

# newsletter

JANUARY 2007

Vol. 48 No. 1 FTD Newsletter © 2007, FTD

## GREETINGS FROM FTD



Happy New Year! A new year awaits you with new opportunities for a prosperous year. A great start to 2007 is already evident from the energy of

Christmas and the momentum is building for Valentine's Day.

With Valentine's Day approaching, now is a great time to consider automating your business with FTD Mercury Point-of-Sale. In today's competitive landscape, increasing revenue and reducing operating costs are more important than ever. In addition, customers want fast, efficient service and delivery routing capabilities answer those needs and reduce costs. Enter the world of email marketing!

But instead of hearing from us, listen to what some of the current FTD Mercury Point-of-Sale customers are saying:

### INCREASING REVENUES

"The number one reason for purchasing the FTD Mercury system is for its ease of use. We're a small shop, but we still need a powerful machine. FTD Mercury provides that. With the marketing module, we are truly able to create marketing materials. In the past, we had to go through each ticket number and write out each postcard. Now, we create professional-looking postcards in half the time. FTD Mercury allows us mom and pop shops to be at the same level as a big business. We couldn't be happier with this purchase."

— Gary Limbrick, **Mary Washington Florist Inc.** in Fredericksburg, VA

### DECREASING COSTS

"We have had the Mercury system for over a year now and we really enjoy the integration of the POS and processing of orders. It is all in one step. I can also easily look up a wide range of financial reports that help me make decisions in the future. For instance, by looking at the hourly activity of sales last

holiday, we decided we will be changing our hours to eliminate costs of staying open during low activity times. I would recommend the Mercury to any FTD Florist!"

— Mary Lynn Griff, **Lowe's Greenhouse** in Chagrin Falls, OH

### FAST AND EFFICIENT CUSTOMER SERVICE

"I can't imagine running the shop without FTD Mercury. I see the benefits of the system everyday. During the holidays, the system is equivalent to an employee. It cuts the order time down to three or four minutes per order. It also allows me to print orders taken on my FTD Florists Online web site a few days in advance, which in turn helps my design staff work efficiently."

— Michael Gruettner, **Chet & Leona's Floral & Gifts** in Milwaukee, WI

Whether you are a smaller shop or have multiple locations, FTD Mercury can work for you. FTD continuously works to provide new features and services in order to keep your system as up-to-date as possible. In fact, FTD recently released a new version of its point-of-sale system, FTD Mercury 7.1. Turn to page 2 for additional information on this exciting new release.

Give FTD the opportunity to provide you with a FREE evaluation of your computer needs and a hands-on demonstration to show you what FTD Mercury can do for your business. We will come to your shop, provide you with an estimate and create a platform that best fits your needs. Just call 1-800-767-3222 or email us at [technology@ftdi.com](mailto:technology@ftdi.com).

Executive Vice President of FTD Mercury Technology

## ROYER'S PENNSYLVANIA AND OHIO LOCATION COLLECT "BOUQUETS FOR BOOKS"

SISTER COMPANIES ROYER'S FLOWERS & Gifts and Stephenson's Flowers & Gifts in Pennsylvania and Connells Maple Lee Flowers & Gifts in Ohio collected new children's books for area libraries during their "Bouquets for Books" event this past November.

During this period, customers received a free floral bouquet for each new hard-cover or soft-cover children's book they brought to any of 22 locations. "Bouquets for Books" coincided with the 87th annual observance of National Children's Book Week, which is dedicated to spreading the word about children's literature and encouraging the joys of reading.

"Books and reading give children a greater understanding of the world around them," said Greg Royer, president of Royer's Flowers & Gifts, Stephenson's Flowers & Gifts and Connells Maple Lee Flowers & Gifts. "A library full of new, colorful, interesting books is a wonderful gift to give to any child. We look forward to giving away a lot of bouquets, which will mean that we've collected a lot of new children's books for our libraries."

Because of the event, all three shops benefited from extensive media coverage. ABC and NBC affiliates, as well as a local radio station and five local newspapers

included coverage of patrons dropping off books and receiving free flowers.

This event wasn't the first time the florist reached out to the younger generation. Earlier this year, Royer's introduced a Kid's Club, which provides children ages five through 12 with web site activities, an e-mail newsletter, contests and member-only events.

