



Flowers say it better. FTD says it best.™



FTD MERCURY MINUTE ©2014, FTD | JUNE 2014

MERCURYMINUTE

NEW! HOW-TO VIDEOS NOW ON FTD UNIVERSITY

FTD University has once again expanded its robust education offerings to help FTD Florists **grow their local business**. The dozen two-to-three minute how-to videos are **FREE** and feature invaluable floral business and design topics to help you **improve your skills**. They are presented by FTD Education Consultants and AIFD designers J. Keith White, Ann Jordan and Randy Wooten. Topics include:

BUSINESS

- Merchandising - Color Block
- Merchandising - Holiday Display
- Merchandising - Storefront
- Photography Tips for Social Media
- Designing for Profitability

DESIGN

- Wedding Bouquet Embellishments
- Customizing Sympathy Designs
- 2014-2015 Younger Generation Trends
- Branding Your Arrangements
- Design Tips for Body Flowers
- 2014-2015 Floral Trends
- Floral Design Techniques — Basing

FTD created the how-to videos to help you learn at your leisure without leaving your shop. Plus, these can't miss business and design topics are available just in time to help **give your everyday and wedding business a boost** during the off-season.

"FTD is dedicated to the advancement of the floral industry and helping our member florists delight customers and grow their local business," said Tom Moeller, FTD Executive Vice President of the Florist Division. "We continue to commit resources and enhance our education offerings through FTD University to give members that are eager to learn easy and affordable access to top-notch programs."

Available for viewing at FTDi.com/FTDUniversity.



Ann Jordan AIFD presenting
2014-2015 Floral Trends.



Randy Wooten AIFD presenting
2014-2015 Younger Generation Trends.



J. Keith White AIFD presenting
Merchandising—Storefront.

Visit FTDi.com/FTDUniversity to Watch all the Videos at Your Convenience!



Congratulations to FTD Member Katherine Marie Holton at Ludemas Floral and Garden in Grand Rapids, MI, for her achievement as the Michigan Floral Association's 2014 Young Person of the Year.

CELEBRATING FTD® FLORISTS

Congratulations to FTD Member Flowers From Sky's The Limit established in Petoskey, MI, for receiving the Michigan Floral Association's 2014 Retailer of the Year Award.



FTD Vice President of National Accounts Ed Cronin (left), and Manager, Quality Assurance Keith Harbison (right), visit with Margaret Fleegal (center), owner of Twinbrook Floral Design based in Fairfax, VA.

Helen Szeto, owner of My Florist located in Calgary, AB, excitedly accepts her prize of one FREE case of FTD® Marketplace™ codified containers each month for a year for winning the FTD® Luck O' the Florists Sweepstakes on Facebook.



FTD Regional Vice President Jim Weedon (center) and FTD Field Business Consultant Al McCann (left) present Tom Addalia (right), owner of Flowers by Addalia located in Toms River, NJ with an FTD Top 100 plaque.

EDUCATION & EVENTS CALENDAR

FTD® WEBINAR SERIES

The FTD Webinar Series is a collection of **FREE** educational presentations available online to help you **increase your sales and profits**, while reducing your costs.

HOLIDAY MERCHANDISING MAGIC

Presented by J. Keith White AIFD

August 19, 2014

5 pm ET/2 pm PT

Register today at
FTDi.com/FTDUniversity.



J. Keith White AIFD
FTD Education Consultant



Enter for a chance to
**WIN A FREE
MAKEOVER**
for your flower shop!

By viewing the "Holiday Merchandising Magic" webinar and submitting a brief essay and photos, you can register to win a shop makeover.

For entry details and to register, visit FTDi.com/Makeover.

The live webinars are also recorded. Visit FTDUniversity.com to view them at your convenience.



FTD® MERCURY POS TRAINING

Maximize your FTD Mercury Point of Sale (POS) system investment with **FREE** training. Get the most out of your powerful POS system with the industry's most comprehensive training held at FTD Headquarters or via webinar.

2014 TRAINING

POS WEBINAR DATES

June 10 at 11 am CDT
June 12 at 2 pm CDT
July 22 at 11 am CDT
July 24 at 2 pm CDT

HEADQUARTERS' DATES

June 24-26
August 19-21
October 7-9
December 2-4



Register today at FTDi.com/FTDUniversity.

Check out the Entire 2014 Education Calendar at FTDi.com/FTDUniversity.



