

# FTD Newsletter

February 2004



**FTD Rose Parade Float  
Featuring Celebrities Trista & Ryan  
Wins Grand Prize For The Most Beautiful Float**

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# Message From Bob

CEO and Chairman, FTD, Inc.



FTD Members,

On January 1st we got an incredible head start on the New Year by receiving the grand prize trophy in the Rose Parade for the Most Beautiful Float. This is only one example on how the strength of the FTD Brand is stronger than ever, and I

want to know that you are carrying this Brand in your shop with pride.

While you are gearing up for the big holidays, I encourage you to pick FTD as your partner. The partnership between FTD and our customers is stronger than ever before and the reason for that is our focus on one-on-one contact with our members. With more than 80 representatives in the field serving your business, presence at hundreds of industry events, direct monthly FTD Headquarter meetings, an upcoming local structure to be launched early this year and thousands of you joining us at the FTD Floral Extravaganza - we are listening to you.

Register for the FTD Floral Extravaganza annual convention in July in Las Vegas. We have made this an affordable event for you, and you should be there. All FBCs will be on hand for each of you in Las Vegas, as well as every division of FTD, the largest gathering of quality industry vendors and one of the most valuable networking resources in the industry... your fellow members. I also can't mention this event without reminding you that Jay Leno will headline - it's going to be unforgettable. Join us.

The FTD Member Headquarter meetings are stronger than ever. With a year of meetings under our belt, we are continuing to be productive working one-on-one with members at FTD Headquarters every month to discuss your concerns, your solutions and to better your businesses. I urge you to voice an interest in attending these meetings by contacting your Field Business Consultant (FBC).

Competition is tough, especially with big holidays upon us. Let FTD be your partner to help you survive in the tough marketplace where other businesses may die. We open our doors to you, just as you do to us, because that's how we make our partnership stronger.

I look forward to meeting with you in your shop, at FTD Headquarters and again in Las Vegas. As always, feel free to contact me at [bnorton@ftdi.com](mailto:bnorton@ftdi.com). Thank you for your partnership.

# FTD Upcoming Events

Visit [www.FTDi.COM](http://www.FTDi.COM) for all FTD events and education programs.

## March 12-14, 2004

Alberta Floral Industry  
Executive Royal Inn · Edmonton, AB  
FTD sponsored Sunday Lunch  
For registration information, contact Holly Davie at 780-542-5232.  
Look for FTD Team Member Jason Gleaves.

## March 13-14, 2004

Maine State Florist & Growers Association Spring Design Show  
Bangor Motor Inn · Bangor, ME  
FTD sponsored Sunday Lunch  
For registration information, contact Helen Snowman at 207-368-1003  
or 207-938-2888.  
Look for FTD Team Member Dave Galvin.

## March 20, 2004

Virginia Allied Florists Association Meeting  
Williamsburg Hospitality House · Williamsburg, VA  
Featured FTD Design Program: "Creative Everyday Designs"  
presented by FTD Designer John Klingel AIFD  
For registration information, contact Lynn Sears at 757-482-5686.  
Look for FTD Team Member Bill Winckler.

## March 20-21, 2004

Wisconsin & Upper Michigan Florists Association Spring Conference  
Regency Suites Hotel · Green Bay, WI  
Featured FTD Design Program: "Supersizing Sympathy Sales with Affordable Designs" presented by FTD Designer Jeff Corbin AIFD  
For registration information, contact Jeanne Rhodes at 262-246-4944.  
Look for FTD Team Member Kate Bank.

## March 26-28, 2004

Georgia State Florist Association Convention  
Sea Palms Resort · St. Simons Island, GA  
Featured FTD Design Program: "Economical Elegance"  
presented by FTD Designer Jeff Corbin AIFD  
For registration information, contact Mike Whittle at 770-834-0932.  
Look for FTD Team Member Doug Crescimanno.

