



Newsletter

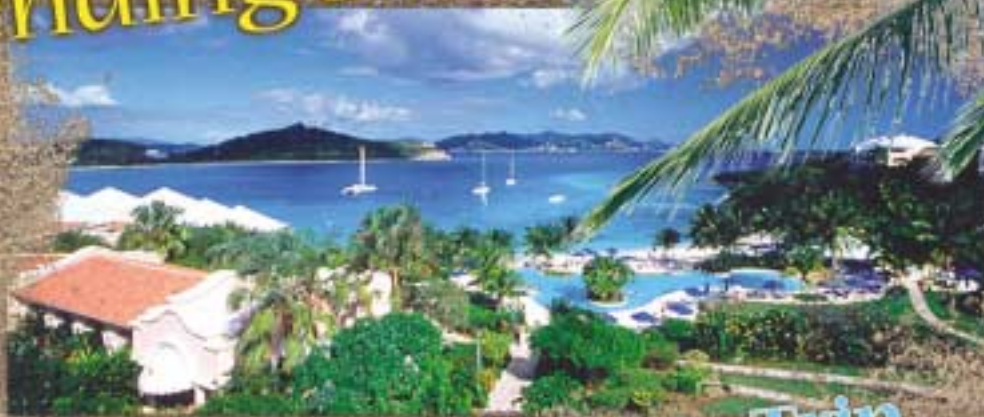
October 2003
Vol. 44, No. 10

FTD Newsletter © 2003, FTD

FTD announces the...



Sun, Sand and Sending Sweepstakes



Send FTD and Win a Trip
to the U.S. Virgin Islands

Win an exclusive trip for two to the Ritz Carlton Resort
and Spa on the beautiful St. Thomas Virgin Islands

Chance to Win With Every Order Sent FTD!

*No purchase necessary to enter or win. See page 6-7 for details.

Read About FTD Member Successes with this Year's
FTD Good Neighbor Day on page 5.

Message From Bob

Chairman, FTD, Inc.



Dear FTD Members,

This month, FTD is excited to launch the FTD Sun, Sand and Sending Sweepstakes for FTD Members. This sweepstakes represents how we continue to create ways to show you how much we appreciate your partnership. Check out how you can enter to win

an amazing Island vacation and other great prizes just for sending FTD.

As you know, the holidays are quickly approaching. At FTD, we are optimistic about this upcoming holiday season with the launch of an exciting new product – the Waterford Holiday Heirlooms® Bouquet presented by FTD® supported by strong national advertising in the U.S. and Canada, as well as a co-op print advertisement to expand your brand awareness and drive business to your shop.

Once again this year, we are offering FTD Members in the U.S. and Canada our multi-million dollar advertising campaign for FREE to tag and run in their local newspapers or on local TV stations. This is an incredible opportunity for you to co-brand with FTD, showcase your shop name and drive customers into your shop asking for your featured products. Don't miss this opportunity – join hundreds of fellow florists who are using this cost effective medium to co-brand with FTD.

This Fall brings an exciting networking and idea sharing event for FTD Members - FTD FOCUS. FTD FOCUS is the former YOM/POM program that FTD has brought back by the demand of innovative FTD Members looking for an additional industry forum to meet with fellow FTD Members for education, networking and idea sharing. The first FTD FOCUS meeting takes place November 7-9, 2003 in Chicago, IL. Take a look at the schedule of events on page 12 of this Newsletter and don't miss this insightful FTD Member-focused event.

I encourage each of you to be active in the industry and take a look at events like FTD FOCUS and the 2004 FTD Floral Extravaganza – Convention and Buying Show – as well as your local state and association events. FTD believes it's key that each and everyone of you have input in the future of the industry and continue to share ideas and expand your business knowledge through the impact of other successful FTD Members.

I'll look forward to seeing you at the upcoming FTD FOCUS meeting in November. As always, feel free to contact me directly at bnorton@ftdi.com.

UPCOMING EVENTS

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

Oct. 17-19, 2003

Flowers Canada - Saskatchewan Region - Fall Convention
Park Motel · Tisdale, BC

For registration information, contact Judy Bowditch at 306-873-2025.
Look for FTD Team Member Jason Gleaves.

