

FTD Newsletter

March 2004



FTD To Provide Strong Mother's Day Support

See more details about Mother's Day (page 5)

FTD Participates in the 2004 Interflora World Cup (page 6-9)

March 2004 Vol. 45, No. 3

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Message From Bob

CEO and Chairman, FTD, Inc.



Dear FTD Members,

On February 24, 2004, FTD announced the completion of our transaction with an affiliate of Leonard Green & Partners, L.P. Leonard Green is committed to growing FTD through the highest quality products and services in the industry and unbeatable service.

I am excited to continue to lead the company with a strategic focus on your business needs and to help you grow in an ever-changing competitive environment. FTD has been through a lot of challenges over the last decade and with the support of its members has continued to be the standard bearer for quality and service in the floral industry.

We have a real opportunity to partner with all of you, our member florists, to help enhance your overall profitability through a variety of programs. I am personally committing to each of you that we will be focused on your profitability well into the future.

Today, we stand ready to work hard as a key partner of yours to build muscle back into the floral industry. We have the largest team of floral business consultants in the industry to work one on one with you in these efforts, as well as incredible brand recognition as a leading provider of floral and gift products, advanced technology support, and impactful advertising that drives valuable orders to member florists.

FTD's strength resides in the strength of each of its member florists. Our business is one; we consistently need to exceed expectations in delivering emotional value to our customers through our creativity and floral expertise. FTD Members have continually delivered on this promise for almost a century, and I look forward to continuing the strong foundation built through your many efforts.

On behalf of everyone at FTD, thank you for your partnership with us over the many challenges we have faced and overcome together in the last decade. We look forward to another decade, and century, of increasing FTD brand value and member value through our relationships with all of you.

FTD Upcoming Events

Visit www.FTDi.COM for all FTD events and education programs.

March 26-28, 2004

Flowers Canada - Atlantic Convention
The Delta Fredericton · Fredericton, NB
FTD sponsored Saturday Night President's Banquet
For registration information, contact Anne Smith at 506-459-1353 or email her at flowers@flowersmith.com.
Look for FTD Team Member Carolyn Cloran.

March 26-28, 2004

Alabama State Florist Association Convention
Marriott Birmingham · Birmingham, AL
Featured FTD Design Program:
"Everyday Designs with the Look of Today"
presented by FTD Design Instructor Kim Morrill AIFD
For registration information, contact Kathie Yenulis at 205-989-8001.
Look for FTD Team Member Kim Conway.

March 28, 2004

Niagara International Association of Florists Spring Show
Marriott Buffalo Niagara · Amherst, NY
FTD sponsored lunch
For US registration information,
contact Nanette Hayner at 315-656-2236.
For Canadian registration information,
contact Helen Rietveld at 905-687-3490.
Look for FTD Team Members Nadine Compisi, Caroline Fotheringham,
Dave Mellin and Michael White.

March 28, 2004

United Wholesale Florists Spring Open House
United Wholesale Florists · Oklahoma City, OK
Featured FTD Design Program: "Creative Everyday Designs"
presented by FTD Designer John Klingel AIFD
For registration information, contact Darrell Bigbee at 405-236-1551 or
Donna Spaulding at 800-788-9000 x8826.
Look for FTD Team Members Donna Spaulding and Mark Grauer.

March 31, 2004

Flowers Canada (Toronto Chapter) Meeting & Design Show
Latvian Cultural Center · Toronto, Ontario
Featured FTD Design Program: "Garden Gorgeous or Organic Originals"
presented by FTD Design Instructor Tina Stoecker AIFD
For registration information,
contact Brenda Jones at 905-471-2501 or 416-917-7247.
Look for FTD Team Members Tim Casson and Michael White.

April 13, 2004

Dallas & Ft. Worth Allied Florists' Associations Meeting
Hilton Arlington · Arlington, TX
Featured FTD Design Program: "Wedding Floral Review" presented by
FTD Design Instructor Keith White AIFD
For registration information, contact Joy Bales at 817-624-8413, Virginia
Slater at 972-380-0884, Cheryl Costello at 800-788-9000 x8836 or Jayla
Love at 800-788-9000 x8834.
Look for FTD Team Members Cheryl Costello and Jayla Love.

April 14, 2004

Delaware Valley Florist Association Meeting
Younger Wholesale · Lansdale, PA
Featured FTD Design Program: "Garden Gorgeous or Organic Originals"
presented by FTD Design Instructor Tina Stoecker AIFD
For registration information, contact Denise Ramirez at 215-968-9555 or
Barry Barnett at 610-688-0431.
Look for FTD Team Member Wendy Stones.