## March 26-28, 2004

Alabama State Florist Association Convention  
Marriott Birmingham · Birmingham, AL  
Featured FTD Design Program: "Everyday Designs with the Look of Today"  
presented by FTD Design Instructor Kim Morrill AIFD  
For registration information, contact Kathie Yenulis at 205-989-8001.  
Look for FTD Team Member Bryan Whitehouse.

## March 28, 2004

Niagara International Association of Florists Spring Show  
Marriott Buffalo Niagara · Amherst, NY  
FTD sponsored lunch  
For US registration information, contact Nanette Hayner at 315-656-2236.  
For Canadian registration information, contact Helen Rietveld at 905-687-3490.  
Look for FTD Team Members Nadine Gager, Tim Casson  
and Caroline Fotheringham.

## March 28, 2004

United Wholesale Florists Spring Open House  
United Wholesale Florists · Oklahoma City, OK  
Featured FTD Design Program: "Creative Everyday Designs" presented by  
FTD Designer John Klingel AIFD  
For registration information, contact Darrell Bigbee at 405-236-1551.  
Look for FTD Team Member Donna Spaulding.

## March 31, 2004

Flowers Canada (Toronto Chapter) Meeting & Design Show  
Latvian Cultural Center · Toronto, Ontario  
Featured FTD Design Program: "Garden Gorgeous or Organic Originals"  
presented by FTD Design Instructor Tina Stoecker AIFD  
For registration information, contact Brenda Jones at 905-471-2501  
or 416-917-7247.  
Look for FTD Team Member Tim Casson.

## FTD Member Finds Personal and Industry Connection to Support U.S. Troops

Roger Stradley's resume includes a 26-year military career with responsibility for leading personnel management and training of more than 6,000 individuals. Today, the retired Command Sergeant Major is an owner/partner at **Helen's Flowers**, a floral shop made up of a manager, four designers, four drivers and three fellow partners, in Radcliff, KY, and a volunteer in a growing assistance organization supporting families of U.S. Troops.

Stradley's full-service florist is located close to Fort Knox, home of the Armor and Cavalry force and the U.S. Army Recruiting Command Headquarters, as well as 11,000 military and more than 4,600 civilians.

"We bought Helen's Flowers about a year ago, which had a tremendous reputation in the area and was the original florist for Fort Knox dating back to World War II. I came to know the staff and the impact floral arrangements had on people, including my wife, Pat and other customers," said Stradley. "I am still

learning about all the related 'secrets' of being a successful florist; but I like people, and I like seeing them smile."

In early 2003 Stradley, who was serving as the local Chapter President of the Association of the United States Army, was approached for assistance in helping military families who might be in need of some financial assistance. This request grew into the birth of Kentuckiana Cares, a regional fundraising organization raising money to help support families of local service people with personalized assistance in order to improve challenging situations that arise among these families. As the days passed, the requests continued to come in and the organization bloomed. Today Stradley, as part of a team of volunteers, lends assistance to larger pool of families around the country under the name USA Cares.

"I see everyday the flow of wire orders to and from families and friends of our soldiers around the world. I think that we, as florists,

play an important part to staying in touch and reminding those that we miss that we remember their sacrifice and their courage.

This experience is a driving force in my belief that USA Cares is a vehicle for us to truly support our troops and their families, one family at a time. We have raised and distributed nearly \$130,000 through signs, selling USA Cares pins, and through a considerable number of generous donations that just show up in our mailbox. But this is only the beginning, as we mustn't forget our troops are still overseas."

Support offered to families through USA Cares has ranged from assistance in late utility payments to gift cards to assist with household expenses. Each request is reviewed thoroughly and the level of assistance is determined. Each family is contacted 45 days later to check that status of the family in need and USA Cares finds that almost 98 percent of those assisted are back on their feet and only needed a helping hand. In many cases they



Roger Stradley, Owner of Helen's Flowers

just need a little information and coaching on how to solve their problem themselves.

