



newsletter

JANUARY 2006

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LETTER FROM FTD CEO



Dear FTD Members,

Happy New Year! I hope that you had a terrific holiday season.

Last month, I talked about the changes occurring in our industry and how we need to face those changes head on. This will continue in 2006.

In fact just last month, ProFlowers was bought by Liberty Media for \$470 million dollars. A company that is only about 5 years old was sold for almost a half a billion dollars. For those of you that doubted them before, this confirms that ProFlowers is here to stay. And their new owners, Liberty Media, own various advertising and distribution channels such as QVC, Encore, Starz, Expedia and News Corporation. We can not ignore them anymore; they are not going away.

The fact is competition in our industry is fierce and consumers, not floral companies, are dictating the trends and the future of this industry. What do consumers want? Based on the rapid success of ProFlowers, consumers want simple, yet elegant high end flowers at low prices.

However, if consumers could get high end flowers at low prices, but also delivered same-day, wouldn't that be a more competitive offer? The answer is YES, and local FTD Florists can do this. We can be more competitive than ProFlowers. But, when I speak to florists about this, the challenge I hear is, "How can I make money selling \$29 bouquets?" Our solution is the FTD Flower Exchange. You have access to over 2,500 different types of flowers, all available to you at up to 50% off traditional wholesale prices. Why not try it? Order a box or two from FTD Flower Exchange and check out the high quality of the product and the low prices. Now, you will be able to offer a \$29 bouquet and still make good money on it.

Please contact your FBC or anyone at FTD to help you prepare for Valentine's Day. Do you need marketing help? How about newer technology products that can better automate your shop? Call us. As your partner, we are here to help.

Thank you for all that you do. On behalf of the entire FTD team, we wish you a happy and profitable 2006.

BENEVA FLOWERS' EMPLOYEES RECEIVE RECOGNITION FOR HURRICANE DONATIONS

ARTHUR CONFORTI, OWNER OF **BENEVA Flowers** in Sarasota, FL and staff donated over two truckloads of toiletries, clothing, bedding and more for Hurricane Katrina victims. Volunteer Michael Forrester delivered the items to Gulfport, MS and later presented the staff of Beneva Flowers with a framed collage of pictures of the victims receiving the donations.

"I was really touched, as were many of my employees," said Conforti. The gesture of putting something like this together was so thoughtful." He added that his employees are like one big family, and when the chance to

help others came along, they all joined together to make a difference.

Beneva Flowers has been an FTD Member for 20 years.



Arthur Conforti (left) is presented with a collage from hurricane volunteer Michael Forrester.

FTD MEMBERS DISCOVER COLOR TRENDS

FTD WAS A PROUD SUPPORTER OF THE Delaware Valley Florist Association Design Show. FTD Members experienced the latest color and design trends influencing the floral marketplace during "Color In Style," a program by FTD Design Instructor Keith White AIFD. During this symposium, Keith showcased stylish and creative designs that appeal to consumers.



(1) Herbert B. Rothe, owner of **Rothe Florists** in Philadelphia, PA takes a look at the FTD Spring products. Rothe Florists has been an FTD Member since 1928. (2) Barry Barnett of **Adelbergers Florist & Greenhouses** in Wayne, PA and Robin Heller of (3) **Flowers by David** show off the arrangements they won, which were raffled off from the design show. Adelbergers Florist & Greenhouses has been an FTD Member for eight years and Flowers by David has been an FTD Member since 1991. (4) FTD Designer Keith White enjoys the company of Cynthia Moles Raieta, owner of **Moles Flower and Gift Shop** in Norristown, PA. Moles Flower and Gift Shop has been an FTD Member for 26 years. (5) Paola Mancini, owner of **Bouquet Shop** in Bryn Mawr, PA shares a laugh with Toni Beigel, owner of **Rose Velt Florist** in Philadelphia, PA. The Bouquet Shop has been an FTD Member since 2002 and Rose Velt Florist has been an FTD Member since 1992.

BE GOLD. SEND FTD.





