

Newsletter

June 2001
Vol. 42, No. 6



2002 Floral Calendar

The FTD® 2002 Wall Calendar is one of the most effective and economical ways to market your flower shop to all of your customers! See page 8 for information on pricing.

MESSAGE FROM BOB

~CHAIRMAN, IOS BRANDS~



Over the past few months I have made it a priority to visit with members in cities around the U.S. and Canada. Most recently, I had the opportunity to get out to the West Coast for five incredible member meetings. I would like to talk about one of the topics that has been discussed at all of these meetings because I believe it is a universal area of concern amongst FTD Members.

THE FUTURE OF FTD

Many changes are taking place in the floral industry and within the structure of FTD. Our goal is simple: to have the best florists in the industry proud to call themselves FTD.

We can accomplish this one way – partnership; a partnership that drives profitability and visibility for all. It's time to get excited about what we're doing! Change brings opportunity and it is within our power to work together and accomplish great things.

I am excited about what FTD is doing and I want that excitement to be shared by all members. You work hard every day to make your business a success. The passion you have and should have for your business is important to FTD and we are listening to your ideas and concerns and making changes for the better.

Here at FTD we have been putting new ideas to work and we will continue to try new things. Too often we have let opportunities that we should own come into our category and we have allowed others to compete with the strongest partnership in the flo-

ral industry. We're going to fight these competitors and, collectively, we will maintain ownership of our identity as the best and exclusive floral providers that consumers recognize in their markets.

Remember that a lot of folks want to be FTD, the Brand. We think our strategy of having the best of the best florists in each town actively participating in the profitable growth of the FTD partnership will cause real wealth generation to occur. All partners of FTD will win in our joint growth strategy.

Let's dream big and work together to meet these goals... and have some fun along the way! We need every member to help us fight this cause. Pick the right team, partner for the future and have some passion for what is to come. Martha Stewart, Pro-Flowers, 1800Flowers.com, and a host of others would love to have the advantage we have with the FTD name and logo. Let's make sure that the next 90 plus years are secured by our actions and that our children and their children have the option of enjoying the business we have built.

Though the industry may change, FTD will remain on course with its efforts to support its members through aggressive advertising, state-of-the-art technology and a Brand presence that is unmatched by the competition. I look forward to continuing my efforts to meet with more FTD Members and share ideas to make our partnership stronger and more successful than ever! ■

Best Regards,

Bob



ftdi.com

Have you logged on to ftdi.com yet? If not, here's what you're missing:

- Password protected bulletin boards – "FTD Members Only" and "Mercury Technology"
- View your Clearinghouse statement online before it's mailed
- Shop FTD® Marketplace™ online – 24 hours/day, 7 days/week
- Look for the NEW Fall/Winter 2001 Buyer's Guide products now available online
- And much more...

To obtain an ID and Password, send an email to passwords@ftdi.com. Your ID and Password allows you to access all areas of the website. Check out ftdi.com today! ■

MOTHER'S DAY 2001



Danielson Flowers



Flowers By Steve



Studley Flower Gardens

Mother's Day 2001 proved to be quite a successful holiday for many FTD Florists around the country. "We had an extremely busy holiday this year," stated Judy Danielson, owner

of Danielson Flowers in Shrewsbury, MA. "Not only did we sell out of almost all of our FTD products, but we're also very proud of the fact that we never shut off our Mercury!" ■

MEMBERS PARTNER WITH FTD ON SUCCESSFUL MOTHER'S DAY PROMOTION



Bob Norton with Kara Gainan-Dahlberg and Chuck Gainan from Gainan's Floral in Billings, MT.



Staff from Gainan's, FTD and St. Vincent Hospital.

On Tuesday May 8th, members in the U.S. and Canada partnered with FTD for a Mother's Day promotion in their local markets. The "Early Moms Receive Early Delivery From FTD Florist" promotion was focused around stimulating awareness and creating purchases for Mother's Day floral products the week before Mother's Day.

With the help of FTD's public relations agency, FTD set up the promotion in each market and pitched the story to various media vehicles that included TV, radio and newspaper. The members partnered with FTD by designing and delivering FTD's featured Mother's Day product, The FTD® Embrace the Sweetness of Life™ Bouquet, to the entire maternity ward of each participating hospital. This win-win strategy created exposure for FTD Members through this partnering approach.