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EDUCATION & EVENTS CALENDAR

FTD® is proud to support nearly 50 industry shows each year, strengthening our commitment to our florists.

JUNE 6-8, 2014

FLORIDA STATE FLORISTS' ASSOCIATION CONVENTION

Weston, FL

Florida State Florists' Association

WWW.FLORIDASTATEFLORISTSASSOCIATION.COM

Featured FTD Designer:

Ivan Moreno from Colombia

JUNE 10-11, 2014

SOCIETY OF AMERICAN FLORISTS RETAIL GROWTH SOLUTIONS

Rosemont, IL

Society of American Florists

WWW.SAFNOW.ORG

JUNE 18, 2014

DELAWARE VALLEY FLORIST ASSOCIATION DESIGN SHOW

Lansdale, PA

Ellen Assal

610-532-6200

Featured FTD Design Program:

"Wedding Floral Review," presented by FTD Education Consultant J. Keith White AIFD

JULY 3-7, 2014

AIFD NATIONAL SYMPOSIUM

Chicago, IL

American Institute of Floral Designers

WWW.AIFD.ORG

Featured FTD Design Program:

"Cultural Wedding Journey," featuring Robert Koene

JULY 18-20, 2014

TEXAS STATE FLORISTS' ASSOCIATION CONVENTION

Austin, TX

Texas State Florists' Association

WWW.TSFA.ORG

Featured FTD Design Program:

"Design on the Edge," presented by FTD Education Consultant Kristine Kratt AIFD and Bill Schaffer AIFD

JULY 25-27, 2014

KENTUCKY FLORISTS' ASSOCIATION CONVENTION

Frankfort, KY

Kentucky Florists' Association

WWW.KYFLORISTS.COM

JULY 26-27, 2014

OKLAHOMA STATE FLORISTS' ASSOCIATION CONFERENCE

Stillwater, OK

Oklahoma State Florists' Association

WWW.OSFA.ORG

Featured FTD Design Program:

"Sophisticated Sympathy...The Final Tribute," presented by FTD Education Consultant Ian Prosser AIFD

JULY 27, 2014

2014 ARIZONA STATE FLORISTS ASSOCIATION EXPO

Phoenix, AZ

Arizona State Florists Association

WWW.AZFLORISTS.ORG

AUGUST 1-3, 2014

TENNESSEE STATE FLORISTS' ASSOCIATION CONVENTION

Murfreesboro, TN

Deb Hooper

423-942-1419

Featured FTD Design Program:

"The Life of the Party," presented by FTD Education Consultant Ian Prosser AIFD

AUGUST 1-3, 2014

WESTTEXAS NEW MEXICO FLORIST ASSOCIATION CONVENTION

Lubbock, TX

Jane Terrell

800-996-2812

Featured FTD Design Program:

"Marketing for Success," presented by FTD Education Consultant Randy Wooten AIFD

AUGUST 8-10, 2014

VIRGINIA PROFESSIONAL FLORIST ASSOCIATION CONFERENCE

Charlottesville, VA

Cindy Reynolds

804-360-2800

AUGUST 13-16, 2014

SOCIETY OF AMERICAN FLORISTS ANNUAL CONVENTION

Marco Island, FL

Society of American Florists

WWW.SAFNOW.ORG

AUGUST 15-17, 2014

ARKANSAS FLORISTS ASSOCIATION CONVENTION

Hot Springs, AR

Arkansas Florists Association

WWW.ARFLORISTS.ORG

Featured FTD Design Program:

"Holiday Survival Skills," presented by FTD Education Consultant Ann Jordan AIFD

AUGUST 15-17, 2014

NORTH CAROLINA STATE FLORISTS ASSOCIATION CONVENTION

Greensboro, NC

North Carolina State Florists Association

WWW.NCFLORIST.ORG

AUGUST 24, 2014

2014 ROCKY MOUNTAIN FLORAL EXPO

Denver, CO

Floral Association of the Rockies

WWW.FLORALASSOCIATIONROCKIES.ORG

WEDDING PROGRAM

SYMPATHY PROGRAM

HOLIDAY PROGRAM

PARTYWORK PROGRAM

WEDDING PROGRAM

EVERYDAY PROGRAM

PARTYWORK PROGRAM



"LIKE" THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at facebook.com/MercuryNetwork.

The FTD® Simple Surprises™
Bouquet by Vera Wang (V18d)

VERA WANG



Check out the Entire 2014 Education Calendar at FTDi.com/FTDUniversity.