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The FTD Team is Working For You! Contact Information:

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FTD MEMBERS CELEBRATE THE SEASON



(1) David Presser, Susan Cothran, Teresa Maze, Kathy Breen, Sandy Luckett, Cindy More and David Immerman of **Mt. Washington Florist** in Cincinnati, OH pose for a group photo at a holiday open house. Mt. Washington Florist has been an FTD Member since 1988. (2) Sharron and Jessica Salley of **Gerlach Flowers by Sharron** in Piqua, OH open their doors to the community for a holiday open house. Gerlach Flowers has been an FTD Member since 2004. (3) Deborah Genrich and Mary Ellen Genrich of **Genrich's Greenhouses and Florist** in Rochester, NY, celebrate the holiday season with festive décor. Genrich's Greenhouses and Florist has been an FTD Member for 29 years. (4) Jackie Burrell, Kim, Amy and Erica of **Flowers from Sky's the Limit** in Petoskey, MI showcase festive poinsettias. Owner Jackie Burrell was proud of her three employees for passing their Michigan Certified Florist test. Flowers from Sky's the Limit has been an FTD Member for 26 years. (5) FTD Field Business Consultant Joe Arbona complements Thu Nguyen of **Rice Epicurean Market** in Houston, TX on her holiday decorations. Rice Epicurean Market has been an FTD Member since 1993. (6) FTD Vice President of Canadian Sales Frank Stornelli (left) celebrates the holiday with Santa Claus and the staff of **Italo Florist** in Toronto, Ontario at a Christmas party. Pictured are Guy Mauro, Italo Paris, Ester Mauro and Eligio Paris. Ital Florist has been an FTD Member since 1979. (7) **Rosemary's Florist** in Kingston, TN showcases an "Angel in the Forest" in the front of the shop. Rosemary's Florist has been an FTD Member since 2003.

Continued on page 3



FTD BEGINS THE HOLIDAY SEASON PROMOTING FTD FLORISTS

SATELLITE MEDIA TOUR

FTD Designer J. Keith White was featured in a live television and radio tour on December 5 across the U.S. asking consumers to visit their local FTD Florist for fresh flowers to complement their holiday decorating. He also showcased new color trends and ideas for the décor. The television shoot was broadcasted from Phillip's Flowers in Westmont, IL, in their Interior Plants and Displays facility.

Keith was seen or heard live in the following markets:

- Lafayette, IN
- Tucson, AZ
- Duluth, MN
- Kansas City, MO
- Los Angeles, CA
- Tyler, TX
- Suburban Baltimore, MD
- Jacksonville, FL
- Nashville, TN
- Toledo, OH
- Reno, NV
- Roanoke, VA
- Minneapolis, MN
- Wichita, KS
- Seattle, WA

View some tips from Keith for holiday decorating based on the California Cut Flowers Commissions' American Floral Trends Forecast 2006 in the education article on page 6.



Using both traditional and modern table settings, Keith illustrates how consumers can decorate their homes for holidays according to their personal style.

GIFT MEDIA TOUR

FTD also participated in a holiday gift media tour that began on November 30 and ended on December 17. The media tour featured C1, C3 and the Hanukkah Cookie Tin from FTD.COM.

These products were featured in the following television markets:

- Hartford, CT
- St. Louis, MO
- Tampa, FL
- Seattle, WA
- Indianapolis, IN
- Miami, FL
- Baltimore, MD
- New York, NY
- Phoenix, AZ
- Minneapolis, MN
- Tyler, TX
- Nashville, TN

In addition to promoting Christmas, FTD was also featured in a fall decorating broadcast segment. FTD Design Instructor Jeff Corbin demonstrated how to create fall centerpieces during the Chicago NBC affiliate morning news on Wednesday, November 9. Jeff also encouraged viewers to purchase their fresh flowers from an FTD Florist.



FTD Designer Keith White decorates the set of the satellite media tour.



FTD MEMBERS CELEBRATE THE SEASON (Continued from page 2)



(1) The staff of **Beehive Florist** in Morton, TX celebrates the holidays as a team. Beehive Florist has been an FTD Member since 2002.