Helen's Flowers is a strong partner of FTD stemming from the previous owner of the shop. Stradley, after taking over the business, comments that his partnership with Field Business Consultant John Howe has grown into a friendship, and he respects his position as an advisor helping him to improve his business. According to Stradley, he carries an old Army saying along with him in his florist business, "If it ain't broke, don't fix it!"

To find out how you can get involved with USA Cares, visit [www.usacares.us](http://www.usacares.us).

## Sparks Florist Celebrates Grand Re-Opening of Shop

FTD Member Tony Fiannaca and his family invited FTD and their community to celebrate the Grand Re-Opening of their business **Sparks Florist** in Reno, Nevada. Their family business, started more than 40 years ago, is now comprised of two retail locations (one in Sparks and one in Reno) and one central design center, which is also home to a florist-training program with the local community college.

The grand re-opening, according to Spark's Vice President Mike Fiannaca, included much more than the location's fresh new look.

"When the time came to update our Spark's location, we knew we had to completely rehab the store, which turned out to be a great business decision." The rehabilitation has almost tripled the shop's retail center. The store

now includes a slate pathway leading customers through the store to a large walk-in cooler with automatic opening doors welcoming customers in for a view. Another addition includes private meeting rooms for sympathy and wedding flower consultations.

"We are encouraged by this reopening because our business has picked up and it has really changed the playing field," said Fiannaca.

To celebrate the shop's official opening after the rehab, the Fiannacas held a Grand Re-Opening Event including approximately 1,000 local community leaders such as local mayors, politicians and members of the Chambers of Commerce. Additionally, FTD CEO Bob Norton joined the family to celebrate.

"Our relationships with local government officials has really launched from our participation in FTD Good Neighbor Day," said Fiannaca. Spark's Florist is a dedicated participant in the FTD Member holiday, leveraging the community outreach to build relationships and give back to their community.

Although the Fiannacas, including father and mother (Tony and Gracie), son Michael and daughter Lori, as well as other family members who participate in the business, are proud of their family-built and owned business, they hold great pride in their strong staff.

"Approximately 70 percent of our staff has been with us for five years or more and that's what makes it all work. We are really fortunate to work with an incredible group of people everyday."



Michael Fiannaca, Tony Fiannaca, Lori Fiannaca, Gracie Fiannaca and Bob Norton at the Sparks Grand Re-Opening.



The community gathers at Sparks Florist for the official ribbon cutting to reopen their shop after the rehab.

## Titusville Florist Owner Travels Across Country for Rose Parade Design Project

FTD Member Karen Slining, owner of **Titusville Florist** in Titusville, FL, followed a dream all the way to Pasadena, CA to design on floats entered in to the historic Rose Parade. By chance, this dream also led Slining to assist in the design of the float that won the Grand Prize trophy – the Brand she's been partnered with for more than 11 years – FTD!

"Growing up in Southern California, I attended the Parade for many years and dreamed of being involved. When I moved to

Florida, the dream stayed with me. I followed the dream and before I knew it I was assigned to a team at Fiesta Parade Floats, the builders of the FTD float. One of the most amazing attributes to the event was working with incredible people from all around the world – designers from Canada, Korea and Australia! It was a thrill to find out that FTD's beautiful float won the Sweepstakes Award - what an honor to have been a part of," said Slining.

Slining also was honored when

local newspaper, *Florida Today*, featured her in a local newspaper. An addition to her resume of floral design work joining with an impressive Kennedy Space Center client, the story will help attract business to her 11-year-old business.

If you are interested in volunteering your time to help in the Rose Parade, email [prdept@ftdi.com](mailto:prdept@ftdi.com) for more information.

Karen Slining, owner of Titusville Florist, stands proudly by the award-winning FTD Float.



## Aitkin Flowers & Gifts Partner with FTD to Grow Their Business and Increase Efficiency



Tim and Gretchen Catlin, owners from Aitkin Flowers & Gifts, share their story of automation and choosing FTD as their partner.