April 27, 2004

Alamo Professional Florists Association Meeting
MacArthur Park - Pavilion #1 · San Antonio, TX
Featured FTD Design Program: "Tropical Trends" presented by FTD
Design Instructor Keith White AIFD
For registration information, contact the Alamo Professional Florist
Association reservation line at 210-491-6760.
Look for FTD Team Member John Hurdt.

International FTD Highlights

Meet FTD International Members



Natalie and Tony Antonelli
Antonelli Flores, Martinez Argentina

Meet Antonelli Flowers and Flores Iris in Argentina celebrating a successful business and their multi-generational operation. The Antonelli family emphasizes the importance of family to run their retail business as well as a dedication to quality. Tony Antonelli states that another key to success for their shop is their selection of exclusive products with a touch of art that keep their customers loyal to his shop.



FTD FBC Raul Picazo and Sonia Maldonado
Floreria Mimi in Uruapan with a 25 year FTD plaque.



Pablo Bruno
Florales Iris, Argentina

Meet Pablo Bruno from Flores Iris in Argentina. Bruno is always searching for public relations strategies to promote his shop. Recently, Flores Iris was recognized by a local newspaper when they won first prize for the best window display for the holiday season in their community.



FTD FBC Raul Picazo and Luis Castro
Floreria Y Regalos Rommys in Culiacan Mexico with a 25 year FTD plaque.

International FTD Education Member Highlights

FTD supports floral education across the U.S., Canada and Internationally. Recently, FTD sponsored well-known international designer Kike Leon to hold workshops in Monterrey and Mexico City. Leon's presentations drew incredible attendance from local florists including



Rafael Martinez from Colombia, Linda Angeles, Narcisco Sanchez, Jackie Leon, and Fernando Islas all from Mexico.

Leon presented a workshop called "Formations" floral design with floral foam - featuring a technique based on 8-5-3 proportions creating a lively visual effect.

Also, congratulations to many FTD Members in Latin America who are celebrating landmark anniversaries including Floreria Y Regalos Rommys in Culiacan, Mexico and Floreria Mimi in Uruapan, Mexico.



Left: FTD Members Rafael Martinez from Colombia, Linda Angeles from Mexico, FTD Field Business Consultant Raul Picazo, Narcisco Sanchez from Mexico, Jackie Leon from Mexico, Kike Leon from Spain and Fernando Islas from Mexico.

Top: An example of Kike Leon's design work presented at an international show

FTD Florists Members Take Full Advantage of FTD Mercury Technology

Thousands of floral shops are using FTD Mercury Advantage, the leading shop management solution for florists. Learn more about how successful florists just like you are using Mercury Advantage and what it can do for you!



Peg Dunlop, manager of Beaver Creek Florist, smiles at the shops successful and efficient holiday.

"Advantage allows us to quickly handle a larger number of customers at holiday times. By having our main computer downstairs, we are also able to temporarily relocate a second terminal to the downstairs office. This frees up some much needed design space in the back room and makes the otherwise quiet office space a useful "phone center" during Valentine's and Mother's Day."

– Tom Hamilton, Owner
Beaver Creek Florist
Beaver Creek, OH



Susan M. Moshos, Owner Arleen's Flowers & Gifts, poses by her point of sale terminal.

"As an FTD® Mercury Advantage™ user, I would like to let you know how happy we are with our system and our technical support. The Mercury Advantage™ system has truly enhanced our ability to function at a more productive level. I appreciate the ability that this system affords us in tracking our sales trends and inventory."

– Susan M. Moshos, Owner
Arleen's Flowers & Gifts
Bellefontaine, Ohio

To learn more about FTD Mercury Technology, please call 1-800-767-3222 or e-mail FTD Mercury Technology at technology@ftdi.com.



FTD Valentine's Day Update

FTD and its member florists are completing one of the largest floral holidays of the year, so what is the feedback from the holiday, and what did FTD and its members do to ensure their success this year?

FTD nationally advertised the new direct response TV commercial on a strong primetime and cable schedule receiving recognition for this outreach by *Brandweek* magazine "the spot features a collage of flowers and romantic situations and ends with a call to action to visit a local FTD florist or FTD.COM." The commercial also included NEW strong FTD branding and calls to action driving consumers to FTD Member florist shops.

On a newsworthy note, thousands of media stories ran mentioning the Valentine's Day holiday in major print publications and on TV stations across North America. As the brand that goes hand in hand with flowers and floral delivery worldwide, FTD and specific member florists were mentioned in many of these media stories.

In the News

Reaching out to local media around major holidays and throughout the year helps to posi-

tion FTD florists as a local resource for flowers and opens lines of communication inviting media into their shops to tell a floral story anytime. Following are highlights of stories that ran this Valentine's Day.