(2) Gathering around the shop for a festive photograph is Tracy, Ed, Barbara, Diane and Herlinda of **Carmel Flower Shop** in Carmel, NY. Carmel Flower Shop has been an FTD Member since 1984.



(3) The Little Flower Shop in Lindenhurst, NY celebrates the holiday with festive décor. The Little Flower Shop had been an FTD Member for nine years.



FLORIDA FLORISTS BRING HOLIDAY CHEER TO THE CAPITAL

EIGHTEEN FTD FLORISTS FROM ALL OVER FLORIDA decked the halls of the Governor’s Mansion in Tallahassee on November 14 and 15.

Since 1998, a group of FTD Florists have donated their time, money and talent to decorate the Florida Governor’s Mansion and the Governor’s office. This FTD decorating committee festoons the inside and outside of the Governor’s Mansion with trees, wreaths, fresh flowers, garland and lights.

Jill Weishaupt, an FTD Field Business Consultant in Florida, heads up the FTD decorating committee, along with Nell Roberts of **Ridge Florist** in Sebring, FL and Danny Sexton of **Kissimmee Florist** in Kissimmee, FL. “The committee decorates fourteen of the mansion’s rooms,” said Weishaupt. “They beautify each room with either traditional or modern trimmings using fresh flowers, greenery and other decorative items.”

But the FTD decorating committee doesn’t view decorating the mansion as work; they find it to be a rewarding experience. “Our time spent in Tallahassee is worthwhile. The sight of the mansion lit up and full of holiday trimmings is breathtaking,” said Weishaupt.

The following florists were part of the FTD decorating committee:

- Steve and Nell Roberts, Becky Martinez and Anabelle Marin of **Ridge Florist** in Sebring
- Danny Sexton and Jerry Gemski of **Kissimmee Florist** in Kissimmee
- Ed Oman and Peter Berden of **Just Originals** in Palm Harbor
- Elaine Fulford – Gillis of **The Open Rose** in Gulf Breeze
- Denise McDonald of **The Open Rose** in Milton
- Stan Brock of **LaStan Florist & Gifts** in Fort Walton Beach
- Christine Vasconcelo of **Bloomingdays Flower Shop** in Tampa
- Bonnie Rocks of **Flowers by the Bunch** in St. Petersburg
- Carol Duncan and Raven Arbella of **Walt Disney World Florist** in Lake Buena Vista
- Shea Curtis of **Four Seasons Florist** in Clearwater
- Beatriz Cardozo of **Java Florist** in Venice



FTD Field Business Consultant Jill Weishaupt, Steve and Nell Roberts of Ridge Florist in Sebring, FL and Danny Sexton of Kissimmee Florist in Kissimmee, FL decorate one of the many trees in the Governor’s Mansion.



Carol Duncan of Walt Disney World Florist in Lake Buena Vista and FTD Field Business Consultant Jill Weishaupt show off one of the many arrangements the FTD Decorating Committee designed.



In addition to decorating the inside of the Governor’s Mansion, the committee also beautifies the outside of the building with festive trimmings.



Carol Duncan of Walt Disney World Florist in Lake Buena Vista, FL, Christine Vasconcelo of Blooming Days Florist in Tampa, FL and Nell Roberts of Ridge Florist in Sebring, FL deck the mansion with the FTD Christmas Bouquet and the Laura Ashley Bouquet presented by FTD.

MEMBER HIGHLIGHTS



(1) Cheri Giardino, owner of **Young’s Florist** in Rochester, NY, is all smiles at the grand opening of her shop’s new location. Young’s Florist has been an FTD Member since 2002. (2) FTD Field Business Consultant Joe Arbona and FTD Regional Vice President celebrate the 20th anniversary of **Lexis Florist** in Houston, TX with owner Sue Habib. Lexis Florist has been an FTD Member for nine years. (3) Dawn Maier and Vicky of **The Magic Garden** in Rochester, NY show off a seasonal display in their new shop location. The Magic Garden has been an FTD Member since 2001. (4) FTD Field Business Consultant Angelo Pace celebrates the grand re-opening of **Aurora Greenhouse** in Aurora, Ontario with new owner Robin Winter (center), staff and the mayor of Aurora. Aurora Greenhouse has been an FTD Member since 1984. (5) FTD Field Business Consultant Tom Spain commemorates the grand opening of **McConaheys Flowers** in Alton, IL with owner Van McConahey. Also pictured is the staff of McConaheys and the Ambassadors of the Southwestern Illinois Growth Association. McConaheys Flowers has been an FTD Member for 23 years. (6) Jeff and Susan Blanchard of **Blanchard Florist** of Rochester, NY celebrate the grand opening of their new location with government officials. Blanchard Florist has been an FTD Member since 1981.



