



mercury messenger



Above: Italo Florist's new location in Woodbridge, Ontario was designed to be a unique floral experience.

Right: Italo Paris and his sister, Ester Mauro, owners of Italo Florist, at the grand opening.



Toronto Florist Takes Flower Shop to the Next Level

Italo Florist, located in Ontario, Canada, opened a new shop in November 2007 that is definitely one-of-a-kind. The shop's grand opening was complete with dignitaries and long-time customers wanting to get a sneak preview of the flower shop inspired by the owners of the family-owned business.

The modern floral showroom is 3,000 square feet of interactive consultation areas designed to attract customers who want to shop and buy flowers in a unique setting. The store was designed using a combination of natural elements – stone,

steel, glass, wood. The idea was to keep it as open as possible using floating ceilings to create individual areas without having to use walls. Lighting in the bulk heads allows for accent illumination where it's needed.

The shop, located in Woodbridge near Toronto, offers traditional trusted floral designs as well as a new, creative experience.

"The ultimate goal of the store is to provide the consumer with an experience by feeling the style and attitude of the shop," said Italo Paris, co-owner of Italo Florist. "Consumers still want to see and touch, especially for weddings and funerals. We want people to walk in and realize that they have found their florist for years to

come. Our intention is to increase sales by offering such a unique floral experience."

Some new and innovative touches include:

- Four flat screen televisions prominently located around the store featuring modern floral designs and more

- A bistro and Internet café
- A walk-in cooler for customers to browse and hand-pick their flowers
- A modern, comfortable and private consultation area

"The look and feel of the store was never a question," said Italo. "We all had input and designed the store with elements we each like. For example, the coffee machine went from just a small machine to make coffee for customers to a full blown espresso bar complete with grinders, wet bar and fridges with an area to sit and enjoy a biscotti."

The Internet café is also a unique component to the flower shop. "We have Internet at the

store, so why not provide a wireless connection with a couple of computers? We designed a long tall counter that is perfect for us to take orders as well as clients to sit and surf for floral ideas or color palettes."

"The four large flat screen televisions around the store were an easy decision," Paris said. "Our business is visual and nothing is more visual than a high definition picture of flowers that change continuously complete with surround sound. The consultation area can run one DVD while the main showroom shows something else."

The newest Italo Florist location, complete with two eight-foot FTD clock towers, is one of the newest ways a florist can take their business to the next level and re-invent the way consumers buy flowers for all of the special occasions in their life and everyday.

Italo Florist has been an FTD Member since 1979.

Pre-book Mother's Day Flowers Today for Best Pricing

Don't miss out on great pricing on your Mother's Day flowers from FTD Flower Exchange. You can order your flowers online 24/7 or call your dedicated FTD Flower Exchange sales representative who can assist you with your order.

FTD Flower Exchange gives you access to 40-plus world-class growers and more than 2,000 flower varieties at your fingertips with one click!

If you haven't checked out this exciting new platform to source all of your flowers, go to www.FTDFlowerExchange.com today and start saving time and money.

To contact your FTD Flower Exchange sales representative, call 800.767.4000 today or go to www.FTDFlowerExchange.com.



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M2



M3



M4

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Happy New Year Everyone!

I expect this year to be very challenging for all of us, but with challenges comes excitement.

I am excited to kick off this year with a new look for the FTD newsletter. I hope you enjoy the updated design and the new name *Mercury Messenger*. The name is in honor of the symbol that is recognized all over the world by billions of consumers internationally.

I am also excited to use this issue of the newsletter to formally begin our countdown to the 100th anniversary celebration of FTD. It was in 1910 that FTD was founded by florists for florists, and the foundation of FTD remains to be you – our florists, our customers. You are our #1 asset and we want you to achieve success even greater than you thought possible. You have supported FTD through its finest times and most challenging times. We look forward to

celebrating the past, present and future of FTD leading up to the anniversary year with you.

FTD toasts you this New Year and let the countdown to 100 begin where it started... with you, the FTD Florist. The *Mercury Messenger* will feature many articles, pictures and memories during the coming two years. If you have any convention or district meeting photos, or any other FTD moments, please send them to prdept@ftdi.com. We will be featuring each decade from 1910 – present in the upcoming issues.

Cheers to a great 2008!

George Kanganis
Executive Vice President, Sales

Bouquets for Books — A Success for Pennsylvania Florist

"Bouquets for Books," was a successful promotion again for a florist in Pennsylvania. The promotion which took place in November collected 1,682 children's books for area libraries in central Pennsylvania.

The second-year event was sponsored by sister companies Royer's Flowers & Gifts and Stephenson's Flowers & Gifts, which provided a free floral bouquet for each new hardback or soft-cover children's book that customers brought to their 18 stores in central Pennsylvania.