"By offering events and promotions geared towards children, we are reaching out and targeting the next generation of flower buyers," said Greg.

Royer's Flowers & Gifts, Stephenson's Flowers & Gifts and Connells Maple Lee Flowers & Gifts have been FTD Members for five years.



A customer drops off a few children's books at Royer's Flowers & Gifts in exchange for a free bouquet.



A Royer's employee displays the books that have been donated to the "Bouquets for Books" event.





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## SAVE TIME AND INCREASE REVENUE WITH FTD MERCURY'S NEWEST RELEASE

FTD RECENTLY RELEASED A NEW VERSION OF ITS flagship floral business solution, FTD Mercury 7.1. Available free to current FTD Mercury users, this version provides numerous new and enhanced features designed to assist florists in saving time, elevating service, and increasing revenue.

"We are extremely proud of this release," said Larry Johnson, Executive Vice President of FTD Mercury Technology. "FTD Mercury is already the premier floral business system, and adding powerful features such as credit card processing over the Internet and Standing Orders makes it even better. These features will provide a new level of efficiency for our florists."

FTD Mercury 7.1 provides new features designed to improve business efficiency. Key features include:

- Standing Orders: Enter an order once, set the recurrence pattern, and let FTD Mercury generate the orders on an as-needed basis
- Credit card processing over the Internet: Speed up the time it takes authorizing credit cards, and eliminate phone lines
- Color coding for search results, allowing florists to quickly locate important order information
- Pickup delivery zone, providing a quick view of all pickup orders
- Enhanced invoice printing

Canadian florists will also benefit from two additional features in order to address challenges unique to Canadian florists:

- Canadian tax handling: FTD Mercury systems automatically apply appropriate taxes based on the sending and receiving florist locations. Florists can also configure local and wire service exchange rates
- Debit card processing over the Internet: Canadian florists now can process debit card transactions seamlessly with FTD Mercury

FTD Florists using these enhancements will increase business efficiency, customer satisfaction, and competitiveness in today's retail environment.

"Florist needs drive these features," said Johnson. "We're giving them the tools they asked for, and they will quickly discover the benefits."



Now you can purchase printer and toner cartridges for your FTD Mercury system through FTD. You'll save up to 50% off retail prices, plus the cartridges are sent right to your shop and billed directly to your FTD Clearinghouse statement. Visit or call FTD Mercury Technology at 1-800-767-3222 or visit <https://www.ftdi.com/mercurytechnology/printcartridges.htm>

## SAVE UP TO 40% OFF WHOLESALE PRICES WITH THE FTD FLOWER EXCHANGE

WANT TO SAVE MONEY ON FLOWERS THIS Valentine's Day? Why not try the FTD Flower Exchange! Designed exclusively for FTD Members, the new FTD Flower Exchange provides florists with superior quality, great pricing and first-rate customer service.

You'll also benefit from the following:

- Expansive selection of the freshest flowers from some of the best growers around the world. Dutch Combo Boxes can be delivered directly to your door all year long.
- Advanced search capabilities to locate the perfect variety, color or grower
- Expanded logistics solutions – priority next day, air freight and refrigerated truck
- Products available for same day shipment, farm direct, pre-books and standing orders

To save you even more time and money, FTD coded combination boxes will be available for V1-V6.

Read what other florists are saying about the new FTD Flower Exchange:

"We have been using the FTD Flower Exchange since it started. We cannot begin to express our appreciation to them for starting this program. We have fresh flowers in our shop five days a week! We have completely switched to ordering fresh flowers from the new FTD Flower Exchange because of the significant price and quality difference."  
-Flowers And More, Bainbridge, GA

"The new FTD Flower Exchange is a remarkable program. I am always impressed by the quality of the flowers I receive. The other week I ordered white and lavender roses, which are normally the most difficult to purchase in terms of quality. But these roses arrived in perfect condition. Not only are the quality of the flowers amazing, but so are the prices. Every florist should take advantage of the new FTD Flower Exchange."  
-Royal-Louis Florist, Sacramento, CA

Visit [www.FTDFlowerExchange.com](http://www.FTDFlowerExchange.com) or call 1-800-767-4000 to speak with an experienced FTD floral sales representative.



## FTD FLORISTS BRING HOLIDAY CHEER TO THE FLORIDA GOVERNOR'S MANSION

THIRTY FTD FLORISTS AND FTD EMPLOYEES FROM all over Florida decked the halls of the Governor's Mansion in Tallahassee on Wednesday, November 15 and Thursday, November 16.

