



# MERCURY MESSENGER

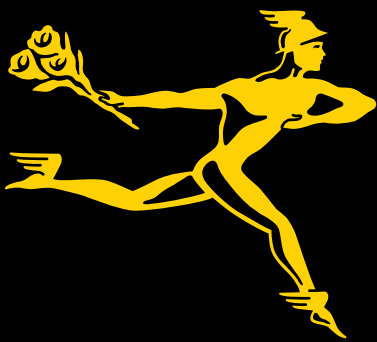
February 2009

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## IN THIS ISSUE

Letter from the President .....	2
Revitalizing the FTD Brand .....	2
Dobbie's Florist in Niagara Falls Celebrates 120 Years .....	3
Milestones & Achievements .....	3
Industry News & Events .....	4-5
FTD Rings in the New Year at Rose Parade .....	5
Canadian FTD Florists Meet for Annual Conference .....	5
FTD on the Road Shows .....	5
A New Year, A New You:	
Answers to the Economy Crunch .....	6
Power Up with Mercury Technology .....	7
Customer Choice Program .....	7
New "Modern Bride" Co-op Advertising Program .....	8



### DEAR FTD FLORISTS,

Happy New Year! Since I joined FTD in November, I have been committed to bringing new ideas, new strategies, and a fresh perspective in order to make your relationship with FTD more successful than ever.

I am excited to be leading FTD as we prepare to enter a changing time for florists. My four years of experience on the FTD board of directors has helped familiarize me with the retail floral industry to allow me to hit the ground running.

Throughout my career, I have been fortunate to help lead and innovate many world-class brands, such as Rand McNally, Allstate, Reebok, and Anheuser-Busch. In my experience at each company, it was critical to focus on differentiating our product and brand to insure that the industry did not become price-commoditized. That issue is more relevant now than ever before in the flower industry. My background in this area, as well as my familiarity with the needs of small, independent-business owners from working at Allstate and Anheuser-Busch, means that I appreciate the challenges you face and will work hard to create value and make FTD the best network in the floral industry.

The FTD Mercury Man, the most recognizable symbol in our industry, will be put to work for you like never before. We have contemporized the Mercury Man and are using this icon in new, dramatic ways across FTD advertising, packaging, promotions, and in storefronts of many thousands of retail florists worldwide. Even though the company has been consistently

successful over the years, we are committed to giving the FTD brand a new look, combined with new exciting products, that will capture the imagination of consumers and get them to buy more flowers from our floral network.

We have already begun working to revitalize the brand. For starters, we have refocused on our rich heritage, bringing back our signature black and gold brand colors. These colors are now prominently featured on all of our collateral materials for florists and consumers. Some examples of the new look are featured at right, most notably the updated Mercury Man logo mentioned above.

In addition to the style updates, we have made significant changes to FTD.com. In December, FTD.com launched our signature black and gold graphics on the site, as well as making a very clear differentiation between florist-designed and gift box-delivered items, as you requested. We have also sent a direct mail piece to consumers (shown at right) featuring codified holiday arrangements and promoting delivery by an FTD florist.

We will continue to update you on the many new and exciting changes as we roll them out. I wish you all a healthy and prosperous 2009.

Rob Apatoff  
President

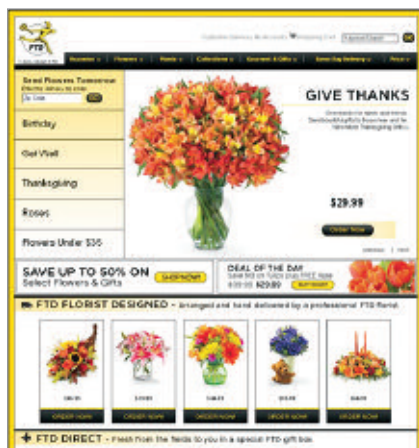
## Revitalizing the FTD Brand



Co-op Advertisement



Rose Bowl Program Ad



FTD.com Home Page



FTD Directory



Point-of-Purchase Poster



Consumer Direct Mail

## Dobbie's Florist in Niagara Falls Celebrates its 120th Anniversary

As Niagara Falls, Ontario's oldest flower shop, **Dobbie's Florist** celebrated its 120th anniversary in 2008. Established in 1888, Dobbie's has been a member of FTD for 88 years and is still family owned.

