



Flowers say it better. FTD says it best.™

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MERCURYMINUTE

PROPER PLANNING & CREATIVITY HELPS FLORIST MAKE THOUSANDS OF DELIVERIES



The day of the week on which Valentine’s Day falls can make or break the holiday. Proper planning and preparation weeks (and even months) in advance allows florists to accept and deliver orders until the bitter end of the period.

Swenson & Silacci Flowers, an FTD Member Florist for more than 50 years, begins planning months in advance to prepare for the one-day holiday. “Although we are busy taking orders for several days leading up to the holiday, Monday and Tuesday accounted for more than half of the holiday’s sales; 80% of those orders were for delivery on February 14,” said Mark Silacci, owner of the Salinas, CA flower shop. One of our biggest challenges is making 1,800 deliveries efficiently and quickly in one day.”

Since Swenson & Silacci has only five delivery vans, they found a creative solution for the influx of holiday deliveries: invite local organizations, like junior football and baseball teams, to provide drivers and vehicles. In return, Swenson & Silacci pays the organizations \$5.00 for each delivery. “This year, we had 50 vehicles rolling on Valentine’s Day. For many of these groups, it ends up being their biggest fundraiser of the year,” said Mark. “The organizations receive a financial contribution, we get recognition for supporting some great community groups AND we get our orders delivered. The concept is a win-win-win!”

“...this is the biggest day of the year. And we all know it’s coming, so you might as well be ready for it and get the most out of it.”

“As florists, we all know this is the biggest day of the year. And we all know it’s coming so you might as well be ready for it and get the most out of it.”

The FTD®
Beauty and Grace™
Bouquet by Vera Wang



Mark Silacci and Edward Silacci
Photo courtesy of The Californian



A 1,200 sq. ft. tent is added to stage the deliveries.



Production designing starts one week prior to the holiday



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City Scents Flowers & Gifts designer Nichole Baker creates a beautiful FTD Luxury Collection arrangement that was used for a Valentine's Day promotion sponsored by FTD. The FTD Mercury Man gave away the bouquets in Chicago during his "Make it Rain Love" promotion which debuted on FTD's Facebook & YouTube channels. City Scents is located in Chicago, IL.

Welke's House of Roses in Milwaukee, WI will celebrate its 111th year in business in 2012. Pictured is owner David Lang (left) and FTD Regional Vice President Ed Cronin.

CELEBRATING FTD FLORISTS



Photo courtesy of Canadian Florist

FTD was proud to sponsor the **Canadian Florist Business Forum** in Toronto, ON in January. FTD Technology Sales Consultant Lenny Faustino presented to a full audience of florists.



FTD SUPPORTS FLORAL DESIGNERS BY UPGRADING SPONSORSHIP AT AIFD SYMPOSIUM

FTD will be a Platinum Elite Partner at the 2012 AIFD National Symposium, an upgrade from previous years. The Platinum level contribution bolsters the company's support of the hundreds of designers accredited by AIFD, the highest standard of professional floral design.

The national symposium will be held from July 12-16 in Miami, FL. FTD will sponsor the symposium's spectacular final-design stage program. The wedding-themed program will be presented by floral wedding expert Ian Prosser AIFD.

For more information, go to www.aifd.org.

BONANZA OF MARKETING IDEAS — DON'T MISS IT!

FTD University is offering an action-packed day of priceless marketing ideas that can help make your sales soar. During four dynamic 90-minute sessions, you will learn great tips, techniques and action steps for immediate results in your flower shop. Program will be presented by Bob Negan, WhizBang! Training.

UPCOMING FTD BUSINESS BONANZAS

March 27, 2012
San Francisco, CA

June 12, 2012
Toronto, ON

April 17, 2012
Baltimore, MD

July 31, 2012
Cincinnati, OH

Cost is ONLY \$59 and includes continental breakfast and lunch.

Register today!
www.FTDi.com/FTDUniversity



Ian Prosser
AIFD, AAF,
PFCI, NDSF





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EDUCATION & EVENTS CALENDAR

FTD is proud to support more than 50 industry shows each year to strengthen our commitment to our florists.

MARCH 2-4, 2012
GREAT LAKES FLORAL EXPO
Grand Rapids, MI
Michigan Floral Association
517-575-0110

Featured FTD Design Program:
"Doing the Daily Grind"
presented by FTD Design Instructor
Jeff Corbin AIFD

EVERYDAY
DESIGN SHOW

MARCH 9-11, 2012
NORTHEAST FLORAL EXPO
Sturbridge, MA
Connecticut Florists Association
203-268-9000

Featured FTD Design Program:
*"A Celebration of Life: Today's
Sympathy Flowers"*
presented by FTD Design Instructor
Keith White AIFD

SYMPATHY
DESIGN SHOW

MARCH 9-11, 2012
**ILLINOIS STATE FLORISTS' ASSOCIATION
SPRING CONFERENCE**
Springfield, IL
Illinois State Florists' Association
866-421-9776

Featured FTD Design Program:
"Doing the Daily Grind"
presented by FTD Design Instructor
Jeff Corbin AIFD

EVERYDAY
DESIGN SHOW

MARCH 9-11, 2012
**GEORGIA STATE FLORIST
ASSOCIATION CONVENTION**
Macon, GA
Randy Wooten
912-384-7288

Featured FTD Design Program:
"The Smart Designer"
presented by FTD Design Instructor
Ann Jordan AIFD

EVERYDAY
DESIGN SHOW

MARCH 10-11, 2012
HEARTLAND CONVENTION
Omaha, NE
Diane Nitz
402-947-7611

MARCH 16-18, 2012
**SOUTH DAKOTA FLORISTS
ASSOCIATION CONVENTION**
Pierre, SD
Dave Engelmeyer
800-491-2979

MARCH 19-20, 2012
**SOCIETY OF AMERICAN FLORISTS
CONGRESSIONAL ACTION DAYS**
Arlington, VA
Society of American Florists
703-836-8700

MARCH 24-25, 2012
**MAINE FLORISTS'
ASSOCIATION CONVENTION**
Bangor, ME
Deb Nisbett
207-532-3520

EVERYDAY
DESIGN SHOW

Featured FTD
Design Program:
"Everyday Winning Combinations"
presented by FTD Design Instructor
Keith White AIFD

MARCH 24-25, 2012
**WISCONSIN & UPPER
MICHIGAN FLORISTS
ASSOCIATION CONVENTION**
Waukesha, WI
Wisconsin & Upper Michigan
Florists Association
414-755-6290

Featured FTD Design Program:
"Weddings from A to Z"
presented by FTD Design Instructor
Deborah De La Flor AIFD

WEDDING
DESIGN SHOW

MARCH 24-25, 2012
**MINNESOTA STATE FLORIST
ASSOCIATION CONVENTION**
Brooklyn Park, MN
Kym Erickson
612-724-3606

Featured FTD Design Program:
"The Celebration of a Life with Flowers"
presented by FTD Design Instructor
John Klingel AIFD

SYMPATHY
DESIGN SHOW

MARCH 25, 2012
**NIAGARA INTERNATIONAL ASSOCIATION
OF FLORISTS ANNUAL DESIGN SHOW**
Niagara Falls, NY
US: Janet Gould
716-434-6427

Canada: Shirley Opie
905-894-2472



The FTD® Touch of Spring® Bouquet