Oct. 17-21, 2003

PMA Fresh Summit 2003 - Floral Profit Center
Orange County Convention Center · Orlando, FL

For registration information, contact PMA at 302-738-7100, or visit their website at www.pma.com.
Look for FTD Team Members Gino Marotta and Debby Robinson.

Oct. 18, 2003

Colorado Sales Camp 2003

Denver Merchandise Mart · Denver, CO

For registration information, contact Bob Briggs at 303-427-8132.
Look for FTD Team Members Dave Smith and Steve Sproule.

Oct. 19, 2003

Central Florida Florist Association Fall Meeting & Design Show
Winter Park Farmer's Market · Winters Park, FL

Featured FTD Design Program: "Gifts of the Earth" presented by
FTD Design Instructor Toomie Farris AIFD

For registration information, contact Nancy Sexton at 407-846-4113.
Look for FTD Team Member Jill Weishaupt.

Oct. 20, 2003

FTD Holiday Design & Technology Showcase

Johnston's Wholesale Florist · Pittsburgh, PA

Featured FTD Design Program by FTD Designer Jeff Corbin AIFD
For registration information, contact Tom Wolfendale at
800-788-9000 ext. 8820.

Look for FTD Team Members Tom Wolfendale and Amanda Noble.

Oct. 21, 2003

Emerald Coast Florist Association Meeting & Design Show
Coach N Four of Niceville · Niceville, FL

Featured FTD Design Program: "Gifts of the Earth" presented by
FTD Design Instructor Toomie Farris AIFD

For registration information, contact Russ Barley at 850-267-2616.
Look for FTD Team Member Doug Crescimanno.

Oct. 25-26, 2003

New Hampshire State Florists' Association Fall Florists' Convention
Center of New Hampshire-Holiday Inn · Manchester, NH

FTD sponsored Design Competition and Sunday Morning Coffee Break
For registration information, contact Janet Desmarais at 603-669-6060.
Look for FTD Team Members Dave Galvin and Roberta Belanger.

Nov. 5, 2003

2003 Grower & Floral Expo

Holiday Inn Central Greentree · Pittsburgh, PA

For registration information, contact the Pennsylvania
Floral Industry Association at 717-238-9758 or 800-234-3779.

Nov. 7-9, 2003

FTD Focus (former YOM/POM program)

A progressive member program that promotes dynamic networking
and insightful education programs.

Hotel InterContinental · Chicago, IL

For information, contact FTD at 800-788-9000 x6240

or send an email to ftdfocus@ftdi.com.

To register, go to www.ftdi.com.

MEMBER HIGHLIGHTS

FTD Member Shows Appreciation For Teachers



Genie Smith of Plaza Flowers gives local teacher a rose and thank you letter.

You have heard of an apple for the teacher however, Dennis and Genie Smith of Plaza Flowers in Doniphan, MO have a better idea; a rose. The Smith's have started giving local teachers roses instead of apples to show appreciation for a job well done. Each rose is accompanied with a letter, thanking the teacher for the personal interest they put into teaching the children of today who will be the leaders of tomorrow. The promotion in their area has had blooming success and has received praise from teachers and administrators alike.

"There are two key elements to in making this effort successful. First we delivered the roses personally during class period and secondly the contents of the letter were honest and sincere." Dennis Smith, creator of the teacher appreciation promotion and owner of Plaza Flowers.

Wade's Flowers celebrates 50 years



Congratulations to David and Margaret Wade, owners of Wade's Flowers Ltd., for 50 years of service in Stratford City, Canada. Fifty years ago, Frank Wade was working in a local greenhouse when he started thinking about opening the first flower shop in Stratford city, today the shop's business continues to grow. Wade's wife Margaret Wade stays active in the shop with her two children Dave and Julie.



FTD Member Celebrates Mendota, IL 150th Birthday



Congratulations to FTD Member Jerry Prokuski, owner of Jerry's Flower Barn, for winning first place for their float in the local Mendota, IL "Sweet Corn Festival" Parade. The Festival celebrated 150th birthday of the city of Mendota, "The Greatest Little City in the World" and Jerry's Flower Barn showcased the history with a beautiful float.

FTD Members Benefit From New FTD Connections Partners

FTD is proud to bring exciting membership benefits to FTD Members through the FTD Connections Program. FTD Connections is FTD Members' direct connection to a variety of products and services offered with exceptional discounts to members - just because they are FTD. Visit FTDi.com to find out what membership benefits these partners can offer your business.

