



FTD Newsletter © 2002 FTD

# Newsletter

November 2002 Vol. 43, No. 11



## FTD HOLIDAY ADVERTISING... BETTER THAN EVER!

**FTD**  
BE A HERO.

VISIT YOUR FTD FLORIST  
DIAL 1-800-SEND-FTD  
SHOP AT FTD.COM

**GET A BETTER SEAT  
AT THE TABLE.**

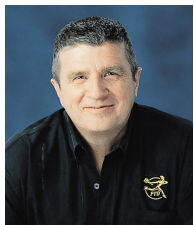
THANKSGIVING DAY IS NOVEMBER 28. ASK FOR THE FTD® THANKSGIVING BOUQUET.

©2002 FTD

See details on your FTD Member holiday  
advertising campaign on pages 6 and 7!

# MESSAGE FROM BOB

~Chairman, FTD, Inc.~



Dear FTD Members,

As we continue in our efforts to provide you with the highest quality products and services, I would like to introduce you to FTD's management team. Through their efforts at FTD Headquarters and in the field, the members of this management team are your partners every day – continually working on new solutions for your business needs.

First, I am proud to announce that Mike Soenen has been promoted to President of FTD, Inc. Many of you know Mike from his experience and success with our consumer business channel, FTD.COM. In his previous role, Mike grew FTD.COM into a successful, national competitor in the floral internet segment, providing both increased order volume and increased order value to FTD florists.

Mike's experience with FTD extends far beyond FTD.COM. He was Vice President – Marketing of FTD prior to joining FTD.COM in May 1999. From January 1997 until August 1998, he was Director of Sales Promotion for FTD. His experience, leadership and talent will be great assets to FTD and its members.

I am excited to have Mike join me as FTD continues to focus on both its florist and consumer business channels and generating continued opportunities for the FTD Brand and those that partner with FTD.

In addition, I am pleased to introduce you to the leaders of our strategic business units at FTD, Inc. I encourage you to contact them with your feedback, suggestions and comments. With this team and your participation, we can look forward to continued successes as we face today's business challenges and tomorrow's opportunities.

As always, I will continue my role with FTD, Inc. as CEO and Chairman of the Board. Feel free to contact me directly at [bnorton@ftdi.com](mailto:bnorton@ftdi.com) anytime. ■

*Bob*

## FTD Business Leaders



Mike Soenen,  
President,  
FTD, Inc.  
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Ann Hofferberth,  
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## FTD 2003 Convention & Trade Fair

Registration is available NOW for The FTD 2003 Convention & Trade Fair Registration!

**July 18-20, 2003**

**Gaylord Palms Resort & Spa,  
Orlando, Florida**

Enclosed in your September statement (mailed with this Newsletter), is the registration form and schedule of events for the FTD 2003 Convention & Trade Fair! Register now via fax or online at [www.ftdi.com](http://www.ftdi.com) and receive a FREE HOTEL room! This free room offer is available for the first 500 registrants - don't miss it.

The 2003 Convention will celebrate the successful relationship between FTD florists and FTD, Inc. through education, communication and networking. This event is the premier opportunity to support the growth of this phenomenal partnership.

### ***FTD Florists and FTD, Inc.***

#### **...Growing together through**

- Insightful technology, business and design education programs
- The largest industry trade fair
- Member networking opportunities
- Incredible offerings on FTD products and services

#### **...All In An Exciting & Energized Environment**

Contact the FTD 2003 Convention Team at  
[2003convention@ftdi.com](mailto:2003convention@ftdi.com) or  
800-788-9000 ext. 6240.

**REGISTER  
TODAY!**





# MEMBER HIGHLIGHTS

## Canon Floral Uses FTD Promotion Idea To Help Fight Breast Cancer



Canon Floral in Canon City, Colorado experienced a moving October by running a successful Breast Cancer Awareness Promotion in their shop.

Through the purchase of a specific arrangement called "In the Pink", Canon Floral made a ten percent donation to The Susan G. Komen Foundation and a ten percent donation to a local charity, The Orchard of Hope Foundation. Setting sales goals for the shop, they were pleasantly surprised to well over double those goals with regular sales of the product. ■

*"We hit the jackpot - in one day reaching our donation goals for the entire month! We are very proud to partner with these two incredible organizations - and excited to see our community support this cause with us."*

— Eileen and Jim Blain, Canon Floral

For promotional media outreach ideas  
visit [www.FTDi.COM](http://www.FTDi.COM).



