

Newsletter

May 2001
Vol. 42, No. 5

FTD TOP MEMBER CONFERENCE SOARS TO NEW HEIGHTS



Scottsdale, Arizona March 28 - April 1

MESSAGE FROM BOB

~CHAIRMAN, IOS BRANDS~



"I look forward to celebrating another successful and profitable Mother's Day with you!"

CO-BRANDING

What is Co-Branding?

Co-Branding is all about partnering. FTD is a great international brand, known all over the world as the synonym for flowers. And it is the brand that consumers trust, similar to the recognition you have gained in your local markets. By using the best of both brands, we develop a win-win strategy that builds a very profitable and dynamic business model for the future. Co-Branding is all about doing what we could not do by ourselves – leveraging the best of our joint partnership efforts. You work hard as an FTD Member and the FTD Brand should work just as hard for you!

Why Co-Brand?

Co-Branding increases awareness and consumer trust, and substantially improves your chances to maximize your overall profitability in many ways. The whole concept behind Co-Branding is that the sum of both parts is much greater than the individual parts. Our Co-Branding strategy is woefully underutilized in many markets today and I hope to encourage you to explore the potential of Co-Branding to build a more profitable business. Now more than ever, it is important for you to partner with a world class brand. The industry-wide consolidation is not over, and strong partners will be even more important than they have been in the past. FTD remains the right partner and we have been working on our financial muscle to weather the storms that come with industry consolidation. You can be sure that we will be there for all our member partners.

How do you Co-Brand?

Co-Branding can be as easy or as complex as you want to make it. We need to challenge ourselves to develop strategies that enable cost efficiencies and sales opportunities to blossom, while retaining the creativity required in your individual markets to gain

market share. A few Co-Branding ideas that can help your business:

Use of the Logo – This may be a given, but how many of you actually use this member benefit to its fullest potential? By using the Mercury Man logo, customers will identify your shop in conjunction with the Brand recognition gained from the marketing efforts employed by FTD on your behalf. We have many markets where dominant FTD Members have six-foot signage for their store, incorporating joint logos.

Advertising – FTD spends millions of dollars every year on national television ads that run daily on cable or network TV. These ads are available at *no charge* for you to tag and use in your local markets. We have a number of members that partner with FTD's advertising campaign and have done extremely well with building their businesses.

Sales Promotion Materials – The FTD Imprint Program includes the following marketing tools: calendars, statement stuffers, brochures, magnets, shop labels, and much more! A direct mail campaign with special offers can be a simple way for you to remind customers of flower-giving occasions and help you build a stronger relationship with them.

Accessories – Shop aprons, hats, business supplies and casual apparel with Co-Branded logos show your employees and customers that Brand recognition matters.

There remains much work to be done with the FTD Co-Branding strategy. It involves *trust* on both sides, and we all need to do a lot of work in this area. We have an incredible opportunity within our reach, and I look forward to working with each of you to make FTD Co-Branding a success. ■

Best Regards,

Bob

The FTD® Florists' 100% Satisfaction Guarantee:

As professional FTD Florists, we guarantee your satisfaction with every order sent through FTD for delivery in the United States and Canada and on all FTD Branded products purchased from an FTD Florist.

If you are not satisfied with the purchased FTD product, we will send a replacement or refund the full purchase price. All you need to do is notify us within 10 days of receipt of your FTD order. You may call, come in person or write to us.

Benefits of the FTD Florists' 100% Satisfaction Guarantee:

- Improves consumer confidence in FTD Florists, leading to increased sales and repeat business for your shop. Today's competitive environment demands an unconditional guarantee...FTD delivers it.
- Increases the value of FTD national advertising for FTD Florists.
- Differentiates FTD from other wire services and FTD Florists from their competitors.