"We're thankful for the strong support of our customers and area libraries in making Bouquets for Books a big success again this year," said Greg Royer, president and CEO of both companies. "A child who learns how to read – and who learns to love books – is empowered for a lifetime."

Royer's and Stephenson's presented the books to six county library systems and to an independent Library.

Bouquets for Books coincided with National Children's Book Week, which is dedicated to spreading the word about children's literature and encouraging the joys of reading.



From left, Deborah Sullivan, Community Relations Director, York County Libraries, accepts 310 children's books from Jill Stanton, Store Manager at Royer's West York store. The books were collected at Royer's West York and East York stores.

Chicago Florist Celebrates 75th Anniversary

The Sheffield's Ashland Addison Florist Company, a family-owned and operated retail florist, celebrated its 75th anniversary in September 2007 with a huge outdoor picnic event and consumer sweepstakes.

Ashland Addison was established in 1932 at the corner of Ashland and Addison in Chicago. It started when S. Roy Sheffield was paid with flowers instead of cash by local flower growers for carting flowers to market. In turn, he made bouquets and sold them for ten to twenty five cents at the corner of Ashland and Addison, then a busy street car intersection. Roy retired, selling the business to his sons, Bill and John, in January of 1964. The business continued to grow due to Bill and John's efforts to deliver quality, freshness, value and service to customers, clients, and friends.

Now in its third generation, Bill's sons, Bill Jr. and Chris, have launched major innovations and big steps to grow the business. In the 1990s, Ashland Addison expanded the business into cyberspace and added an 11,500 square foot design, shipping and receiving facility plus three additional retail locations.

"The floral industry has become a very competitive marketplace. It is no longer my grandfather or my father's business," says Bill Sheffield, president and co-owner of Ashland Addison Florist Company. "Chris and I had to take a long hard look at the industry and decide to

make major investments in order to keep our customers happy and compete."

Innovations included streamlining the business to one technology system, opening a central design center to house complete customer service and design staffs, a main flower processing center, a greenhouse and full delivery dispatch department. All decisions allowed them to blossom in a changing marketplace. "Today flowers are practically sold everywhere the consumer is shopping. Changes had to be

"We feel that the changes we made and continue to make help keep us in the game and hopefully at times, put us ahead of the competition."

— Bill Sheffield

made to ensure consumers understand the value of shopping directly with a retail florist including ease of shopping and exceptional customer service," said Sheffield. "We feel that the changes we made and continue to make help keep us in the game and hopefully at times, put us ahead of the competition."

Ashland Addison is focused on the years ahead and thriving in the floral industry. "We gathered our team to take a very close look at our business and the floral industry and decide what continual growth we need in order to keep our retail florist top of mind for Chicagoland. Our customers will continue to see us flourish by offering the freshest flowers available direct from growers, and using impeccable design techniques with competitive pricing. Partner that with our same-day delivery and hands-on, family attitude and we think another 75 years of success is in our future."



Bill Sheffield Jr. and Bill Sheffield Sr. (center left and right) celebrate at their anniversary event in September with FTD Field Business Consultant Dina Dandelles (far left), and FTD President & CEO Michael Soenen (far right).

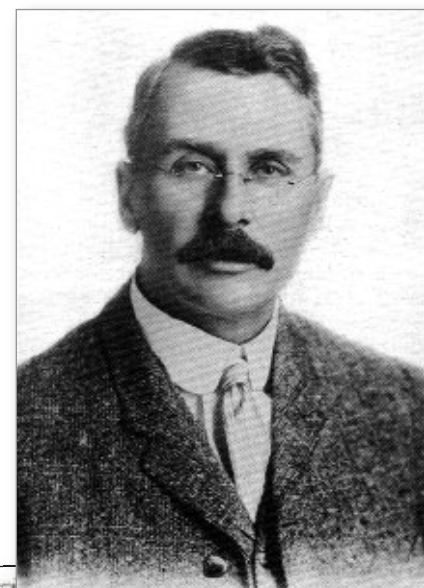
A Tribute to Gold & Black — Celebrating 100 Years

FTD is celebrating its 100th anniversary in 2010. Although it is two years away, there is a lot of history to share and we want FTD Florists to help us tell the story too. Over the next 12 issues of *Mercury Messenger*, you will learn about the history of FTD by decade in each issue.

We want your help! Your history is so important to the creation and success of FTD. *If your business has roots beginning from 1910-1950, please send in any historical photos or documents about the flower shop by March 1, 2008.* The history of FTD through 1950 will be covered throughout 2008.

