

Newsletter

November 2001
Vol. 42, No. 11

FTD New Advertising Campaign- FTD Member and FTD Product Focused!



These are actual scenes
from one of the new FTD
commercials airing
in November.



MESSAGE FROM BOB

~CHAIRMAN, IOS BRANDS~



This month I have two announcements to make to all FTD Members.

First, I am excited to announce the launch of FTD's newest advertising campaign! This new and vibrant campaign is an extension of the award-winning "Be A Hero" campaign with additional benefits to FTD Members, including a more extensive broadcast and print schedule, a new FTD Florist focus and FTD Branded Products in every spot.

We will support this creative campaign with a high-impact media schedule, which will reach customers on popular network shows such as "Friends," "Ed," "Law & Order," "Today" and more in addition to select cable stations. Our TV presence will be reinforced with a print campaign across the U.S. and Canada. We have been working hard to promote the holiday season, FTD Florists and branded products – *are you ready?*

Make sure your business is prepared for the holidays and this aggressive advertising campaign by having product available and ready for consumer demand. Your fellow members are counting on you to handle their orders and have product available as well. Let's all work together and guarantee satisfaction through the support of each other just as much as we guarantee satisfaction with our customers. I look forward to making this another successful season for everyone.

In addition to a new advertising campaign, I am happy to announce that FTD will host its own convention in 2002! We have been working hard to develop a structure that will provide leadership, direction and continued partnerships for FTD Members. We are continuing that push forward with a program that will be held at **Opryland in Nashville, TN from August 3rd-5th, 2002.**

We are looking forward to providing a new forum for members to come together and share ideas, develop their business and design skills, get a first look at new products and services and – most of all – create relationships that will last a lifetime. We will do our best to give each and every member the opportunity to participate in this exciting event.

Your membership is important to us and we will continue to create benefits for those who choose to partner with FTD. Your participation and enthusiasm are crucial to our success. We are listening to you in order to provide you with the best tools for your business. I ask each of you to get involved, communicate with us and continue to make us a better partner for your business needs. Feel free to contact me directly at bnorton@ftdi.com.

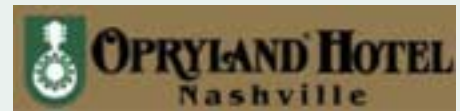
Thanks for your support,

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 ANNOUNCES ITS OWN CONVENTION!

The 2002 FTD Convention will take place Saturday, August 3, 2002 to Monday, August 5, 2002 at the Opryland Hotel in Nashville, TN. Put on your cowboy hats and boots and get ready for the best convention, yet!



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.

FTD NOW

JOHN A. VALENTINE AWARD



*The Giles Family celebrates award-winning Dad.
(John, Julie, "Jack," & Jennifer)*



Last month, FTD celebrated an old friend, John A. Valentine, the founder and first president of FTD, by presenting the prestigious John A. Valentine Award at a Town Hall Meeting in Denver, Colorado. Jack Giles of Huddart Floral Company in Salt Lake City, UT was the recipient of the 2001 Valentine Award. Jack and his family joined Bob Norton and the nominating committee for this award presentation. In addition to receiving his own award commemorating this honor (see left), Jack Giles' name also has been added to the John A. Valentine Award Plaque in the executive offices in Downers Grove, IL. ■



FTD is proud to bring The 2002 Interflora World Cup to the United States for the first time since 1985. The Interflora World Cup is an international floral design competition, held every four years, which includes top contestants from around the world competing and showcasing their best floral designs. Countries represented in this world-class competition include Australia, England, Germany, Greece, Taiwan and Russia, among others.

This prestigious event will take place in Chicago, IL, at Navy Pier, on March 15 - 17, 2002. In honor of its 10th Anniversary, the Interflora World Cup Competition will be held in conjunction with the Chicago Flower and Garden Show, with four trial events on Friday, March 15th, and two final events on Saturday, March 16th.