SERVICE ~ THE KEY FOR SCHAEFER GREENHOUSES



P.O. BOX 1595 • AURORA, ILLINOIS 60507 • (630) 896-1936

Hi Bob,

You recently asked me to give you my opinion on the Mercury Advantage system we have in our shop. First, let me just say that I work day in and day out on this system, and believe Mercury Advantage is the best technology available in the floral industry today.

The enhancements to the software featured in the 8.0 upgrade are great! Your developmental team's commitment to constant improvement has been very evident to me in the two years we have had this system.

You also asked my opinion about why it can be so tough to get florists to adopt new technology...that answer is a bit more complex.

Overall, I believe most flower shops are run by families or a couple of owners who are in this business because of the personal satisfaction they derive from working with flowers and gardening. The idea of running their business with computers can be overwhelming, and upgrading their shop technology is often not an operational priority.

The expense can also be intimidating. Plus the long term learning experience and constant change is not something most shops with senior owners or staff members want to deal with. Change is hard!

However, I do think that Mercury Technology is on the right track by offering a system that can be customized to each unique shop situation. I also think that your greater emphasis on on-site training and installation, frequent customer satisfaction follow-up and long-term support can go a long way towards helping shop owners embrace this beneficial technology. It's the people behind your technology that can make the difference.

Our decision was largely based on the reputation of your technical support people, your developmental team's commitment to excellence, and the fine people that conduct your ongoing education, such as Users Meetings. In our view, all of this added up to the "X factor" in choosing your technology—the "human connection."

That made the difference...and I think it will to anybody who takes the time to do the research and talk to your technology folks.

Keep in touch and Happy Spring!
Christine Matheis

Christine Matheis



MEET YOUR FTD FIELD SERVICE REPRESENTATIVES

DOUG PARKS

TERRITORY

FTD Districts 4D, 4E, 4G, 4H, and 4I

A five district area including Central, Northern and Southern Ohio, plus Wayne and Oakland County in Michigan (the Metropolitan Detroit area).



TENURE

Doug has been with FTD for 17 years.

RESIDENCE

Doug resides in Canal Winchester, Ohio (a suburb of Columbus).

FAMILY

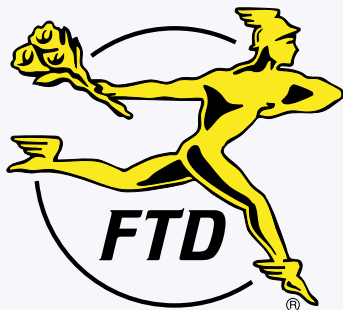
Doug's wife, Julie, worked for FTD for 11 years as a supervisor with International Retrains. They have a daughter, Kimberly, and sons Chad and Brent.

INTERESTS

As a former high school teacher and coach, Doug enjoys all sports. Because of the travel demands of his job, he also enjoys spending time with his family, working in the yard and taking his daughter out for rides on their motorcycle.

WHAT DOES DOUG ENJOY MOST ABOUT HIS JOB?

"The people – I have a tremendous respect for the floral industry and the people that I come into contact with daily on shop visits and other floral settings." ■



NEW DEADLINE SCHEDULE

In response to requests from FTD Members, FTD® Directory Services has created a new Directory Deadline Schedule. This new schedule has only ONE deadline per issue, no matter what type of change you are requesting. Hopefully this will help to eliminate the confusion that a multiple deadline schedule causes, as well as offer the ease of having only one date (per issue) to remember.

Please send all changes for the August/September/October 2001 issue to 90-0258AA or fax them to 630-719-4804 no later than June 8, 2001. ■

DIRECTORY ISSUE	DIRECTORY DEADLINE
August/September/October 2001	June 8, 2001
November/December/January 2002	September 11, 2001
February/March/April 2002	December 6, 2001
May/June/July 2002	March 7, 2002



FTD BOOSTS FILLING FLORIST PROFITABILITY

As true partners in your business, FTD continues to strive to help the filling florist create a quality product, while receiving the appropriate payment for the service they provide to their customers: both the consumer and the sending florist. Effective May 1, 2001, the filling florist commission rate will be 90% on all delivered order values up to and including \$34.99! (Canadian pricing will also reflect this change based on current FTD exchange rates.) ■

CANADIAN CORNER

DECREASE IN MINIMUMS FOR INTERNATIONAL RETRANS ORDERS

Effective May 21, 2001, the minimum prices for all products to Canada in the IDD 2001 (page 124) and on the IFOX database will decrease due to recent surveys from Canadian FTD Members. This reduced pricing will also affect the Intercat items for Canada, including all sizes (see chart below).