FTD Members **Highland Florists** in Chattanooga, TN received TV coverage on their local FOX affiliate this Valentine's Day. The newscasters interviewed Highland owner Ray Skates (FTD New Member Award Winner 2002). Skates said that although red roses were the number one choice for flower buyers, they weren't the only arrangements in demand. "The mixed arrangements were a lot stronger this year than they've been in the past. We did real well with our FTD arrangements," said Skates.

A local Decatur, IL newspaper *The Decatur Herald and Review* ran a story on Valentine's Day flowers referencing four local FTD Members, **Tiger Lily Flower and Gift Shop, Houran's - Decatur Florist and Greenhouse, The Wild Daisy** and **Main Street Florist**. The article included a survey conducted by the National Retail Federation finding that of the men surveyed, more than 64 percent said they would purchase flowers

as gifts on Valentine's Day.

The Fayetteville Observer in Fayetteville, NC reported gift ideas for Valentine's Day shoppers including a feature on **Dale's Florist** in Fayetteville, NC. Kay Williams, manager of Dale's, was quoted saying "We're getting a lot of FTD orders that we've been filling," adding that she suspects most of those are being placed by or for soldiers overseas.

The News & Record in Greensboro, NC also ran a positive story about flowers for Valentine's Day which included two local FTD Members, **Scruggs Florist Inc.** and **Central Floral Gardens Inc.**

Some media took a more general approach to the flower story this Valentine's Day such as the NBC television affiliate in New Orleans, LA which ran a story on purchasing flowers for Valentine's Day suggesting consumers purchase flowers from a florist who is associated with FTD or another wire service. They also said that the best way to make sure you get your money's worth is to simply place your flower order in person at a local florist.

A few media outlets took the investigative approach in order to share their insight with con-

sumers such as the local ABC affiliates in San Francisco and New York City. The stations both twisted their Valentine's Day story into a test order to communicate the best quality of flowers available to consumers. Both TV stations discovered that the quality of the FTD roses were the best. FTD congratulates **My Flower Shop** in San Francisco, CA and **Academy Floral** in New York City for fulfilling these surprise "test" orders resulting in great ratings for the FTD Brand.

FTD conducted media outreach spreading the word that consumers should order early this Valentine's Day and directing media to local FTD Members as a resource. This outreach included statistics from a recent FTD Member survey, as well as a personalized local pitch to local media and inspired stories around North America including *The Florida Times Union, The Washington Post, Fremont News Messenger, Arizona Republic, Jackson Daily Progress, Danbury News-Times*, as well as TV stations in Dallas, Denver, Sacramento, Pittsburgh, San Diego, Greensboro, Fresno, Huntsville, South Bend, Florence and many more.

Idea For Your Shop!

Norton's Florist Gives More This Valentine's Day

Norton's Florist in Birmingham, AL extended joy this Valentine's Day with awareness. Norton's partnered with the local chapter of the Susan G. Komen Breast Cancer Foundation and a local college sorority to increase awareness about breast cancer and help save lives.

Gus Pappas, owner of Norton's, is on the board of his local Komen chapter, a relationship stemming from a previous partnership he

had conducted with his five locations. This Valentine's Day, Pappas developed a way to work together to help raise awareness by handing out instructions on conducting breast exams, receiving extra help in the shops to make it happen. Pappas named the program "Flowers for a Cure".

As the idea bloomed, so did the media attention, driving all local TV stations into his shop, who followed the story, the outreach and

deliveries. With surrounding lives touched by breast cancer, Norton said that his shops' outreach really began to make sense the night before the 14th, when he took a few minutes to sit down and read the materials that were being handed out to floral recipients.

"It's easy to get wrapped up in the PR and attention, but what really hit me was that night before they brought over the materials they were giving out, and I real-

ized that we had a chance to save somebody's life by doing this," said Pappas.

Norton's plans on conducting a similar program this Mother's Day, as well as working closely to raise money in October - National Breast Cancer Awareness Month. There are more than 100 Komen affiliates in the U.S. alone, visit www.komen.org to contact your local affiliate and see how your shop can help make a difference.

Other philanthropic contacts with local affiliates:

American Heart Association at www.americanheart.org
Heart and Stroke Foundation in Canada at www.heartandstroke.ca.

American Lung Association at www.lungusa.org
Canadian Lung Association at www.lung.ca

FTD's Strongest Mother's Day Support

As the Valentine's Day holiday is behind us and Mother's Day is very close, we encourage FTD Members to take a close look at their business and make sure they get the most out of their partnership with the FTD Brand. FTD offers leading quality products, efficient services, and incredibly strong support in order to be the best industry partner available.

National Advertising

This Mother's Day, FTD will reach millions of consumers with national TV and print advertising including a personalized florist listing Co-op advertisement with a valuable \$3 coupon.