education:

american floral trends

By FTD Design Instructor J. Keith White AIFD



THE ONGOING ADVANCEMENT of ornamental horticulture gives the desire to redefine the ways we express ourselves with flowers. Growers continue to cultivate new varieties, while designers continue their remix, and in this process color combinations emerge.

Research has been completed through the California Cut Flower Commission for the American Forecast 2006 of the top four trends with floral color palettes.

ROSEHIP



This is a rich analogous color harmony of earth tones with a sense of luxury. Warm and sensuous spice tones, terra cotta, carnelian red topped with pink create the range of colors. Deep coco, mahogany, and coffee are added with organic elements including worn leather, textured metals horn and suede surfaces. Some flowers that support this are Moreno, Sweet Akito, and Gypsy Curiosa roses, Cinnabar Lilies, Choc or Terra Anthuriums, Celosia, Hypericum, Leucospermums and Leucadendrons. Texture drives this design style-Rosehip.

HYDROPONICS



The spa colors have emerged into green tones with an accent of illusion blue and lilac ash to create Hydroponics. The emphasis on health and well being, water and glass merge with botanicals, things are simple and clear. Based off of white, a licorice hue accents this palette. Flowers that support this spa feeling are Super Green and Jade roses, Green Goddess Callas, Green Orchids, Gladioli and Anthuriums. Grasses, herbs and ferns complete the clinical and clean feeling along with monobotanical foliage presentations with Hydroponics.

GATHERINGS



A midrange medley of earth colors with a vintage fell are layered to create Gatherings. Embroidery, chiffon and filigree are at home here with archival patterns juxtaposed with Asian motifs and flea market finds. Items from travels and sacred or favorite are collected side by side and expose life's experiences. Gatherings of Sahara and Peppermint roses, Lisianthus, Gerberas, lilies, Ranunculas, mums and Cottage Yarrow set the casual and weedy style. For the unexpected twist, add Protea, Anthurium, and/or Leucospermum.

INFUSION



Black and White warmed with brown is the color foundation many people live with. Black and white floral prints are waiting to be painted with fresh flower color infusions. No longer a trade secret with the vast amounts of media coverage, a quick infusion of color can more than change your surroundings, it maybe mood altering.



Baccara Infusion is marked by opulence and luxury, rich textures and layers of close burgundy tones are combined. Darker red roses including Black Baccara, Sumatra Lilies, Cone Flower, Celosia, and Chocolate Cosmos dares the mysterious and sumptuous refuge. Classical elements punctuating the neutrals create pure elegance.



Caramel Infusion; the name says it all. An exotic elixir of caramel, honey, and toffee bring this to a new realm of comfort colors. Amber to brown glassware, rich glazes, supported with curves and softness, lure our senses. Cymbidium Orchids and Callas are the perfect curves, while Banksias and Leucospermums nod the exotic. Here we taste and experience luxury in the sanctuary of our home.



Plum Infusion, traditional and always favored, combines tones of lilac, purple and plum with brown's quite presence. Rich silk pillows, fur throws, and tone on tone motifs compliment the abundance of flowers found in these colors. Stocks reign supreme with a full range of jewel tones, varieties of purple roses, Delilah, Cool Water, Blue Curiosa, and Mystery, plus many varieties too vast to mention suit this quiet and royal aesthetic look.