- Bush Truck Leasing
- CED
- Direct Logic Solutions
- HP
- Keepsake Floral
- mySignShop
- Premier Companies
- Staples Business Advantage
- Universal Express
- Lockton Risk Services
- New York Life

For more information on any of the FTD Connections Partners, or to purchase products or services, please go to www.ftdi.com/ftdconnections.



FTD Unveils Advertising For Thanksgiving and Christmas

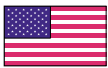
Just in time for the holidays, FTD is launching new advertising this November and December. FTD will reach millions of consumers and direct them to visit their local FTD Florist for all their floral needs via popular TV shows and print vehicles.

Thanksgiving Advertising Plans

For Thanksgiving in the U.S., FTD will feature the FTD® Autumn Splendor Bouquet within an advertisement in *People* magazine, which hits newsstands on November 21st. FTD will reach more than 30 million consumers with this Thanksgiving print advertising.

Christmas Holiday Advertising Plans

FTD will support the Christmas holiday season with both TV and consumer print in both the U.S. and Canada.



FTD will be on national TV during primetime TV shows such as *Friends*, *Law & Order*, *Las Vegas*, *Third Watch*, *Lyon's Den*, and in the morning during *The Today Show* from December 15th through December 23rd. Additionally, FTD will advertise on national cable stations such as A&E, HGTV, Lifetime, TBS and TNT during that same timeframe. The FTD Christmas TV ad will be the same successful ad as last year (Wild Child), but will have the new Waterford Holiday Heirlooms® Bouquet presented by FTD® featured at the end of the TV spot. FTD will reach more than 100 million consumers with our Christmas TV advertising.



National print will consist of a two-page co-op ad in the coupon section (Valassis FSI) of most Sunday newspapers on December 7th. The ad will feature the new Waterford Holiday Heirlooms® Bouquet presented by FTD® on one side of the page and then showcase a list of FTD Florists who signed up for co-op advertising on the opposite page. FTD will reach more than 60 million consumers with our Christmas print advertising.



TV advertising will be seen on CTV and CBC on primetime TV shows such as *Scrubs*, *West Wing* and during various hockey games from December 15th through December 23rd. Additionally, FTD will advertise on national cable stations such as Bravo, Food, HGTV, Lifetime and Score during that same timeframe. FTD will reach millions of consumers with our Christmas TV advertising.

National print will consist of a two-page co-op ad in *Canadian TV Guide* on December 6th. The ad will feature the new Waterford Holiday Heirlooms® Bouquet presented by FTD® on one side of the page and then showcase a list of FTD Florists who signed up for the co-op advertising on the opposite page. FTD will reach thousands of consumers with our Christmas print advertising.

FREE Ads!

As an FTD florist, you can utilize all of FTD's professionally designed TV, print and radio ads. Go to FTDi.com to view and order these FREE FTD ads!

FTD Launches Christmas Co-Op Print Advertising

FTD launched a brand new co-op advertising program for all FTD Florists, just in time for the Christmas holiday. In the U.S., the FTD co-op ad will appear in the December 7th coupon section (Valassis FSI) of most Sunday newspapers. The two-page print ad will feature the Waterford Holiday Heirlooms® Bouquet presented by FTD® (C1) on one side and a list of florists who signed up for the co-op program on the opposite page. In Canada, the FTD two-page co-op ad will appear on December 6th in the *Canadian TV Guide* magazine and will feature the Waterford Holiday Heirlooms® Bouquet presented by FTD® (C1) on one side and a list of florists who signed up for the co-op program on the opposite page.

In August and September, FTD contacted all member florists regarding this new program with an incredible offer...a FREE co-op listing. All florists that purchased two cartons of C1 were eligible to receive a FREE listing in the co-op ad. Florists who purchased one carton of C1 were eligible to receive a 50% discount on the co-op ad.

FTD is testing the new co-op program this Christmas 2003 and if successful, FTD will continue with the co-op program for Mother's Day 2004.

Advertising For FTD and FTD Florists From HP

FTD has recently partnered with HP to purchase their computer hardware which is utilized within the FTD Mercury and FTD SBE products. As a bonus to this relationship, HP selected FTD to be a part of its HP+ advertising campaign along with other leading brands like Starbucks and Federal Express.