CODE	MIN.	MED.	HIGH	PRODUCT
SGF	35	NA	NA	Single Flower
MCF	40	45	55	Mixed Cut Flowers
ACF	45	55	65	Arrangement of Cut Flowers
AP	45	55	65	Arrangement of Plants
SP	40	50	60	Single Plant
FLB	65	80	100	Funeral/Sympathy Bouquet
FLBR	80	105	120	Funeral/Sympathy Bouquet with ribbon
FLA	90	100	120	Funeral Spray
FLAR	100	120	140	Funeral Spray with ribbon
WR	85	115	135	Wreath
WRR	115	135	145	Wreath with ribbon
12RS	45	55	65	12 short-stem roses
12RM	65	75	85	12 medium-stem roses
12RL	85	95	105	12 long-stem roses
4401	52	62	72	Seasonal Basket Arrangement
4402	64	74	84	Elegant Vase Arrangement
4403	49	59	69	Seasonal Vase Arrangement
4404	53	63	73	Birthday Arrangement
4405	53	63	73	Baby Boy Arrangement
4406	53	63	73	Baby Girl Arrangement
4407	48	58	68	Fruit Basket
4408	47	57	67	Contemporary Arrangement
4409	64	74	84	Christmas Arrangement with Candle
4410	75	85	95	Boxwood Christmas Tree
4411	47	57	67	Christmas Basket Arrangement
4412	47	57	67	Favorite Vase Arrangement
4413	64	74	84	Seasonal Mixed Flower Arrangement
4414	70	80	90	Mixed Vase Arrangement
4415	53	63	73	Small Basket Arrangement with Cut Flowers
4416	53	63	73	Basket Arrangement with Blooming Plants
4417	53	63	73	Seasonal Mixed Flower Arrangement
4418	85	95	105	Dozen Roses Arranged
4419	74	84	94	Basket Arrangement
4420	43	53	63	Bouquet of Mixed Cut Flowers
4421	138	168	198	Sympathy Standing Spray
4422	92	112	132	Sympathy Arrangement
4423	72	82	92	Sympathy Arrangement
4424	100	110	120	Sympathy Arrangement



Maryjane Posno of Posno Flower Service and Sandie Bojeczko of Holden's Florists meet Bob Norton.

FTD MEMBERS MEET IN TORONTO

FTD District 12F held an owners meeting in Toronto, Ontario on March 22, 2001. Bob Norton and several FTD representatives were present to discuss key areas of concern with members, including *FTD in bloom*, VNS, national advertising, and co-branding with FTD. "What a great meeting," said Bob. "I love getting out in the field and speaking face to face with the members that make up this great company and support this great Brand!"



Brent Eggleston - FTD, Bill Posno - Posno Flower Service, Mike Bojeczko - Holden's Florists, Bob Norton - FTD, Jim Lye - Tidy's Flowers, Italo Paris - Ital Florist.

*Contact International Retrans at 800-788-9000 with any questions.