Moody Blue Infusion goes from cool during the day to urban chic at night. Deep denim color remains strong; the mood is changed with tide pool, a deep turquoise and accented with emerald green. A variety of containers in teal, blue, and green, smooth ceramic to glass or shallow bowls are perfect. Blue blossoms such as Delphiniums and iris are suitable, but glamour flowers of the 40's and 50's like Cattleya and Cymbidium orchids, Gardenias, and Callas become Hollywood stars. Clean, elegant and uncomplicated lines let the colors take center stage.

FTD Newsletter is sent to approximately 20,000 FTD Members across the United States and Canada. If you have feedback, a letter to the editor or have a story and photos you'd like to share, please send it to the editor of FTD Newsletter at prdept@ftdi.com or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!



SAVE TIME, MONEY AND DRIVE SALES WITH FTD MERCURY 7.0

FTD IS PLEASED TO ANNOUNCE THE RELEASE OF FTD Mercury® 7.0, which offers new ways for florists to save time and money, while helping increase shop efficiency. This release includes multi-store support, as well as a new Accounting module with third party payroll and timeclock features.

“We are extremely excited for the release of FTD Mercury 7.0. Now, the new accounting module’s seamless integration with QuickBooks, as well as multi-store support and add-on payroll and timeclock, FTD Mercury continues to push the envelope as the most advanced and easy to use, windows-based flower shop POS system on the market,” said Larry Johnson, Executive Vice President of FTD Technology. “The feedback we have received from florists and from within FTD has been nothing but positive. This is by far our strongest release to date.”

NEW ACCOUNTING MODULE

- New systems ship fully integrated with Quick Books® 2006 Pro
- Easily create your QuickBooks Chart of Accounts and balance your books from within FTD Mercury

NEW PAYROLL

- Run payroll straight from QuickBooks – including tax table updates
- Florists chose from a variety of discounted Intuit Payroll Services’ products

NEW TIMECLOCK

- Provided by Count Me In®, the Timecard Monitor transfers time “punches” to QuickBooks Timesheets
- Employee’s clock in and out using a biometric sensor that identifies individuals by fingerprint
- Managers can easily edit timecards, reconcile, view and print reports, as well as adjust rules and settings

NEW MULTI-STORE CAPABILITIES

- Customers are assigned to all stores
- Reporting and statement printing allotted to individual store or all stores consolidated
- Products associated with all stores or individual store

NEW DIRECTORY BANNER ADS

In addition to printed Directory Ads, as of the November 2005 Directory, FTD Mercury includes equivalent electronic banner ads viewable from within “Florist Search”.

NEW FTD MERCURY REPORTS

FTD Mercury 7.0 includes a more robust Business Snapshot, Product Sales and Product Comparison report, as well as Employee Analysis.

HERE’S WHAT FTD MEMBERS ARE SAYING ABOUT FTD MERCURY 7.0:

“We chose this system for its time-saving features. The accounting feature is helpful; the balancing wizard saves me hours!”

- Brenda VanDersluys of **Dobbie’s Florist**

“The Timeclock is a great time management tool; it keeps my employees accountable for their actions. This is a very affordable system...it will pay for itself in a year.”

-Dan Brennan of **Brennan’s Flowers**

“We are very happy with the FTD Mercury 7.0. It’s simple to use and the integration with QuickBooks makes payroll easier than ever.”

- Gretchen Catlin of **Aitkin Flowers**

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

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

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

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

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

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

INCREASE REVENUES

Order Entry

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

NEW Technology Banner Ads

Generate wire orders from thousands of FTD Florists worldwide.

REDUCE COSTS

Point of Sale with Order Entry

Reduces order processing and increases order accuracy.

- Increase service

- Reduce labor costs

- Simplify accounts receivable, order

- Entry and POS functions

NEW FTD Mercury Reports

- Business snapshot

- Product sales

- Product comparison

- Employee analysis

Call FTD today at 800-767-3222.

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

* 60 months



FTD PROMOTES VALENTINE’S DAY WITH NATIONAL ADVERTISING

AFTER JUST RECOVERING FROM THE HOLIDAY season, FTD Florists are quickly preparing for Valentine’s Day and FTD is here to help. We have various effective advertising tools that will help drive consumers to your shop.