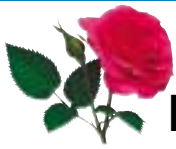
FTD and FTD Florists are being promoted within HP's national TV and print advertising campaign. FTD has already been featured in various print publications such as *USA Today*, *Wall Street Journal*, *New York Times*, *Time* and *U.S. News*.

Now HP has created a TV ad for FTD, which began airing in September and will continue through October. The TV ad appeared on various primetime TV shows such as NFL games, *Survivor*, *Ed*, *ER*, *Boston Public*, *CSI Miami*, *Friends* and *Will & Grace*.

Keep an eye out for both the print ad and the TV ad promoting FTD Florists and how talented, professional FTD Florists utilize technology in their daily operations to send and receive orders worldwide.



FTD GOOD NEIGHBOR DAY



FTD Members Celebrate FTD Good Neighbor Day Success!



On Wednesday September 3, 2003, thousands of FTD Members celebrated FTD Good Neighbor Day by sharing love in their communities and giving away free flowers. These flowers were given out in the hopes of promoting community togetherness and encourage joy. FTD Member Brook Jacobs, in Jackson, Mississippi started FTD Good Neighbor day in 1994. The premise is to give out dozens of free roses around your community and people who receive the free roses are asked to keep only one for themselves, and then give the other 11 roses away to friends and neighbors. What a great way to spread goodwill and friendship in your community while also gaining new customers and increasing your brand awareness. FTD Florists received exceptional media coverage across North America in newspapers such as Philadelphia's *Leader*, *Orlando Sentinel*, *Idaho State Journal* and *Modesto Bee*, as well as hundreds of leading network affiliate TV stations.



Randy Wooten, owner of Delorice's Florist, poses with his staff outside after a very gratifying and successful FTD Good Neighbor Day.

"We were very pleased with the day, we gave out over 7,000 roses. Our sponsors helped with the flowers so we could give them to customers and to nursing homes, hospitals, senior apartments, and Meals on Wheels."

– Vanette McConaney, owner of McConahey's Flowers, in Alton, IL.



Tom Jones, owner of Carson City Florist in Carson City, NV, greets his customers with a smile on FTD Good Neighbor day.



Members of the Philadelphia Eagles cheerleading squad look on as Upper Darby Mayor Shay presents Chris Polites, president of Polites Florist, with a service award for community involvement.

"I wanted to thank all that were involved to make FTD Good Neighbor Day. I was very excited to participate and share friendship in my community. My day and my life were enriched by the experience. Thank you!"

– Nancy Galleher, participant in FTD Good Neighbor day and Patron at Don's Own Flower Shop in Geneva, New York.

"We hope to create a friendlier, more caring and compassionate world, starting right here in our own town it creates goodwill in the community and it's a great way to give back for all the great years of business we've had here."

– Steve Welch, owner of Bentley Florists in Flint Michigan.



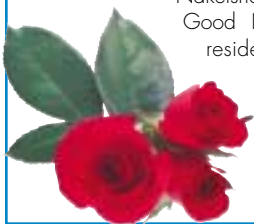
Nakeisha Golf celebrates FTD Good Neighbor Day with a resident at the "Pines" in Canadaqua, NY.



Steve Mangos, of Canadiana Florist in Scarborough, Ontario gets interviewed by a local Television station.



Flint Generals Coach and General Manager, Robbie Nichols (Left) along with Flint Generals, PR Manager Bob Lawson, helped co-sponsor and hand out flowers at Bentley Florists on FTD Good Neighbor Day.



FTD Sun, Sand and Sending Sweepstakes — Sen

FTD is giving away thousands of dollars in prizes in the FTD Sun, Sand and Sending Sweepstakes, where one florist will win an exclusive trip for two to the luxurious Ritz Carlton St. Thomas Resort and Spa. No purchase necessary to enter or win. A purchase will not improve your chances of winning over mail-in entries.

Send FTD and Win!

Every FTD Florist who enters has the opportunity to win in the FTD Sun, Sand and Sending Sweepstakes. Just send your orders FTD! Beginning October 1, 2003 (November 1, 2003 in New York and Florida) through December 31, 2003, all FTD Florists who send their orders via FTD will automatically be entered into the sweepstakes. Every order sent FTD constitutes an entry, so the more you send FTD, the more entries you will receive.

