer glues the back of each of these poms carefully placed upside down.



After a year of preparation, the FTD Float "A Wonderland of Imagination" strolled down the Parade route without a hitch!



MEET YOUR FTD FIELD SERVICE REPRESENTATIVES

CAM WILSON

TERRITORY

Western Canada,
including Canadian
provinces of Alberta,
British Columbia,
Saskatchewan and the
Northern Territories.



TENURE

Cam has been with FTD for more than 11
years.

RESIDENCE

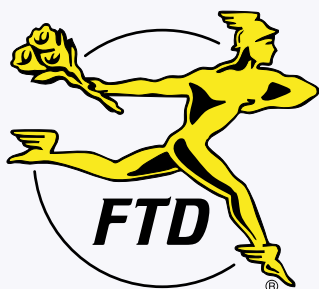
Calgary, Alberta

INTERESTS

"I have two sons, Mitchell and Jacob, who
keep my wife, Jamie, and I busy almost all the
time. When I have the chance, I enjoy golfing,
jogging and playing ice hockey."

ABOUT THE FIELD

"I have been in the industry for long enough that
I have great friendships with many of the florists
in and out of my territory. Besides visiting
members I know well, one of my favorite parts
of my job is travelling to new territories and
meeting new members." ■



As an FTD Member, you qualify for a
special discounted price on the floral
industry's #1 magazine —

FLORISTS' REVIEW

the indispensable monthly magazine
for professional florists

A year's worth of business,
marketing, and creative design
ideas all for less than the price
of one dozen roses!



Each issue is packed with:

- practical yet imaginative floral design ideas
- step-by-step full color "how to's"
- clever marketing and merchandising ideas
- profiles of "real" florists who share their secrets for success
- useful up-to-date advice from the brightest retail experts
- special reports on:
 - weddings
 - permanent botanicals
 - home decor
 - giftware and gourmet
 - containers

Florists' Review now can
be billed through your

FTD Clearinghouse Statement!

Call Marci at 800-367-4708 and give her
your FTD Member number.



FTD SHOWROOM WAS THE PLACE TO BE AT AMERICASMART

FTD Members from around the country came to Atlanta, GA, in January to shop the 2002 International Gift & Home Furnishings Market. For almost a half century, AmericasMart•Atlanta has brought buyers and sellers together in an exciting showroom filled with the best in gift, home furnishings, holiday and floral products.

Fragrant fresh flowers welcomed members into the FTD Showroom where they shopped, networked with Bob Norton and fellow florists, enjoyed a special FTD Convention Kick-Off Party, and much more...

JANUARY MARKET EVENTS AND HIGHLIGHTS INCLUDED:

- A redesigned showroom filled with all FTD products & services
- Special market discounts on all products & services in showroom
- Advance opportunity to preview and provide input on the Fall/Christmas 2002 product line
- Demonstrations on the latest Mercury Technology with Mercury Wings & Advantage Representatives



FTD Members browse the NEW FTD Showroom, taking advantage of great discounts and mingling.

- FTD President and CEO Bob Norton in the showroom to discuss business and answer member questions
- FTD 2002 Convention Launch Party featuring a Merlin Olsen autograph session
- Drawings for FREE Convention Registrations, Official NFL Footballs and Super Bowl tickets
- Networking with fellow FTD Florists

FTD and AmericasMart•Atlanta deliver a Market experience like no other. Your next opportunity to visit the FTD Showroom is July 9 – 19, 2002! Don't miss it!

The FTD Showroom is in the Atlanta Merchandise Mart building, floor 19, room 19B1. Look in future newsletters for additional information or call 800-788-9000, ext. 6148. To register, go to www.americasmart.com. See you in July! ■



Merlin Olsen and Bob Norton congratulate Fran Ashmore from Coggins Flowers and Gifts for winning an official Hall of Fame football signed by Merlin.



FTD Members eagerly meet Merlin Olsen during an autograph session.

CONGRATULATIONS TO FTD MEMBER PRIZE WINNERS AT AMERICASMART!