Record photo by Claudia Hendin

### Helping fight against cancer

Eileen Blain of Canon Floral displays an 'In the Pink' bouquet which the florist is selling to help eradicate breast cancer. During the month of October, Canon Floral will donate 10 percent of each purchase of an 'In the Pink' bouquet to the Susan G. Komen Breast Cancer Foundation and 10 percent to the local Orchard of Hope Foundation. 'We are very proud to partner our shop with the Susan G. Komen Breast Cancer Foundation and Orchard of Hope during National Breast Cancer Awareness Month,' said Eileen and her husband, Jim. "We are also excited to see our community support this great cause with us."

## FTD Members "Think Pink"!

Congratulations to Marshall's Florist and Fine Gifts, Inc. in Redding, CA, for partnering with local organizations and several other florist partners in California. For six years Marshall's Florist has participated in Redding's local "Think Pink" day to promote breast cancer awareness. On this day, they helped to share informational materials and pink carnations to thousands of local residents and visitors that day at nine locations. In addition, through extensive media outreach, they were able to reach hundreds of thousands of people in their community increasing the awareness of breast cancer.

Their efforts are called "Think Pink Breast Cancer Awareness Day", which takes place on the third Thursday in the month of October. Just recently having received a grant for training and research, Marshall's Florist welcomes FTD florists to contact them to hear more about how your shop can get involved in the fight against breast cancer through the non-profit organization, Think Pink. Email Tammy at [marshall@jett.net](mailto:marshall@jett.net) for more information. ■



Dr Michael Figueroa, oncologist and co-founder of event, and Tammy Isringhausen, Marshall's Florist and Fine Gifts.

*"This year, we reached nine new areas with Think Pink! Originally when we started, we donated 500 carnations. This year, we gave out over 10,000 pink carnations and certificates to claim a free pink carnation in our store to more than 20,000 people! We are looking forward to expanding this event in other areas. This is a great way to provide your community with the resources and information they need to increase awareness and help fight breast cancer."*

— Tammy Isringhausen, Marshall's Florist and Fine Gifts



Volunteers hand out informational gift bags, while Marshall's spokesperson does an interview with a local reporter.



Hard working employees from Marshall's Florist up early for the event, ready to Think Pink at 6:00 a.m.

Congratulations to other industry participants Weaverville Flowers and Gifts, Weaverville, CA; Top Super Foods, Weaverville, CA; Trinity Nursery, Weaverville, CA; The Enchanted Florist, Hayfork, CA; Mount Shasta Florist, Mount Shasta, CA; Petals, Mount Shasta, CA; Safeway, Burney, CA.



## **MEET YOUR FTD BUSINESS CONSULTANT: Amanda Noble**

### **FTD Team Stats**

Amanda recently returned to FTD, Inc. in the field. Amanda consults florists throughout West Virginia and the southwestern part of Virginia.

"My favorite thing about working in the field is the one-on-one time with the members and seeing how I can make a difference in their business."

### **Personal Stats**

Amanda currently resides in Charleston, West Virginia. She enjoys the outdoors, cooking and fine wine! Amanda also makes time for her chocolate Labrador Retriever named Cody.

### **Amanda's FTD Field Strategy**

"The floral industry and floral customers can change like the weather. The good news is that I see florists everyday who believe in their partnership with FTD. If they believe in our products and services and how we can help their businesses, we'll all come out on top."

Amanda says she handles every customer differently. Since not one member runs their business like another, it's key to handle each on individual basis.

### **Greatest Memories Serving FTD Members**

"Joining FTD Members at the 2002 FTD Convention and Trade Fair was an exceptional industry opportunity. That one-on-one face time with members is the perfect example of our Member First Strategy. Continuing that energy into my day to day visits with members in my territory is key to serving my customers." ■



## **Send To More Than 154 Countries This Holiday Season Through Your FTD Network!**

**H**undreds of FTD International Members and more than 52,000 affiliates around the world are ready to fill your orders! Send your international orders over the Mercury (Mercury 90-0266AA or specific suffix country code), and it will be transmitted directly to the filling country without any delays!