"We had a lot of fun doing this promotion with FTD," exclaimed Kara Gainan-Dahlberg, vice president of Gainan's Floral in Billings, MT. "It was a great kickoff to a really busy holiday week. We had lots of really positive feedback from everyone at St. Vincent's Hospital, especially all the new moms in the maternity ward." ■



Guy Mauro and Italo Paris from Ital Florist delights a new mom at Mt. Sinai Hospital in Toronto.

MEET YOUR FTD FIELD SERVICE REPRESENTATIVES

MELISSA HOPPS (on right)

TERRITORY

FTD Districts 15B and 15I

A two district area including Oregon and Northern California.

TENURE

Melissa has been with FTD for 6 ½ years.



RESIDENCE

Melissa resides in Tiburon, California (a suburb north of San Francisco).

FAMILY

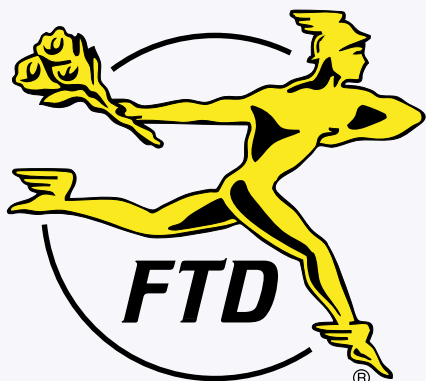
Melissa has two teenage children. Her daughter Sharrifah will be attending college at the University of California at San Diego next year, and her son Mishary will be a high school sophomore. Melissa also has a yellow lab named Hannah.

INTERESTS

Melissa enjoys the outdoors – hiking, running and biking. Besides exercising daily, Melissa loves to go to estate sales and garage sales looking for old treasures. Reading, traveling and listening to “the Blues” are other favorite pastimes.

WHAT DOES MELISSA ENJOY MOST ABOUT HER JOB?

“The florists – they are the hardest working, kindest and most generous group of people I’ve ever had the pleasure to work with. They make me look forward to working!” ■



FTD® Cash-Flo™ shares some great guidelines for reducing chargebacks

- **Mail/Phone Transactions:** If you process Mail/Phone transactions, make sure you are using the Address Verification Service (AVS). *Note:* AVS will not prevent all chargebacks, but it will help you reduce fraud transactions. Watching for suspicious transactions such as large dollar sales, rush orders and orders from areas you don't advertise in will also help reduce fraud transactions. All sales must be processed within 7 days of the date the authorization was received. If merchandise/services are not available within 7 days, obtain a new authorization code prior to processing.
- **Authorizations:** Request an authorization on every credit card sale. **Once an authorization attempt is declined, do not attempt another authorization.** Ask for an alternative payment source. If you process a credit card sale that was declined, or previously declined, the cardholder's bank may initiate a chargeback.

Never split an amount on two sales drafts to avoid an authorization.

For face to face transactions, you must process the transaction the same day you receive the authorization, as the authorization code is only valid for the date received.

- **Balancing/Settling your deposits:** Balance all batches first and then settle your terminal daily. When you balance, check for duplicate transactions. If you do not transmit daily, you may incur non-qualified transaction fees.
- **Blank sales drafts:** You may not require a cardholder to sign a blank sales draft.

Watch future issues of the FTD Newsletter for more guidelines to help reduce chargeback losses. For more information on processing your credit cards through FTD, contact FTD® Cash-Flo™ at 800-788-9000 and ask for extension 4262. ■

WE'D LOVE TO HEAR FROM YOU!

FTD welcomes comments and suggestions from FTD Florists for the *Newsletter*. Contact the FTD Public Relations Department by writing to FTD, Attn.: PR Dept., 3113 Woodcreek Drive, Downers Grove, IL 60515, or send an email to newsletter@ftdi.com. Please include your FTD Member Number. ■

FTD MEMBERS MEET IN COLUMBUS, OHIO

FTD District 4H held an owners meeting in Columbus, Ohio on April 19, 2001. Ed Kiefer of Kiefer Flowers and Greenhouse spearheaded this exciting evening event. The main topic of the meeting was "Finding New Ways to Diversify your Shop in the Ever-Changing Market." Members were greeted with handouts on ways to market and diversify their shops, and were also given copies of FTD's current Marketing Survival Kit.

Bob Norton made a special visit to join local FSR, Doug Parks, and Mercury® Technology representatives for the meeting. Many important business topics were discussed including improving profitability, Marketplace products for the future, FTD.COM, and Co-Branding strategies between members and FTD, Inc.