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 adorns 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 12 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 are part of the FTD decorating committee:

- Steve and Nell Roberts, Becky and Richard Martinez and Jenny Robles of **Ridge Florist** in Sebring
- Danny Sexton, Nancy Adkins-Sexton and Buddy

and Linda Grier of **Kissimmee Florist** in Kissimmee

- Stan Brock of **LaStan Florist & Gifts** in Fort Walton Beach
- Christine Vasconcelo of **Bloomingsdays Flower Shop** in Tampa
- Bonnie Rocks of **Flowers by the Bunch** in St. Petersburg
- Carol Duncan of **Walt Disney World Florist** in Lake Buena Vista
- Len Morgansey of **In Bloom Florist** in Orlando
- Judy Ludwig of **Flowers by the Bunch** in St. Petersburg
- Dick Bartlett of **Alexander's Flowers & Gifts** in Homosassa
- Doug Lender of **Baisch & Skinner** in Clearwater
- Fiona Prosser of **Botanica Boca Grande** in Boca Grande
- Ed Oman and Peter Berden, of **Berden-Oman International** in Ellenton
- Elaine Fulford-Gillis and Michelle Sadler – freelance designers
- Jill and Conrad Weishaupt of FTD
- Debra Mager of FTD



Jenny Robles of **Ridge Florist** in Sebring, FL puts the finishing touches on the garland for the mansion stairways.



The entire FTD Decorating Team poses for a group photo in front of the Florida Governor's Mansion.



Nell Roberts, owner of **Ridge Florist** in Sebring, FL, stands next to one of the many Christmas trees in the Governor's Mansion.



An employee of the Florida Governor's Mansion thanks Danny Sexton and Nancy Adkins-Sexton (top right) of **Kissimmee Florist** in Kissimmee, FL for their hard work. Kissimmee Florist has been an FTD Member for 31 years.



Richard and Becky Martinez of **Ridge Florist** in Sebring, FL create Christmas wreaths for the outside of the Governor's Mansion. **Ridge Florist** has been an FTD Member since 1966.

## KARIN'S FLORIST CELEBRATES 50TH ANNIVERSARY WITH EXCITING COMMUNITY EVENTS

**KARIN'S FLORIST** IN VIENNA, VIRGINIA RECENTLY hosted an array of anniversary events over the course of a week. Maris Angolia, vice president of Karin's Florist, kicked off the start of the events with an entry in the 60th annual Vienna Halloween parade. The staff decorated a car that carried the founder and president of Karin's Florist. The florist also hosted a VIP reception and a "Family Fun Day" that included face paintings, a magic show, giveaways and refreshments.

"The most important part of the series of celebrations was involving the community, said Maris. "My father, who started the company 50 years ago,

was dedicated to building relationships within the community. To commemorate the golden anniversary of the shop and carry on my father's tradition of serving the community, we made sure the community members were the center of our celebrations."

The remaining events included an open house that featured a food tasting from gourmet food vendors, a student fundraising event and floral design demonstrations.

Karin's Florist has been an FTD Member since 1957.



Vice President Maris Angolia, Founder Bill Dukas and floral designer Christian Lund share a laugh at the VIP reception.



A glimpse of the inside of **Karin's Florist**.



Father and son team George (left) and Bill Dukas take a moment from the anniversary events.



A local vendor offers a variety of appetizers to Karin's Florist customers.



Karin's Florist decorated a car to ride in the town's annual Halloween parade.



## HIGHLAND FLORIST DESIGNERS SHINE AT THE TENNESSEE STATE PROFESSIONAL FLORIST ASSOCIATION SHOW

FLORAL DESIGNERS JIMMY DAVIS AND SAM Hyder of **Highland Florist** in Hixson, TN stole the show at the recent Tennessee State Professional Florist Association show. Sam received the Iris Cup for best floral artistic interpretation and Jimmy won the Horizon Award, which is awarded to new designers who show a promising future in the industry.

FTD Members who attended the show also enjoyed an education program by FTD Design Instructor J. Keith White AIFD. Keith presented "Color in Style," which provided florists an overview of the latest color and design trends that currently influence the floral marketplace.

Highland Florist has been an FTD Member since 2001.