The multimillion-dollar advertising campaign is developed specifically to drive orders to FTD Members across the U.S. and Canada. The strong calls to action throughout the TV commercial will be seen in the U.S. during popular national TV shows such as "Will & Grace", the "Today" Show and "Scrubs", as well as on well-known national cable stations like Lifetime, HGTV, and A&E.

On May 2nd, FTD's print effort will consist of a national Co-op ad in the coupon section of more than 500 newspapers nationwide, listing local florists who signed up* to participate in the Co-op program. Plus, the Co-op listing will include a valuable \$3 coupon that is only redeemable at local FTD Member florist retail locations.

In Canada, FTD's Mother's Day TV commercial will play during popular national CBC and CTV networks on leading TV shows such as Alias and According to Jim, as well as the highly-rated Hockey Playoffs. On May 1st, FTD print effort will consist of a special Co-op ad in Canadian TV Guide, listing local florists who signed up* to participate in the Co-op program. Plus, the Co-op listing will include a \$4.25 coupon that is only redeemable at local FTD Member florist retail locations.

Remember that all of FTD's Mother's Day advertising efforts will feature the FTD® Mother's Day Bouquet (an exquisite Laura Ashley™ design).

This Mother's Day, FTD is providing FTD Members interested in consistent advertising and partnering with the FTD Brand with a FREE TV or print advertisement to tag with their shop's personalized information and run in local TV cable stations or newspapers. To view and order this FREE campaign, visit www.FTDi.COM under the Advertising section.

Preparing for Mother's Day

What did you learn from this past Valentine's Day? Was your shop overwhelmed by telephone orders? Could your shop have handled more orders, but you were not staffed appropriately? Are you missing orders because you're not on the Internet or on the Mercury Network? Do you need ideas on how to promote your shop in your community? As your dedicated business partner, FTD can help!

Let FTD work for you. Through FTD Flowers All Hours, our trained telephone staff will answer the phones in your shop ensuring you never miss a call - or more importantly - an order. Our staff will customize their conversations with your customers based on your shop specials; your customers may not even know the difference. Flowers All Hours will work for you 24 hours a day, 7 days a week and 365 days a year - or simply throughout your shop's busiest holidays.

FTD Fresh Flowers also offers conveniences to help reduce the stresses of design staffing through pre-made JAWS bouquets.

Securing orders

FTD offers you services that drive orders to your business, catered to your customers' shopping preference or your fellow florists' sending preference. FTD Mercury Technology offers you

technology advancements that streamline your business operations and most importantly, allows you to send and receive secure orders to 50,000 florists worldwide over the Mercury Network.

Additionally, FTD Florists Online ensures that customers who prefer to shop online have access to your shop. With a new program offering Yellowpages advertising (see page 11) as well as domain name offerings and personalized online selections, FTD Florists Online will help you have your very own professional Web site and allow you to capture orders you may not have even known existed.

When considering how many orders you are sending FTD, you must remember that FTD offers the best rebate program in the industry with \$3 and \$4 rebates (\$4.25 and \$5.25 in Canada).

Promoting your shop

In addition to a FREE national advertising campaign offered to all FTD Members, FTD provides FTD Members with quality marketing materials to use as direct mail pieces, shop take-ones and statement stuffers. If you do not feel like you are doing all you can do to keep your shop top of mind in your community, contact FTD Marketplace to find out more about marketing resources, or view the materials on www.FTDi.COM.

Offering quality Mother's Day products and gifts

This Mother's Day, FTD will encourage millions of consumers across the U.S. and Canada to share sentiments to Mom through the FTD Mother's Day bouquet. This quality arrangement is The Laura Ashley™ Bouquet presented by FTD® and will be featured within all of FTD's marketing and advertising programs. Through testing, research and input from the FTD Product Advisory Board of member florists, FTD Marketplace chooses contempo-

rary and traditional floral designs and containers for your shop to sell. Other Mother's Day selections include the FTD Spring Garden® Bouquet, the FTD® Timeless Elegance™ Bouquet and the FTD® Sweet Delights™ Gift.

As your business partner, FTD will continue to support FTD Members year-round through efficient services, quality products and in-shop visits to ensure your business is as strong as it can be in this competitive industry. If you have questions on how FTD can be your strongest business partner, contact your local FBC today.



*Note: The Mother's Day co-op participation cutoff was February 27, 2004.