Dobbie's Florist was established by John Dobbie, a Scottish immigrant. Dobbie built his first greenhouse in 1888 on the property directly across the street from Dobbie's present location. The business grew in size quickly because John was the first florist in the town.

Deliveries were by horse and wagon, except in winter when sleighs were used. The plants were protected by wrapping them in many layers of newspapers with hot bricks placed around them.



1. Dobbie's current store
2. Dobbie's Florist original store in 1888
3. Dobbie's Florist owner Bruce Vandersluys, and his wife Brenda, is fourth generation florist.

John Dobbie's daughter, Eva, took over the business in 1918. Eva's son, John Vandersluys, took over the business in 1949 after serving in World War II.

Vandersluys' son, Bruce, took over the business in 1986 making Bruce the fourth generation to run the 120 year old business. Bruce Vandersluys and his wife Brenda now run the store with their two sons: Patrick and Matthew. The fifth generation of Dobbie's Florist have been involved in the business since they were born.

One "throwback" to the old Dobbie's shop is the antique horse hitching post now imbedded in the sidewalk adjacent to the doorway of the present florist shop. For years, it stood on the opposite side of the street, and it was to this post that customers hitched their horses while in the shop. In addition, the large wooden and metal sign that was suspended over the front of the old shop for more than 50 years is still in existence.



## FTD Florists Celebrate Milestone Anniversaries and Achievements



1. FTD Field Business Consultant Tom Spain presents Kathy Hamilton from **Shirl K Floral Designs**, located in Granite City, IL with her Top 1000 plaque.
2. FTD Field Business Consultant Joe Arbana presents Blanca Guyton and her daughter Tina of **Wyndowbox Florist** in Pearland, TX with a 25 year anniversary plaque.
3. Julian and Stacey Freeman in their 1898-style outfits celebrating the anniversary of **Martin's, the Flower People** in Toronto, Ontario.
4. Amy Jo Browne, Donald Horowitz and Evelyn Callado of **Whitendale's Florist** in East Hampton, NY are pictured with their 25 year anniversary plaque.
5. David Pesser and David Immerman of **Mt. Washington Florist**, located in Cincinnati, OH, proudly show their Top 500 plaque during the shop's Christmas open house.
6. FTD Field Business Consultant Joe Arbana presents Ramona Ohl of **Flowers by Adela**, located in Missouri City, TX, with the shop's Top 1000 plaque.
7. **Moravian Florist** in Staten Island, NY was recognized as a top FTD Florist. Owner Susie Kirchhoffer received her plaque from FTD Regional Vice President Jim Weedon.
8. FTD Field Sales Representative Doug Crescimanno presents Herb Stacy from **Stacy's Florist**, Hinesville, GA his Top 1000 plaque.
9. **O'Connor Florist** in Scarborough, Ontario was recognized as a top FTD Florist. Sal Camera (far right) and Carm Camera of O'Connor Florist received the plaque from FTD President Rob Apatoff.
10. **Port Orange Florist** in Port Orange, FL celebrated 25 years as an FTD Florist. Pictured are FTD Field Sales Representative Doug Crescimanno, Susan Bennet and Barbara Whitlock from Port Orange.



## Bloomin'dales Floral Hosts Benefit for Food Bank



**Blommin'dales Floral** Owner David Gregware hands a customer roses in exchange for a donation to the local food bank.

In these uncertain times, **Bloomin'dales Floral**, located in Lansing, MI, wanted to support the Mid-Michigan FOOD BANK and get their customers involved too.

In October, right after Sweetest Day, owner David Gregware and his team decided to utilize the unsold roses as a part of their program to support the FOOD BANK. The shop had customers bring in 10 canned goods for a dozen roses.

## Harris Flowers Owner Named Woman of the Year

Deb Leroux, owner of **Harris Flowers** since 2005, was named Woman of the Year by Vernon Women in Business in Vernon, British Columbia. Active in the business community through participation in both Vernon Women in Business and the Vernon Chamber of Commerce, Deb is passionate about the quality, diversity and potential of the Vernon and area business community.