Jimmy Davis poses with his Horizon Award.

## OKLAHOMA FLORISTS BENEFIT FROM THE "CENT" OF FLOWERS

FTD MEMBERS SPENT TIME NETWORKING AND learning at education opportunities at the Oklahoma State Florists' Association Convention in July. FTD Design Instructor Jeff Corbin AIFD, PFCI presented "The Cent" of Flowers, which provided florists with purchasing and customer service techniques that can strengthen the business and make a large impact on the bottom line.



Jim and Mary Wilkins of **Tulsa Blossom Shoppe** in Tulsa, OK pose for a picture during dinner at the convention. Tulsa Blossom Shoppe has been an FTD Member for 14 years.



Neal and Jean Whitley (middle) of **Neals & Jeans Flowers** in Sapulpa, OK visit with FTD Mercury Technology Sales Representative Jackie Harrell (left) and FTD Field Business Consultant Jayla Love (right) at the FTD booth. Neals & Jeans Flowers has been an FTD Member since 2002.

## ARBOUR'S FLOWER SHOPPE'S CREATIVE DESIGNS HELP RAISE \$17,000 FOR THE BIG SISTERS ORGANIZATION

DIANE BALD OF **ARBOUR'S FLOWER SHOPPE** IN Penetanguishene, Ontario helped out the local Big Sisters organization with a Thanksgiving fundraiser called "Showcase of Homes." The event provided an opportunity for individuals to donate to Big Sisters in exchange to tour exceptional homes in the Penetanguishene area.

"It's a wonderful opportunity to help raise money for such a great organization such as Big Sisters," said Diane. "With our help, the event attracted nearly 600 guests and raised over \$17,000.

It feels good to be part of something that helps those in need during the holidays."

Diane donated her time, designers and materials to create floral arrangements to compliment the style of the home she had been assigned.

"We received a lot of comments on our unique pieces," said Diane.

Arbour's Flower Shoppe has been an FTD Member for five years.



Arbour's Flower Shoppe created many floral arrangements to raise money for the Big Sisters organization.

## OHIO FLORISTS DISCOVER CURRENT FLORAL TRENDS

AT THE RECENT OFA SHORT COURSE FTD Design Instructor Toomie Farris AIFD, AAF presented "Translating Trends into Everyday Designs." He guided florists through a look at

the current trends in color, design and merchandising; while providing practical applications certain to improve a shop's image and bottom line.



FTD Member Greg Orofino of **FloraFino's Flower Mart and Greenhouses** presents an impromptu design program during the OFA Short Course. FloraFino's has been an FTD Member since 1990.



FTD Design Instructor Toomie Farris prepares backstage for his program.





## FTD HOSTS FLORISTS AT INDUSTRY'S LARGEST CANADIAN EVENT

THE 2006 FTD CANADIAN FLORISTS CONFERENCE, the largest and leading floral industry event in Canada, united 250 Canadian florists with FTD's Canadian Sales Team to produce two full days of networking, shopping, education and business programs and social events.

FTD provided a solid schedule for conference attendees including a presentation by FTD Executive Vice President of Sales George Kanganis. Kanganis provided florists with an open forum of questions and answers regarding trends in floral industry, the benefits of FTD's newest online education tool, FTD University; and how to stand out among the competition.

Hundreds of florists showed their support of the floral industry and dedication to their FTD partnership

by attending the event and sharing ideas with the FTD Team. The trade fair included FTD's suite of products and services, as well as numerous industry vendors such as Perfectly Plush, Rio Roses and Smithers-Oasis North America.

In addition, FTD provided business, design and technology programs. FTD Design Instructor Jeff Corbin AIFD, AAF, PFCI demonstrated a variety of designs geared to increase sympathy sales during his presentation "Supersizing Sympathy Sales with Affordable Designs."

FTD Vice President of Member Services Jim Marshall discussed the benefits of FTD's three internet marketing programs, FTD Florists Online, FTD Local Search and FTDFlorists.com, to help florists drive Internet orders.



The FTD Canadian Team takes a group photo with Kim Everson (third from left) of **Stouffville Florist** in Stouffville, Ontario. Pictured from left to right: Field Business Consultant Angelo Pace, Vice President of Canadian Sales Frank Stornelli, Field Business Consultant Marc Farand, Field Business Consultant Tammy Sablic, Field Business Consultant Neil Wells and Field Business Consultant Tim Casson. Stouffville Florist has been an FTD Member since 1985.