NATIONAL ADVERTISING SUPPORT

The FTD co-op advertising campaign includes a national advertisement in *Sport Illustrated* magazine on February 13, featuring the FTD® In Love With Red Roses™ Bouquet, which reaches 16 million men. According to *Sports Illustrated*, flowers were the number one gift item purchased by it’s readers and each year, 76% of their readers plan to purchase a Valentine’s Day gift. In Canada, FTD will be advertising in the Canadian *TV Guide* magazine on February 13.

FTD is asking consumers to visit a local FTD Florist to place their Valentine’s Day order and directs consumer to thousands of participating FTD Florists who have listed their shop information next to the ad. It will include a \$3 off coupon off any FTD product. FTD will reimburse all coupons florists’ collect and submit to FTD. Millions of consumers will see the FTD Valentine’s ad and will be coming to your shop looking for the FTD featured product.

FREE ADVERTISING MATERIALS

Take advantage of the FREE ad slicks and radio scripts that promote FTD Florists and FTD Codified Products. You can use these professional advertising tools to promote your business and your Valentine’s Day products. Visit FTDi.com to download the FREE advertising tools.

INTERNET MARKETING PROGRAMS

Want more orders for Valentine’s Day? FTD has two aggressive Internet marketing programs that can help you reach new and existing customers. Sign up for FTD Online Yellow Pages and FTDflorists.com to generate more orders. Reach millions through FTD’s Online Yellow Pages, which lists your web site in: AOL Yellow Pages, Switchboard.com, Yahoo!Yellow Pages, Superpages.com, Yellowpages.com and Smarpages.com. FTDflorists.com will be promoted by FTD to millions of consumers via traditional national advertising vehicles as well as through online advertising efforts.

Don’t miss out on the opportunity to advertise your business at a fraction of the retail rate. Call 1-800-7888-9000 to sign up for FTD Online Yellowpages and FTDflorists.com today!

Interested in FTD’s co-op advertising program or any of the other exciting marketing ideas listed above, call your FTD Field Business Consultant or Member Services at 800-788-9000. Visit www.FTDi.com today.



FTD Upcoming Events

March 3-5, 2006

Michigan Floral Association Spring Conference

The DeVos Place • Grand Rapids, MI

Featured FTD Design Program: "Designing on the Right Side of your Brain" presented by FTD Design Instructor Tina Stoecker AIFD. For registration information, contact the Michigan Floral Association at 517-575-0110 or visit their website at www.michiganfloral.org. Look for FTD Team Members Julie Atkinson and Bob Martin.

March 4-5, 2006

Northeast Floral Expo

Crowne Plaza Hotel • Cromwell, CT

Featured FTD Design Program: "Economical Elegance" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact the Connecticut Florists Association at 203-268-9000 or visit their website at www.flowersplantsinct.com. Look for FTD Team Members Roger Cohen, Roberta Belanger, Jim Weedon and Dick Schooler.

March 10-12, 2006

Illinois State Florists' Association Spring Conference

Crowne Plaza • Springfield, IL

Featured FTD Design Program: "A Celebration of Life – Today's Sympathy Flowers" presented by FTD Design Instructor Keith White AIFD. For registration information, contact Jerry Hankins at 800-416-4732 or visit the Illinois State Florists' Association website at www.illinoisflorists.org. Look for FTD Team Members Sarah Andersen, Dina Dandelles and Tom Spain.

March 10-12, 2006

Alabama State Florist Association Convention

Hilton • Birmingham, AL

Featured FTD Design Program: "Put some Pizzazz in your Everyday Work" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact Kathie Yenuis at 205-989-8001. Look for FTD Team Member Michael Woodson.

March 11-12, 2006

Wisconsin & Upper Michigan Florists Association Spring Conference

Radisson Hotel • Green Bay, WI

Featured FTD Design Program: "Translating Trends into Everyday Designs" presented by FTD Design Instructor Toomie Farris AIFD. For registration information, contact Jeanne Rhodes at 262-246-4944 or via email at wumfa@wi.rr.com, or visit the Wisconsin & Upper Michigan Florists Association website at www.wumfa.org. Look for FTD Team Member Teresa Joerger.