INTRODUCING THE FALL/WINTER

Featuring Fewer

All FTD Florists should have received the new 2001 Fall/Winter FTD® Exclusives Collection, which began mailing to all shops on April 30th. As you can see, FTD has made some significant changes to our product lines based on member feedback. Here are a few of these changes:

- **Holiday Branded Containers** – The new 2001 Fall/Winter FTD® Exclusives Collection was designed with the florist in mind. With each lead product for Thanksgiving and Christmas, we offer two design choices – a classic and a premium recipe.
- **Only Five Everyday Branded Containers** – We've also consolidated the Everyday Branded line to only 5 containers: Birthday Party®, Big Hug®, Sweet Dreams®, Anniversary, and Diana, Princess of Wales. The Big Hug arrangement has been completely updated, while the Birthday Party and Sweet Dreams' recipes have been changed entirely to reflect a classic and a premium recipe. The popular Anniversary and Diana bouquets have not changed.
- **FREE Stuffers for All Codified Products** – To assist with your local marketing efforts, every FTD shop will automatically receive 50 blank statement stuffers for every branded FTD arrangement, both holiday and everyday. Look for these in the Fall/Winter 2001 Member Marketing Kit.
- **Drop Ship Items Available Through FTDI.COM** – Many of our drop ship items are now available exclusively online at www.ftdi.com, your complete FTD® Marketplace™ resource center. These essential items include candles and candleholders, decorative accessories, plush items, candy and gourmet foods, and much more.

If you haven't looked at your new Buyer's Guide yet, now's the time. Let FTD help you get a jump on your holiday purchasing. To place an order, contact FTD Marketplace at 800-767-4000 or shop online through www.ftdi.com. ■



MARKETPLACE™
1-800-767-4000

The FTD® Expressions of Love™ Bouquet (SW1)
Estimated U.S. retail price: \$39.99
Estimated CDN retail price: \$59.99
Item #0101
U.S. price: \$3.99 ea. / \$95.76
ctn. of 24
CDN price: \$5.99 ea. / \$143.60
ctn. of 24



SWEETEST DAY

The FTD® Autumn Splendor™ Bouquet
Premium Recipe (T1P)
Estimated U.S. retail price: \$59.99
Estimated CDN retail price: \$89.99
Item #0119
U.S. price: \$5.99 ea. / \$143.76
ctn. of 24
CDN price: \$8.99 ea. / \$215.60
ctn. of 24



THANKSGIVING



The FTD® Holiday Celebrations® Bouquet
Premium Recipe (C1P)
Estimated U.S. retail price: \$69.99
Estimated CDN retail price: \$104.99
Item #0121
U.S. price: \$7.99 ea. / \$191.76 ctn. of 24
CDN price: \$11.99 ea. / \$287.60 ctn. of 24

CHRISTMAS

2001 PRODUCT LINE

Branded Containers



The FTD® Boo-Quet® (H1)
 Estimated U.S. retail price: \$37.99
 Estimated CDN retail price: \$56.99
 Item #0118
 U.S. price: \$3.99 ea. / \$47.88 ctn. of 12
 CDN price: \$5.99 ea. / \$71.80 ctn. of 12

HALLOWEEN



The FTD® Autumn Splendor™ Bouquet
 Classic Recipe (T1C)
 Estimated U.S. retail price: \$39.99
 Estimated CDN retail price: \$59.99
 Item #0119
 U.S. price: \$5.99 ea. / \$143.76 ctn. of 24
 CDN price: \$8.99 ea. / \$215.60 ctn. of 24