The Roots of the Retail Floral Industry

One of the first retail florists in the U.S. was Samuel Feast, who opened a flower shop in Baltimore in 1832. However, most "florists" were usually growers or nurserymen who sold corn, cabbage and tomatoes in addition to carnations and snapdragons. The people who called themselves florists also grew crops in their greenhouses and floral designing usually took place in a shed near the greenhouse.



Left: FTD Founder, John Valentine
Below: Pictured is Joseph Thomas Florist, Greensburg, PA. Date not available.

It was around the 1870s when American floriculture began to show a glimmer of becoming an industry. Flowers were being distributed to urban flower shops or grocery stores while others hired people to sell them on city street corners.

In 1875, one of the first floriculture groups was founded – the American Association of Nurserymen, Florists and Seedsmen (now the American Society of Nurserymen). However, a group of discouraged florists dissatisfied with the amount of money the association allotted for floral activities separated and formed the Society of American Florists and Ornamental Horticulturalists in 1884 in Chicago. Twenty-one florists attended the meeting and annual dues were \$2.

At the turn of the century, about 8,000 firms grew flowers and were engaged in limited retail business as well. The industry was still dominated by growers and wholesalers while retailers struggled to get by.

John Valentine, a Denver, CO wholesaler who entered the retail business when he bought Park Floral Co. in 1898, wanted to do something about the retailer's position. In 1909, Valentine was elected president of SAF and he advocated strengthening the position of retailers. His goal was to create a vehicle that would enable florists to exchange orders with other florists all over the country.

The result – Florists' Telegraph Delivery was founded on August 18, 1910 during a morning recess of the SAF convention in Rochester, NY.

More historical perspectives will be featured in future issues.



Send your photos and stories from 1910-1950 to prdept@ftdi.com or mail to FTD Public Relations Attn: 100 Year Anniversary, 3113 Woodcreek Drive, Downers Grove, IL 60515. Photos will be returned.

Midwest Group Visits FTD Headquarters

Founded in 1994, the Midwest Group is comprised of 16 premier florists from across the country. After a decade of expansion, the group now features representatives from 14 states ranging from

the southeast to the great northwest. The group gathers twice annually to collaborate on marketing materials, study industry trends and develop best operating practices.



LEFT TO RIGHT:

Front Row

- Keith Hill, Beaverton Florist Beaverton, OR
- Ken Hall, Hall's Flower Shop Stone Mountain, GA
- Dotti Pampeacker, Penny's Flowers, Glenside, PA
- Kathy Denton, Tillie's Flower Shop Wichita, KS
- Betsy Hall, Hall's Flower Shop Stone Mountain, GA
- Jennifer Barnard, Tillie's Flower Shop Wichita, KS
- David Martin, Ballard Blossom Seattle, WA

Middle Row:

- Mike Kasuda, Jimmy's Flowers Ogden, UT
- Tim Galea, Norton's Flowers and Gifts Ypsilanti, MI
- Bill Hitt, Flowers By Louis Hody Nashville, TN
- Loralie Wilson, Grobe Florist Santa Rosa, CA
- Melody Scott, Scott's House of Flowers Lawton, OK
- Rachel Martin, Ballard Blossom Seattle, WA
- Mary Ann Kuntick, Schaefer Greenhouses, Inc. Montgomery, IL
- Ken Denton, Tillie's Flower Shop Wichita, KS

Back Row:

- Brian Kasuda, Jimmy's Flowers Ogden, UT
- Bob Pampeacker, Penny's Flowers Glenside, PA
- Bob Patterson, Patterson's Flowers Big Rapids, MI
- Sheri Hill, Beaverton Florist Beaverton, OR
- Mike Scott, Scott's House of Flowers Lawton, OK
- Eric Coombs, Flowers by Susan Port St. Lucie, FL
- Steve Kuntick, Schaefer Greenhouses, Inc. Montgomery, IL

A Homecoming in Oregon

After taking a field trip to a flower shop for her home economics class in ninth grade, Cindy Wurdinger-Kelly knew that is what she wanted to do in life. She worked in several flower shops all through high school and received her associates degree in floral design.

In 1991, Cindy came home to Woodburn, Oregon and bought the first flower shop that she visited during her freshmen year of high school, now named Valley Pacific Floral & Interiors.

Congratulations on your 17 years of success!



Pictured are: Cindy Wurdinger-Kelly (Owner) Consuelo Selvas, Toby Saalfeld and Tamara Bell

Pennsylvania Florist Elected to Post

FTD Florist Chris Polites, owner of Polites Florist in Upper Darby, PA, was recently elected to his community's board of supervisors.