Prizes Galore

FTD is giving away thousands of dollars in prizes. The grand prize is a fabulous trip for two to the exclusive Ritz Carlton Resort and Spa on the luxurious St. Thomas U.S. Virgin Islands.

Other prizes are three FREE trips the magnificent Las Vegas Venetian Resort and Casino to attend the 2004 FTD Convention, five portable DVD players and ten American Express gift certificates for \$125 each.

Just Send FTD

Every FTD Florist has the opportunity to win this fabulous grand prize; all you need to do is send your orders FTD. All winners will be selected, at random, on or before January 23, 2004 and will be notified by telephone. No purchase necessary. A purchase will not improve your chances of winning.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING OVER MAIL-IN ENTRIES. Sweepstakes is open only to FTD Florists who are legal residents of the 50 United States, the District of Columbia, Puerto Rico and Canada and whose principal owners are 18 years or older as of the date of entry. Sweepstakes begins October 1, 2003 in most states, unless otherwise indicated and ends December 31, 2003. Sweepstakes begins November 1, 2003 in New York and Florida (due to registration and requirements of these states) and ends December 31, 2003. Employees, directors, agents, representatives and the judging organization of FTD and its affiliates and promotional parties are not eligible. Individuals taking the grand and first prize trips must be legal residents of the 50 United States, the District of Columbia, Puerto Rico and Canada and must be 18 years or older. **Sweepstakes is subject to the complete Official Rules**, which may be found on www.FTDI.com. Free method of entry available by sending in a 3 x 5 card on which the FTD Florist has printed its shop name, owner's name, mailing address, telephone number, and e-mail address (if available) to: FTD Sun, Sand and Sending Sweepstakes, c/o FTD, Inc. at 3113 Woodcreek Drive, Downers Grove, IL 60515. All U.S. mail-in entries must be postmarked no later than December 31, 2003 and received by January 16, 2004. Rules are subject to change.



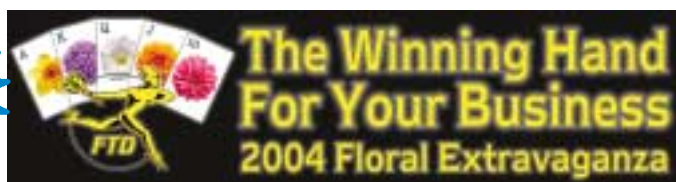
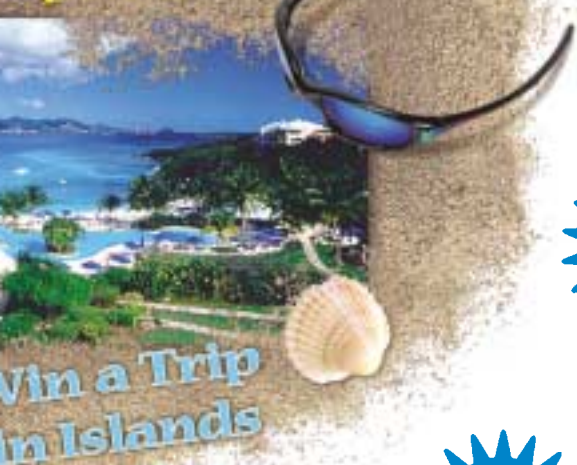
Win a Trip to the U.S. Virgin Islands



One (1) Trip for Two to the luxurious Ritz Carlton St. Thomas Resort and Spa U.S. Virgin Islands. Includes five days/four nights hotel, most meals/beverages, a \$300 credit for spa treatments, airfare and ground transportation to and from the hotel. [Approximately \$5,500 value].



Win a Trip to the U.S. Virgin Islands



Three (3) Trips for Two to the 2004 FTD Convention at the Las Vegas Venetian Hotel and Casino. Includes two night hotel accommodations, airfare and registration for two people to the FTD Convention. [Approximately \$3,000 value]. Three winners. Total Value Approximately \$9,000.



Five (5) Portable DVD Players. [Approximately \$300 value]. Five winners. Total Value Approximately \$1,500.

(Actual prize brand may vary. Picture not an exact representation of actual prize.)



Ten (10) \$125 American Express Gift Certificates. [\$125 value]. Ten winners. Total Value \$1,250.