For the first time ever, all of these events are open to a public audience. However, tickets to the final event are limited to an exclusive audience, including FTD Members, florists from around the world and industry specialists.

To find out more information on the Interflora World Cup and how you can attend, please visit FTDI.COM. ■




TOURNAMENT OF ROSES


Join Us For A FAN-tastic Event!

*There is still space available to attend the Rose Parade, National Championship Rose Bowl Game or Both! Don't miss the **most exciting floral and sports highlights of the year with your fellow FTD Members & Friends from FTD!***

The events are scheduled for the week of December 29, 2001 to January 4, 2002. FTD has packages available to FTD Members at lowered cost, including rooms at the Ritz-Carlton Huntington Hotel & Spa in Pasadena, CA. **Below costs do not include airfare.* ■

Space is Still
Available!
CALL NOW!

ROSE PARADE PACKAGE	
DATES	December 29, 2001 to January 2, 2002
COST	\$1,900 Double Occupancy One room at the Ritz-Carlton in Pasadena, CA ~ four nights (Additional guests: \$500 each)
	
INCLUDES	All transportation (not including airfare), two tickets to special events including an FTD exclusive New Years Eve Bash, priority seating at the Rose Parade, meals and much more!

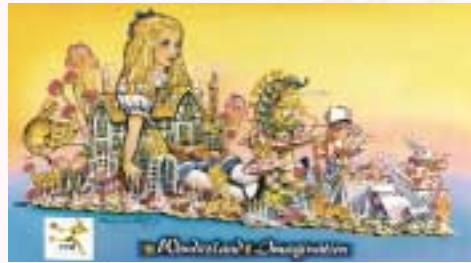
PARADE & GAME PACKAGE	
DATES	December 29, 2001 to January 4, 2002
COST	\$3,000 Double Occupancy One room at the Ritz-Carlton in Pasadena, CA ~ six nights (Additional guests: \$800 each)
	
INCLUDES	All transportation (not including airfare), two tickets to all FTD events including priority seating at the Rose Parade, the National Championship Rose Bowl Game, an exclusive FTD exclusive New Years Eve Bash, meals and much more!

ROSE BOWL GAME PACKAGE	
DATES	January 2, 2002 to January 4, 2002
COST	\$1,900 Double Occupancy One room at the Ritz-Carlton in Pasadena, CA ~ two nights (Additional guests: \$500 each)
	
INCLUDES	All transportation (not including airfare), two tickets to all special events including the National Championship Rose Bowl Game, an exclusive FTD tailgate tent party, meals and much more!

Packages are offered on a first come, first serve basis. To attend the Tournament of Roses, contact prdept@ftdi.com or call the PR Department at 800-788-9000 (ext. 6120). Please include shop name, member number and telephone number. ■



Step 1 ~ FTD approves the black and white drawing of their 2002 Rose Parade® float.



Step 2 ~ Creative artists turn a black and white sketch of the float into a colorful work of art.



Step 3 ~ Skilled artisans turn a colorful drawing into a solid metal frame.



Step 4 ~ Float workers paint vibrant colors on the characters of the float and add animation..



Step 5 ~ *Float workers begin preparing the dried materials for the float.*

The next step of this year's Rose Parade float, "The Wonderland of Imagination," is to begin preparing dried materials for the float. Sweet rice and walnuts are put through a commercial coffee grinder at several different levels to make different textures to be used on the float. Ming moss, which comes in large pieces, is cut into smaller pieces to be used on the float. Field mums that have been dehydrated will have their petals cut off to make straw flower confetti in many colors.

Even though "The Wonderland of Imagination" has passed the final test drive, float workers continue to run the engine every week to keep things working smoothly until the big day. ■

FTD DRIVES BUSINESS WITH

ANNOUNCING YOUR NEW CAMPAIGN:

The new advertising campaign is moving full speed ahead with the first new product-specific, member-focused TV commercial running on major network and cable stations during the month of November. You'll see the new Thanksgiving commercial, featuring the FTD Autumn Splendor Bouquet, during popular shows such as "Friends," "Ed," "Frasier," "Law and Order," "Today" show and on cable stations such as A&E, TBS and Lifetime and MORE.