Merlin Olsen Official Hall of Fame Footballs went to:

Fran Ashmore from Coggins Flowers & Gifts, Sammie & Bob Whitby from Whitby's Flowers, Pat Rendon from Oak Hills Florist, FJ Mancuso from Mancuso Florist Inc, Jill & Holly from The Finishing Touch, Don King from Kings Florist

Free Convention Registration went to: ~ Debby Moore Baker from Flower Mart

Super Bowl Tickets went to ~ Elaine Fulford from The Open Rose

FTD INVITES MEMBERS TO ENJOY A POST HOLIDAY

FTD Members kick back

SINGING ALONG TO DUELING PIANOS AT THE FTD OFFICIAL WELCOME DINNER



What an ice breaker! FTD Members warmed up to California quickly at the Official Welcome Dinner. Members joined Merlin Olsen on stage for a kick line or participated from their tables, singing along with the dueling pianos.



An energetic table joined together to show off their talents at the Welcome Dinner.



Fred and Sharron Luoma get a laugh out of the entertainment for the evening.

"FTD accommodated everyone from little kids to big kids during the week of the Parade and the Game! What a blast!"

— Don Hotton, Jory's Flowers

FTD has been a partner of the Tournament of Roses, the work of FTD Members and friends.

In honor of this relationship and great country to come out to Pasadena, CA, for a six nights, FTD Members kicked back and enjoyed the events and the opportunity to discuss business.

As seen here, FTD Members were kept busy at the Welcome Dinner on the first night, all the way to the end of the parade. The excitement came from the announcement of the winning standing display of flowers on the FTD Float, of course, ringing in 2002 in style.

CHEERING ON THE FT



After the judging of the FTD Float, Bob Norton joins Children's Miracle Network float riders with anticipation for a big win.

RINGING IN THE NEW YEAR AT AN FTD EXCLUSIVE BASH



FTD Members and their families celebrate 2002 by dancing and gambling for great prizes such as FREE FTD Membership for one year, FREE Mercury Access Support for one year and a FREE trips to Convention. Mary K Bryant, Kevin and Shannon Byerly, and Nancy Augustyn and her son enjoy New Year's Eve.



PLACING THEIR BEST BETS AT THE SANTA ANITA RACE TRACK



At the Santa Anita Race Track, FTD Members had a blast watching the races. Some members even had the pleasure of entering the winner's circle and meeting some of the competitors.

HOLIDAY VACATION AND RING IN 2002 IN STYLE

Back and enjoy the ride

ment of Roses for 49 years through the great

event, FTD invited members from across the week-long celebration. For seven days and enjoyed a post-holiday vacation, including fun s with FTD President and CEO Bob Norton.

y from the beginning with a kick-off Welcome National Championship Game. Additional TD's win of the President's Award for the out- some celebrity spottings in the hotel, and of

TD FLOAT AT THE ROSE PARADE



FTD Members enjoy first-class seating at the 2002 Rose Parade, giving a great view of the parade of floats.

"The Rose Parade and all the activities were more fun & interesting than I could have ever imagined they would be this year... one surprise after the next! What a wonderful experience!"

— Bill Sheffield, Ashland Addison Florist



At the Pre-Game Pep Rally, FTD Members shot pool, played air hockey, and got ready for the National Championship Game. (From left to right, Lian Cutting, Charlie and Debbie Cain, Keaton and Robert Huff, and Gary and Linda Cress.)

CELEBRATING AT THE NATIONAL CHAMPIONSHIP GAME



FTD Members pump up for the game in the FTD Rose Bowl Hospitality Tent. Members are seen here chatting with Merlin Olsen (Kevin Byerly) or placing bets on their favorite team (Brian McCarthy, Frank Gallo, Eric Luoma and Fred Luoma).



"My husband, Allen, and I came from Jacksonville, FL to celebrate the Rose Bowl! We had so much fun with the other members and FTD – we're already trying to sign up for next year!"

— Joni Varnes, Hurst Florist in Jacksonville, FL.

WARMING UP FOR THE GAME AT THE PRE-GAME PEP RALLY

WHICH SYSTEM IS RIGHT FOR YOU?

So it's 2002 – yet another year has passed by and you still haven't made the leap to join the 21st century. Do you find yourself in need of making a technology commitment to take your business to the next level, but are overwhelmed and hesitant to commit? At FTD we have the perfect solution for your present dilemma.