FTD Australian Adventure a

Join FTD for a Once-In-A-Lifetime FTD Australian Ad
*... an FTD Member expedition down
 2004 Interflora World Cup an*

Highlights of the FTD Australian Adventure

- Explore the wonders of Sydney from the world-famous Sydney Opera House & Harbor to an upclose look at the national floral, fauna and wildlife from both city and wine country perspectives.
- Enjoy an exclusive experience in Port Douglas from your private treetop bungalow in the Daintree National Forest and discovering one of the world's greatest natural wonders - The Great Barrier Reef. This segment of the tour includes a private floral and fruit demonstration that will inspire and educate all in a delicious environment.
- Join attendees from around Australia and the world as we venture to Melbourne to celebrate the most prestigious floral design event, the 2004 Interflora World Cup. This event will include a special 50th Anniversary Celebration of the Inteflora Australia Unit and the Floral Spectacular, a show to amaze designers and consumers alike.

Sunday, August 29 - September 5, 2004

Australia is a vast land of open spaces, mysterious outback, lush green rainforest and bustling cities of culture, history and style. World-known for its unique wildlife and stunning natural surrounding such at the Great Barrier Reef, iconic buildings such as the Opera House and Sydney Harbor Bridge, FTD invites you to join us in this diverse land for a unique opportunity to experience Australia, network with FTD Florists, and celebrate creative design at the 2004 Interflora World Cup Competition.

FTD Australian Adventure Day-by-Day Schedule of Events



Day One, August 29th

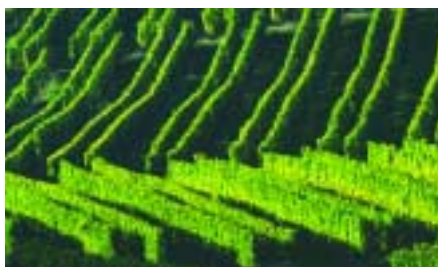
Arrival in Sydney

Welcome to Sydney City Tour, including the Sydney Opera House and the Royal Botanical Gardens. Fine dining at Quay, which in addition to wonderful cuisine, offers unique views of all Sydney's gems. Overnight accommodations in the heart of Sydney.

Day Two, August 30th

Sydney

Leave the hustle and bustle of downtown Sydney and enter the famous Watagan Mountains, home to the Hunter Valley Wine Country. Here we'll visit wonderful winery's, enjoy lunch in the heart of a vineyard and explore the premier Hunter Valley Gardens



Day Three, August 31st

Sydney

After breakfast, choose one of the exciting tours and activities offered today. There is a tour for everyone including the exciting Sydney Harbor Bridgeclimb, Koala Park Tour, Blue Mountain Tour, and shopping/museum tours. We'll regroup in the evening for a cocktail reception as we cruise the harbors for another spectacular view of the city, followed by a special group dinner.

and the 2004 Interflora World Cup

venture...

...under, focusing on education, sightseeing, the prestigious and building camaraderie between FTD Members and industry leaders



Silky Oaks Lodge

Day Four, September 1st

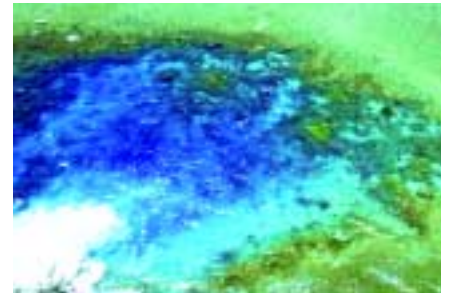
Depart Sydney, Arrive in Port Douglas

Graced with Queensland's natural beauty of white sand beaches, inviting blue waters, and a superb year-round climate, this hidden treasure, nestled within the Daintree National Rainforest is a once in a lifetime experience. Relax away the afternoon in your private timber tree house at the Silky Oaks Lodge followed by a unique, aboriginal dinner experience called Flames of the Forest.

Day Five, September 2nd

Port Douglas/Great Barrier Reef

Experience Queensland with a trip to the world-famous Great Barrier Reef, or enjoy a day inland with a rejuvenating spa experience, or explore the rainforest on a 4WD Jeep tour - the choice is yours. An exclusive dinner experience in floral, fauna and conservation will delight all.



Day Six, September 3rd

Depart Queensland, Arrive Melbourne

Before leaving this beautiful landscape, you will have the choice to experience the Kuranda Skyrail, a gondola ascent up to the Kuranda "village in the rainforest," or ascend on a restored train to this unique Australian village for lunch and shopping · Travel to Melbourne · Located on the Yarra River, you'll enjoy accommodations at the Crowne Promenade, featuring a casino, shops and restaurants - just across the river from all event functions.



Day Seven, September 4th

Melbourne

Following breakfast, today is an open day to attend the 2004 Interflora, Inc. World Cup Competition, or take one of several walking tours, featuring the unique history and culture of Melbourne. This evening is the Interflora, Inc. black tie dinner and 50th Anniversary celebration.