More Information

Complete details about the FTD Sun, Sand and Sending Sweepstakes can be found at FTDi.COM, by contacting Member Services at 800-788-9000 or by e-mail at memberservices@ftdi.com.

**GOOD LUCK and THANK YOU
FOR SENDING FTD!**





Interview with Ken Fador From The Flower Girl In Torrington, CT

How My Business Has Adapted and Grown

We operated our flower shop traditionally for over fifteen years and made a good living doing it. But the times have changed and so has our mix of products. Along with selling the typical floral products, we have diversified with premier specialty gift items.

The best new business strategies are sometimes found in simple personal experiences. Particularly for us, finding the Tilley Hat as a specialty gift item was the impetus to carrying gift items at The Flower Girl. I was immediately drawn to the uniqueness, and quality of the hat.

The Tilley is more than a hat to me. It is about commitment to a high quality, unique item. It also represents managing change in the work place, whether deciding on the type of mum plant you choose to sell or the gift items that you carry. If your business doesn't adapt and evolve, your business will not grow.

My approach to shop technology is similar. For many years, I used a well-known family owned floral software system. When I needed to update my system, I began my research by talking to the wire service representatives and attending trade shows where the products were available for hands on demonstrations. I liked FTD's Mercury Technology Windows-based system right away because I knew my staff could learn it easily. But what really sold me was the commitment I felt from FTD's technology team. That same feeling was there when I bought my first system years ago. Once you commit to a system, you also need to trust that the support and commitment will be there from the vendor too.

Just like my Tilley hat experience, I want every transaction at my store to represent a quality experience to my customers. Much of my business is transacted over the phone. I believe that every customer deserves a receipt, even for a phone credit card order. By using my FTD Mercury Order Entry system, I send the invoice section of the order to my credit card customer. Because it automatically prints with the recipient card, it is an easy process. This is simple marketing opportunity gets my shop's name in front of the customer one more time. Receiving the receipt shows an extra gesture of good service and it takes me no time at all to drop it into an envelope and send it out with my invoices.

Daily invoicing was implemented when I got my new FTD Mercury System. I have improved my cash flow and saved time. The system is phenomenal in its ease of use. I print my billing in fifteen minutes. I use the system for marketing too. I can capture customer addresses from my database easily and print mailing labels right from my laser printer. In the past, marketing seemed more complicated. Now I can accomplish it with a few keystrokes.

The FTD Mercury system represents the computer version of my Tilley. It is a good fit for my business. It offers quality, it offers adaptability, the FTD service guarantees long lasting value."

– Ken Fador, The Flower Girl



Mercury Technology Events Schedule

Two innovative programs are being hosted across the U.S and Canada for FTD Members. FTD is hosting FREE Technology Showcase events which offer florists an opportunity to understand how to increase profits through the use of technology. The agenda includes a cocktail reception, a short presentation of what's NEW with Mercury Technology and a roundtable discussion. Product demonstrations of both the NEW FTD Mercury system and the latest release of Mercury Advantage are also available.

FTD also is hosting a User group conference in Chicago on November 6th and 7th, just before the start of the FTD focus meeting. This User group conference is designed for shops that already own a Mercury Technology system and want to learn how to maximize the use of the system with new tips and tricks. A two day Mercury Advantage and one day FTD Mercury/Wings seminar offer in-depth training from professional trainers that understand both the floral industry and the technology in beautiful downtown

Chicago! To register for the Chicago User group conference please call Mercury Technology Sales at 800-767-3222 and press 2 or send a GEN to 90-4664AA.

Mercury Technology Showcase Schedule	
October 7	Anaheim
October 7	Calgary, BC
October 14	Dallas
October 14	Philadelphia
October 16	Boston
October 21	Seattle
October 23	Toronto
October 25	Manchester, NH
October 28	Nashville
October 30	Atlanta
November 6	Chicago

For more information or to register call 800-767-3222 and press 2 or send an email to techseminar@fdi.com.

MERCURY TECHNOLOGY

Mercury Advantage Leads the High End Floral Technology Sales Category

More florists trust the power and stability of the Mercury Advantage system than other premium floral business system. The system is being chosen both by shops that are purchasing a total shop management system for the first time, as well as those that are upgrading from competitive systems. Here are some of the reasons why:

- It has all the system features you need to reduce costs, save time and improve customer service all at a very affordable price.
- Product development from FTD has made it the industry leader. Exciting, sophisticated updates continue to be rolled out twice a year.
- Excellent initial onsite training and users' seminars offers the Advantage user the opportunity to hone their skills and continually learn new applications.