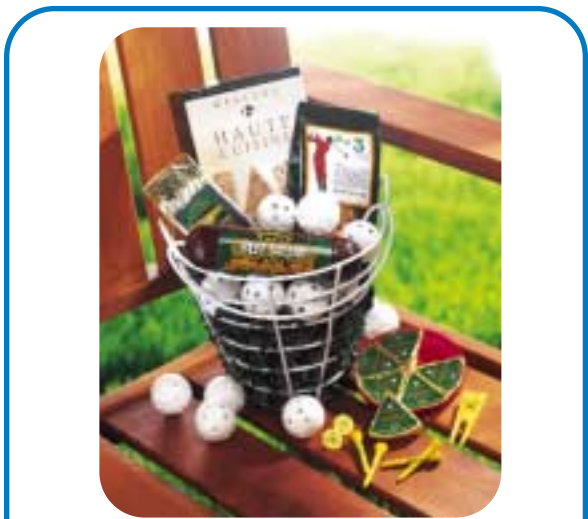
THANKSGIVING

The FTD® Holiday Celebrations® Bouquet
 Classic Recipe (C1C)
 Estimated U.S. retail price: \$49.99
 Estimated CDN retail price: \$74.99
 Item #0121
 U.S. price: \$7.99 ea. / \$191.76 ctn. of 24
 CDN price: \$11.99 ea. / \$287.60 ctn. of 24



CHRISTMAS

The FTD® Christmas Traditions™ Bouquet (C2)
 Estimated U.S. retail price: \$37.99
 Estimated CDN retail price: \$56.99
 Item #0122
 U.S. price: \$4.99 ea. / \$119.76 ctn. of 24
 CDN price: \$7.49 ea. / \$179.60 ctn. of 24



A DAY FOR DAD!

With a huge holiday like Mother's Day just behind you, now is the time to think about DAD. Gear up for a successful Father's Day with FTD. We have some great products that are sure to be a hit with any Dad.

For the father who is a golfer (or wishes he was one!), The FTD® Fore U™ Golf Gift (F1) is an inspired way to remember him on Father's Day. Savor snacks, gourmet coffee and golf accessories are arranged in a coated-wire golf ball basket.

Customers will find that The FTD® Especially For Dad™ Bouquet (F2) is the perfect way to tell Dad that he's their hero! The 22-ounce, forest green mug embossed with a maple leaf design has a big, easy-grip handle just for Dad.

Both of these gift ideas are great not only for Father's Day, but as masculine gifts all year long. Call FTD® Marketplace™ today at 800-767-4000 to place your order for Father's Day. ■



FTD'S TOP MEMBERS

GOLF



This year's Top Member Conference was held at the Hyatt Regency Scottsdale at Gainey Ranch on March 28 - April 1. FTD's top members welcomed a few sun-filled days in the Arizona desert, com-



"TOP C

HORSEBACK



INSIGHTFUL BUSINESS SEMINARS



BER CONFERENCE

WESTERN BARBECUE

binning both business and pleasure. A desert safari, hot air balloon rides, horseback riding, and a western barbecue were just some of the exhilarating activities that members enjoyed. ■



GUNS"

CK RIDING



EVENING GALAS



Here's a serious offer on serious technology.

SERIOUS OFFER

SERIOUS TECHNOLOGY

Whether you're a small or large shop owner, you've probably heard of Mercury Advantage™. It's real number-crunching, profit-boosting technology for today's florists. Shop owners with this premier system are defined by ambition—not size.

For a limited time, you can lease a NEW Mercury Advantage system for only \$349 a month. That includes installation, onsite training and support follow-up.

A serious offer on a serious system. Now seriously affordable.

Call today:
Limited-time Offer
Ends 5.31.2001

Lease for only \$349/mo!*



For a **FREE** Technology Needs
Analysis, call Mercury Technology:

1.800.767.3222

MERCURY
ADVANTAGE

* Monthly payment based on a 5-year lease on a standard system that includes an Order Entry and Point-of-sale workstation for a special promotional price of \$15,689. Lease payment does not include network access, support and additional transmission fees that may apply. This offer cannot be used in conjunction with any other offer.

The "Serious Technology" Offer

Mercury Advantage is a powerful Unix-based system that offers a total shop management solution. This premier floral business system includes:

- A true "number-crunching" system
- Complete accounting integration
- Real time sales tracking
- FREE floral software upgrades & enhancements
- Multi-user functionality
- Customizable—add functionality with add-on modules



Did You Know?

Mercury Advantage undergoes more updates and enhancements than any floral technology in the industry. Nobody else devotes more resources to keep the industry's best floral system at the forefront of shop management and accounting integration.