Chris said he is "a firm believer that running a township is like running a business; you want to get the best services available for the money." He was described in his local newspaper as a genuinely nice and down-to earth guy who is someone whom residents seem to feel comfortable talking to about their concerns and someone who listens.

Polites Florist has two branches – one in Upper Darby and the other in Springfield. His father started the business and Chris joined him in 1975.

Chris will be sworn in to his new position on the board of supervisors in January 2008.



Chris Polites



MEMBER HIGHLIGHTS



1

St. Louis Florists Blooms

Nettie's Flower Garden, a Saint Louis institution for over 75 years and Walter Knoll Florist, the largest, independent florist in Saint Louis have joined forces. Customers may call either company. In the deal, the Nettie's trade names, phone numbers and URLs are being transferred to Walter Knoll Florist

All Nettie's employees will be integrated into Walter Knoll Florist. Nettie's has long been an industry innovator, boasting such firsts as florist in shopping malls. Walter Knoll was the first florist on the web to do e-commerce.

Nettie's Flower Garden was started by Frank and Nettie Kurtin in 1932, currently being operated by Nan and Robert Wright. Nan is Frank and Nettie's daughter.

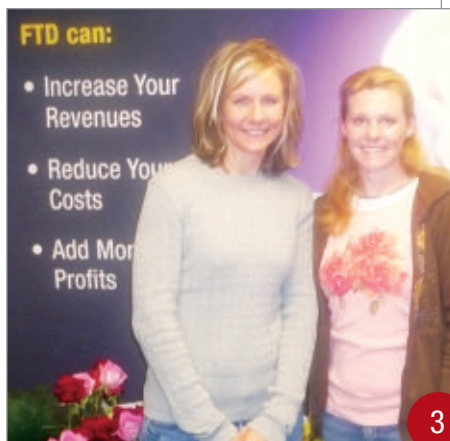
Walter Knoll Florist was started in 1883 and was the first rose grower west of the Mississippi. Walter Knoll's original location was a range of greenhouses at the corner of Idaho and Carondelet in south Saint Louis at a site that is now Interstate 55. Walter Knoll Florist is currently being run by the 4th and 5th generation Knoll family.

Walter Knoll now operates 9 locations in the Saint Louis Metro Area.

The florist industry faces unprecedented challenges such as competition from grocery stores and mass merchants, overnight delivery of boxed and unarranged flowers, increasing fuel charges and escalating health care costs. "Only the most efficient businesses, offering superior quality, value and service will be able to compete", says Walter Knoll III, President of Walter Knoll Florist.



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Walter Knoll Florist has been a family-owned business since 1883. Today, Walter Knoll is still family-owned and operated. Pictured are (left to right) Walter Knoll Jr., Chuck Knoll, Gail Knoll and Walter Knoll Sr. Not pictured is David Knoll.



5



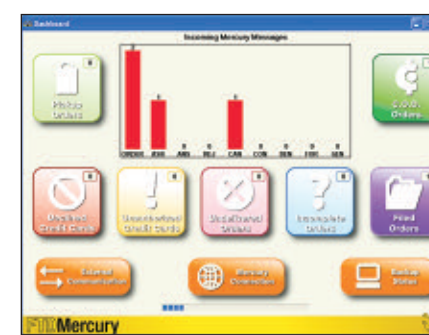
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- 1 Plaza Flowers Doniphan, MO**
Dennis and Genie Smith, owners of Plaza Flowers in Doniphan, MO share their FTD milestone with FTD Field Business Consultant John Calhoun (left). Plaza Flowers considers it a big honor to receive the plaque, especially in a small town like Doniphan.
- 2 Scott's Flowers Amarillo, TX**
Celebrating 50 years with FTD - Sam Scott and his daughter Mary Ruth are joined by FTD Field Business Consultant Cheryl Costello (left) and FTD Regional Vice President John Hurdi (right).
- 3 Shelby Floral & Gift Shelby, MT**
Nicki Anderson and Michelle Whitted of Shelby Floral and Gift were the newest FTD Members at the Montana Floral Association Convention in October. Located in Shelby, MT, Nicki and Michelle joined FTD at the convention.
- 4 Eugene's Flower Home Corvallis, OR**
Eugene's Flower Home was contacted by the ABC program, "Extreme Home Makeover" to provide Asian-themed floral décor for a newly-rehabilitated home. Pictured are Greg Ellsworth, Cindy Mosley, Laurie Brooks-Headley and Trish Swanger. Eugene's Flower Home was opened by the Brooks family in 1922
- 5 The Finishing Touch Crete, IL**
Jill Hansen, owner of The Finishing Touch Florist and a 31 year breast cancer survivor, gives thanks for her good fortune each year by giving 2,500 "Pink Ribbon Bouquet" coupons to women who receive their mammograms during the month of October at two local hospitals.
- 6 Roberta's Pampay, TX**
Roberta's Flowers located in Pampa, TX is proud to celebrate its 50th anniversary as an FTD Member. Pictured are (left to right) Donna Caskey, Misty Hatfield, Roberta Pugh, Wynonne Fly, Cathy Reed and Debbie Hill.