See the FTD Directory for specific suffix country codes. For example 90-0266AU order will be transmitted directly to Australia Headquarters.

Be sure to take advantage of the international benefits of FTD through the International Mercury Network Connection. For more information on FTD International Retrans Servcies, call 800-788-9000 today. ■

### **All orders are backed by the FTD Satisfaction Guarantee!**





## Christmas Past, Present and Future

By Toomie Farris, AAF, AIFD, FTD Education Team Member



We all know how critical the holiday season is to our business. As retailers, we rely on strong holiday sales and volume to make it through slower, leaner months of the year. I think you'll agree that it's key to be more inventive and creative this holiday season to ensure an even more successful holiday season than last year.

### Two key factors to a successful 2002 holiday season:

- ✿ Understand and react to filling the ever-changing needs of our customers.
- ✿ Creatively maneuver and manipulate our product in challenging economic times.

### Understand Your Customers

Although as retail florists we serve a diverse customer base with a tremendous variety of economic realities, there are some generalities that we can draw from. While there is a market segment driven strictly by price, most of our potential customers are driven by value. Of course, good customer service is still our "ace in the hole", with which we can create value for our customers and differentiate ourselves. But value is the customer's perception of the worth of our products and services – which forces us to lead away from the "mark it up and put it on the shelf" mentality.

Another major factor driving consumers today is the lifestyle and personal value changes brought about by last year's events and the economic slow down. We see people "nesting" more, staying home, spending time with family, and returning to traditional celebrations. This creates tremendous opportunities for us with holiday decorating items, centerpieces, flowers and plants for inside the home on a regular basis.

### Creatively Maneuver Product

The second part of the equation for success today and into the future is how we run our businesses.

Many of us have carry-over inventory from 2001. Rather than let it sit in the back room, basement or wherever you might keep your "treasures", get it out, re-invent it to fill today's customers' needs. Make it marketable. Looking at old items and creating new "looks" with them is critical, you can't just set the same old items out on the shelves. A few thoughts:

- ✿ Take old color schemes and re-invent them; last year's purple and sage becomes this year's pastel with the additional of pink, soft blue and cream.
- ✿ Old plastic fruit and berries can become elegant when sprayed with gold paint and dusted with fine glitter. Last year's colored fruit mixes with rich jewel tone ribbon and glass ornaments to create a new "jewel" tone theme.
- ✿ Last falls branches, cones and this spring's left over birds nests mix with red ribbon, berries and mushroom cardinals to create a woodsy "cardinal holiday" theme.

Look at your existing inventory, think of ways to create new looks with new combinations of, or the addition of, some new materials. You don't have to throw it out or move it around the shop ten times.

***Re-invent your products and holiday themes, move existing inventory; it's like cash in the bank.***

The holidays have always been a critical part of our business. Yes, we have many challenges, but both the present and future are extremely bright for those of us who pay attention to our customers needs and run our businesses effectively. ■

*Toomie Farris has been a member of the FTD Education Team for 15 years, traveling to industry shows and events educating florist on a variety of business and design subjects. Farris is also President of McNamara, LLC, a wholly owned subsidiary of Marsh Supermarkets, which is the parent company of McNamara Florist and Enflora Flowers for Business, with a combined total of seven retail stores, a design center and a special events department. His work has been seen in numerous floral industry trade publications and at the 2002 FTD Convention.*



# FTD UNVEILS NEW AD

With updated TV, new print and a new media plan, FTD has many exciting things planned to help drive traffic to member floral shops and promote FTD Exclusive products in both the U.S. and Canada. Enjoy great benefit this holiday season with a strong print schedule and millions of viewers watching the TV commercial in the U.S. and Canada! Also visit [FTDi.COM](http://FTDi.COM) to view and request FREE FTD ads.

## FTD Thanksgiving Advertising in the U.S.

For Thanksgiving in the U.S., FTD will be advertising in *Parade* and *USA Weekend* magazines on Sunday, November 24th. The Thanksgiving ad features two adorable children, dressed for the holiday, and requesting a 'better seat at the table' with help from the FTD® Thanksgiving Bouquet (FTD® Autumn Splendor® Bouquet - T1).