THE "SERIOUS OFFER" INCLUDES THREE COMPLETE WORKSTATIONS, INSTALLATION & TRAINING AND FLORAL SOFTWARE

MERCURY ADVANTAGE SYSTEM SPECIFICATIONS

WORKSTATION #1	MAIN SERVER HARDWARE	
<i>Main Server: Compaq® DeskPro EP Business Computer</i>	<ul style="list-style-type: none"> • Pentium III processor at 650 MHz • Back-up tape drive • 32X CD ROM • 16 Port Smart Digi I/O Board • Mercury Printer* • Reports Printer* • 15" color monitor with keyboard 	<ul style="list-style-type: none"> • Three modems: Mercury, Credit Card and Support • Uninterruptible power supply and software* • 5 Year depot/swap maintenance on server hardware (except where indicated with an *)
WORKSTATION #2	ORDER ENTRY (OE) HARDWARE	
<i>OE terminal interfaces with server</i>	<ul style="list-style-type: none"> • Televideo monitor • Keyboard 	<ul style="list-style-type: none"> • Order Entry Printer
WORKSTATION #3	POINT-OF-SALE (POS) HARDWARE	
<i>POS terminal interfaces with server</i>	<ul style="list-style-type: none"> • Televideo monitor • Credit card swipe keyboard 	<ul style="list-style-type: none"> • Receipt printer • Cash drawer
INSTALLATION & TRAINING	FOUR-DAY PROFESSIONAL SERVICE	
<i>Provided on site by a trained Mercury Technology specialist</i>	Day one includes onsite installation. Three days of hands-on training encompasses all aspects of the floral software functionality, with the focus on critical tasks. Four hours of follow-up phone training also included.	
SOFTWARE	MERCURY ADVANTAGE FLORAL SHOP MANAGEMENT	
<i>Floral & Business Management Software, Licenses and Operating Systems</i>	<ul style="list-style-type: none"> • Accounts Receivable • Sales Analysis • Order Entry • Point-of-Sale • Wire Service Reconciliation • Credit Card Interface 	<ul style="list-style-type: none"> • Mercury Interface • Floral Directory • UNIX-based, Solaris™ by Sun Microsystems® • Other add-on software modules available

"SERIOUS" SAVINGS... BUT LIMITED TIME OFFER!

For a limited time, you can lease this total shop system for **only \$349 a month!** This represents savings of **well over \$2,000**, but it's only good until 5/31/01, so place your order today!

See your Mercury Technology representative or call today for a FREE Needs Analysis:

1.800.767.3222



FTD® FLORISTS ONLINE LAUNCHES A NEW LOOK



New FOL Home Page features added benefits for FTD Florists!

In an effort to increase consumer awareness and drive more traffic to the FTD® Florists Online web sites, FTD has recently launched an exciting new home page. This new, eye-catching home page replaces what was previously known as the city search page linked from FTD.COM. Accessible through either the "Find a Florist" link on the FTD.COM web site or directly at www.florists.ftd.com, this electronic "storefront" invites consumers to shop with a FTD Florist 24 hours a day, seven days a week. Once at the home page, a consumer simply enters a city and state, or a zip/postal code, which will connect them with level A, B or C site members who service the selected area.

In addition to the new look, the FOL home page also brings some new added benefits to the site:

- *Improved consumer recognition of individual FTD Members' sites* – The old FOL home page looked very similar to the FTD.COM pages. This new home page distinguishes itself and members' sites as being their own unique site.
- *Drives more traffic to FOL sites through top search engines* –The new FOL home page has been submitted to the top

search engines (i.e. Yahoo, Excite, Alta Vista, etc.). Previously, only level A, B or C florists' home pages were submitted. The additional submission of the FOL home page adds one more way for consumers to find a FTD Florists' home page.