Tim and Gretchen Catlin purchased **Aitkin Flowers & Gifts** in Aitkin, MN in 2001, jumping head first into a smalltown flower business, with no prior experience in the floral industry.

Luckily, with the new business came experienced staff and a strong partnership with FTD. As the Catlins learned the ins and outs of the business with help from their staff and their partnership with FTD, they also took a close look at their shop's billing and sales procedures. In the meantime, Tim was exploring opportunities to expand their business to remote locations and working closely with FTD Fresh Flowers to make this a profitable

extension. As the business began to grow, it became clearer that manual billing was a challenge; the shop needed to automate to increase efficiency. The Catlins consulted FTD on automation options.

"We had upgraded our technology a few times, but then at last year's FTD Convention in Orlando, we really sat down to examine our options," said Gretchen. "We not only upgraded out main server again, but added another Point of Sale terminal to our shop."

According to Gretchen, FTD Mercury is a great fit for their shop, cutting down their time to process a phone order from

12 minutes to less than three. They also are able to run reports at the end of the month and pull up customer information quickly based on a phone number. Efficiency is a must-have for a rural shop managing around seven remote locations at convenient stores, grocery stores.

"FTD was here to guide us and help educate us as new owners on products and services that help grow our business. Whether through pre-made bouquets from FTD Fresh Flowers or Mercury support seven days a week, we choose FTD as our partner. It just makes sense."

## The Iron Gate Florist Serves Up Creativity

FTD Member **The Iron Gate Florist** in Oklahoma City, OK recently celebrated a creative shop expansion with their local community and Chamber of Commerce. The Iron Gate started as a full-service florist, added a light café and has now expanded to 5,000 square foot business offering creative services from catering to residential and commercial interior design to wedding and holiday decorating.

This creative expansion was a custom design specifically for

owners Linda Hunt and her son Keith Hunt. The building overlooks a property including a local pond, patio and walking trails, and has indoor and outdoor seating for the café serving breakfast through dinner, while meeting complete floral shop expectations.

The Iron Gate Florist is a priority floral designer as well as a vendor for the Oklahoma and Texas region for Martha Stewart's Everyday Show.



The team from the Iron Gate Florist joins together for the official ribbon cutting with the Oklahoma City Chamber of Commerce at their Open House event.



## FTD Members Showcase Pride in Quality Assurance Program

Quality is the main focus of the FTD Brand and FTD florists. The FTD Quality Assurance Program helps ensure that all FTD Members continue to set the standard for quality in the industry.

**How FTD quality is monitored:** FTD selects Members at random and by recommendation to receive a test order. Test orders occur on a monthly basis and are evaluated on several criteria, including container, timely delivery, quality of floral content and design, overall customer satisfaction, as well as adherence of the FTD substitution policy. Results are compiled and reviewed including detailed feedback from the consumer. Results of each test order are communicated monthly to the members tested.

FTD Florists who pass the Quality Assurance test are hand-delivered a quality FTD Florist certificate by their FTD Field Business Consultant (FBC). FTD Members who do not pass the Quality Assurance test are contacted, retested, fined and potentially terminated.

FTD encourages all FTD florists to honor and promote the FTD Florists' Satisfaction Guarantee and commitment to Quality Assurance. The FTD Quality Assurance Program is a benefit for all FTD florists. Those who uphold the standards of the Brand will be recognized for their dedication and commitment to customer satisfaction and quality. For those florists whose evaluation shows need for improvement, FTD helps provide the rules and regulations in order for the member to grow customer satisfaction, resulting in growth of business.

For more detail on FTD's Quality Assurance Program, see the FTD Directory. To recommend a test order, contact FTD Member Services at 800-788-9000.