## California State Floral Recognizes FTD



FTD sponsored the **California State Floral Show** in October. FTD Regional Vice President Tim Stelter (center) is pictured with Ann Quinn (California State Floral Associations) and Edgar Engert (President of CSFA & Paul Ecke Ranch) who presented to Tim a certificate in Recognition and Appreciation for FTD's service to CAFA from 2005-2008.

## Ohio Florist Honored for Anniversary



**Haehn Florist and Greenhouses**, located in Wapakoneta, OH, celebrated its 50th anniversary in November. Show, (left to right) are De Schultz, Brittany Anthony, Debbie Faulkner, Becky Schoffner, Ginger Fox, Kathy Haehn, Alexa Kohliesser, Mick Haehn (owner), Deb Hickman and Chris McClintock.

## Oklahoma Florist Receives Award



**Neal and Jean's Flowers and Gifts**, located in Sapulpa, OK, was awarded the Entrepreneur of the Year in Creek County in October. Pictured (left to right) are Nellie Davis, Oklahoma Florist Executive Secretary, Neal Whitely, FTD Regional Vice President John Hurdt and Jean Whitely.

## Flood Destruction for Iowa Shop



In June 2008, 86 out of 90 counties in Iowa were declared disaster areas after the worst flooding in years affecting **Pierson's Flowers** in Cedar Rapids. Al Pierson (right) shown with FTD Field Sales Representative Ed Cronin reopened his shop and greenhouse in time for the holidays. Before (above right) and after the flood (right).

## Allied Florists of Houston Prepare for the Holidays



FTD Design Instructor and Education Team Member J Keith White presented "Holidays In Bloom" in October at the Allied Florists of Houston meeting.

## Hyacinth House Does Extreme Home Makeover



**Hyacinth House** owner Dinah Hollek (pictured) in Lansing, MI donated flower arrangements to the television show "Extreme Home Makeover" when a family in Holt, MI was featured on the show. The show aired in November on ABC.

## FTD Rings in the New Year at Rose Parade

Several FTD Florists had an extra-special New Year's celebration in Pasadena, California. FTD participated in the 120th Rose Parade showcasing its 56th float entry "The Making of an Epic." The float was a profusion of floral arrangements, cascading from urn vessels, created with tropical ginger, Oriental and Asiatic lilies, Dutch anthuriums, sprays of white phalaenopsis orchids and more than 20,000 roses in hues of light, medium and hot pink roses. The float's lush floral gardens were completed with 50,000 brilliant red Charlotte

roses accented with purple and crisp white dendrobium orchids.

FTD hosted a group of florists giving them VIP treatment during their stay in Santa Monica. The event gave the florists an up close look at the Rose Parade floats, a tour of the Wrigley Mansion - home of the Tournament of Roses, lunch with the coaches of the Rose Bowl game teams and tickets to the Rose Parade and Rose Bowl. If you are interested in next year's Tournament of Roses Celebration hosted by FTD, please contact events@ftdi.com.



## Canadian FTD Florists Meet for Annual Conference

Nearly 200 florists from all over Canada participated in the FTD Canadian Florist Conference in Ontario in November.

The conference featured keynote addresses on retail trends in Canada and the vital importance of customer service to retail businesses as well as an address by FTD President Rob Apatoff.

Stellar design shows from FTD Design Instructor Keith White and International Designer Neil Whittaker from the UK wowed the audience.



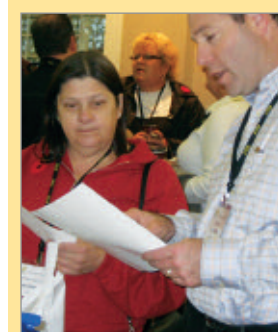
International Designer Neil Whittaker with his "Fantasy Weddings" creations.



Renee Farmer (far left) and Wayne Watson (second from right) from **Forest of Flowers** in London, ON, Norm Geddes (second from left) from **Russell's Flower Shop** in Hamilton, ON, and FTD Regional Vice President Frank Stornelli (far right) gather at the trade fair.



(below) Judy Antonisyn from **Grower Direct** in Ajax, ON, learns about **Sweets in Bloom** at the trade fair.