Field Business Consultant Neil Wells greets Diane Ulicki of **Ted Brookes** in Calgary, Alberta and Dale Simon of **Simon Says Roses** in Victoria, British Columbia to the Canadian Florists Conference welcome reception. Ted Brookes has been an FTD Member for 10 years and Simon Says Roses has been an FTD Member for five years.



FTD Sales Support Manager Daniel Cisneros (right) spends time with Marko Gotowiec and Janet Lye-Gotowiec of **Tidy's Flowers** in Toronto, Ontario. Tidy's Flowers has been an FTD Member since 1916.



FTD Mercury Technology Sales Representative Jason Gleaves spends time with Elaine and Ken Bolt of **Brant Florist** in Ontario. Brant Florist has been an FTD Member for 22 years.

## CANADIAN FLORISTS DISCOVER "GARDEN GORGEOUS" ARRANGEMENTS

FTD WAS A PROUD SUPPORTER OF THE RECENT CanWest Hort Show. Florists enjoyed the education program "Garden Gorgeous or Organic Originals," presented by FTD Design Instructor Tina Stoecker

AIFD, PFCI. She demonstrated how to bring the feel of the garden indoors and presented a variety of design ideas for every occasion and price range.



Fiona (left) and Ann Hickman (right) of **Family Tree Florist** in Coquitlam, British Columbia visit with FTD Field Business Consultant Tammi Sablic at the FTD booth. Family Tree Florist has been an FTD Member for five years.



FTD Mercury Technology Sales Representative Jason Gleaves congratulates FTD Design Instructor Tina Stoecker on a successful education program.

## OBERER'S FLOWERS RECOGNIZES LOYAL EMPLOYEE FOR 50 YEARS OF SERVICE WITH MURAL

IT'S NOT THAT OFTEN AN EMPLOYEE IS LOYAL TO one employer for 50 years. That's why Randy Oberer of **Oberer's Flowers** in Dayton, OH had a picture of his devoted employee, Jerry Wahl, painted on a wall in the front of the shop.

"Jerry has made more casket sprays than any other human on earth. Not only do we believe he holds the record in casket spray making, we think he holds it by a long shot," said Randy.

"He deserved to be recognized in a big way and I thought a nice mural was an appropriate tribute," said Randy.

Oberer's Flowers has been an FTD Member since 2003.

Jerry began working at Oberer's Flowers in 1956 while he was in high school. His responsibilities in the greenhouse were expanded to being a delivery man and eventually a dispatcher. He also managed the plant department at Oberer's, but he is best known for the many years he has spent being the designer of casket sprays. On a daily average Jerry creates between 10 and 20 of these tributes, each one different.





## FTD MEMBERS CELEBRATE THE SEASON



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(1) Manager and designer Rose Csalos, designer Stephen Johnston and designer Sharon Cichoski of the **Flower Jungle** in Lake Worth, FL showcase a few of their holiday arrangements. The Flower Jungle has been an FTD Member for one year. (2) The staff of **Brick's Florist & Gift Shop** in Vacaville, CA poses for a group photo. Brick's was recently voted the number florist in Vacaville and has been an FTD Member since 1983. (3) Genny Demars of **Flowers by Guenthers, Inc.** in Onalaska, WI and her dog Bandit greet customers in their festive apparel. Flower by Guenthers has been an FTD Member since 1999. (4) Polly and Katie of **Bool's Flower Shop** in Ithaca, NY stand in front of a festive display in the shop. Bool's Flower has been an FTD Member since 1991. (5) Jim Bennett of **ABC Florists** in Morrow, OH puts the finishing touches to a display of holiday products. ABC Florists has been an FTD Member for 11 years. (6) Frances Bruns of **Beuscher's Flower Shop** in Staten Island, NY shows off a holiday display in the shop. Beuscher's Flower Shop has been an FTD Member for two years. (7) The staff at **Wickert Floral and Greenhouse** in Escanaba, MI gets decked out in red for a holiday picture. Wickert Floral has been an FTD Member for 26 years.