"Being an FTD Member is an honor – and I think all FTD flower shops should feel this pride. I was pleased to know that FTD is

monitoring quality in member shops, but wasn't surprised that we passed the test order. We train our designers to always follow the recipe, always fill to value and never be substandard." – Myra Palmer, owner of **Tumbleweed Flower Shoppe** in Lawton, OK

"We are happy that FTD is implementing a Quality Assurance program." – Elizabeth Silvera, **Universal Florist and Gifts** in Houston, TX



Bobbi Cain, **Young's Flowers of Distinction** in Minneapolis, MN, receives her FTD Quality certificate from Field Business Consultant Mitchell Louis.

**Daisy Chain Florist** owner Miria Gordaneer poses with her FTD Quality Florist certificate.



Myra Palmer, owner **Tumbleweed Flower Shoppe** in Lawton, OK, proudly displays her FTD Quality Florist certificate.



Elizabeth Silvera, **Universal Florist and Gifts** in Houston, TX, receives her FTD Quality Florist certificate from Field Business Consultant Joe Arbona.



Staff from **Brown's The Florist** in Victoria, BC, proudly gather around their FTD Quality Florist Certificate.

## FTD Offers \$100 Referral Bonus to FTD Members!

We're listening to you! Many of you have alliances with other florists you send orders to, however sometimes those florists may not be FTD. Encourage quality florists to join FTD – making it easier on you having the orders sent and cleared via the FTD Mercury Network. Plus, now you receive \$100 for every florist that joins FTD based on

your referral FTD welcomes your recommendations for quality additions to the FTD team. We are looking for your input and assistance as to who's on the FTD team, taking care of your orders and ensuring quality for our customers.

Contact your FBC or call FTD at 800-423-0675 with any florists who you think should be FTD.



# FTD Celebrates A Rose Parade Grand Prize Win With Members

FTD is proud to be awarded the Sweepstakes Trophy (Grand Prize) honoring "Most Beautiful" float entry in the 2004 Rose Parade. The float, FTD "Love Songs" featured a record-breaking 100,000 roses and celebrity newlyweds Trista and Ryan Sutter from "The Bachelorette" and "Trista and Ryan's Wedding". FTD Members traveled from across the country to celebrate FTD's 51 year partnership with the Tournament of Roses in person and took home a lifetime of memories including a behind-the-scenes look at the official float judging and VIP seats at the Rose Parade and Rose Bowl Game. FTD Members watching from across the U.S. and Canada were able to enjoy the broadcast of the Parade, as well as significant national media coverage for FTD.

"FTD's Tournament of Roses event is an unforgettable experience for FTD Members. It gives florists the opportunity to see the strength of the FTD Brand in an incredibly fitting environment - tied to the most historic consumer floral event of the year," said Bob Norton, chairman and CEO, FTD, Inc. "We knew when we saw our float on judging day that we had the most beautiful float in the Parade - it was an honor when the Tournament recognized that internationally through the Sweepstakes Trophy."

FTD has been the proud recipient of 13 Tournament of Roses trophies in the past 14 years and also a total of 17 President's Trophies honoring best floral display and five Sweepstakes (Grand Prize) Trophies. FTD's beautiful float combined with celebrities Trista and Ryan as the float riders, reached an audience of millions through media coverage on "Entertainment Tonight", "E! News Live", "FOX News Live", CNBC, as well as national broadcast of the Rose Parade on ABC, NBC, CBS, HGTV and the Travel Channel. Additionally, the FTD Brand was featured in popular magazines *In Touch*, *US Weekly* and two stories in *People* magazine.

"It was incredible to see first-hand all of the beautiful flowers that we have only seen on television for so many years! Seeing this live and in person is a fulfilled dream," said Melanie Finley, Bentley's Bouquets in Orlando, FL.

"Being able to touch the individual flowers on the floats and seeing all the work up close was awesome. What an experience of lifetime for a florist! Adding the fact that the FTD float took first place made it all an AWESOME trip," said Beverly Massone, Antioch Florist in Antioch, CA.

