

newsletter

OCTOBER 2007

Vol. 48 No. 3 FTD Newsletter © 2007, FTD

LETTER FROM GEORGE



Dear FTD Members,

I hope your summer went well and offered you some time to relax. Most people never see how hard a florist works. As a florist, I remember how difficult this business can be. I know how busy you are and we have some great ways for you to see first-hand our two leading products without having to leave home.

AUTOMATE. STREAMLINE. PROFIT.

Our summer at FTD was extremely busy installing our Mercury Point of Sale system in many of your shops. This system features delivery routing and mapping which is a MUST to run your shop efficiently. I reach out to you today accept a "FREE" demonstration at your shop by one of our professional technology representatives. We want to make sure you have a complete understanding of the system and how it can work improve your business. We have a team of technology pros ready to show you a personalized demo - I promise you it's worth it. Call 800-767-3222 today!

FTD FLOWER EXCHANGE

As a florist first, I can confidently direct you to another terrific product that is a MUST for your business - FTD Flower Exchange. Our fresh flower program puts you in the drivers' seat when purchasing all of your floral products. Quality is at its finest, choice is top notch with more than 40 world-class growers to select from and pricing meets anyone's budget. FTD Flower Exchange is so flexible it can work for small shops, medium shops and large shops; we can customize a program to accommodate all of your needs.

Knowing how important it is for a florist to stay within budget while still meeting your customer's expectations, I recommend setting up an FTD Flower Exchange standing order program for two key reasons: price and quality. Please feel free to call 1-800-767-4000 to speak to your FTD Flower Exchange consultant today. We can also arrange for your FTD Flower Exchange consultant to visit your shop.

I reach out to you so that I can share my excitement about the endless possibilities of Mercury Point of Sale system for your business. Why not operate your business at a level of excellence that rises above the rest?

I reach out to you so that I can share my excitement about buying the highest quality of flowers from FTD with pricing that will help you be more profitable.

You are busy running your business, so let us bring the products to you. You can see them up close and we can show you in person how both can greatly impact your business.

I regard these two products as positive influences in our industry today. The FTD Flower Exchange and Mercury Point of Sale will change the way you do business. It will change our future together. My excitement is for you and the potential success that is waiting for you! As always, I am available to you to discuss these terrific opportunities.

George Kanganis
Executive Vice President, Sales

www.FTDFlowerExchange.com

Buy Flowers from more than 40 World-Class Growers with one Click.



FTD CREATES A SECOND PROGRAM TO SEND FTD FLORISTS MORE BUSINESS

FTD HAS RE-LAUNCHED ITS WEB SITE www.Florist.com to only feature florist-filled, same day delivery orders. The web site is offering customers beautiful arrangements designed with flowers and hard goods kept on hand in your shops daily exclusively for FTD Florist to fill.

FTD will be aggressively promoting Florist.com through the popular search engine Google and through email campaigns to millions of consumers.

The greatest benefit about this exciting program is that FTD is helping you get more business. The Florist.com program is similar to the FTD.com Best Sellers program, rolled out in July - both are attracting florist filled orders from consumers shopping online. Product collections for both programs are easy to produce and made with flowers and hard goods used daily in many flower shops.

Product information and recipes for the Florist.com products is in the August FTD Clearinghouse Statement mailing. Information for both Florist.com and FTD.com Best Sellers are also available at www.FTDi.com. Recipes and images for both product collections are sent with the Mercury order message as a convenience when fulfilling the order.

Every FTD Florist will receive the Florist.com orders. Orders for these products will be sent to you automatically. If you choose not to receive the Florist.com orders, you will be able to opt out of the entire collection by calling FTD Member Services at 800.788.9000.

ORDER YOUR FLORISTS.COM AND FTD.COM BEST SELLERS PRODUCT TODAY!