March 15, 2006

Long Island Retail Florist Association Meeting & Design Show

Milleridge Inn Carriage House • Jericho, NY

Featured FTD Design Program: "Supersizing Sympathy Sales with Affordable Designs" presented by FTD Design Instructor Jeff Corbin AIFD. For registration information, contact Sean Beckert at 516-767-0925. Look for FTD Team Members Andrew Himmelstein and Jim Weedon.

March 17-19, 2006

South Dakota Florists Association Convention

Ramkota Inn • Pierre, SD

Featured FTD Design Program: "Put some Pizzazz in your Everyday Designs" presented by FTD Design Instructor Deborah De La Flor AIFD. For registration information, contact Ilene Gilbertson at 605-692-6466. Look for FTD Team Member Tim Stelter.

March 20-21, 2006

SAF Congressional Action Days

Fairmont Hotel • Washington DC

For registration information, contact the Society of American Florists at 800-336-4743 or visit their website at www.safnow.org.

March 25-26, 2006

Allied Florist Association Convention

Radisson Hotel • Norfolk, VA

Featured FTD Design Program: "Wedding Floral Review" presented by FTD Design Instructor Keith White AIFD. For registration information, contact Lynn Sears at 757-482-5686. Look for FTD Team Member Bill Winckler.

TAKE ADVANTAGE OF FREE SHIPPING ON ALL EVERYDAY CODIFIED PRODUCTS

FTD IS HELPING MEMBERS PREPARE FOR A BUSY year! Benefit from a special FREE shipping offer on all everyday codified products in the month of January. You'll receive free shipping on products including The FTD® Pick Me Up® Bouquet, The FTD Sunburst® Bouquet, The FTD® Birthday Party® Bouquet and many more. Call FTD Marketplace at 800-767-4000 to order with free shipping today.



FLORIDA FLORISTS AND RESIDENTS ENJOY DESIGN CONTEST

FTD PROUDLY SUPPORTED THE 2005 JACKSONVILLE Greater Agricultural Fair, which attracted over 400,000 people. FTD Member Margaret Mumby of Melrose Florist in Melrose, FL placed third in one of four contests.



FTD Field Business Consultant Doug Crescimanno congratulates FTD Member Richard LaMee of LaMee the Florist in Jacksonville, FL and Marty McCall of McCall's Wholesale on a successful event. LaMee the Florist has been an FTD Member since 1947.



Marty McCall and Jeanie Wells, members of the Jacksonville Fair committee, are proud of the fair's success.



FTD Master Designer Janet Simpson evaluates one of the many arrangements entered in the design contest.

GET READY FOR 2007!

FTD CALENDARS ARE A GREAT WAY TO MARKET your shop year round. Order your FTD 2007 calendars for a sleek, stylish and personalized way to stay top of mind to your customers throughout the year. And now you can show off your new calendars without losing valuable counter space with a free display easel. Here are a few marketing tips for your calendars:

WALL CALENDAR

- Distribute them during your holiday open house and other special promotions
- Mail them to your V.I.P list of customers to promote continued loyalty

DESK CALENDAR

- Give away to walk-in customers, especially during the holidays
- Present them to churches, corporate clients, coffee shops and other high-volume customers – they make great incentive gifts for everyone

POCKET CALENDAR

- Attach one to each delivery
- Distribute them as you would a business card during customer consultations
- Enclose one with monthly statements

EASY STICK CALENDAR

- Include with large holiday orders as a special token of your thanks
- Share with fellow tenants and neighboring shopkeepers to build a strong community
- Give customers a bunch to pass out at their offices

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

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With your initial 2007 wall calendar order



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NOW YOU HAVE EVEN MORE CHOICES FOR design themes, navigational styles, color options and homepage designs with the NEW Advanced Level sites on FTD Florists Online. Florists Online gives you the opportunity to capture a whole new revenue stream for your business, while providing your customers with the industry's best online shopping experience. And now, FTD Florists Online websites also offer these new features:

- Four new design themes including a seasonal design that automatically changes throughout the year
- Three navigational styles: static, collapse or dropdown
- Multiple color options
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- Feature up to nine products on your homepage
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