In addition to the float entry, as the Official Floral Company of the Tournament of Roses, FTD also sponsors well-known floral designer Els Hazenberg from the Netherlands to decorate the official cars of the Parade such as the pace car, the Grand Marshall's car, Mayor of Pasadena's car and the President of the Tournament of Roses' car. Hazenberg and her team of local volunteers and friends produce incredible floral designs and are recognized by the Tournament of Roses each year through special events. See page 8 for details.





## FTD Member Networking



## FTD Rose Parade



## FTD Rose Bowl Game





## FTD's "Love Songs" Float Detail

FTD's float entry "Love Songs" was 55 feet long, 28 feet high and 18 feet wide and included two larger than life white horses pulling an ornate golden carriage carrying the most popular celebrity newlyweds Trista & Ryan from the "Bachelorette" and "Trista and Ryan's Wedding" through a stunning floral rose garden, down a pathway lined with rose filled hearts and rose covered trees. The steeds of bright white coconut flakes have floral blankets of Bridal Pink and Livia roses, while the coach is adorned in strawflower petals with accents of lunaria and white beans.

This fantasy setting included a record-breaking 100,000 roses of 31 different varieties from the palest pink Vivaldi rose through various color tones up to the bright scarlet red Rouge Baiser rose. Heart shapes of solid roses, each showcasing a different variety of rose, floated over formal deck gardens of white Tineke roses that were augmented with white Casablanca lilies, tulips, euphorbia and peony with accents of bright green bells of Ireland, green hydrangea and viburnum. Sculptured urns of crisp white coconut flakes overflowed with hot pink rose arrangements that included Ravel, Mistery, Paris and Princess.

Thousands of lavender cattleya and purple Madame Pompadour dendrobium orchids with clusters of peach Versillia, Marlyse and

Harmony roses cascaded from white birch trees that line the garden pathway. Italian cypress trees with spirals of red Black Magic roses framed the gazebo. The impressive floral detail on the float was awarded the Tournament of Roses "Sweepstakes Trophy" for the Most Beautiful float.



## Decorating The Official Cars of The Rose Parade

FTD is a proud sponsor of Els Hazenberg, international designer from the Netherlands, to decorate the Official Cars in the Tournament of Roses Rose Parade. Her design secrets include soaking large designer blocks of Oasis in Sphagnum moss with fishnet and spool wiring. After protecting the cars with rubber foam and two days before the Parade, the designing begins.

"The cars we decorate are sometimes worth millions so we have to be very careful. So far we never had a complaint in 27 years," says Hazenberg.

Her work, with volunteer help from about six local florists and friends, is highly acclaimed by the Tournament of Roses each year. FTD provides a decorating tent on site at the Wrigley Mansion each year to house the cars and Els' work. These beautiful cars carry

the Rose Parade's Grand Marshal, the Mayor of Pasadena and his family and many other officials in the Parade.





## FTD Continues Successful Co-op Advertising Campaign For 2004 Mother's Day

FTD is very pleased to continue its successful Co-op advertising program – where you can receive a FREE Co-op listing for your shop!

In the U.S., FTD will run a two-page Co-op advertisement in the May 2, 2004 coupon section FSI within the Sunday newspaper, which reaches 60 million people and appears in 500 Sunday newspapers across the country. In Canada, FTD will run a two-page Co-op advertising spread in the Saturday, May 1, 2004 Canadian TV Guide, which reaches thousands of Canadian consumers across the country.

**A \$3 off coupon will appear in both the U.S. and Canadian ads, in which FTD will reimburse all florists for the coupons they accept from consumers.**

### Promotional Pricing:

The cost for FTD's Co-op advertising in \$139 (\$200 CDN),

**Codification Deadline is March 8th! Order Now!**

but we have very special discounts on Co-op ads when you purchase the FTD Mother's Day Bouquet (M1).

The discounted pricing below is based on purchases of M1 cartons or M1 combo packs.