MERCURY TECHNOLOGY

Getting More out of FTD Mercury
Florists invest in Point of Sale systems for a variety of reasons, including saving time and money, reducing paperwork, building a customer database, increasing margins, report generation capabilities, and much more. FTD Mercury Point of Sale provides you the features you need to automate and streamline your business, increase your revenue, and provide increased customer satisfaction. With the floral holidays in full swing, you should take advantage of FTD Mercury features like the following to ensure your business runs smoothly and your customers are happy.

Get the Pulse of Your Business at Your Fingertips with the FTD Mercury Dashboard!
The FTD Mercury Dashboard enables you to quickly survey your operations and find out about potential issues before they become problems. This read-only display provides up-to-the-minute data on what's going on in your store, including how many orders you have for delivery, pickup, or C.O.D. today, plus



the number of filed or incomplete orders. You can even see if there have been problems processing credit card payments. The Dashboard also shows you today's Mercury Message counts, so you know what orders and communications are coming to you from the Mercury Network. The Dashboard was introduced for FTD Mercury 8.0 on the August 2007 Florist Directory CD. Make sure you know what's going on in your business with the FTD Mercury Dashboard!

No More Lost Delivery Drivers with Garmin GPS Device Integration!
If you already use Mercury Delivery, you know the time-saving benefits of creating and optimizing

delivery routes for your drivers. For FTD Mercury 8.0 users, beginning with the November 2007 Florist Directory CD, you now have an incredible new feature – integration with Garmin GPS Devices. Mercury Delivery now supports uploading delivery routes to Garmin StreetPilot c330, StreetPilot c340, and nuvi 350 devices. This can be tremendously valuable during the busy holiday times, where you have increased order volume and potentially inexperienced drivers. Make it easy for drivers to find addresses on their routes, and save time and money within your delivery routing operations!

Eliminate the #1 Phone Call to Your Shop with Automatic Delivery Confirmation
The most frequent call to your shop is probably "Was my order delivered?" Eliminate these calls and maximize your productivity while increasing customer satisfaction using automatic email delivery confirmation in FTD Mercury! During the sale, simply collect the customer's email address and select the Delivery Confirmation option. When the order is marked as

delivered in FTD Mercury, the system automatically sends an email message to the customer confirming delivery. You can even customize the delivery confirmation template to reflect your shop's brand as well as coupons and promos! As an added benefit, you now have the customer's email address, which you can use for future marketing!

Learn More
FTD Mercury is filled with time-saving features which are specifically designed to make your business run smoothly and efficiently. If you are an existing FTD Mercury customer, look at the FTD Mercury Reference Guide or FTD Mercury Quick Reference Guide, both available as PDFs on your FTD Mercury desktop. If you are not currently an FTD Mercury customer and would like to learn more, visit www.FTDMercury.com or contact FTD Technology Sales at 1-800-767-3222.

Automate. Streamline. Profit.
FTD Mercury®
1.800.767.3222

TECH TALK TIDBITS

Why Mercury Point of Sale?

Businesses choose to invest in a Point of Sale (POS) system for many reasons.

SAVE TIME AND MONEY, REDUCE PAPER WORK, BUILD A CUSTOMER DATABASE, GAIN HIGHER MARGINS, REPORTING FEATURES AND MUCH MORE.

IF YOU'RE A MERCURY DELIVERY CUSTOMER AND HAVE FTD MERCURY 8.0, THE NOVEMBER 2007 FLORIST DIRECTORY CD INCLUDED AN INCREDIBLE NEW FEATURE – INTEGRATION WITH GARMIN GPS DEVICES!

MERCURY DELIVERY WILL SUPPORT UPLOADING ROUTES TO GARMIN STREETPILOT C330, C340, AND NUVI 350 DEVICES.

AS AN OWNER OF A RETAIL FLORAL SHOP, YOU SHOULD BE EQUIPPED WITH THE TOOLS NECESSARY TO KEEP YOUR BUSINESS FLOWING SMOOTHLY.

WITH VALENTINE'S DAY AND MOTHER'S DAY APPROACHING, YOU CAN'T AFFORD FOR YOUR DELIVERY DRIVERS TO GET LOST.

MAKE IT EASY FOR DRIVERS TO FIND ADDRESSES ON THEIR ROUTES. SAVE TIME AND MONEY WITHIN YOUR DELIVERY ROUTING OPERATIONS.