To find out more, call the Mercury Technology at 800-767-3222.

ADVANTAGE

FTD FLORISTS ONLINE

Sell To Millions of New Customers With Help From Florists Online

Sign Up Today and Save Up To \$300 (\$450 CAN)

With an FTD Florists Online Web site, you have the opportunity to capture a whole new revenue stream for your business, while providing your customers with the industry's best online shopping experience.

Sign up today and receive:

- free custom domain name registration and hosting for one year
- ½ off set-up fee

It's a \$300 (\$450 CAN) value! Plus, now you can add FTD WebGifts such as gift baskets, gourmet foods and unique plants to your Florists Online site.

With an FTD Web site, you can sell your entire store's product selection to online customers, across the street and around the world, and receive the order fulfillment information through the Mercury® Network. It's that simple!

Contact FTD Today and Compare!

FTD Web sites are the most cost-effective sites in the industry, while offering more features than anyone else.

With help from Florists Online have your own Web site that will help you generate new customers, more orders and higher profits!

Contact your FBC, call 800-423-0675 or email us at ftdpartnership@ftdi.com to join Florists Online today.



Florists
o n l i n e



Make Your Dreams Come True at the FTD Tournament of Roses Events



The FTD 51st Rose Parade Float

FTD Members are invited to view this breathtaking float through the FTD Member Rose Parade Package. Showcase your pride in being FTD at the historic Rose Parade. The FTD Member Rose Parade Package takes place December 30, 2003 to January 2, 2004 and includes four days and three nights at the beautiful Ritz Carlton Huntington Spa in Pasadena, CA and VIP meal and entertaining events such as the 115th Rose Parade and the historic Rose Bowl Game.

* **Special discounted FTD Member Price for two attendees, all inclusive hotel, meals and events from December 30th through January 2nd for the Rose Parade Package: \$2,999.** Additional in-room guest are \$1000 each.

December 30th	Arrival Day and Welcome Reception and Dinner
December 31st	Breakfast VIP Behind the Scenes Tour of the Official Judging of the FTD Float at Fiesta Parade Floats Off-site Luncheon "Cinderella's Ball" New Year's Eve Gala Celebration
January 1st	Breakfast VIP Seats at the 115th Rose Parade First Class Hospitality Tent and lunch at the historic Rose Bowl Stadium VIP Seats at the 90th Rose Bowl Game
January 2nd	Breakfast and (Optional Tour Events to be announced in October)

**FTD Members are invited to extend their vacation through the weekend with special FTD room rates at the Ritz Carlton Huntington Spa.*

Register online at www.FTDi.COM. For more information email prdept@ftdi.com or call 800-788-9000 ext. 6120.



July 26-28, 2004 ♣ The Venetian Resort and Casino ♦ Las Vegas, NV DRAW THE WINNING HAND FOR YOUR BUSINESS AT THE FTD 2004 CONVENTION & BUYING SHOW

Experience FTD's Full House of Business-Building Events Through . . .

- ♠ **Replenishing:** The Premier Industry Buying Show
- ♥ **Energizing:** FTD Member Networking Opportunities
- ♠ **Profit-Growing:** Education Programs in Business, Technology and Design
- ♥ **Motivating:** Through Special Guest Speakers and the FTD Member Awards
- ♠ **Stimulating:** Special Offerings through FTD products and services and new business opportunities

Plus many more winning cards . . . all at the FTD 2004 Convention and Buying Show

SAVE THE DATE . . . July 26-28, 2004

**The FTD Convention
FREE Room Offer is Back . . .**

**For The Luxurious Venetian
Resort and Casino**



Registration Available Now at www.FTDi.COM.



FTDi.COM Contest

Enter the October FTDi.com contest online at www.FTDi.com by answering the following question for your chance to win.

October Prize:

WIN a \$500 FTD Florists Online (FOL) credit which can be applied towards any FOL service (set-up fees for new users or upgrades of existing users, or monthly hosting/maintenance).

October Question:

How much does it cost to apply your stores own unique floral product designs to your FOL web site?