- *Includes value-added features such as links to floral-related topics* – Through the new FOL home page, consumers now have access to links on a wide variety of floral-related topics. These topics include such items as the history of featured flowers, how to care for flowers/plants, answers to flower questions, fun floral facts, and current flower news.

The new FTD Florists Online home page is a great benefit for FTD Florists. And as always, all orders placed through FTD Florists Online are 100%, full value orders sent to you via the Mercury® Network – no internet access is required.

To learn more about the FTD Florists Online program or to become a part of this exciting opportunity, contact your Field Service Representative, or call FTD Florists Online at 800-576-6721. ■

FTD FLORIST HELPS OUT AND ENJOYS "THE SPIRIT OF SKIING"

On Feb. 22-25, skiers hit the slopes in Aspen, CO for "The Spirit of Skiing" 2001 event, which was created by five-time World Cup skiing champion Kiki Cutter. This weekend extravaganza was held to benefit not only the Prostate Cancer Initiative, which is a national program developed in conjunction with the American Cancer Society, but also The Roaring Fork Conservancy in Colorado.

FTD helped sponsor this worthwhile event with the help of Dick, Beth and Pierce Laughter, owners of *The Willows of Aspen*. They spent many hours preparing, designing, delivering and setting up all of the floral arrangements for the entire weekend. As the floral providers for the event, FTD and *The Willows of Aspen* received great exposure for the FTD Brand during the weekend.

With Bob Norton in attendance, the weekend began with the Friday Night Benefit Concert that featured such singing talents as Lyle Lovett, John Hiatt, Guy Clark and Joe Ely. In addition to enjoying the concert, guests from *The Willows of Aspen* were able to get a chance to personally meet Lyle Lovett. "We had an incredible time at the Lyle Lovett concert," said Pierce Laughter. "It was really great to meet you all, and we look forward to partnering with FTD next year."

Pierce also shared his thoughts on his shop's success in a single member market. "Exclusivity with FTD in a town the size of Aspen is absolutely essential. Although the name Aspen may conjure up the mystique of a "Beverly Hills," our population is only around 6,000. In partnering with FTD, we have achieved a competitive advantage in the wire order market. If there were two or three FTD members in a town this small, the wire fees and monthly charges would be cost prohibitive. In selecting one high-end florist to represent FTD, we remain profitable and our customers are assured of excellent quality and service each and every time. The one member town program allows us to thrive while inspiring loyalty and commitment from both FTD and The Willows of Aspen. It's truly a win-win." ■



Lyle Lovett and Kiki Cutter receive flowers from FTD and The Willows of Aspen.



Bob Norton and Lyle Lovett with Richard Sorli and Pierce Laughter of The Willows of Aspen.



AMERICASMART•ATLANTA



America's largest shopping extravaganza is coming to Atlanta once again. Beginning July 12th and running through July 18th, the Atlanta International Gift & Home Market will be held at the Merchandise Mart in Atlanta, Georgia. The FTD, Inc. Showroom, located at 19B1, will include the following features:

- Friday July 13th (6:00-9:00 pm) – The Art of Christmas: "Cocktails & Collectibles"
- Saturday July 14th (6:00-8:00 pm) – FTD, Inc. Cocktail Reception
- New Fall/Christmas 2001 product line on display and available for purchase.
- 10% discount on all FTD® Marketplace™ products.
- Mercury Technology – Talk with a representative and see a demo.

To increase accessibility during the Market, FTD, Inc. will also have a booth in the Holiday, Floral & Basket temporaries that will be located in Building 3 on the 1st floor. Contact the FTD Association for details on how to register for AmericasMart•Atlanta. ■

CHILDREN'S MIRACLE NETWORK "CELEBRATION 2001"

For more than 11 years, FTD and FTD Florists have supported Children's Miracle Network. This year, CMN sponsored the Children's Miracle Network Celebration 2001 Event in Orlando, Florida at Disney World. Sponsors such as FTD were invited to a 3-day event that culminated in the taping of CMN's national broadcast. This show recognizes sponsors for their wonderful efforts in helping children's hospitals and showcases several of the "Miracle Children" that have been helped through the Children's Miracle Network organization.