FTD Members from the Central Ohio district were on hand to participate in these discussions, including Cindy Riffe of Cindy's Floral Bow-K. "This meeting was a great opportunity for FTD Members to get answers to their concerns," stated Riffe. "Having Bob Norton at the meeting created a step



Edith Webster and Betty & Dick Tiebout of Utica Floral Co. in Utica, OH received congratulations on their 50 year anniversary as FTD Members.

towards better communication between FTD, Inc. and the members. I hope Bob will continue to attend some district meetings and get a chance to speak with other FTD Florists around the country." ■

FTD ANNOUNCES PARTNERSHIP WITH TOLAND FLAGS



As the leader in quality for the floral industry, FTD seeks out partners that also strive for quality products in their industry. Therefore, FTD® Marketplace™ is pleased to introduce our association with Toland Enterprises, a domestic manufacturer of art flags, garden flags, art chimes, outdoor mats, etc... This company specializes in high quality products, and has been recognized as one of the most important companies in the home fashion industry.

Toland's success stems from two things. They use high quality materials ("all-weather" polyester that's double-stitched) and a unique dye transfer process that provides for infinite colors and near photographic images. Secondly, they have exclusive access to more than 20 nationally and internationally known artists including Judy Buswell, Warren Kimble, Debbie Mumm and Paul Brent. Your customers may not immediately associate a Toland flag image with the licensed artist, but they will certainly associate the image with any one of a number of coordinating products that include wall borders, calendars, stationary, kitchen textiles and domestics.

Toland flags can be viewed online at www.ftdi.com in the FTD Marketplace section. For a limited time, order 12 flags and receive a free flag picked out just for you! Use your free flag as your display prop, as a promotional giveaway or sell it to generate an even greater profit margin on the flags.

For questions or to place an order, call FTD Marketplace at 800-767-4000 or shop online through www.ftdi.com. ■



CANADIAN CORNER

FTD is happy to announce the addition of a new Field Sales Representative for Eastern Canada. Frank Stornelli will be working with members in Manitoba, Ontario and the Maritime Provinces, which include FTD Districts 12A, 12C, 12F and 12G. He can be reached at 800-788-9000 (ext. 8844). Please join us in welcoming Frank to the FTD family! ■



If you would like to find out more about receiving FTD.COM orders, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using shop code 90-8400AA. ■

FTD'S NEW EVERYDAY BRANDED PRODUCTS

In response to member feedback, FTD's new Everyday Branded product line has been reduced to five popular containers. Additionally, some great changes have been made to your favorites! The new 2001 Fall/Winter FTD® Exclusives Collection has all of the new recipes for these products.

The FTD® Birthday Party® Bouquet and The FTD® Sweet Dreams® Bouquet use the same container, but their recipes have been changed entirely to reflect both a classic and a premium recipe. The FTD Sweet Dreams Bouquet now has four recipes – a classic and a premium for both the boy's and the girl's container. The FTD® Big Hug® Bouquet has been completely updated with a bright new mug, a furry white bear and a brand new recipe. The FTD® Anniversary Bouquet and The Diana, Princess of Wales Bouquet – Presented by FTD® remain the same.

FTD believes strongly in the power of Co-Branding! To assist with your local marketing efforts, every FTD shop received 50 **FREE** blank statement stuffers for each of these products. In addition, FTD supplied every shop with a new poster that features the Everyday Branded bouquets.

If you haven't looked at your new Buyer's Guide yet, now's the time. Make sure you're stocked up on these favorite FTD Branded products. To place an order, contact FTD Marketplace at 800-767-4000 or shop online through www.ftdi.com. ■