**FOR FLOWERS VISIT
www.FTDFlowerExchange.com
CALL FTD MARKETPLACE AT
800-767-4000 TO ORDER HARD GOODS**



FL05 - Luscious Lavender Basket



F807 - Dreamland Pink Bouquet



FL06 - Salsa Celebration Bouquet



F865 - Good Times Rose & Daisy Bouquet

BE GOLD. SEND FTD.





BE GOLD. SEND FTD.



IN THIS ISSUE

LETTER FROM GEORGE	PAGE 1
FTD CREATES A SECOND PROGRAM TO SEND FTD FLORISTS MORE BUSINESS	PAGE 1
PENNSYLVANIA FLORIST DECORATES AN “EXTREME MAKEOVER” HOME.....	PAGE 2
NETWORKING GROUP CONNECTS FLORISTS IN CANADA	PAGE 2
FTD FLORISTS CELEBRATE ANNIVERSARIES AND MILESTONES.....	PAGE 3
NEW JERSEY BASEBALL TEAM IS A BIG WIN FOR FLORIST	PAGE 4
KRISTINE KRATT AIFD IS NEWEST MEMBER OF PRESTIGIOUS FTD EDUCATION TEAM	PAGE 4
TEXAS FLORISTS LEARN ABOUT THE BENEFITS OF FTD FLOWER EXCHANGE	PAGE 4
FTD FLORISTS CELEBRATE SPECIAL ANNIVERSARIES	PAGE 4
MEMBER HIGHLIGHTS	PAGE 4
FTD® GOOD NEIGHBOR DAY® BRINGS GOODWILL AND KINDNESS TO COMMUNITIES THROUGHOUT US & CANADA	PAGE 5
STREAMLINE LABOR CHARGES WITH AN EASY ALTERNATIVE	PAGE 6
SPRING/SUMMER 2008 CODIFIED.....	PAGE 6
JOIN FTD IN PASADENA FOR NEW YEARS: CELEBRATE THE TRADITION OF THE ROSE PARADE....	PAGE 7
LEARN. SHOP. NETWORK. DON'T MISS THE #1 FLORAL INDUSTRY EVENT IN CANADA	PAGE 7
FTD ON THE ROAD SHOWS WRAP-UP SUMMER TOUR.....	PAGE 7
BOOST PROFITS THIS FALL WITH FTD WEBGIFTS - NO INVENTORY, NO RISKS!	PAGE 8
FTD CO-OP ADVERTISING – AN ECONOMICAL WAY TO REACH THOUSANDS OF POTENTIAL CUSTOMERS.....	PAGE 8
PRINT YOUR SHOP NAME ON ALL OF YOUR MARKETING MATERIALS	PAGE 8
GENERATE MORE ORDERS WITH EMAIL MARKETING CAMPAIGNS	PAGE 8

The FTD Team is Working For You! Contact Information:

FIND YOUR FTD BUSINESS CONSULTANT at **FTDi.COM**

FTD MARKETPLACE SALES • 800-767-4000
marketplacesales@ftdi.com

FTD MEMBER SERVICES • 800-788-9000
membership@ftdi.com

FTD TECHNOLOGY SALES • 800-767-3222
technology@ftdi.com

FTD FLORISTS ONLINE • 800-576-6721
floristsonline@ftdi.com

FTD FLOWERS ALL HOURS • 800-669-1000
fah@ftdi.com

FTD CASH-FLO • 800-788-9000 EXT. 4262
cashflo@ftdi.com

FTD DIRECTORY SERVICES • 800-788-9000
directoryservices@ftdi.com

NEWSLETTER • **prdept@ftdi.com**

INTERNATIONAL RETRANS • **retrans@ftdi.com**

FTD FLOWER EXCHANGE • 800-767-4000
ftdflowerexchange.com

www.FTDi.COM

PENNSYLVANIA FLORIST DECORATES AN “EXTREME MAKEOVER” HOME

FTD FLORIST FLOWERS BY DAVID IN Langhorne, PA was star struck when asked to participate in an episode of ABC's Extreme Makeover Home Edition. Shop owners David and Robin Heller donated all of the floral arrangements placed throughout the home once the renovation was completed. The Hellers were filmed at the Philadelphia Flower Show gathering product and supplies.