Also, this month, the FTD Autumn Splendor Bouquet print ad will be advertised in *USA Weekend* and *Parade* (see back cover).



SCENES FROM NEW THANKSGIVING AND EVERYDAY SPOTS



"Using FTD's 'Be A Hero' commercial gives our shops some national branding. It gives us an image of professionalism because we're affiliated with a well known, international company."

— Bill Good, Central Alberta Florists

Call 800-788-9000 (ext. 6146) for advertisements and to receive a

NEW ADVERTISING CAMPAIGN

HOW YOU CAN BENEFIT:

You can benefit from this NEW florist-focused, product-focused campaign by adding your shop information to the commercials and running them in your market.

Due to FTD Member success personalizing the national TV commercials to run in their market – we're now adding an opportunity for FTD Florists to tag our national PRINT advertisements! ■

"The reason we tag FTD's commercial is because it ties us in with a national brand that consumers recognize. Our shop could never afford to produce a high quality TV commercial like that - it's definitely much nicer than anything we could do on our own."

— Joe Hinson, George K. Walker Florist



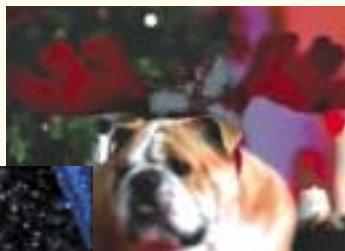
SCENE FROM NEW HOLIDAY SPOT

"It's a great way to tie our shop into FTD's advertising. And we've had a lot of positive feedback from our customers that have seen the ad."

— David Nath, Visser's Florist & Greenhouses

"The 'Be A Hero' commercial is such an emotional ad because it shows the joy of receiving flowers. You don't have to run it very much to make a great impact in your market."

— Ray Hunter Jr., Ray Hunter Flower Shop



SCENES FROM NEW HOLIDAY SPOT

SCENE FROM NEW VALENTINE'S DAY SPOT



details on tagging either the print or TV
FREE copy of the TV commercial to tag.

NOW YOU CAN SEND YOUR ORDERS DIRECT TO LATIN AMERICA THROUGH THE MERCURY NETWORK!

Mercury Technology has expanded its direct order transmittal coverage into Latin America. Now FTD Members can send orders directly to FTD Florists in Latin American countries using their link to Mercury.

No Fee! Orders sent directly do not incur any Retrans charges or international delays – transmitting orders to Latin American with the same efficiency as any destination in the continental United States or Canada.

If the country you are sending to does not have a member connected to the Mercury Network, you can always use the reliable International Retrans Department. Orders can be filled by one of approximately 54,000 member florists who meet the Interflora standards for quality and service, and orders are covered by the Interflora guarantee of satisfaction.

The International Delivery Directory (IDD) published each December allows you to advise your customer if the area is serviceable and gives you the ability to quote prices. This directory also includes the Intercat Flower Selection Guide allowing your customers to choose from a variety of popular floral items.

One low \$12.00 (\$14.00 CDN) fee covers everything – order transmission, service charges and full access to our Customer Service staff.

You can rest assured when you send orders through FTD Retrans. We are happy to check on pricing and availability for your special orders, confirm delivery and follow up on your order as needed – all at no extra cost. See your FTD Directory for complete and easy instructions for sending a Retrans order over the Mercury Network. ■

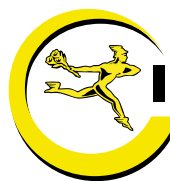
HOW TO REACH INTERNATIONAL RETRANS:

Mailing address: FTD International Retrans,
3113 Woodcreek Drive,
Downers Grove, IL 60515

Phone: 800-788-9000 • Fax: 630-719-2930

RETRANS OFFICE HOURS

Monday – Friday	7:00 am – 5:30 pm (CST)
Saturday	7:00 am – 4:00 pm (CST)



INTERNATIONAL
RETRANS® by FTD®



FTDI.COM announces another
great reason to shop online!