MARKETPLACE™
1-800-767-4000



The Diana, Princess of Wales Bouquet – Presented by FTD®

Estimated U.S. retail price: \$59.99
Estimated CDN retail price: \$89.99



The FTD® Birthday Party® Bouquet Classic

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



The FTD® Birthday Party® Bouquet Premium

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



The FTD® Anniversary Bouquet

Estimated U.S. retail price: \$59.99
Estimated CDN retail price: \$89.99



The FTD® Sweet Dreams® Bouquet Classic Girl

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



The FTD® Sweet Dreams® Bouquet Premium Girl

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



The FTD® Big Hug® Bouquet

Estimated U.S. retail price: \$35.99
Estimated CDN retail price: \$53.99



The FTD® Sweet Dreams® Bouquet Classic Boy

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



The FTD® Sweet Dreams® Bouquet Premium Boy

Estimated U.S. retail price: \$37.99
Estimated CDN retail price: \$56.99



Birth Party® Bouquet

retail price: \$49.99
 retail price: \$74.99



Sweet Dreams® Bouquet

retail price: \$49.99
 retail price: \$74.99



Sweet Dreams® Bouquet

retail price: \$49.99
 retail price: \$74.99

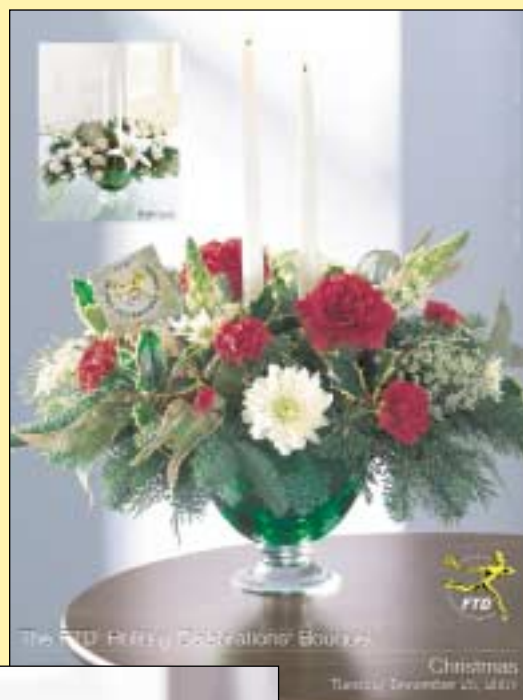
As a benefit of your FTD® membership, all FTD shops received the new Fall/Winter 2001 Member Marketing Kit. As FTD Members, you have the privilege to use these materials to Co-Brand your shop with FTD. The FTD Brand is recognized by ninety-seven percent of consumers as the synonym for flowers. And not just flowers, but *quality* flowers! Using the best of both brands allows you to develop a win-win strategy that builds a dynamic business model for the future.

Your Member Marketing Kit provides some dynamic tools that will help you create greater awareness for your shop within your market, as well as increase your sales and profitability. This exciting kit included the following materials:

- 50 FREE Stuffers for every FTD codified product!
- A Workroom Calendar that lists all the key dates for codification and directory deadlines, as well as other important information
- Holiday and Everyday Posters featuring FTD Branded Products
- Ad Slicks and Radio Scripts
- Information on ordering FTD Imprint Materials

Please use these materials to promote your shop through Co-Branding with FTD. Take advantage of a great opportunity and put the power of the FTD Brand to work for you!

Member Marketing Kits (U.S. Item #92020 / CDN Item #92019 / French Item #92021) may be ordered by calling FTD® Marketplace™ at 800-767-4000. ■

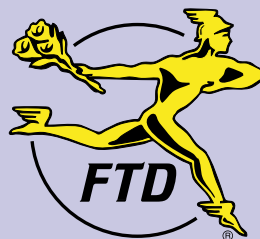


FTD's former Everyday Branded products will still retain codification in the FTD® Directory for at least a year to assist members who want to continue to sell these products. These bouquets include:

The FTD® Pick-Me-Up® Bouquet
 The FTD® Chicken Soup® Bouquet
 The FTD® Sunburst® Bouquet
 The FTD® Thanks A Bunch® Bouquet
 The FTD® It's Time To Celebrate™ Bouquet
 The FTD® Sweet Surprise® Bouquet
 The FTD® Friends 'N Such® Bouquet

The FTD® New Little Friend™ Bouquet
 The FTD® Pooh Birthday Party® Bouquet
 The FTD® Winnie the Pooh® Happy Birthday Balloons
 The FTD® Fresh Blooms™ Bouquet
 The FTD® Mickey Mosaic™ Bouquet
 The FTD® My Special Things™ Bouquet

If you have any questions or wish to order more products, call FTD® Marketplace™ at 800-767-4000. ■



NEW personalized 2002 Wall Calendar



The FTD® Stunning Beauty™ Bouquet



IMPRINT AREA

IMPRINT AREA

23"h x 24"w
FTD D11-3037

December
S M T W T F S
1
2 3 4 5 6 7 8
9 10 11 12 13 14 15
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