"No matter who you are, if you're a retail florist, you should be invested in technology."
(Floral Management, June 2007, "Tech Cost Tally")

Call for a FREE in-store demonstration
1.800.767.3222





E D U C A T I O N

Be Inspired. Go to a Design Show.

February 29 – March 2, 2008

Great Lakes Floral Expo
The DeVos Place - Grand Rapids, MI
Featuring FTD Design Instructor
Jeff Corbin AIFD

February 29 – March 2, 2008

Northeast Floral Expo
Connecticut Convention Center - Hartford, CT
Featuring FTD Design Instructor
Ann Jordan AIFD

March 1-2, 2008

Georgia State Florists' Association Convention
Crowne Plaza Atlanta Airport - Atlanta, GA
Featuring FTD Design Instructor
John Klingel AIFD

March 7-9, 2008

Illinois State Florists' Association Convention
Crowne Plaza - Springfield, IL
Featuring FTD Design Instructor
Kristine Kratt AIFD

March 14-16, 2008

Alabama State Florists Association Convention
Featuring FTD Design Instructor
Kristine Kratt AIFD

March 18, 2008

Delaware Valley Florist Association Design Show
Philadelphia, PA area
Featuring FTD Design Instructor
Jeff Corbin AIFD

March 30, 2008

Wisconsin & Upper Michigan Florists Association Spring Conference
Osthoff Resort - Elkhart Lake, WI
Featuring FTD Design Instructor
Kristine Kratt AIFD

April 1, 2008

Cincinnati Florists Association Design Show
Mayesh Wholesale - Cincinnati, OH
Featuring FTD Design Instructor
Jeff Corbin AIFD



Ian Prosser AAF, AIFD, NDSF, PFCI

FTD Design Instructor wins Sylvia Cup

FTD congratulates one of its own on winning one of the most prestigious awards in the floral industry. The Society of American Florists (SAF) named Ian Prosser AAF, AIFD, NDSF, PFCI the 40th Annual Sylvia Cup Design Competition award recipient at its convention in September.

"I am thrilled and excited to be the winner of such a prestigious contest within our industry," says Prosser. "I helped judge in 2006, so it was fun to participate this year. I haven't participated in a competition for over 20 years — I was speechless when I won. There was no prep on my part. I decided to participate the day before and I even had to borrow tools!"

Ian has joined fellow FTD Design Instructor John Klingel AIFD in receiving this high honor. Ian resides in Florida where he owns Botanica International in Tampa and Botanica Boca Grande in Boca Grande, FL. He has been an FTD Member since 2003.

Did you know that each of our incredible designers on the FTD Education Team is AIFD certified?

Don't miss FTD Design Instructor Ann Jordan AIFD presenting at the AIFD National Symposium in Chicago from July 3-7, 2008.

Ann will present "River Run," a program about life history, culture, symbolism, seasons and time in all its stages. It will be a story of how we are connected, the harmony of life; the balance of nature and the spirit of the journey.

FTD is a Gold Rose Sponsor of the AIFD Symposium.

To register and see FTD Design Instructor Ann Jordan live, go to www.aifd.org.



Ann Jordan AIFD



Years ago wedding consultations consisted of a bride sauntering up to the front counter, a salesperson grabbing some scrap paper and jotting down in short hand what she wanted, giving her a price that "sounded" right and the bride booking it.

Today's bride is a lot savvier, and getting her down the aisle in style takes sales flair!

Promotional material is critical.

A great wedding brochure will act as a guide to the prospective bride. Not only will it educate her on pricing and trends, but your professional presentation will assist in the planning process and cut hours off the consultation time. The information in your wedding guide should suggest prices for personal, ceremony and reception flowers. I am a firm believer in getting the bride excited about the flowers prior to the consultation, so your wedding guide should be filled with designer and shop information. If you are serious about weddings, designate an area just for wedding samples and create a Power Point featuring pictures of your work. Run it continuously and you will not only intrigue your brides, but other clients will enjoy the show.

More info and tools from Tina are available at www.FTDi.com/education.

Shob her you are serious about her business

Always set appointments for consultations so you are able to focus your attention on the bride. Begin by discussing dress style, color and finally the flavor of the event. Since some brides are all over the place, I suggest selecting the shape of the bouquet first; nosegay, cascade or crescent, next the color palette and finally the flavor or look. By breaking the decision down, it will make it easier for the bride to choose "her" wedding. Always remember it is her day! I have sold more events because the bride was thrilled that I listened to her wishes. Client satisfaction is always top of mind, so sell by color not flowers. All florists have experienced the need for a certain blossom and

Conducting Successful Bridal Consultations

By FTD Design Instructor Tina Stoecker AIFD, PFCI

true to Murphy's Law, it arrives at the shop "ugly." Unless the bride is set on a specific flower, I suggest she leave the floral selection to you so you can provide her with the prettiest blooms available. Present possible flower selections and discuss how they fit into the bride's specific look.