Our suite of technology products offers a customized solution that is right for YOU! We offer systems from the most basic level of simply sending and receiving orders electronically, through complete turn-key systems – which offer complete shop automation and integration from front-end order entry, point-of-sale and delivery management through complete back office accounting!

Indeed you are facing a tough decision, but rest assured we'll be here to help you. Our dedicated technology team will help you make and implement this important and necessary transition – every step of the way.

So which system is right for me, you ask?



Consider These Questions Thoughtfully, and We'll Help You With The Rest.

- Are you currently hand-writing your statements?
- Are you currently using only a Mercury 2000 or 3000?
- Do you have 2 or less phone lines coming into your shop?
- Do you have 4 or less full-time staff – including yourself?
- Are you currently grossing less than \$250,000 in annual sales?

If you answered "YES" to most of these questions, then our Windows-based Mercury Wings system is probably a good start for you. Wings offers a great first step into shop automation, and is positioned to grow with you. The easy-to-use Windows graphical user interface is a friendly entry into the world of florist technology.

WITH WINGS, YOU'LL BENEFIT FROM:

- Windows-based, user-friendly, customer database that tracks sales and customers
- Laser generated billing statements
- Time-saving Order Entry system that assures that transactions need only be entered one time and billing also is achieved
- Point of Sales option that quickly handles transactions for walk-in customers
- Barcode scanning
- Simple-to-use marketing tools to create personalized direct mail advertising in minutes
- Twenty standard reports necessary to manage your shop
- Fast and reliable remote connectivity for two shops

"WINGS Point of Sales made a big difference in our Christmas holiday. We were short one employee but the new software relieved the workload. Our staff confidently- and efficiently- processed the holiday walk-in traffic that streamed into our shop."

— Jodi Schutz, Warren's Florist Clearwater, FL



*Wings doesn't sound like you,
Then Consider These Questions.*

- Are you currently utilizing a computer to perform your monthly billing and/or order taking?
- Do you have 3 or more incoming phone lines?
- Do you have 4 or more full-time staff in addition to yourself?
- Are you currently grossing more than \$250,000 in annual sales?
- Do you have more than one physical shop location?
- Or, does your single physical location generate several lines of business, i.e. greenhouse, garden center, or restaurant?

If you answered "YES" to most of these questions, then our Linux-based Mercury Advantage system may be a better fit for you. Our time-tested feature-rich Advantage product offers automation at every level.

WITH ADVANTAGE, YOU'LL BENEFIT FROM:

- Complete Delivery Management with simple Routing or a sophisticated hand-held reporting device
- United States Address Verification
- Designer Costing
- Inventory management complete with bar code scanning at every level
- Extensive marketing and direct mail capabilities
- Complete shop management reporting – you manipulate the data to extract reports that are valuable to YOU!
- Fully integrated and seamless Accounts Payable, Payroll, Timeclock and General Ledger
- Sales and Accounting analysis across multiple lines of profit generating businesses and/or locations
- Fast and reliable remote connectivity for satellite shops

If you are already using a third party order-entry system and find it limiting or you find yourself in need of a hardware upgrade, you too should consider a move to Advantage. Not only is Advantage unsurpassed in the market today, with regard to features, you can be sure with our ongoing commitment to product development - you'll get the system features you've been longing for.

Still not sure? No problem, because we'll take it from here. We have a highly trained, seasoned and dedicated staff of technology sales consultants who are here to assess YOUR individual shop needs, and make the right recommendation for YOU! Don't let another year pass you by. Call us at 800-767-3222 to schedule a consultation with our technology team today. ■

"Our Christmas marketing plan was particularly successful thanks to Mercury Advantage. Customers who purchased holiday gifts in 2000 each received a reminder letter with their previous gift list to update. Orders came in early which was a huge relief for our staff!"

"We are now pre-planning our entire 2002 marketing program using Mercury Advantage to include sending personalized birthday, anniversary and holiday gift reminders."