February
S M T W T F S
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 25 26 27 28

January 2002

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		New Year's Day 1	2	3	4	5
6	7	8	9	10	11	12
13	14	Martin Luther King Jr.'s Birthday 15	16	17	18	19
20	Martin Luther King Jr. Day (Observed) 21	22	23	24	25	26
27	28	29	30	Order Flowers for Valentine's Day 31		

Notes:



WALL CALENDAR

Minimum order: 100

	IMPRINTED	BLANK
US/CDN	CU 90801	CU 90802
French	CU 90803	CU 90804
QUANTITY	US/CDN	US/CDN
100-300	\$0.75/\$1.13	\$0.70/\$1.05
400-900	\$0.67/\$1.01	\$0.64/\$0.96
1,000-4,900	\$0.64/\$0.96	\$0.61/\$0.92
5,000 & UP	\$0.60-\$0.90	\$0.58/\$0.87

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprinted and blank orders must separately meet minimum order quantities. Use CDN prices for French calendars when calculating costs.

WALL CALENDAR ENVELOPE

Minimum order: 100

	IMPRINTED	BLANK
	CU 90077	CU 90078
QUANTITY	US/CDN	US/CDN
100	\$0.18/\$0.27	\$0.09/\$0.14
200 & UP	\$0.15/\$0.23	\$0.09/\$0.14

NOTE: Minimum order is 100. Orders must be in increments of 100. Imprinted and blank orders must separately meet minimum order quantities.

Wall Calendar

8 1/2"W x 21 3/4"H

This customized FTD® Wall Calendar can remind your customers to buy flowers from your shop throughout the year.

Imprinted Wall Calendar: CU 90801

Blank Wall Calendar: CU 90802

Marketing Tools
to help you grow
your business

1-800-767-4000

FTD CONTRIBUTES TO PRINCESS DIANA'S CONTINUING WORK

On July 1st, millions of people will fondly remember Princess Diana on what would have been her 40th birthday. Loved by millions, Princess Diana's memory is kept alive and her work is continued through The Diana, Princess of Wales Memorial Fund.

The Fund was established in September 1997 to carry on the Princess' humanitarian efforts around the globe. To date, \$51 million has been pledged in grants to organizations and agencies around the world supporting causes such as hospice care for HIV/AIDS patients in South Africa, production of low-cost wheelchairs in Honduras and adolescent health in the United States.

FTD partnered with The Fund and designed the exclusive Princess Diana bouquet arranged in a vase bearing her signature.



For every bouquet that is sold, FTD donates \$5 dollars to The Fund. So far FTD has raised more than \$100,000 for the Fund through the sale of the bouquet. FTD is preparing a major consumer launch for The Diana, Princess of Wales Bouquet – Presented by FTD®, scheduled around the upcoming anniversary of the Princess' birthday.

We hope you will join FTD in promoting her ongoing work, which is supported through The Diana, Princess of Wales Memorial Fund. Partner your shop with FTD and The Fund by using this prime marketing opportunity to create awareness and sales for this stunning bouquet in your market.

To purchase the Princess Diana vase, contact FTD® Marketplace™ at 800-767-4000 or shop online through www.ftdi.com.

GEAR UP FOR AN EXCITING FTD® GOOD NEIGHBOR DAY®

Since 1994, FTD Florists around the country have been successfully making FTD® Good Neighbor Day® a favorite event for their community. Many people look forward to this annual event that allows consumers to share a dozen roses (or other flowers) as a sign of friendship. This year, FTD Good Neighbor Day is being held on Wednesday Sept. 5th.

HOW IT WORKS

The simplicity of this event is one of the keys to its success. By participating, FTD Florists agree to give away a dozen flowers to every person that comes into their store. The fun "catch" to this promotion is that consumers keep one flower for themselves and then enjoy giving the other 11 flowers away as a sign of friendship and goodwill.

WHY PARTICIPATE?

Participating in FTD Good Neighbor Day is another great way to Co-Brand with FTD, and it's a great way to help build goodwill within your community. For many FTD Florists, FTD Good Neighbor Day brings hundreds of people into their floral shops for this event, draws huge local media attention and helps increase sales throughout the year. Many FTD Members have taken this event one step further by creating a year-round PR campaign for their shops.