Day Eight, September 5th

Melbourne

Following breakfast, the afternoon is yours to explore and observe the Interflora, Inc. World Cup Finale & Interflora Australia Floral Spectacular. A final farewell dinner will take place this evening overlooking the sights of Melbourne and including unique ties to the floral industry, formal dinner and entertainment.

Day Nine, September 6th

Melbourne

Departures from Melbourne.



Meet the FTD Sponsored Competitors Ready to Compete in the 2004 Interflora World Cup



Deborah De La Flor AIFD
FTD Education Team Member

Deborah De La Flor AIFD, FTD Education Team Member

2004 World Cup Design United States Contestant on behalf of FTD, Inc.

More than 20 years ago Deborah De La Flor AIFD found not only a career in the floral industry, but a passion. Her resume includes such titles as the Greater Miami Designer of the Year, Florida State Designer of the Year, and the winner of the FTD Great Masters Design Competition in 2000. De La Flor took possession of the first runner-up title at the FTD America's Cup Finals in Atlanta, Georgia in 2000. In 1996, De La Flor was inducted into the American Institute of Floral Designers (AIFD). Her design outreach in the industry includes a role as an FTD Design Instructor offering innovative seminars at annual FTD International Conventions and local industry shows, a member of the Syndicate Sales Consultant Design Team and a Consultant to Vista Flor. Her educational outreach extends beyond consumer and industry design instruction at seminars, into vehicles including her published floral design book "Florsages, The Art of Floral Body Design", numerous creative features in industry publications and a video she produced on "Wedding Bouquets".

Creatively, De La Flor is a leader in the floral industry. Not only does her passion and presentation reach beyond the expectations of the floral industry, but always of the consumer. Educationally, her audience is held captive by her enthusiasm and knowledge. De La Flor additionally co-owns a retail floral, gift and full-service garden center with her husband Gus, in Cooper City, Florida, USA.

Ann Leeson AIFD, C.A.F.A.

2004 World Cup Design Canadian Contestant on behalf of FTD, Inc.

Anne Leeson AIFD, C.A.F.A. was born and educated in England and moved to Canada in 1974. In 1987, Leeson began a career in full-time floral design.

Leeson's resume includes numerous Flowers Canada courses and design seminars, some with the world's foremost European designers such as Gregor Lersch and Tor Gunderson. In 1997 she received her Canadian Academy of Floral Art accreditation, C.A.F.A., and began her competitive career that year. Her successful competitive career includes taking a 1st place title in the Canada Blooms competition in 1998, winning the FTD Award and most recently winning the prestigious Maple Leaf Cup competition in Toronto in 2000. In 2003 she was inducted into the American Institute of Floral Designers (AIFD).

Today, Leeson possesses more than 10 years experience as a Design Room Manager at Montes Place in Guelph, Ontario Canada. Over the last 5 years Anne has divided her time between her management position at Montes Place and presenting demonstrations and exhibitions across North America.

Anne enjoys the educational and teaching of floral design, and especially enjoys challenging others to realize their potential in all aspects of design and creative thought.



Anne Leeson AIFD, C.A.F.A.

Ivan Moreno, International FTD Education Team Member

2004 World Cup Design Latin America Contestant on behalf of FTD, Inc.

Ivan Moreno was merely 14 years when he began to work as a florist. Thanks to his talent and passion, Moreno took over design at a floral shop at the young age of 16. Currently, through more than 24 years of a floral career, he has not ceased in exploring, investigating and studying the floral art in all of its facets.

Moreno's talent as a decorating artist has been recognized in the industry of floral design, such as his appearance among the 30 best floral artist of the world, in the book World Flower Artist 2, that was published by Sodo Publishing (Japan), with the contribution of Florists' Review in the 2000. Moreno also won the first place in the Colombia CUP and an other competitions.

Within his career he accepted consultant positions at multinationals such as Vista Flor Co., in the area of weddings and events. Moreno also has been involved in many other shows making special appearances in North, Center and South America throughout the last 10 years. His inclusion in floral publications include specialized magazines and newspapers of several countries like United States, Spain, Brazil, Mexico, Colombia, Venezuela, Guatemala, Bolivia and others.

Moreno's dedication has taken him to define the floral art as his lifestyle. In his presentation, the audience clearly visualizes his great passion for floral art. His work as educator has been exalted as the Studies Director of **AQUARELLA**, training and technology center to the study of the Floral art, as profession in Holambra, Brazil.



Ivan Moreno, International FTD
Education Team Member



The 2004 Interflora World Cup Competition Overview

The 2004 Interflora World Cup Competition will be held on September 3-5, 2004 at the Melbourne Exhibition and Convention Center in conjunction with Interflora Australia's 50th anniversary celebrations. Together with a unique and spectacular floral fashion event presented by Australia's leading floral designers, the three days will provide a tremendous opportunity to promote the 2004 Interflora

World Cup Competition to a consumer audience and showcase the best in floral design from the top designers around the world.