# education:

## The 3 Ps of Valentine's Day

By FTD Design Instructor John Klingel AAF, AIFD, PFCI



I BELIEVE THAT VALENTINE'S Day is truly a love/hate holiday. We love the revenue it generates, but we hate the long hours. We love the opportunity to create a relationship with a new

If saving time is one of your biggest worries during the Valentine's Day holiday, encourage your customer's to purchase vase arrangements. The arrangements are created faster and the flowers really pop in a clear, clean-cut vase, giving a greater perceived value.

If you have a little more time on your hands, one creative design concept that worked well in my shop was using a small Oasis heart form and basing it with spray roses for a premium look or miniature carnations for a lower price point. I used heart-shaped decorative boxes to place the hearts of flowers in and dressed it up with a pretty ribbon treatment. It was like a box of chocolates minus the calories. We also suggested to the customer to place a piece of jewelry or a small trinket on top of the flowers as an added wow factor.

customer, but we hate the last-minute demands. We love beautiful, fragrant flowers, but we hate the prickly thorns and endless processing. In order to make this holiday a more positive than negative experience, our shop follows the three Ps of Valentine's Day: planning, preparing and perseverance. This consists of planning ahead and paying careful attention to up-selling and encouraging arrangements that take a small amount of time to create. Our shop does this each year and we savor the results time after time.

### PLANNING

A great place to begin planning is preordering your fresh products. The most beneficial method of ordering flowers is basing your orders from the previous year's sales history.

I also pre-order flowers that are included in the FTD Codified recipes, as well as flowers that are part of our own shop specials. Caring for your fresh product after you receive it is just as important as selling the right product, especially when it comes to roses. Proper post-harvest care and handling procedures are always followed in our shop using hydration solution and floral preservatives.

Additionally, I like to purchase containers that can be prepped with floral foam or a taped grid that can be created weeks in advance. It is amazing how much time is saved with this effort.

Hiring extra help and creating work schedules are also tasks that should be completed far in advanced. It is especially important to hire a few extra delivery drivers since most of our orders are delivered on February 14. However, we offer our customer's a discount on their order if they have it delivered the day before Valentine's Day. Not only does this provide customers with a discount, but it also helps evenly distribute the amount of deliveries over the course of two days.

### PREPARING

Quality communication is vital to customer satisfaction. Since most of our sales are phone orders and involve a phantom product, our staff is very specific about the details of each order. Be sure to ask the customers what size arrangement they want and the approximate flower count. Since there are so many rose choices, customers should be advised on what varieties are available and provide suggestions on which roses create the best impact.

### PERSEVERANCE

Being one of the busiest days of the year, time is a very important factor. However, it should not affect your ability to sell and create large, high-end arrangements that will wow your customers. Although high ticket arrangements include more expensive flowers and bigger vases, they do not take that much more time to design than a smaller arrangement. I found in my shop that customers who purchase a higher price point were happier, in turn the recipient was happier, and I certainly was happier. Be persistent and always offer your customers the best you have. The key point is to sell up, sell space and sell impact. Always suggest the most expensive arrangement and negotiate down if you need to. Do not ever assume the customer isn't willing to spend more. If you are going to assume anything, assume they want the best arrangement available!

We don't need to dread Valentine's Day or dwell on the hard work and long hours. Think of the positive affects that the holiday and flowers have on people. People can let the flowers express their feelings and remember - our service is a vital part of that expression. Happy Valentine's Day!

*John Klingel is the director of the South Florida Center for Floral Studies and can be reached at [john@centerforfloralstudies.com](mailto:john@centerforfloralstudies.com).*



V4

## FTD MEMBER HIGHLIGHTS



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(1) The staff of **Designs by Dennis** in Kingfisher, OK get together to celebrate the 25th anniversary of the shop. Designs by Dennis has been an FTD Member for 26 years. (2) **Doebel's Flowers** shows off their delivery van during the weekend of their 90th anniversary. Doebel's Flowers and Greenhouses has been an FTD Member for 88 years. (3) Andrea Posno-Walker (right) and Mary Jane Posno of **Poppies-The Island Florist** in Victoria, British Columbia are all smiles at the grand opening of their recently revamped shop. Poppies has been an FTD Member for one year. (4) Lori Wankel of **Ashley's Petals and Angels** shows FTD Field Business Consultant Tom Spain her FTD Exclusives section. Ashley's has been an FTD Member for two years. (5) David Johnson of **Watson Flower Shop** in Mesa, AZ shows off his new Scion delivery truck. Watson Flower Shop has been an FTD Member since 1951.