1. NBC Today Show's Al Roker gets a delivery from the FTD Mercury Man.  
2. Kevin and Shannon Byerly of **Lehrer's Flowers**, Denver, CO, pose in front of the FTD float featuring a Steven Spielberg impersonator in the role of director on "The Making of an Epic".  
3. The FTD 2009 Rose Parade float featured 50,000 roses.



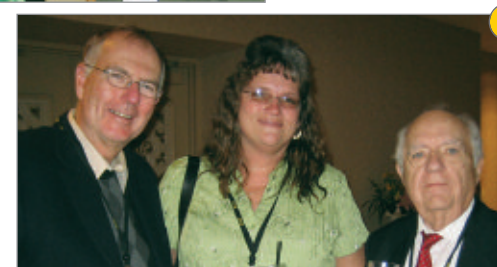
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## FTD Took Its Show on the Road to Boston

The FTD on the Roadshow-Boston attracted florists from all over New England for a weekend of shopping, education and design in October. As always, the highlights of the show were FTD Design Instructors Jeff Corbin and John Klingel. Both led informative hands-on workshops and dynamic design shows.

FTD also introduced one-on-one training sessions for FTD Mercury Point of Sale and FTD Florists Online Web site users at the show.



1. Dan Marquardt of **Coady Florist** in Cambridge, MA, designs a sympathy wreath at a hands-on workshop.  
2. Lisa Greene and Chuck Rheume of **Nunans Florist** in Georgetown, MA take a break at the show.  
3. Paul Godbout (left) of **Jacques Flowers** in Manchester, NH, Gina Fries of **Jen-Mor Florist** in Dover, DE, and George Proffitt of **Ice House Flowers** in Coventry, RI network at the show in Boston.  
4. FTD Field Business Consultant Roger Cohen (far left) is pictured with Robert Meyer of **Cobby and Son Florist** in Paterson, NJ and Ray and Betsy Sharo of **Merritt Florist** in Cornwall, NY.



## E D U C A T I O N

## N E W S   Y O U   C A N   U S E

### DESIGN SHOWS

**Feb. 27 – March 1, 2009**  
Northeast Floral Expo  
Crowne Plaza Hotel · Cromwell, CT  
**Featured FTD Design Program:**  
“Great Balls of Flowers”  
presented by FTD Design Instructor  
John Klingel AAF, AIFD, PFCI

**Feb. 27 – March 1, 2009**  
Georgia State Florists Association  
Convention, Augusta Marriott  
Hotel & Suites · Augusta, GA  
**Featured FTD Design Program:**  
“Wedding Floral Review”  
presented by FTD Design Instructor  
J. Keith White AIFD

**March 6-8, 2009**  
Great Lakes Floral Expo  
The DeVos Place · Grand Rapids, MI  
**Featured FTD Design Program:**  
“Weddings from A to Z”  
presented by FTD Design Instructor  
Deborah De La Flor AIFD, PFCI

**March 13-15, 2009**  
Illinois State Florists' Association  
Spring Conference, Crowne Plaza  
Hotel · Springfield, IL  
**Featured FTD Design Program:**  
“Weddings from A to Z”  
presented by FTD Design Instructor  
Deborah De La Flor AIFD, PFCI

**March 14-15, 2009**  
Wisconsin & Upper Michigan  
Florists' Association Spring  
Conference, Osthoff Resort ·  
Elkhart Lake, WI  
**Featured FTD Design Program**  
presented by FTD Design Instructor  
Tina Stocker AIFD, PFCI

**March 20-22, 2009**  
South Dakota Florists Association  
Convention, Ramkota Inn · Pierre, SD  
**Featured FTD Design Program**  
presented by FTD Design Instructor  
Kristine Kratt AIFD

**March 25, 2009**  
Delaware Valley Florist Association  
Design Show, Pennock Company ·  
Philadelphia, PA  
**Featured FTD Design Program:**  
“Wedding Floral Review”  
presented by FTD Design Instructor  
J. Keith White AIFD

**March 29, 2009**  
FTD, Texas State Florist Assoc. &  
WesTexas New Mexico Florist  
Assoc. Design Show  
Hilton Garden Inn · Abilene, TX  
**Featured FTD Design Program:**  
“Weddings from A to Z”  
presented by FTD Design Instructor  
Deborah De La Flor AIFD, PFCI

## A New Year... A New You: Answers to the Economy Crunch

By FTD Design Instructor John Klingel AIFD, AAF, PFCI



I don't know one person who hasn't been affected by the current state of our nation's economy. When potential design students call, one of the most frequently asked questions has been “how can I get a job?” We are all in this together.