— Betsy Sharo, Merritt Florist Cornwall, NY





MARKETPLACE™

1-800-767-4000



U.S. Pricing Information:
\$95.76 ctn. of 24 (\$3.99 each)
Item #0277

THE NEW FTD® THANKS A BUNCH® BOUQUET IS COMING IN APRIL

The NEW FTD® Thanks A Bunch® container will be available to ship to your shops on April 1, 2002, but you can place your order TODAY!

You can preview the new container and arrangement before the release of the April's Buyer Guide on FTDI.COM.

The NEW FTD® Thanks A Bunch® Bouquet will be introduced on FTD.COM on June 1, 2002. In order to maintain your current order distribution status with FTD.COM, you must be coded for the new container starting June 1, 2002. ■

**DIRECTORY
SERVICES**



DIRECTORY CHANGES

Effective with the February/March/April 2002 FTD Directory, Additional Listings will be charged at a rate of \$8 (\$7.50 CAN) per listing, per month. Also, all Special Listings will be charged at a rate of \$13 (\$19 CAN). This charge applies for Main, Also Served By, and Non-Member Town listings. ■

**MERCURY
ADVANTAGE™**

SAN FRANCISCO, CA

Announcing the FIRST 2002 Mercury Advantage Users' Conference brought to you by FTD and Mercury Technology!



WHEN: Sunday, March 3rd -
Tuesday, March 5th

WHERE: San Francisco, CA
The Westin St. Francis Hotel
Union Square
335 Powell Street
San Francisco, CA 94102
800-937-8461

(Call the hotel directly and reference FTD. If you have difficulty securing the group rate, contact Emily Moth Chapman at FTD.)

HIGHLIGHTS:

- The FIRST-EVER Hands-On Lab
- "Future Enhancements" Roundtable hosted by Liz Eckhardt, VP of Information Technology for FTD
- Town Hall Meeting hosted by President and CEO Bob Norton
- And much, much more!

IN ADDITION, REGISTRATION INCLUDES:

- Sunday Welcome Brunch
- Sunday Evening Cocktail Reception and Seated Dinner complete with Open Bar
- Monday Breakfast, Lunch and Evening Outing
- Tuesday Breakfast and Lunch

Registration fee is a low cost of \$259 for the first shop registrant and \$199 for each additional registrant.

If you have any questions, or to register for this event, please contact Emily Moth Chapman by phone at 800.669.1000 ext. 6141, via email to echapman@ftdi.com, by fax at 630.719.7807, or send a GEN message to 90-1892AA. ■

**We look forward to seeing you
in San Francisco!**

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. Please include your FTD Member Number. ■



FTDI.COM CONTEST:

WIN A 2002 FTD CONVENTION REGISTRATION FOR TWO!

Visit FTDI.COM to answer the following question and you'll automatically be entered to win two free registrations and two free rooms at the 2002 FTD Convention. The prize includes all convention events, programs, trade fair, food and beverages AND we're adding two free nights at Opryland Hotel! (A total value of more than \$1,800!)

QUESTION: Where is the 2002 FTD Convention being held?

ANSWER: A. Chicago B. Nashville
C. Paris D. Toyko



Contest deadline is midnight of February 28, 2002.
One winner will be chosen from all correct entries.

Actual cost to FTD members is \$738.00. This charge will be credited to the winner's Clearinghouse Statement!



The December FTDI.COM contest winner was Karen's & Tina's Flowers in Newmarket, Ontario Canada!

They will be receiving 10 weeks of fresh flowers through The FTD Fresh Flowers Cash & Carry Bouquet Program! This 10 week FTD Fresh Flowers program is valued at more than \$1,000!

FTD SUPPORTS MEMBER AFTER NATURAL DISASTER

"There are so many people to thank. Several people put their lives on hold to help me get back in business and I appreciate them from the bottom of my heart."

— Sherry White, owner

Sherry White and her staff at Dixie Flowers and Gifts located in Haleyville, AL, experienced their worst nightmare back in November. Just as the FTD Members were preparing for the holiday season, a tornado struck their area, causing severe damage to their shop. With the help of friends, family and a contribution from FTD, Dixie Flowers and Gifts were back on their feet two weeks after the tornado destroyed their shop. Soon after, they celebrated



Local clock in Haleyville stopped working at the exact time the tornado hit.



their Christmas Open House and packed the shop with customers and friends. Representatives from FTD joined Sherry and her staff in support.