## 2008 FTD CALENDARS AND MAGNETS

TARGET POTENTIAL CUSTOMERS AND RETAIN your current clientele with marketing materials from FTD. The 2008 calendars and magnets are inexpensive promotional tools that can be customized with your shop information. Simply supply FTD with your shop information, pass out the marketing materials to your customers and watch your business grow!

### WALL CALENDAR

Your customers will stop and smell the roses throughout the year with this beautiful wall calendar. Our all-new 2008 design bursts into bloom with arrangements from the FTD Floral Selections Guide and places your business name and contact information right at their fingertips.

### DESK CALENDAR

Remind your customers each day of the beautiful floral arrangements available at your shop, along with your business name and contact information. Compact design features a year-at-a-glance calendar on the back.

### POCKET CALENDAR

Your shop will always be at the top of customer's minds with this convenient pocket-sized calendar that highlights your shop name and contact info.

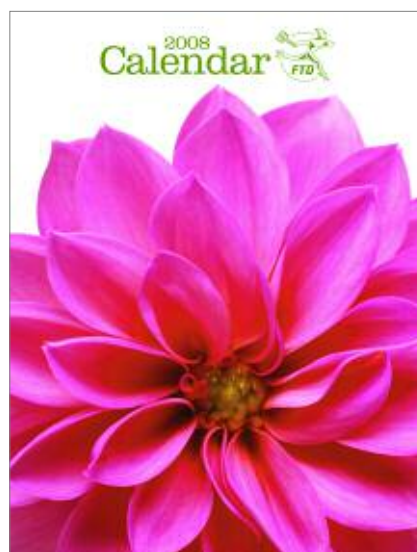
### EASY STICK CALENDAR

Customers will stick this fun advertising tool around their office and home, reminding them of your shop's name and contact information every time they see it.

### BUSINESS CARD AND RULER MAGNETS

These handy floral magnets will give your customer's a reason to visit or call your shop every time they open the refrigerator or filing cabinet.

Please look in your January statements for pricing and more information regarding the 2008 calendars. Call FTD Marketplace at 1-800-767-4000 for details.



Wall Calendar



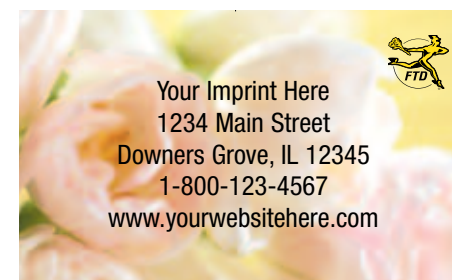
Wall Calendar Spread



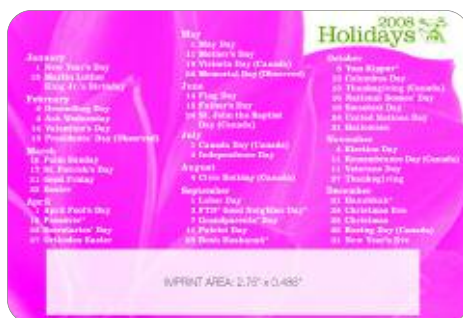
Desk Calendar



Easy Stick Calendars



Business Card Magnet



Ruler Magnet

## NEW VASES FROM INDIANA GLASS

INDIANA GLASS HAS BEEN CREATING QUALITY glassware for over 100 years and now FTD Members can purchase their products through FTD Marketplace! With hundreds of supplies and accessories in a variety of styles and

colors to choose from, Indiana Glass offers products for every occasion and season. Order your supply today! Shop online at FTDi.COM or call your FTD Marketplace Representative at 1-800-767-4000.



The 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 The FTD Newsletter at [prdept@ftdi.com](mailto:prdept@ftdi.com) or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!

## TAKE ADVANTAGE OF FREE SHIPPING ON ALL FTD EVERYDAY CODIFIED PRODUCTS

FTD IS HELPING YOU KICK OFF THE NEW YEAR BY offering free shipping on all everyday codified products in the month of January. You'll receive free shipping on products including The FTD® Big Hug Bouquet, The FTD® Birthday Bouquet and The FTD® Anniversary Bouquet and many more. Call your FTD Marketplace Representative today at 1-800-767-4000 to order your supply of FTD Everyday Containers.