**POPULAR  
SHOWS!  
MILLIONS OF  
VIEWERS!**

## FTD Christmas Advertising in the U.S.

For Christmas in the U.S., FTD is utilizing national TV and print to promote member florists and FTD Branded products. In the Christmas print ad, a beautiful young woman who's hosting a holiday party gets 'lit up like a Christmas tree' with help from the FTD® Christmas Bouquet (FTD® Holiday Celebrations® Bouquet - C1).



Images from  
FTD Holiday  
TV Commercial



### Popular TV Schedule

On national TV, the FTD Christmas ad will be seen on primetime TV shows such as *Friends*, *Frasier*, *ER*, *Will & Grace*, *Third Watch*, *Crossing Jordan* and *Dateline NBC* from

December 9th through December 23rd. FTD will also have various national TV spots on *The Today Show* during that same time frame. Additionally, FTD will advertise on national cable stations such as A&E, HGTV, Lifetime, TBS and TNT during December 9th through December 23rd.

### Strong Print Schedule

National print will consist of ads in *Parade* and *USA Weekend* magazines on Sunday, December 15th.



Please see front cover for a larger image of the Thanksgiving print ad.

## FTD Christmas Advertising in Canada 🍁

For Christmas in Canada, FTD is investing in *both* TV and print to promote member florists and FTD Branded products. In previous years, FTD only advertised in print for Canadian member florists, so we are very pleased to be adding more print and brand new TV advertising to the mix.

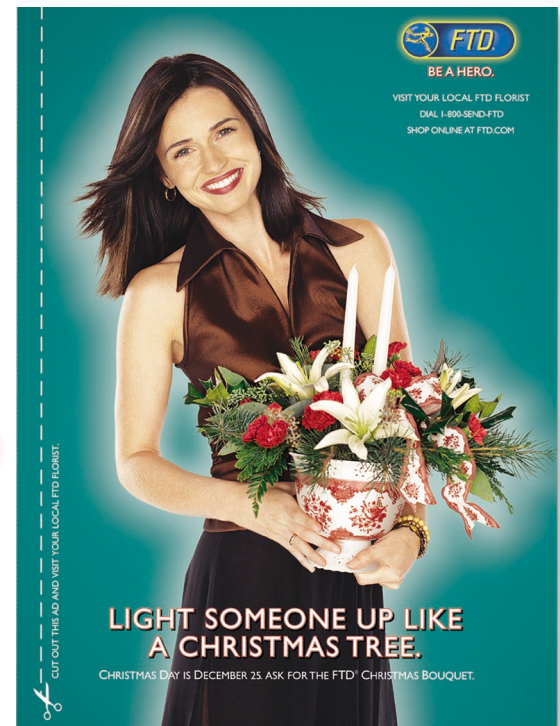
### NEW! TV Schedule

On national TV, the FTD Christmas ad will be seen on the CTV and CBC networks during primetime shows such as *Alias*, *West Wing*, *ER* and *Hockey Night in Canada*. These spots will air during December 11th through December 22nd.

### Strong Print Schedule

National print will include popular Canadian monthly magazines such as *Canadian Living*, *Chatelaine* and *Style at Home*, plus FTD will appear in the December 14th issue of *Canadian TV Guide*.

**FTD  
NOW ON  
CANADIAN  
TV!**



Please see back cover for a larger image of the Christmas print ad.



# ADVERTISING CAMPAIGN

## FTD FLORISTS RECEIVE FREE TV, PRINT AND RADIO ADS FROM FTD

**FTD** has terrific TV, print and radio ads that we have spent time and money developing and now we want to share them with you for FREE. All member florists have the opportunity to tag FTD's advertising with your own shop information and run it locally in your own market. For details on how you can receive FREE TV, print and radio scripts from FTD, log on to [FTDi.COM](http://FTDi.COM) ([www.ftdi.com](http://www.ftdi.com)) or contact the FTD advertising department. at [advertising@ftdi.com](mailto:advertising@ftdi.com) or call 800-788-9000 ext. 6174.

