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.

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).

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.

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.

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.

“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

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.

Dear Alpine Flowers & Gifts,

We 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

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Dear Alpine Flowers & Gifts,
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 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.

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 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!

CONGRATULATIONS TO FTD MEMBER PRIZE WINNERS AT AMERICASMART!

Merlin Olson Official Hall of Fame Footballs went to:
Fran Ashmore from Coggins Flowers & Gifts, Sammie & Bob Whiby from Whiby’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 has been a partner of the Tournament of Roses for over 60 years, working with FTD Members and friends. In honor of this relationship and great excitement coming from the region, FTD Members kicked back and enjoyed events and the opportunity to discuss business.

As seen here, FTD Members were kept busy on the first night, all the way to the ringing in the new year. As for the excitement, it came from the announcement of FTD being the official sponsor of the FTD Float, course, ringing in 2002 in style.

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 trip to Convention. Mary K. Bryant, Kevin and Shannon Byerly, and Nancy Augustyn and her son enjoy New Year’s Eve.

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

“FTD accommodated everyone from little kids to big kids during the week of the Parade and the Game! What a blast!”
— Don Hutton, Jory’s Flowers

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.

SCENES FROM FTDS SPONSORED FLOAT AT THE ROSE PARADE

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.

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

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 trip to Convention. Mary K. Bryant, Kevin and Shannon Byerly, and Nancy Augustyn and her son enjoy New Year’s Eve.
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).

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.)

“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

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

“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

“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

CELEBRATING AT THE NATIONAL CHAMPIONSHIP GAME

“FYD 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).”

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

"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, N Y

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.
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!

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 FTD.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.

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

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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 charged at a rate of $13 ($19 CAN). This charge applies for Main, Also Served By, and Non-Member Town listings.

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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.

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

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

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