Actual photograph from Dixie Flowers and Gifts after the area was hit by the tornado.



FTD.COM Features Special Bouquets for President's Day and St. Patrick's Day

FTD.COM will be featuring special bouquets on its Homepage for upcoming holidays. For President's Day (February 18th), the FTD® Unity Bouquet will be one of the featured products and for St. Patrick's Day (March 17th), it will be the FTD® St. Patrick's Carnation Bouquet. Recipes and photos for these bouquets can be found below.

FTD® UNITY BOUQUET

XX-8266

\$49.99

A great way for anyone to share patriotism. An elegant ribbon wraps around a classic red, white and blue arrangement accented with assorted greenery in a glass vase. Dimensions are 13"H X 8"W



- ~ 6 red roses
- ~ 3 million star gypsophila
- ~ 2 eucalyptus greens
- ~ blue ribbon
- ~ glass vase

FTD® ST. PATRICK'S CARNATION BOUQUET

XX-6021

\$35.99

Celebrate the luck of the Irish! A bunch of green carnations and baby's breath arrives in a glass vase with a green ribbon. Stem count may vary due to regional differences in price.



- ~ green carnations (fill to value)
- ~ filler
- ~ green ribbon
- ~ glass vase

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 or send a GEN message to #90-8400AA with any additional questions for FTD.COM.



FTD IS HONORED TO HOST THE INTERFLORA WORLD CUP

VISIT FTDI.COM FOR MORE INFORMATION
OR TO PURCHASE TICKETS.

2002 INTERFLORA WORLD CUP SCHEDULE OF EVENTS

SATURDAY, MARCH 9, 2002 TO SUNDAY, MARCH 17, 2002

- The Chicago Flower and Garden Show will be held at Chicago's Navy Pier. During this week, the visitors can view pre-contest World Cup competition designs and exhibits created by renowned U.S. designers. These displays will showcase traditional floral interpretations from each of the 21 countries and Latin America represented in the 2002 Interflora World Cup.

FRIDAY, MARCH 15, 2002

- The official kick-off of the 2002 Interflora World Cup Competition! Purchase tickets to the Chicago Flower and Garden Show floor and experience the most prestigious international floral design competition in the world. Following are specific competitions and times. *All times are subject to change.*

10:00AM TABLE FOR TWO: "GARDEN FANTASY"

11:00AM DESIGNER'S CHOICE: "INTERPRET A WORK FROM YOUR FAVORITE ARTIST"

2:00PM SURPRISE!

2:45PM BRIDAL BOUQUET

6:00PM TEN FINALISTS ANNOUNCED AT THE FTD BOOTH!

8:00PM SALUTE TO THE STARS OF FLORAL DESIGN TOAST AND CELEBRATION*

SATURDAY, MARCH 16, 2002

- FTD presents the final day of the 2002 Interflora World Cup Competition. Purchase advance tickets to the exclusive final competitions taking place in the Grand Ball Room of Navy Pier in the early evening and browse the work of all the contestants on the floor of the Chicago Flower and Garden Show throughout the day.

10:00AM - 2:00PM MEET AND GREET INTERNATIONAL DESIGNERS FROM AROUND THE WORLD

4:30PM THE FINALS*

- Enjoy mingling with industry specialists and fellow florists at an exclusive evening event where the two final competitions will take place and the 2002 World Cup Winner will be determined and announced.

FINAL #1 HOST'S CHOICE: "SPRINGTIME IN..."

FINAL #2 SURPRISE!

THE ANNOUNCEMENT OF THE 2002 INTERFLORA WORLD CUP WINNER

- Join France's Gilles Pothier, the previous winner, to award the 2002 Interflora World Cup Winner with the prestigious World Cup.

SUNDAY, MARCH 17, 2002

- All designs from the competition will be displayed during the last day of the Chicago Flower and Garden Show. Didn't make it to the final event? Be sure to come see award-winning, international floral designs and the winning entries of each category.

For a detailed schedule of events and to purchase tickets for World Cup, visit FTDI.COM. Questions? Send an email to worldcuptickets@FTDI.COM.

**Advance tickets only. Limited tickets available.*