### FREE TV & Print Ads!

- Everyday Ad
- Christmas Ad

### FREE Radio Scripts Online!

- Thanksgiving
- Christmas



Image from FTD TV Commercial

### FREE "How-To" Guide on media buying!

FTD has developed an educational presentation, found online at [FTDi.COM](http://FTDi.COM) ([www.ftdi.com](http://www.ftdi.com)), that offers valuable tips on buying TV media space for local markets. ■

## FTD Member Holiday Media Idea!

Looking for a catchy consumer-interest story to offer to your local media this holiday season showcasing your shop as the local expert? How about an opportunity to feature your shop as a local expert in holiday decorating or gift giving this season to your customers!

Read about the FTD Member media outreach opportunity online at [www.ftdi.com](http://www.ftdi.com), and try it out for your shop with your local media. Use the press release templates, news alerts and a suggested timeline all available free at [www.FTDi.COM](http://www.FTDi.COM). Contact [prdept@ftdi.com](mailto:prdept@ftdi.com) with questions. ■



FTD® Holiday Celebrations® Bouquet  
*FTD Christmas Bouquet*

FTD® Autumn Splendor® Bouquet  
*FTD Thanksgiving Bouquet*



## FTD Simplifies Holiday Bouquet Names for Consumers

In order to make it easier for consumers to ask for FTD this holiday season, in all of FTD's TV and print advertising, we have simplified the lead bouquet name for each holiday to make ordering easier. For example, in the FTD Thanksgiving print ad, we have called the FTD® Autumn Splendor® Bouquet (T1) the 'FTD Thanksgiving Bouquet'. We did the same thing with the Christmas TV ad and print ads. Instead of calling the bouquet the FTD® Holiday Celebrations® Bouquet (C1), we called it the 'FTD Christmas Bouquet' – Easy to remember, easy to buy, easy to order! ■

## Stay Tuned... More Advertising To Come

In the December FTD Newsletter, we will announce our advertising plans for Valentine's Day and Easter and in the February Newsletter, we will showcase FTD's advertising efforts for Administrative Professionals' Week and Mother's Day. ■

800-788-9000 ext. 6174  
[advertising@ftdi.com](mailto:advertising@ftdi.com) • [www.ftdi.com/advertising](http://www.ftdi.com/advertising)

# Have you shopped the FTD Gourmet Guide?

GOURMET  
CODIFICATION DEADLINE FOR  
FEB/MAR/APR FTD® DIRECTORY  
IS **DECEMBER 2, 2002**



The holidays are here! The FTD Gourmet Guide offers FTD florists a wide variety of quality products for holiday gift baskets. From meats to crackers, nuts and candy – you can order them already made up OR build your own gift baskets in your shop. Don't miss this year's HOT new item – the FTD® Belgian Chocolate Gift. Hand-tasted and approved by the FTD Marketplace team.

## Build Your Own Gourmet Assortments!



- Meats
- Cheese
- Tea
- Crackers

- Nuts
- Candy
- Chocolate
- Mixes & More!



## The FTD® Belgian Chocolate Gift

Our own half-pound selection of assorted Belgian chocolates is available for FTD Members. Delivered in an elegant gold-tone ballotin box and hand-tied with ribbon, these decadent chocolate pieces make the perfect add-on to any floral offering.

*"We purchased these chocolates for gourmet gift baskets during the holidays. They'll make a great presentation!"*

— Pat Rendon, Oak Hills Florist, San Antonio, TX

# Prepare for Valentine's Day with FTD!

CODIFICATION  
DEADLINE IS  
**DECEMBER 2, 2002**



**V1**

### The FTD® Lasting Romance™ Bouquet

This lush arrangement in traditional red, pink and white fills an opalescent glass vase accented with a removable red glass heart pendant!

### The FTD® Sweethearts™ Bouquet

This luxurious selection of fresh flowers is set in a charming oval ceramic planter, embossed on both sides with a stylized heart and scroll design.



**V2**

**ORDER NOW!**  
Supported by  
National  
Advertising!



# Florists Online Introduces New Order Card Feature



## Just in time for the Holidays!

Florists Online (FOL) has redesigned the way consumers place orders on your Web site. We have included many key shopping features that will help to increase sales and offer your online customers more convenience when shopping on your Web site. In addition, we also have added a few major order processing options that will greatly improve your ability to service your online consumers.



Florists Online Home Page

## New FOL Ordering Features for your Online Consumers!

### Shopping Cart

Provides online consumers the ability to order multiple items during one shopping session.