MARKETING SUPPORT

To assist with your marketing efforts, FTD will provide FREE Promotional Kits to all participating FTD Florists. The 2001 FTD Good Neighbor Day Kit that will be available in July includes mar-

keting tools and promotional tips to help you make FTD Good Neighbor Day a fantastic event for your shop. It includes sample broadcast ads, generic press releases, ad slicks, logo sheets, and sample coupons for future customer purchases. **And in response to member feedback, this year's kit will also contain a poster for your shop!**

PUBLICITY

In order to help consumers find a participating florist near them, FTD.COM will post a list of all participating FTD Good Neighbor Day Florists that request this added benefit. Only shops that request this benefit will be listed. If you would like to let online customers know that you are participating in FTD Good Neighbor Day, simply call FTD Member Services at 800-788-9000. We'll make sure your shop name, address and phone number are listed.

PRODUCT

FTD Fresh Flowers™ will be offering special pricing on flowers for FTD Good Neighbor Day. The following items will be available through FTD:

- Roses – growers' bunches – available in assorted colors
- Rose Bouquets – cleaned, cello-wrapped in dozens – available in assorted colors
- Other Assorted Flower Bouquets – cleaned, cello-wrapped in dozens

Call FTD Fresh Flowers at 800-366-1383 for more information.

Call FTD® Marketplace™ at 800-767-4000 to request your FREE 2001 FTD® Good Neighbor Day® Kit (Item #GND01US U.S. version / #GND01CN Canadian version).



Communication between FTD florists and FTD.COM is very important and the feedback we have received is that florists want more immediate access to FTD.COM information. That's why we added an FTD.COM section to the FTDI Web site (www.ftdi.com). The Web site is FTD's business-to-business site that offers detailed information about FTD's products, services and technology. This site is very convenient, easy to access and provides detailed information about FTD.COM's new and existing programs.

Information found within the FTD.COM section on the www.ftdi.com Web site includes:

- **Best Sellers List** – Showcases bouquets to be featured for each holiday, as well as the previous three-month's best selling bouquets. This helps you prepare your inventory appropriately, in order to fill FTD.COM orders.
- **Fulfilling Florist Program Requirements** - Provides detailed information on program requirements for receiving FTD.COM orders.
- **Enrollment Procedures** – This section assists florists who want to add more zip codes to their coverage area.
- **Delivery Policy and Charges** – Information provided here explains FTD.COM's delivery policy during holiday and non-holiday timeframes. We are very sensitive about delivery promises, especially during the holidays and, in response to florists requests, have recently removed the option for consumers to request a specific time of delivery during holiday periods!
- **Substitution Policy** – FTD.COM sends second choice options on all of its floral bouquets. This makes it easier for florists to fill our orders, especially during busy holiday periods.
- **FTD.COM Catalog** - Many florists have requested a copy of FTD.COM's holiday catalogs so that they could prepare inventory levels and staffs for what orders would be sent to their shops. All FTD.COM catalogs are now online so that you can review what products we are promoting and can be prepared to fill those orders.

Please visit FTD's Web site, www.ftdi.com and review the FTD.COM section. New information is always being posted there so that you are always informed about FTD.COM.

Contact FTD.COM through e-mail at custserv@ftd.com or send a GEN message to #90-8400AA with any additional questions for FTD.COM. ■

IMPROVE CASH FLOW WITH MERCURY® TECHNOLOGY FINANCING

Does getting the technology your shop needs to grow while improving cash flow sound too good to be true? Not with our deferred or seasonal financing programs!

Positive cash flow is priority #1 for today's successful shop owners. Mercury® Technology is proud to announce two new flexible financing programs that allow you the opportunity to upgrade to today's best floral business systems, Mercury Wings™ and Mercury Advantage™, while maintaining or improving your cash flow.

THE SEASONAL PAYMENT PLAN

The Seasonal Payment Plan is especially beneficial for shop owners that find their business fluctuates, with definite periods of higher and lower revenues each year. Most shop owners experience a sales slowdown during the summer months, which can put a dent in revenues while overhead remains the same.

This financing plan can be applied to a new lease on Mercury Wings or Mercury Advantage, allowing you to have the technology in your shop that you need during busy times to help boost profits, while reducing payments during slow times.

To utilize this plan, you can designate three consecutive months when you pay a significantly reduced lease amount each year. The remaining nine payments during each year will be calculated based upon a specified rate factor for the plan. You can choose any three months. For example, June, July, and August can be designated for reduced payments that can be as low as \$25 each.