RECEIVE
10% off.....

All FTD Marketplace online purchases
Just Enter **Coupon Code fall23** when
checking out! Expires Dec. 31, 2001.

FTDI.COM will periodically announce excellent
money saving coupon codes that can be entered
during the check-out process when shopping online
for Marketplace products.

Keep an eye on FTD Newsletters, your email and
your Mercury terminal for more coupon codes in the
near future!

FTDI.COM CONTEST:

MARKETPLACE, APPAREL

The November contest winner will receive FTD Apparel for their entire shop including FREE shop name custom embroidery and FTD Logo shop supplies. The prize package includes 12 three-pocket aprons, six denim shirts, six polo shirts, 12 hats, twelve sweatshirts, the FTD Neon Clock and the 3' x 5' FTD indoor/outdoor mat.

QUESTION: What is the new color option for the
FTD three-pocket apron?

ANSWER: A. Pink B. Yellow
C. Polka Dot D. Denim

Go to FTDI.COM for your chance to win the November contest and co-brand with FTD Apparel and shop supplies valued at more than \$1,000!

*Contest deadline is midnight of November 30, 2001.
One winner will be chosen from all correct entries.*

The September winner was Gregg Katz of Katz Floral Design in Kansas City, MO!! Katz Floral Design will be receiving one year of FREE Flowers After Hours Service!

CONGRATULATIONS!



FLORAL BOUQUETS FOR THE HOLIDAYS

Below is a list of the floral products that will be featured under the Hanukkah and Christmas menus on FTD.COM. Some of these products will also be featured on the FTD.COM home page and within the FTD.COM Holiday catalog. We provide this information in advance so that you can prepare your design teams and order the appropriate floral and container inventory to fill these orders.

Homepage Features:

Product #:	Product Name:	Price:
A6 C1C	Holiday Celebrations	\$54.99
A7 C2	Christmas Traditions	\$42.99

Secondary Features:

Product #:	Product Name:	Price:
A6 C1P	Holiday Celebrations Premier	\$74.99
6022	Florist Designed Bouquet	\$39.99/\$59.99 (Christmas theme)

Other Holiday Features:

Product #:	Product Name:	Price:
B14 3253	Candy Cane Lane Bouquet	\$40.99
B10 2921	Lights of the Season	\$40.99
B8 2927	Gentle Radiance	\$44.99
B14 3255	Home for Christmas	\$60.99
B9 2920	Deck the Halls	\$50.99
B10 2916	Winter Warmth	\$38.99
B16 3257	Seasons Greetings	\$63.99
B11 2919	Glowing Elegance	\$60.99
B11 2932	Holiday Garden	\$44.99
B8 3431	Christmas Dreams	\$73.99
B17 3256	Holiday Pizzazz	\$63.99
(Hanukkah)		
B17 3099	Festive Season	\$74.99
(Hanukkah)		

SIGN UP FOR ZIP CODES FOR YOUR AREA

FTD.COM encourages you to review what zip codes are currently linked to your shop codes – and to add areas you would like to cover. To receive a copy of what zip codes are currently connected to your shop codes and to add any zip codes, please send FTD.COM a GEN Message to #90-8400AA.

As always, we are striving to help you make your business more profitable. Continue to contact FTD.COM with any questions or suggestions that can help us help you.

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 Cash-Flo AVS – Address Verification Services

Address Verification Service is an automated fraud prevention program that allows merchants to check a cardholder's billing address as part of the electronic authorization process. It is one of the most valuable tools in fighting fraud on phone orders. It is **STRONGLY** recommended for ALL hand-keyed transactions (i.e. phone orders). While a transaction may receive an authorization number and an affirmative AVS response, that does not guarantee that the cardholder made the transaction. A negative response may mean that the account number was mis-keyed into the terminal; or that the cardholder mis-reads his account number or the clerk wrote it down incorrectly. In any case, the merchant should investigate further.