### TO BE OR NOT TO BE

In the flower business, I believe that one sure answer is diversification. Recently, I watched an interview on a news show where a job consultant was advising clients to go back to school. Pursuing another degree or continuing your education is taking action which will make you more valuable to your employer and industry.

Over the past 20 years, we have witnessed in the floral industry that designers who speak publicly (sometimes in several languages) are in higher demand. This stands to reason since the trend toward design panels and floral commentators has diminished due largely to costs.

The floral designer who is bi-lingual or has a strong technology foundation will be of greater value depending on the market, size, and situation of the shop. I have taken this seriously, so much so, that I have enrolled in a Spanish class at the community school where I teach evening classes in floral arranging.

### FLOWER SHOP BY DAY, CLASSROOM BY NIGHT

Promotion of your business can take many routes. One suggestion I offer florists is to take an evening or Saturday afternoon once a month and offer a design class for your customers. Without question, people who learn from you will have more respect for what you do. This respect adds greater value to your service and product.

In my role as an FTD Design Instructor, I encourage florists to bring the design table out into the front of the shop, right in the front window. The public is fascinated by what we do, so give them a show. When designers touch the flowers, it brings additional value to them. This simple action has made hand-tied European styled bouquets so popular.

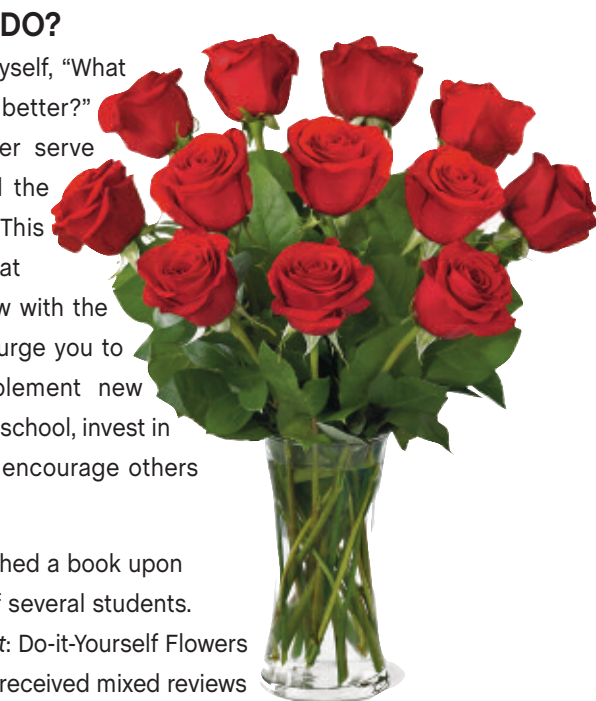
### GET OVER THE FEAR

One might think that if you show your customers how to arrange flowers they won't call you. Actually the opposite happens. Your students/customers will have a greater appreciation for what you do. The great chefs of the world host cooking shows and write books while lending their names for huge profits. Why can't you? Okay, okay, start small but think big!

### WHAT CAN I DO?

Everyday I ask myself, “What can I do to be better?” “How can I better serve my students and the floral industry?” This goes back to that inspiring interview with the job consultant. I urge you to take action, implement new ideas, go back to school, invest in your career, and encourage others to do the same.

Last year, I published a book upon the suggestion of several students. (*The Frugal Florist: Do-it-Yourself Flowers on a Budget*) has received mixed reviews from the industry based on their emotions of fear and joy.



A number of shops have chosen to carry the book. Furthermore, many of these shops also teach classes both inside and outside of the shop. This has taught me that if you love what you do and share it with others; you will discover a new source of revenue. Embrace joy, inspire others and subsequently you will create a new direction for you and your store. It's amazing what can happen!

Fear is debilitating. Constantly worrying that if the secret is out customers will not return. Thinking that consumers will go to the supermarket, buy their flowers, and design themselves will not happen. The truth is, we don't lose customers, we chase them away.