### Pick Up

Offers online consumers the ability to indicate that they would like to "PICK UP" their online order from your store instead of having it delivered.

### Discounting

Member florists can now offer discounts on their Web site. By entering a discount code on the order card, an online consumer will receive a discount, determined and specified by the florist.

## New Design & Navigation

The new order card supports a new look and feel for all florist Web sites, so that your site will coincide with your current store colors. Plus, the new order card also will be easier to navigate by offering a step-by-step checkout process, with all order information displayed on the same screen.

## New Order Processing Features for FOL Members

### Multiple Delivery Fees by Zip Code

Allows member florists to list all of their same-day deliverable zip codes for the areas serviced as well as the flexibility of assigning unique delivery fees per zip code.

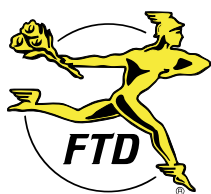
### Multiple Same-Day Order Cut Off

Provides greater flexibility in how same-day delivery service to online consumers is offered. Florists will have the option to list different same-day order cut off times by day of the week and also by zip code.

## Update Your Site's Product and Pricing Information Online

Now through FTDi.COM, you can update the product and pricing information that is featured on your Florists Online Web site. A simple form is accessible on the Florists Online section of FTDi.COM for you to utilize to change your Web site's product and pricing information, and once you hit "SUBMIT UPDATE", your new information will be automatically sent to Florists Online.

Please feel free to contact the Florists Online Team with any questions regarding securing your very own Web site or about taking advantage of the new FOL Order Card features. ■



**Florists**  
o n l i n e

# FTD Fall Product Advisory Board Meeting

Your FTD Product Advisory Board meets twice a year to brainstorm new concepts, approve or discard potential future FTD codified containers, review possible products or service offerings choices for FTD Member Services such as FTD Fresh Flowers, FTD Connections and much more!

At the recent meeting, FTD Members joined together to finalize Fall 2003 Holiday Codified Containers, new everyday codified products include new baby containers. In addition, they brainstormed concepts for Spring 2004, and discussed the FTD Connections Program and the FTD 2002 Convention and Trade Fair.

Shown here your FTD Product Advisory Board spent time discussing FTD Fresh Flowers offerings such as the new Eighth Box Program, Consumer Bunch Program and FTD Bouquet Program. ■



Karen Koven, Celiane Berthiaume and Joe Griggs discuss products available in FTD Fresh Flower's Bouquet Program.



Right: Floral designer, Michael Skaff, makes up arrangements in front of the board for group feedback. Left: John and Linda Hutchinson review product from FTD Fresh Flowers.

## YOUR FTD PRODUCT ADVISORY BOARD IS:

Keith Hill  
Carol Bice  
Danny Sexton  
Karen Koven  
Nancy Griemann  
John & Linda Hutchinson

Beaverton Florist, Inc.  
Bice's Florist, Inc.  
Kissimmee Florist  
Karen's Floral Expressions  
Richfield Floral & Gardens, Inc.  
Hutchinson's Flowers, Inc.

Tyann Mooney  
Joseph Griggs  
Celiane Berthiaume  
David Heroman  
Christine Hoogasian

Cremer Florist & Greenhouses  
Candlelite Florist  
Floral Design  
Heromans  
Hoogasian Flowers, Inc.  
(not able to attend)

## FTD Launches Mercury Direct 4.0

Now FTD is pleased to introduce Mercury Direct 4.0, an upgraded version of the original Mercury Direct. Mercury Direct is FTD's Internet-based send-and-receive technology solution for value-conscious florists.

### So What's New?

Now with Mercury Direct 4.0, member florists have immediate access to all of the Mercury Network message screens without having to be online! Florists just need to enter their order information and hit "SUBMIT". That's it. Then Mercury Direct automatically connects to the Internet and sends your order.

Mercury Direct 4.0 also automatically checks for incoming orders and prints them out for you. Plus, Mercury Direct allows you to search for orders or order-related messages, products, florist listings and facilities.

### Mercury Direct 4.0 Benefits:

#### Saves money –

FTD's most affordable - send-and-receive option that connects you to the Mercury Network.

**Saves time** – Enter orders and then just point and click. Receive immediate access to all Mercury Network message screens without dialing or connecting to the Internet.