- Check that the account number was keyed correctly. If it was, try to contact your customer to verify the credit card number.
- If you cannot contact your customer at the phone numbers given when the order was placed, you may want to reconsider processing the order.
- If the customer verifies the account number, ask for the billing address for that card. It may be different from their home address.
- You may also want to contact the cardholder's bank, especially if the information that was confirmed received a negative response. (Call the FTD Cash-Flo Department at 800-788-9000 ext. 4262 for issuing bank information.)

Even if you receive an authorization number and a positive AVS response, you may still wish to check with your customer, especially on large or suspicious orders. Any phone order is a possible fraud order. Because each fraudulent transaction claim has its own unique issues, all disputes are evaluated on a case-by-case basis. If it was delivered to the cardholder's address, and you received a "Y" match, you may forward a rebuttal along with a signed Proof of Delivery. Keeping this in mind, it's a good idea to provide as much information as possible to explain your side. In addition to the invoice, proof of delivery and positive AVS response, you may also submit any other pertinent documentation to substantiate the cardholder's participation in the transaction. This can include correspondence between the customer and your business, such as email, letters, confirmation notices or internal logs. The current AVS codes in use by FTD Cash-Flo are:

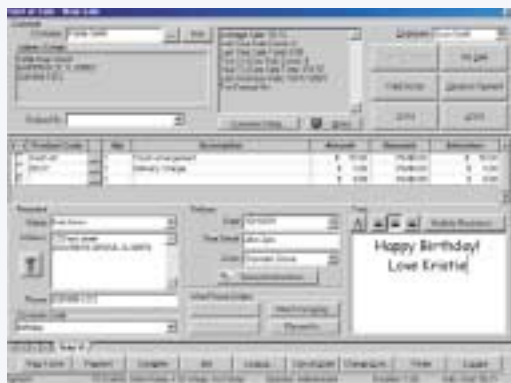
Code	Description
A	Address: address matches, zip code does not match
C	Street address and postal code are not verified for international transactions due to incompatible format
D	Address and postal code match (Canada only)
E	Edit error
G	Global non-AVS participant
N	NO: address and zip code do NOT match
R	Retry: system unavailable
S	Service not supported: issuer does not support AVS
U	Unavailable: address information not available
W	Whole zip: nine-digit zip code matches, address does not match
X	Exact: address and nine-digit zip code matches
Y	Yes: address and five-digit zip code matches
Z	Zip: five-digit zip code matches, address does not match

Contact FTD Credit Cards at 800-788-9000 ext. 4262 or email at cashflo@ftdi.com. ■



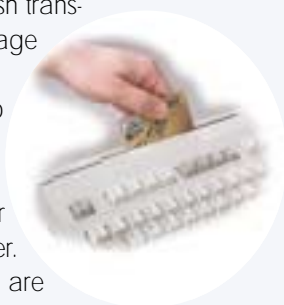
MERCURY WINGS ADDS POINT-OF-SALE OPTION

A Point of Sale (POS) option is now available as part of the new software release of Mercury Wings. POS is a data management tool that allows you to quickly process walk-in orders and manage a cash drawer. The Point of Sale option for existing or new Mercury Wings users includes both software and hardware.



SOME KEY HIGHLIGHTS:

- The Point of Sale module has been added to provide you with a quick way to process walk in orders.
- The POS module functions much like the Order Entry module, but you can more easily complete cash transactions, perform quick sales, and manage the cash drawer.
- Point of Sale provides the ability to swipe credit card information into the system.
- With Point of Sale, you can now enter product codes with a bar code scanner.
- Several different hardware packages are available, from basic to full-featured



"We specifically created the Point of Sale software to help shops service their walk-in customers quickly and efficiently."