Be knowledgeable of popular wedding sites

To sell weddings, you should be well versed on ceremony and reception location rules, dimensions and set ups. I have photos of each of the most popular sites and can overlay floral decorations. Most brides are unable to visualize, so a picture is worth a thousand words. Once you've painted the picture perfect wedding, the final step is to furnish the bride with a copy of a professional estimate. Include your deposit and payment requirements, additional consultation costs, rental return policies and most important the offer to preview the flowers the day before the event. A successful bridal consultation is all about presenting visuals, information and finally a professional estimate. Toss out those scraps of paper and book your brides with a detailed estimate so you can be on your way to the wedding business of your dreams.



Since some brides are all over the place, I suggest selecting the shape of the bouquet first; nosegay, cascade or crescent, next the color palette and finally the flavor or look.

— Tina Stoecker



Tina Stoecker AIFD, PFCI

Capture a Bride's Business, Gain a Customer for Life

Editorial Compliments of Modern Bride

A Budding Romance

With over 70 years in the industry, Condé Nast Bridal Media is the #1 bridal media company in the world. To help you increase your sales in the coming year, we've partnered with *Modern Bride* to bring you a look at the bridal market and the latest in floral trends. More than 40,000 couples say, "I do" each week and they are spending nearly \$1,200 on wedding day flowers — and this doesn't even include floral arrangements purchased for pre- and post- parties.

In the Mood for Love

Where and how color is used depends on the mood the bride wants to create. To begin, ask her what emotions she wants the celebration to evoke — a Zen-like retreat, a romantic affair or a high-energy party. Create a country-chic style by pairing a vibrant summer yellow with chocolate brown or add gold to the mix to evoke more of a Northern Italian theme. Be sure to give the bride options for flowers found in her favorite shade so that she can make an educated decision.

A Blossoming Audience

Brides-to-be shop year-round for big day blooms in addition to picking out flowers for their shower, bridesmaid luncheon, rehearsal dinner and other engagement events. Within 24 hours of getting the ring, newly engaged women purchase wedding magazines and the number one thing 3 out of 4 brides are looking for are floral ideas. Once they get the inspiration, they hire a florist — averaging eight months in advance — to help design every detail, from overall color schemes, bridal and attendant bouquets and boutonnieres to seasonal must-haves, table arrangements and ceremony décor.

Beyond the Big Day

Each moment leading up to "I do" is a chance for brides-to-be to showcase their style. Engaged women start to tease future guests with a taste of their wedding colors at the engagement party, so be sure the décor features lots of gorgeous, fresh flowers. Help her and her maids set the tone for the shower, bachelorette party and the bridesmaid luncheon by incorporating seasonal blooms in her signature hues. Finally, use artful arrangements at the reception after-party and day-after brunch, keeping colors consistent.



75% of couples will continue to buy the brands they discovered while engaged—so get her now and have a customer for life.

Bridal Redefined — American Wedding Study, 2007

Color Her Fabulous

FTD bridal co-op ads appear in every issue of *Modern Bride*. Our longstanding partnership with Condé Nast Bridal Media ensures that we're at the forefront of wedding trends and design. The latest look in the world of weddings is big, bold color. The biggest way brides are making their palettes pop is with flowers. When working with a chosen color scheme, keep the reception location top of mind. If the bride is tying the knot at a navy and maroon country club, a hot pink palette will not do. Keep a collection of paint chips or fabric swatches on hand to help the bride choose her colors — this way you know whether her favorite green is sage, forest or celery.



Nomad



Nocturne



Habitat

The American Floral Trends Forecast™ 2008-2009

Advertise in *Modern Bride* and gain a customer for life! Call FTD Co-op Advertising at 800.788.9000 ext 6409 or go to FTDi.com/advertising.

Get the Biggest Bang for Your Web Site Buck

Simple Tips to Maximize Orders from Your FTD Web site

Make sure your logo, address, and phone numbers are current and prominently displayed on each page of your site. Consumers are searching for a local florist...make sure they know you ARE their local florist!

Secure and Market a Domain Name

Make sure you have secured a Web site domain name for your site (i.e. www.abcflorist.com). FTD Florists Online (FOL) support will help you with this. Once you've secured your domain name, then make sure you promote it on everything (delivery vans, storefront, delivery cards, etc.). FTD offers a free Point of Purchase (POP) kit to assist. You should also ask your local funeral homes, hospitals, chamber of commerce, and business partners to place your Web site link on their Web sites.