**Saves counter space** – One computer does it all...send orders, access the Internet and more.

### No Computer? No Problem!

A Windows PC and a printer are available to FTD member florists at a special price.

Our Mercury Technology Sales Team can provide you with details and answer all of your questions regarding purchasing a computer from FTD or signing up for Mercury Direct 4.0. ■







## FTD, Inc. Announces Acquisition of Flowers USA by FTD.COM

On Wednesday, October 2nd, FTD, Inc. announced the acquisition of Flowers USA by its consumer business subsidiary, FTD.COM. Flowers USA is a quality direct marketer which provides a variety of products, including everyday and special occasion floral arrangements, green and blooming plants, and gourmet food items.

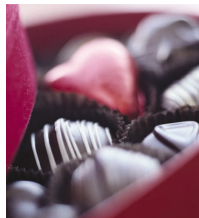
The transaction will be beneficial to member florists for several reasons:

1. Increase incoming volume from FTD.COM
2. Continue to send high value orders to fulfilling florists from FTD.COM
3. Transfer these orders to the Mercury Network for FTD florists. (These orders were previously sent through Teleflora.)

FTD is very excited about this transaction and looks forward to providing FTD member florists with increased business opportunities. ■

## Chocolates Now Offered As Floral Add-On

Starting October 30, FTD.COM will give customers the option of adding a box of chocolates to the purchase of any floral arrangement. This will supplement the current bear and balloon add-on selections. The amount transferred to the florist is \$14.99 and will only be sent to you as an add-on with the purchase of an arrangement. The box of chocolates will not be sold separately. Although you may use your own chocolate vendor, FTD Marketplace offers a box of chocolates for \$7.50 per box. For further information about the Marketplace product, please contact Marketplace at 800-767-4000. ■



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® freshflowers®

## A Great Idea for Your Holiday Season from FTD Fresh Flowers!

Have you heard of FTD Fresh Flowers' "The Eighth Box Program"? FTD Fresh Flowers is offering members an opportunity to purchase flowers in smaller quantities, at large quantity pricing - with an added bonus: mixing varieties!

FTD Fresh Flowers offers fresh, high-quality product every time with a wide spectrum of products to choose from!

*"After purchasing over the past five years from FTD Fresh Flowers, I'm receiving three to four different shipments weekly plus specials and holidays. The Eighth Box Program was as equally exciting. This allowed me the opportunity to receive more variety without a great deal of financial investment. We all remember the hassles we've had with our local wholesalers. Well it's never that way at FTD Fresh Flowers - they are right on it. They'll eliminate a lot of worry!"*

— Chuck Wiegman, Sacramento Floral Co - Wiegman's

To find out more about the pricing structure or to answer any questions, call FTD Fresh Flowers at 800-366-1383. ■



## ftdi.com

### FTDI.COM CONTEST:

FTD Florists Online 

WIN A \$500  
FLOIRISTS ONLINE CREDIT!

Enter the November FTDi.COM Contest for your chance to win a \$500 FOL credit which can be applied towards any FOL services (set-up fees for new users or upgrades of existing users, or monthly hosting/maintenance).

**QUESTION:** How much does it cost (in U.S. dollars) to make price and/or text changes to your FOL site?

**ANSWER:** A. \$10.00 B. FREE  
C. \$5.00 D. \$100.00

Contest deadline is midnight of November 30, 2002.  
One winner will be chosen from all correct entries.

### Congratulations to Konradt's Florist in Lake Forest, Illinois!!

Konradt's Florist was our September winner and will be receiving one Year of waived monthly processing fees (a \$216 Value) and FREE equipment: Verifone Tranz 460 terminal and printer all-in-one unit (a \$349.00 Value)! ■





BE A HERO.

VISIT YOUR LOCAL FTD FLORIST

DIAL 1-800-SEND-FTD

SHOP ONLINE AT FTD.COM

CUT OUT THIS AD AND VISIT YOUR LOCAL FTD FLORIST.



# LIGHT SOMEONE UP LIKE A CHRISTMAS TREE.

CHRISTMAS DAY IS DECEMBER 25. ASK FOR THE FTD® CHRISTMAS BOUQUET.

## DECEMBER PRINT AD

See pages 6 and 7 for more details.