### U.S. Co-op pricing

Co-op ad full price: \$139/Co-op ad. With purchase of one M1 carton: \$100/Co-op ad. With purchase of two M1 cartons: \$70/Co-op ad. With purchase of three M1 cartons: FREE/Co-op ad.

### CAN Co-op pricing

Co-op ad full price: \$200/Co-op ad. With purchase of one M1 carton: \$150/Co-op ad. With purchase of two M1 cartons: \$100/Co-op ad. With purchase of three M1 cartons: FREE/Co-op ad.

**Call Marketplace today at 1-800-767-4000 to place your order and receive incredible discounts on Co-op ads - or get your ad for FREE!**



The Laura Ashley™ Bouquet presented by FTD®

M1

## FTD Marketplace Offers A Special on The FTD® Thanks A Bunch® Bouquet

**SAVE 50%**



The FTD® Thanks A Bunch® Bouquet

Exceptional savings passed along from our vendor to you. Take advantage of this one time offer and stock up now!

Reg. \$107.76 ctn. of 24 (\$4.49 ea.) US

**NOW \$53.88 ctn. of 24 (\$2.25 ea.) US**

Reg. \$134.70 ctn. of 24 (\$5.62 ea.) CDN

**NOW \$67.35 ctn. of 24 (\$2.81 ea.) CDN**

DI 0277



## FTD Marketplace Reminds FTD Members of March 8, 2004 Codification Deadline

Don't miss out on orders this Mother's Day holiday from customers and fellow FTD Members. FTD will help drive traffic into your shop by offering a national Co-Op print campaign (see top). Be sure to codify for lead Mother's Day products such as The Laura Ashley™ Bouquet presented by FTD, The FTD® Timeless Elegance™ Bouquet, The FTD® Spring Garden® Bouquet and The FTD® Sweet Delights™ Gift. By codifying for M1, FTD Members will receive a discount on the Mother's Day Co-op print advertisement inclusion (see above).

Order today by calling FTD Marketplace at 1-800-767-4000 or shop online at [www.FTDi.COM](http://www.FTDi.COM).



The FTD® Timeless Elegance™ Bouquet

M2

**Call FTD Marketplace today at 1-800-767-4000 to place your order.**





**INTERNATIONAL**  
RETRANS® by FTD®

## FTD International Retrains Fleurin Rate Change

Effective, February 1, 2004, the U.S. Fleurin rate has changed to: 1 Fleurin = \$1.20.

The Canadian rate also changed on the same date to: 1 Fleurin = \$1.62. New conversion tables for these new rates are now available in the February-April FTD Directory and Toll-Free Listings.

Please feel free to call International Retrains with any questions at 800-788-9000, ext. 4601 or e-mail us at: [retrains@ftdi.com](mailto:retrains@ftdi.com).



## International Flora Cheques

International Flora Cheques may be sold and redeemed by all FTD, Fleurop and Interflora members towards the purchase of flowers or plants in shops, using the current Fleurin conversion rate of the indicated amount. See page two of the International Delivery Directory (IDD) 2004 edition for pictures of these checks. Members who accept them from customers towards purchases simply need to fill out the Filling Member area on the back of each check with your shop info (name and FTD member code) and then mail them in for credit to this address only: FTD c/o International Clearinghouse 3113 Woodcreek Drive Downers Grove, IL 60515. Credit will then be issued on the next statement and will show on the Incoming side of the Combined Report.

Members who wish to obtain

Flora Cheques to sell to their customers may request them from FTD headquarters by calling 800-788-9000 and asking for International Retrains Customer Service (ext. 4600). The checks are currently available in denominations of 10, 20, and 50 Fleurins.

Once ordered, they will be mailed to your shop and your statement will be charged accordingly for the value of each check on part G, Other Services

area, of your next statement. Please be sure to fill in your shop info (name and FTD Member code) into the Sending Member area on the back of each check before selling them to your customer.

If you have any questions about these checks, please do not hesitate to call our office at 800-788-9000, and ask for International Retrains Customer Service (ext. 4600).