You can't control or manipulate others. Consumers will do what they think is best, whether it is buying flowers from mass marketers or calling a professional retail florist. Today's current market and financial climate is separating the professionals from the amateurs, it's survival of the fittest. Work smarter, not just harder.

Sure, consumers are watching their wallets because money is tight, however, they are still spending. The point is, why should they spend it with you? Service, quality, talent and branding are the “buzz words” for success. Focus on these areas. The clientele's perceived value in all of these gets the business. Consumers want a great buying experience! It's up to you to give it to them.

*John Klingel is Director of the South Florida Center for Floral Studies in West Palm Beach, Florida. He has been a member of the FTD Education Team for more than 20 years. Learn more about John at [www.frugalflorist.biz](http://www.frugalflorist.biz).*

## Power Up with Mercury Technology

### CONTROL DELIVERY COSTS

With the ups and downs of fuel prices over the last few months, predicting and controlling delivery costs can be challenging – especially if you want to avoid changing your delivery fees every few days. However, one option for FTD Mercury users is to take advantage of Mercury Delivery.

With integrated Microsoft® MapPoint technology and routing capabilities, you can be sure your delivery routes are optimized to maximize fuel consumption. Turn-by-turn directions on the printed map ensure your drivers take the best routes to your customers. And with support for Garmin® GPS devices, you can even upload your routes and go paperless – with the added flexibility to handle unexpected traffic issues on the fly!

### PREP FOR VALENTINE'S DAY WITH EMAIL MARKETING

It's time to start preparing for Valentine's Day using Mercury Marketing and Constant Contact! Remember, marketing to existing customers is far easier than marketing to those who have yet to visit your shop – your existing customer base has already purchased from you! You can even market specifically to customers who purchased for Valentine's Day last year!

### MAXIMIZE LOCAL PRODUCTS

FTD Mercury X includes powerful features that can help you be both efficient and consistent when it comes to your local products. For example, mark products you want to suggest to customers as Quick Picks. When you do, these products will automatically show up when you search for product suggestions in Order Entry or Point of Sale. Your customers will benefit by having product suggestions to choose from when they need assistance, and your clerks will know the products to recommend (depending on your inventory or best seller status).

FTD Mercury X also enables you to create item-by-item recipes for all local products, you can even attach images of your custom products. Not only does this help the customer by providing a picture of the product, but also it helps your clerks accurately describe the flowers in the product. And, of course, your designers benefit because they have the exact recipe and picture of the finished product in front of them while they're designing your creation!

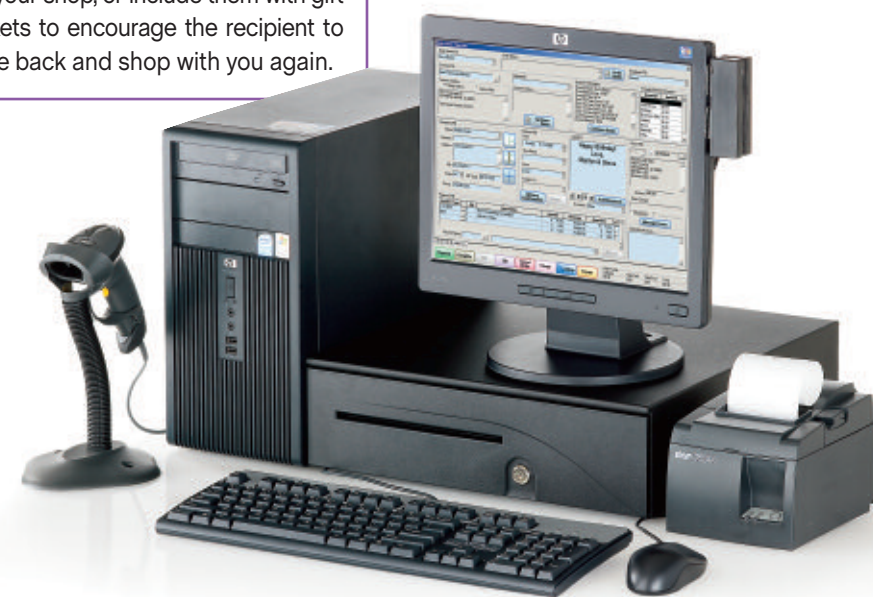
“...with support for Garmin® GPS devices, you can even upload your routes and go paperless.”