The first weekend in September not only marks the commencement of Spring in Australia, but heralds a five month bonanza of sporting and cultural events in Melbourne - from the Spring Carnival horse racing season featuring the world's richest horse race (The

Melbourne Cup), through the gruelling finals of the Australian Rules Football competition to the Australian Open Tennis Championships. Melbourne will be abuzz with events and people - what better time to showcase to the world our floristry design skills and the Interflora brand.

The 2004 Interflora World Cup Competition will consist of four preliminary events on Friday, September 3rd and Saturday,

September 4th and two final events on Sunday, September 5th - each final event will be open to the public. The ten top scoring contestants from the preliminary events will move on to the final competition round.

All participating designers will have their work displayed during Interflora Australia's 50th anniversary celebration, an event that is included in the FTD Australian Adventure.

Design Event Specifics

As a guest of the FTD Australian Adventure and 2004 Interflora World Cup Competition, FTD Members will have the opportunity to attend all open to the public Interflora World Cup Competitions held on September 4 and 5, 2004.

PRELIMINARY ROUNDS

- DESIGN EVENT 1 Designer's Choice: "Fashion, Fetish and Fantasy"
- DESIGN EVENT 2 Host's Choice - Surprise
- DESIGN EVENT 3 Table Setting for Two: "Fashion, Fetish and Fantasy"
- DESIGN EVENT 4 Bridal Bouquet: "Fantasy"

FINAL ROUNDS - OPEN TO THE PUBLIC

- DESIGN EVENT 5 Host's Choice - Surprise
- DESIGN EVENT 6 Host's Choice - Surprise



Trip Details and How To Register

You're Invited!

The FTD Member Australian Adventure Tour Package commences on August 27, 2004 from Los Angeles, CA and concludes in Melbourne following the 2004 Interflora Inc. World Cup Competition, Interflora Australia Floral Spectacular and FTD Farewell dinner on September 5th. Attendees would depart from

Melbourne on September 6th for their return to Los Angeles, which also arrives back in the United States on September 6th. FTD, in partnership with Maritz Travel, Inc., a global leader in meeting, event and incentive travel management, will be on-site throughout this exciting event to manage all aspects of the tour and guest relations.

DATES: August 27, 2004 depart LAX and arrive in Sydney on August 29th through September

6, 2004 depart Melbourne and return to LAX on September 6th

DESTINATIONS: Sydney, Cannes/ Port Douglas, and Melbourne

TRIP DETAIL: See day-by-day schedule of events.

APPROXIMATE COST/PERSON: \$4,995 (U.S)*

*Estimated package cost includes roundtrip flight from LAX to Australia, all intra-country air and ground transportation (group

flights will be taken from Sydney to Cannes and from Cannes to Melbourne), hotel accommodations, most meals, all event entry fees and all entertainment.

HOW TO REGISTER: Space is limited! Contact FTD Corporate Events at 800-788-9000 ext. 6240 to begin the registration process for this incredible adventure.

FTD Marketplace Unveils Fall/Winter 2004 Products ...And incredible NEW Everyday Products and Gifts!

FTD's Marketplace division has worked closely with the FTD Product Advisory Board - a team of FTD Members appointed to a two-year term - providing input on FTD branded and everyday products as well as the floral designs - to choose the upcoming Fall/Winter 2004 Products and update popular branded selections. Stay tuned for more detail on these new selections available in the FTD Fall/Winter 2004 Buyer's Guide mailing in early April and see how FTD is working to ensure FTD's products are versatile, marketable and most importantly - saleable!

Fall Versatility...

FTD offers a Fall resolution for FTD Members with NEW 2004 "Twice the Versatility" Halloween, Thanksgiving and Autumn products. The dual codification of the Halloween and Thanksgiving arrangements doubles your chances of a complete sell-through. These products are a great way to stimulate crucial 4th quarter holiday sales by streamlining inventory and increasing profits.

The FTD® Fall Harvest™ Bouquet



The FTD® Halloween Bouquet



The FTD® Thanksgiving Bouquet



... and that's not all

Don't miss everything you need to implement an effective, comprehensive marketing effort and strengthen customer loyalty, increase sales and profits. FTD's POP kit offers ad slicks, radio scripts, a workroom calendar and shop posters. Also be sure to add statement stuffers, shop posters, and holiday pics onto your holiday order.

Holiday 2004...

FTD Waterford Ornament for 2004

This collectible ornament from Waterford and FTD features a beautiful holiday tree on a blown glass, hand painted ornament available in a Waterford Heirlooms Ornament Box with an oval showcase plastic window. This 2nd in a series is the perfect accompaniment to the first in a series FTD Waterford Ornament for 2003 also available in a decorative box.