FTD was proud to have Danny Sexton, (District Chairman #14G) represent FTD and its members during a thirty second spot that will air nationwide during the Children's Miracle Network broadcast in June. Also on hand to enjoy the event were FTD Members Harry and Debbie Copeland, Peter Berger and Ed Oman. Don't forget to view this telecast on June 2-3. Check your local TV listings for the correct channel and time. ■



FTD® GOOD NEIGHBOR DAY® MARK YOUR CALENDAR

Mark your calendars for FTD® Good Neighbor Day®. This year it will be held on Wednesday September 5, 2001. FREE Promotional kits will be available soon. Watch the FTD Newsletter for more details about this great, FTD-exclusive opportunity. ■

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. ■

THE MERCURY[®] NETWORK MAMBOS INTO LATIN AMERICA!

FTD is proud to announce the expansion of the Mercury[®] Network into Latin America! Beginning with the FTD May Directory, International Members will be codified for the Mercury Network. Look for these International Members in the colored pages in the back of the Directory. All orders sent between members through the Mercury Network, including International FTD Members, will NOT be charged Retrans fees (only regular Mercury transmission fees apply).

The expansion and codification of the Mercury Network into these new markets means lower costs for you and your customers, as well as more efficient order processing – all backed by the FTD Satisfaction Guarantee! And as an industry leader and a business with a Global Brand Presence, FTD continually works to benefit all FTD Members and increase their profitability. ■

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.COM personnel attended the FTD Top Member Conference to speak with FTD Florists about how we could help your shop generate more profitable orders through FTD.COM. Here are some of the suggestions we received from top member FTD Florists and action steps FTD.COM took, resulting from these suggestions.

Feature fewer floral bouquets for major holidays.

Florists told FTD.COM when custom or unique orders come in for a major holiday, they take more time and those orders are usually placed at the bottom of the order pile. FTD Florists explained that if they only had to create a limited variety of floral arrangements for a holiday, they could design and fulfill more orders faster and on a higher quality basis.

FTD.COM Result: Promote fewer floral bouquets beginning this Mother's Day!

Based on this feedback, for Mother's Day and all future holidays, FTD.COM is going to promote fewer floral bouquets. For each holiday, a limited number of floral bouquets will be promoted in a special holiday section on the Web site. As for this Mother's Day and going forward, we will communicate to all FTD Florists what our top floral bouquets will be so that florists can be better prepared for the type of floral orders that will be coming from FTD.COM.

Do not allow requests for deliveries at specific times.

In the past, FTD.COM has allowed consumers to ask for, but did not guarantee, a specific time of delivery for their floral orders.

FTD.COM Result: Time delivery requests will no longer be honored!

Realizing that at most holidays, florists are lucky if they can get all of their orders delivered, let alone worrying about the time of delivery, FTD.COM is taking a firmer stance on time delivery requests. Beginning this Mother's Day, FTD.COM will have language on the Web site, explaining that timed delivery requests will not be honored. As long as the flowers are delivered within the requested delivery date and within the standards of our 100% Satisfaction Guarantee, this is acceptable by FTD.COM.

FTD.COM hopes these changes help you earn more profits on our orders. Please contact FTD.COM with any additional suggestions you may have as to how FTD.COM can help you be more effective and more profitable when filling FTD.COM orders.

Please 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. ■

FTD'S TRADE ADVERTISING

FTD's new trade campaign continues to answer the question "Why be an FTD Florist?"

No florists deliver like FTD Florists. And no floral brand delivers like FTD. It's been top of mind with consumers for over 90 years and backed with national advertising to keep it that way. No wonder when people think of flowers, they think of FTD Florists.



**WE HELP PUT YOUR FLOWERS IN
MILLIONS OF HOMES EVERY YEAR.**