### MAKE THE MOST OUT OF GIFT CARDS

If you are an FTD Mercury X customer, you may already know that gift cards are now supported in Point of Sale. However, you may not know that there are other uses for gift cards besides for customers who cannot decide on a product.

For example, use gift cards as store credit for returns, making sure you keep the money in your shop for items returned. Additionally use gift cards for marketing – consider either sending out \$5 cards to people as they move into the community to get them into your shop, or include them with gift baskets to encourage the recipient to come back and shop with you again.

If you have any questions, contact the Mercury Technology Assistance Center (MTAC) at **888-309-2244** and a representative will be happy to assist you. You can also go to [floristwiki.ftdi.com](http://floristwiki.ftdi.com) and click the MTAC Live Chat button on the left side to chat online with a live representative!



## Customer Choice Program Launched in January

Customers want to view the exact item they are purchasing online and now FTD.com is offering them the opportunity to do so through a new program called the “FTD Customer Choice Program”. In the past, FTD.com has offered three different price points for a bouquet. However, consumers were not able to view the differences in the price points.

Now, consumers can view an image of each price point on FTD.com. Consumers can scroll over the three price point categories – Standard, Deluxe and Premium – and see a photo of the arrangement based on the upgraded pricing.

By seeing how an extra \$10 or \$25 will upgrade an arrangement, customers can easily see the increased value of spending more on the order. FTD.com debuted the program with select bouquets in January.

There are some great benefits to the new FTD Customer Choice Program. The new program will drive higher price-points to florists and increase the average order value for sending. We know consumers will be more likely to choose the higher price-point bouquets when they can view the differences.

Plus, it will now be easier for florists to understand exactly what Deluxe and Premium should look like. Deluxe and Premiums will have the same flowers in them, just more of them. Please make sure you follow the recipe exactly as customers will see an image of the Deluxe and Premium versions and be able to match the photos with what is received.

For more information, call FTD Member Services at **800.788.9000**.



Here is an example of how these orders will appear in Mercury.

**C8-3068** The FTD® My One and Only™ Bouquet - Standard  
**C8-3068D** The FTD® My One and Only™ Bouquet - Deluxe  
**C8-3068P** The FTD® My One and Only™ Bouquet - Premium



## Win \$1000 in NEW “Modern Bride” Co-op Advertising Program



Counter display for participating shop

tear pad



Exclusive to FTD, *Modern Bride* is holding a contest for participating FTD Florists.

Not only does it offer a chance for you — a talented FTD Florist and bridal co-op advertising participant — to showcase your “budding” talent, but you could also win a valuable prize.

The *Modern Bride* “Best Bridal Buds” contest will be open to all recent brides and brides-to-be that have a participating FTD Florist design their wedding flowers. Each bride will be asked to send in a photo of the flowers you created, along with a short essay (about 50 words) that describes how their FTD Florist met their vision of just how they wanted their wedding flowers to look. One lucky couple, chosen by *Modern Bride* for submitting the best FTD-designed flowers, will receive the grand prize of a second honeymoon

for two at Hotel Villa Del Palmar in Nuevo Vallarta, Mexico. And that's not all: the FTD Florist who designed the winning entry will receive a \$1,000 American Express gift certificate and will be featured in an upcoming issue of *Modern Bride* with the newlyweds.

The contest will launch in the Feb/March 2009 issue of *Modern Bride*. Sign up today to advertise in *Modern Bride* by calling **800-788-9000, Ext. 6409**.

Current FTD Bridal Co-op participants received a counter card with information for brides and full rules in December. If you did not receive the promotional materials, please call **800-788-9000**.

## 2010 FTD Wall Calendars

DRIVE TRAFFIC INTO YOUR SHOP  
ALL YEAR LONG!



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LOOK

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F Y I P H O N E N U M B E R S

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FTD FLOWER EXCHANGE • 800-767-4000  
**ftdflowerexchange.com**

FTD MEMBER SERVICES • 800-788-9000  
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FTD TECHNOLOGY SALES • 800-767-3222  
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FTD FLORISTS ONLINE • 800-576-6721  
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FTD FLOWERS ALL HOURS • 800-669-1000  
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