Order processing from Order Entry and Point of Sale are similar, which makes training your employees easy. The Point of Sale screen has similar navigation, and the setups for abbreviation codes, delivery zones, and other efficiency setups are the same as for Order Entry.

"We specifically created the Point of Sale software to help shops service their walk-in customers quickly and efficiently," says John Stedman, director of Mercury Wings Development. "The Mercury Wings POS package also does a great job of helping you track every penny that goes in out and of your cash drawer with detailed day-end reports."

For more information on Mercury Wings or adding POS for existing users, call Mercury Technology at 800-767-3222. ■



SAVE \$1,000 ON MERCURY ADVANTAGE
WHEN YOU ORDER BEFORE NOVEMBER 30!

For a limited time, Mercury Technology is offering FTD Florists our best deal on a new Mercury Advantage purchase or lease. Order a standard system with two workstations (Main Server and Point of Sale) by November 30, 2001, and you'll receive two Order Entry workstations, absolutely FREE! That's a value of over \$1,000.

Best of all, you'll get the finest floral business system available today, including the latest innovation in computer platforms... the new point-and-click Linux operating system. ■

EXPERIENCE THE NEW REDESIGNED MERCURY® ADVANTAGE!

- NEW point-and-click Linux™ platform
- Dynamic "next generation" software
- Intuitive order entry

For a free quote on a Mercury Advantage system built for you, call 800-767-2222. Hurry... offer for FREE workstations ends November 30, 2001!

MERCURY PHONE SCAM REMINDER

Remember the Mercury phone scam from this past summer? You may have received calls from a company claiming or implying that they were "Mercury" and billing you for website services on your home phone bill that was represented to you as being a "free" trial website. A number of members have called us to complain about this activity and we have forwarded such member complaints to the Federal Trade Commission (FTC). We are happy to report that the FTC has taken action against the company named Mercury Internet Services, who conducted this illegal activity with consumers and entered into a settlement agreement that provides refunds to consumers where they were charged for "free" trial websites.

We also want to thank FTD Members for alerting us to this infringing activity. FTD has referred this matter to its outside trademark counsel for further action. ■



FTD Florists Online

FTD Members are excited about their new website design options from FTD's Florists Online (FOL).

FTD Florists Online provides members with the best way to capture online orders – through their FOL website. Websites are offered to FTD Members through four different levels of participation, A, B, C and FIS (Florist Internet Site). Each level includes more features than the previous level, beginning with FIS and building to level C, each adding more value to the online presence.

Recently FOL switched all A, B, and C level websites to one of the five NEW designs and those members were able to choose their design and color combination – personalizing the sites more than ever. These new sites are a great success! In order to view the new site designs and color combinations – check out the cool feature on FTDI.COM to test drive a future site for your shop!

For more information regarding FOL, contact FTD Florists Online via: email: floristsonline@ftdi.com, Mercury GEN: 90-8418AA, fax: 630-719-4804 or phone: 800-576-6721.



"I think the new FOL designs are really unique! They offer lots of individuality for FTD Florists, and they put us above the rest. Any florist who isn't online should be."

— Mark Smith, Smith's of Midland

"FTDI.com's feature of the new web designs is a great asset. By allowing me to see all 5 designs with each of the 7 color shadings, it made my choice easier."

— Aedy Sun, Finishing Touch Florist & Gifts



"The new designs are very attractive, and complement our shop logo very well. FOL is definitely an economical way to get online and have a web presence."

— Ken Cunningham, The Flower Market



NATIONAL PRINT ADVERTISEMENT

— As seen in *Parade* and *USA Weekend* in November



BE A HERO.

VISIT YOUR LOCAL FTD FLORIST

DIAL 1-800-SEND-FTD OR

SHOP ONLINE AT FTD.COM

FEAST ON THIS.

FTD FLORISTS MAKE THE WORLD'S BEST SIDE DISH.

THANKSGIVING IS NOVEMBER 22.
ORDER THE FTD® AUTUMN SPLENDOR® BOUQUET