Update your "florist message" on the home page to speak to your customers/potential customers.

Tell them why they should do business with you. Make yourself a reminder to update this content at least monthly.

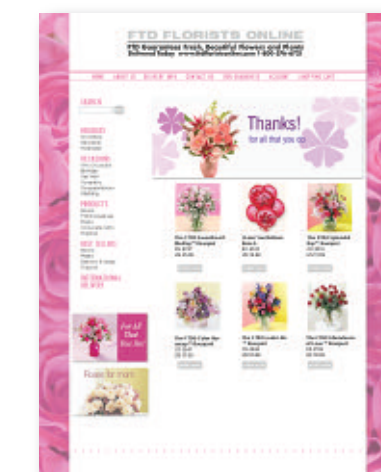
Use E-mail marketing

Check out the easy to use and inexpensive e-mail marketing program FTD offers through Constant Contact. This is your least expensive way to conduct retention marketing. Visit <http://ftd.constantcontact.com> for details.

Update your Products and Pricing

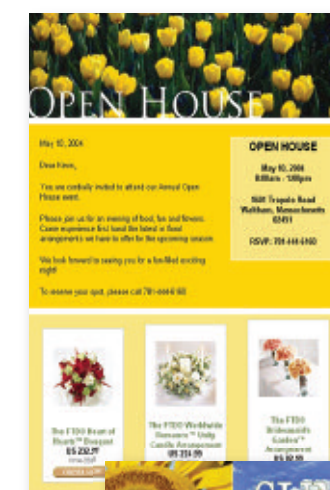
Add your products to your Web site. Update your pricing to reflect the same prices you charge if someone called your shop or visited in person. Ensure add-on products like bears, balloons, candy, greeting cards are enabled if you offer them. You can make pricing changes at any time at www.myftdsite.com. You can also turn products on and off as well.

If you don't have an FTD Florists Online Web site, what are you waiting for? FTD Florists Online is the industry's leading Web site with a professional team ready to get you set-up on a path to attract more online business.



FTD Florists Online Web Site Template — one of 55 designs!

Constant Contact Email Template Samples



FTD Florists Online Sign up today! 1.800.576.6721 floristsonline@ftdi.com www.myftdsite.com Mercury: 90-8418AA



2009 FTD® Wall Calendar

Twelve month calendars are a great gift to give to your customers. Custom imprinted with your shop's information, these calendars feature beautiful blooms and key holidays all year long. Look for more information in your January statement.

Call your FTD® Marketplace™ Representative today at 800.767.4000 to place your order.



Looking for a **cost-effective & time-saving** way to teach your designers fresh ideas?

Look no further. The FTD Video Library is live at www.FTDUniversity.com.

Available to all FTD Members*, the video library is a new feature on FTDU that will inspire and refresh your employees without having to leave the shop.

Check it out at www.FTDUniversity.com today!

*FTD University is a part of the FTD Quality Assurance program.



Relax After Mother's Day in Manhattan — It Could Be You!

FTD and PARADE want you to take some time to relax and enjoy yourself after the busy floral holiday season. For every FTD co-op advertisement you purchase in PARADE, you will be entered to win an all-expense paid trip for two to New York City.

The "May in Manhattan" trip includes:

- Two round-trip airline tickets to New York City
 - Four-day/three-night stay for two in a Manhattan hotel
 - Two tickets for a Broadway play/musical
 - Monetary allowance to cover meals/incidentals
- Don't miss out on this wonderful opportunity to kick back and relax! You deserve it.*

UPCOMING DEADLINES

Easter – January 28, 2008
Mother's Day – March 18, 2008

Call 800.788.9000, ext 6409 to sign up for FTD Co-op Advertising today!

No purchase necessary.

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

The FTD Team is Working For You!

FIND YOUR FTD BUSINESS CONSULTANT at FTDI.COM

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marketplacesales@ftdi.com

FTD MEMBER SERVICES • 800-788-9000
membership@ftdi.com

FTD TECHNOLOGY SALES • 800-767-3222
technology@ftdi.com

FTD FLORISTS ONLINE • 800-576-6721
floristsonline@ftdi.com

FTD FLOWERS ALL HOURS • 800-669-1000
fah@ftdi.com

FTD CASH-FLO • 800-788-9000 EXT. 4262
cashflo@ftdi.com

FTD DIRECTORY SERVICES • 800-788-9000
directoryservices@ftdi.com

NEWSLETTER • prdept@ftdi.com

INTERNATIONAL RETRANS • retrans@ftdi.com

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

www.FTDI.COM