## Sending an International Retrains order over the Mercury is quick and easy!

Follow these quick and easy steps to send FTD orders Internationally throughout the upcoming Spring holidays. For questions about FTD International Retrains, please call 800-788-9000 ext. 4600. Send Internationally today!

1. FTD Order (press "Order" key, then "FTD Order" key)
2. Filling Florist Code: Use the Mercury number listed for the country the recipient lives in. See page 51 for the Mercury Number/Country Code.  
Note: If you intend to send to Domestic Retrains for help in a U.S. or Canadian city where you cannot find a member, please send the order to 91-6650AA
3. Recipient's Name
4. Complete and accurate address
5. Telephone number (strongly encouraged)
6. Delivery Date
7. First Choice (Note: Items from the FTD Floral Selection Guide/Designer's Workbook are not available overseas. Please specify an Intercat Selection or a generic choice "bouquet", "arrangement", "green plant", "funeral spray", etc.). Please do not specify an FTD product (ex: C22-3062) as the florist overseas will not know what to deliver.
8. Second Choice (Optional)
9. Price of the order in your currency
10. Card Message (maximum of 250 characters, including spaces, please)
11. Special Instructions, if any

### Sending an International Retrains order via Fax or Email:

- You can send International Retrains orders via fax to 630-719-7861 or email: [retrains@ftdi.com](mailto:retrains@ftdi.com)
- Please use the correct format when sending orders via email or fax (follow steps 2 to 11)

**For questions about sending Internationally, call 800-788-9000 x4601.**





## Medium Stem Rose Program Update

FTD.COM is experiencing phenomenal growth in the medium stem rose program. Remember that to receive these incremental orders, you must be codified for the program. In order to help you compete and grow your share in this product category, contact Directory Services at 800-788-9000 to codify today.

Don't miss out on the opportunity to grow your business and increase market share.



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.

Enter the February FTDi.COM contest online at [www.FTDi.COM](http://www.FTDi.COM) by answering the following question for your chance to win exciting prizes.

**February's prize:** The February winner will receive the following 2005 FTD marketing materials imprinted with their shop name FREE OF CHARGE! 500 Wall Calendars, 100 Easy Stick Calendars (Color of Choice), 100 Desk Calendars, 100 Date Books, 500 Pocket Calendars and 5 Calendar Display Easels

**February's Question:** Do you need to sign a confirmation with every Imprint order placed through FTD Marketplace?

**Answers:**

- A. Yes
- B. No
- C. There is no confirmation process

**December's Winner:**

Congratulations to Floral Inspirations by Nancy in Phoenix, Arizona! Floral Inspirations by Nancy was our December winner and will be receiving six (6) Months of FREE monthly phone fees plus waived set-up fee (a \$775 value) from the Flowers All Hours department!

## Automate Your Business With FTD Shop Management Systems

FTD Mercury Technology Solutions allow you to dramatically reduce the number of labor-intensive steps you're currently occupied with. Automate all of your transactions with FTD'S Shop Management systems.

Both FTD Mercury and Mercury Advantage come equipped with full-fledged Point-Of-Sales systems, allowing you to completely automate all of your manual order taking procedures.

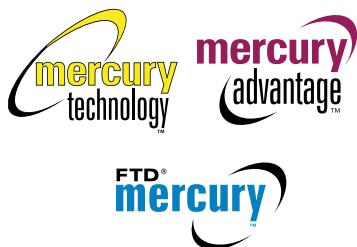
**Mercury Technology can:**

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### What's News In Your Shop?

FTD wants to hear about your shop's news! Submit your story through your Field Business Consultant (FBC) or directly to the FTD Member Newsletter at [prdept@ftdi.com](mailto:prdept@ftdi.com) for consideration. Be sure to include a description of your shop's event or news, photographs to accompany the story and a contact name and number or email address. FTD looks forward to hearing What's News In Your Shop!










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