The FTD® Waterford Ornament for 2003



The FTD® Waterford Ornament for 2004



... and launching

The FTD® Holiday Celebrations® Bouquet, known as the FTD® Christmas Bouquet, will be nationally advertised with FTD Members Co-op information driving traffic right into your shop. This arrangement also comes with an everyday recipe for increased sell-through.

FTD Everyday Products with Bright Facelifts...and NEW Add Ons

Your customers will be pleased to see you've expanded your year-round gift selections with this cheerful FTD® Birthday Party™ Gift. Cookies, balloons and a handpainted serving plate make an unbeatable combination either as a standalone gift or a festive add-on to the festive FTD® Birthday Party® Bouquet, perfect for special birthdays with fresh, vividly colored flowers arranged in a charming oval whitewash basket. Now with a NEW recipe and look to match the FTD® Birthday Party™ Gift.

The FTD® Pick Me Up® Bouquet got a facelift, as well as an attractive add on with the FTD® Pick Me Up™ Gift. For almost any occasion, this considerate gift idea features an adorable 18" brown plush cuddly bear, accented with a red ribbon. He arrives bearing a box of nostalgic candy mix and is cleverly packaged in a deluxe gift bag with grosgrain handles and a cutout for him to peek out of.

The FTD® Pick Me Up™ Gift



The FTD® Christmas Bouquet



The FTD® Birthday Party® Bouquet



The FTD® Pick Me Up® Bouquet

Look for your new Fall/Winter 2004 Buyer's Guide in early April and place your Marketplace orders online at FTDi.COM or by calling 800-767-4000.



FTD.COM News

At FTD.COM, it is our goal to streamline our holiday product features to make filling FTD.COM orders easier for FTD Florists. As a result of these refinements, the following products will be featured for Mother's Day 2004

In addition, we will feature our usual assortment of Rose Bouquets.



M2 = The FTD® Spring Garden® Bouquet



C13-3037 = FTD® Stunning Beauty™ Bouquet



C22-3062 = The FTD® Beloved® Bouquet



M1 = The FTD® Mother's Day Bouquet (The Laura Ashley™ Bouquet Presented by FTD®)



M3 = The FTD® Timeless Elegance™ Bouquet



C13-3068 = FTD® My One and Only® Bouquet

To see the corresponding images and recipes for these products, you can either...

1. Refer to the FTD Selections Guide Workbook.
2. Go to www.ftdi.com and search under the FTD.COM button for Mother's Day Features.
3. Go to www.ftd.com and search using the item number.

Also, to help you fill orders quickly, just prior to Mother's Day, FTD.COM will switch to open order. If your Mercury Message indicates "open order", you can fill with the bouquet that is described or a bouquet that represents the same value.

If you have any questions or comments, please feel free to send them to FTD.COM by GEN message to 90-8400AA or by calling the FTD.COM Florist Hotline at 800-554-0993.

FTD Announces FTD® Fresh Cut

FTD is pleased to introduce FTD Fresh Cut floral extender to help FTD Members stay competitive in quality and lifespan of fresh cut flowers. Extend the life of your floral inventory - as well as your customer's floral arrangements with this revolutionary new petal and foliage solution that breathes extended life into fresh cut flowers. This topical spray effectively slows the aging process and prolongs the beauty, vibrant color and "just-picked" freshness of your blooms and greens.

FTD Fresh Cut is pre-mixed and ready to use. Call 800-767-

4000 to order FTD Fresh Cut or see the easy fax back form inserted in this month's Newsletter for pricing and ordering information.



Want To Drive More Consumers To Your FOL Web Site?

FTD is excited to bring its Members a great money-saving opportunity to advertise their FOL Web site. Now FTD provides its Members access to top-line yellow page online directories, including: Yahoo! YellowPages, AOL YellowPages and Switchboard.com.

Sign up today to list your Web site in all three of these yellow page directories for only \$67.50 per month*. That's a savings of 50% off the retail advertising rate of \$135 per month.

Almost 8 million florist category searches are performed annu-

ally in these online yellow page directories. Don't miss out on this opportunity to advertise your Web site for 50% off the retail rate.

Contact your FBC or call FTD Florists Online at 800-576-6721 to order your listing today.

*Requires one year service commitment and billed monthly on your FTD Clearinghouse statement.



Florists
online



BE A HERO.

VISIT YOUR FTD FLORIST



ASK FOR THE
LAURA ASHLEY™ BOUQUET,
PRESENTED BY FTD®

SPOIL MOM FOR A CHANGE.

MOTHER'S DAY IS SUNDAY, MAY 9. ASK FOR THE FTD® MOTHER'S DAY BOUQUET.