So, lease a new system now, ring up more sales when times are good, and invest more time and less money for technology during those slower summer months.

DEFERRED BILLING

Another flexible financing option allows you to defer your first few payments on a new Mercury Wings or Mercury Advantage lease. Lease now and pay nothing until September or August (depending on when the lease contract is signed).

Besides these flexible leasing programs, call Mercury Technology for information on special pricing on Mercury Wings and Mercury Advantage. You can lease brand new state-of-the-art technology for a lot less per month than you might think!

For more information on these flexible leasing programs, call Mercury Technology at 800-767-3222. ■



THREE REASONS WHY NOW IS THE BEST TIME TO UPGRADE YOUR SHOP TECHNOLOGY



With the busy and profitable Mother's Day season behind us, now is the very best time to invest in new shop technology for three key reasons:

- **It's the best time to learn a new system.** While technology can provide tremendous benefits to any shop operation, there is an initial investment in time and training in order to learn a new system. Both our Mercury Wings™ and Mercury Advantage™ products come with exceptional training tools, including a fully illustrated User's Guide. Additional training options are available on both systems. Mercury® Technology has devoted significant resources to making your transition to new technology fast and easy.

Bottom line – the slower summer months are the perfect opportunity to train yourself and your employees on a new system.

- **Put your Mother's Day revenues to work.** While you may have set a high priority on upgrading your existing shop technology, it can be mentally tough to commit to a new purchase or lease when sales are flat. With your hard-earned revenues on hand from your best-ever spring holiday season, consider this month as the perfect opportunity to put those dollars to use to help you make next Mother's Day even more profitable.
- **Limited-time pricing and leasing available now.** Perhaps the best reason to upgrade now is our special offers on Mercury Wings and Mercury Advantage. New leasing terms, flexible leasing programs (see the article on page 10) and special pricing on our two premier systems make this the very best time to upgrade.

For a FREE Technology Needs Analysis, call Mercury Technology at 800-767-3222. ■

UPCOMING MERCURY WINGS™ SEMINARS

June 15 – Tennessee State (Franklin, TN)
June 23 – Northwest Florists' Association (Tacoma, WA)
July 13 – AmericasMart (Atlanta, GA)
July 14 – Ohio Short Course (Columbus, OH)
July 16 – Texas State (Arlington, TX)
Aug 24 – Midwest Trade Fair (Indianapolis, IN)
Aug 27 – Florida State (Tampa, FL)
Sept 15 – Ontario Conference (TBD)

For additional information or to register for these meetings, please contact Emily Moth Chapman at 630-724-6141 or send an email to echapman@ftdi.com. ■

MERCURY ADVANTAGE™ USERS' SEMINAR

July 8-10, 2000
Boston, MA (OMNI Parker House Hotel)

- *Advanced* training for your Mercury Advantage™ system
- New classes to encompass the 8.0 release enhancements
- Optional one-on-one lab time with senior trainers
- Network and socialize with fellow Advantage users

For additional information or to register for this meeting, please contact Emily Moth Chapman at 630-724-6141 or send an email to echapman@ftdi.com. ■

WARNING: POTENTIAL PHONE SCAM TARGETED AT FTD FLORISTS

In recent months, some FTD Florists have been receiving unsolicited phone calls from a company selling Internet service while falsely representing themselves to be from Mercury Technology. In some instances, this company has claimed to be affiliated with FTD. The company is said to be based in Pennsylvania and Florida.

While Mercury Technology does offer Internet service through AT&T, we are not currently soliciting this service via telemarketing.

We are investigating this company and, if necessary, will take legal action. In the meantime, please verify any unsolicited phone calls from a person alleging to be from Mercury Technology by asking to confirm

your FTD shop code number. If the caller cannot confirm your shop code number, the call is not originating from Mercury Technology.

From time to time, we do contact members by phone to resolve technical problems or solicit new products and services. However, please make all your employees that may answer phone calls aware of this potential misrepresentation.

Note: please contact Mercury Technology at 800-767-3222 to report any such calls. Please ask for a return phone number to help us locate the company. ■

FTD'S TRADE ADVERTISING

No one keeps florists more connected than FTD. Which should be no surprise since no one invests more in new floral technology than FTD. And with cutting edge FTD Mercury Technology systems, no one connects florists to more profits, either.



SOME FLORISTS HAVE BETTER CONNECTIONS THAN OTHERS.

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