October Possible Answers

- | | |
|------------|-----------|
| A. \$29.95 | C. FREE! |
| B. \$2.95 | D. \$9.95 |

August Winner:

Congratulations to Lutey's Flower Shop in Marquette, Michigan! Lutey's Flower Shop was our August winner and will be receiving six (6) Months of FREE monthly phone fees plus waived set-up fee (a \$775 value) from the Flowers All Hours department!

FTD Fresh Flowers Offers Special Pricing on Medium Roses

In conjunction with FTD Members' efforts to offer competitive pricing on bouquets of roses, FTD Fresh Flowers is offering a special price on Medium Roses. As always, FTD Fresh Flowers works to offer great rose deals to FTD Members on the highest quality roses. Call FTD Marketplace at 800-366-1383 for pricing and delivery options on the following great deals:

- 50cm Bulk Roses Packed 250 (150 color/100 red)
- 12 stem 50cm Rose Bunch (no filler)
- 12 stem 50cm Rose Bouquet (with filler)

FTD[®]
freshflowers[®]



Stay Ahead of the Competition with Value-Priced Roses

As you know, the floral industry is continually growing more competitive. Today, one of the most challenging products in the marketplace is a non-holiday, lower-priced rose bouquet. Aggressive competitors, that are using a direct from grower model, are bypassing the florist completely with this product. The consumer demand for this type of offer is increasing and our competitors are not backing down.



Earlier this year, FTD launched a test of moderately priced rose bouquets. This program has been a great success and has generated incremental business for the FTD Florists who codified for this product.

Knowing that many of you already sell medium-stem rose bunches at low prices in your stores, FTD.COM will be promoting a dozen Medium Stem Roses ranging from \$29.99 to \$39.99, delivered. They will be filled by codified FTD Florists. In order to help you compete and grow your share in this product category, you are encouraged to become codified for this program by contacting Directory Services at 800-788-9000.

To help this program stay profitable for you, FTD Fresh Flowers will continue to offer specials on medium stem roses. Call FTD Fresh Flowers at 800-366-1383 to find out more about the great deals to help you remain competitive and profitable.

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.



FOCUS

NEW FTD MEMBER PROGRAM

FTD FOCUS, the former YOM/POM program, is a **progressive** member program that promotes **dynamic networking** and **insightful education** programs to **motivated professional florists** for future growth and development.

Join your fellow FTD Florists for the FTD FOCUS Meeting

November, 7-9, 2003 • Chicago, IL

InterContinental Hotel, 505 North Michigan Avenue, Chicago, IL 60611

FTD FOCUS Meeting Registration Fee: \$99/person

Includes all meetings and scheduled events. Registrants responsible for hotel room cost and transportation. Chicago airports include Chicago's O'Hare International Airport and Midway Airport. Taxis, "el" trains and hotel shuttles available at both airports to/from downtown hotel location.

Exciting schedule of events:

Friday, November 7
Meet & Greet Reception

Saturday, November 8
Breakfast
Breakout Sessions lead by FTD Florist Panels
Lunch with guest speaker, Chip Eichelberger Presenting "Gaining the Edge", an interactive presentation that will inspire your business vision
30-minute Round Robins innovative topics

Sunday, November 9
Breakfast and Meeting Wrap Up
Local FTD Florist Shop Visits

Exciting Guest Speaker Added! See Details Online at www.FTDi.com

Register online at www.FTDi.COM, or fax this registration form to 630-515-4183. Questions to ftdfocus@ftdi.com or calling 800-788-9000 ext. 6240.

SHOP NAME _____

SHOP MEMBER NUMBER _____

ATTENDEE NAME _____

ATTENDEE NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

SPECIAL REQUIREMENTS _____

TOTAL REGISTRATION COST (\$99/PERSON) \$ _____

Yes, bill my November FTD Clearinghouse Statement the total registration cost.

Please bill my credit card Type: AMERICAN EXPRESS VISA MASTER DISCOVER

CREDIT CARD NUMBER: _____ EXPIRATION DATE: _____

Yes, I am interested in hearing more information on Mercury Technology Users Meetings held in conjunction with the FTD FOCUS Meeting on November 6 and 7 in Chicago.

Yes, I will plan on attending at least one of the local florist shop visits scheduled by FTD.
(Transportation included.)