“Being involved in the process from demolition to completion was exciting,” said Robin. “The installation was thrilling, and we also had an opportunity to contribute to a project that helped a family in need.”

The renovated home, located in Levittown, PA, is owned by a single mother of four sons, and had been

condemned for termite damage. The episode aired in May.

Flowers by David has been an FTD Member since 1991.



Robin and David Heller of **Flowers By David** worked with Eduardo Xol (center), a designer with "Extreme Makeover Home Edition," to create the floral décor for the renovated home's open house.

NETWORKING GROUP CONNECTS FLORISTS IN CANADA

IN MISSISSAUGA, ONTARIO, AN INFORMAL network of wholesalers, growers and retailers all meet once a month in the backroom of Mex Y Can, a wholesale florist. The warehouse shipping dock is converted into a dining room complete with wine glasses, roasting pots and a barbeque. On this particular night, lobsters fresh off a flight from the East Coast will be the main course. As the workday comes to an end and supertime approaches, men from all sectors of the floral industry (and even a few who aren't in the industry) begin to file into the converted dining hall for the meeting of the Supper Club.

The Supper Club is a gathering that began 10 years ago as a competition between Michael Lasher of Mex Y Can and Guy Mauro of Ital Florist to see who could chef up the best meal. The set-up was simple and consisted of only a pot of water to boil spaghetti. Lasher says the meeting soon became a monthly

event and the membership grew quickly, from five to 10, and eventually to the current membership of 18.

With the exception of one or two members who hail from other industries, flower wholesalers, growers, bouquet makers and retail florists make up the group.

Darren Robb, the general manager at Don Robb Imports Ltd. has been going to the meetings for the past four years. As a wholesaler, he says the Supper Club gives him a chance to talk with other sectors of the industry to find out what's happening at the retail florist level. He says there's a certain level of trust in the group and members look out for each other. “When you're sitting down breaking bread, you come up with ideas to compliment each other.”

Excerpts of the article from *Canadian Florist* October 2007 written by Amanda Ryder.



The Supper Club is an informal floral network that meets monthly in Mississauga, ON. Back: Chris Oziemkowski, Justin Caiger, Tyler Merkley, David Pollard, Darren Robb, Stephen Mangos, Dan Turmel, Jerzy Simerzchalski, Michael Lasher, Italo Paris, Mark Pointet. Front: Michael Pointet, Jeff Waters, FTD Regional Vice President Frank Stornelli, Mauricio Correa



FTD FLORISTS CELEBRATE ANNIVERSARIES AND MILESTONES



1) Walter's Flowers and Gifts - FTD Member since 1957. FTD Sales Representative Cheryl Hartsfield with Beth and Roy Monroe, Russellville, AR. **2) Barter Brothers** - FTD Member since 1957. Karen Bebergal and Dave Barter, Beverly, MA. **3) Dee's Flowers, Inc.** - FTD Member since 1972. Richard Rouse and Douglas Scott, North Hollywood, CA. **4) Tillies Flower Shop** - FTD Member since 1978. Joclyn Denton, Ken Denton (Owner), Jennifer Bernard and FTD Sales Representative Dave Smith, Wichita, KS. **5) Lehrer's Flowers** - FTD Member since 1957. Kevin Byerly and FTD President and CEO Michael Soenen, Denver, CO. **6) Greenspoint Florist** - FTD Member since 1985. Jessica Rodriguez, Carmen Brown (Owner) and GG Gamez, Houston, TX. **7) Elaine's Flowers** - FTD Member since 1982. FTD Sales Representative John Calhoun with Elaine Taylor, Steelville, MO. **8) Breen's Braeswood Florist** - FTD Member since 1986. Marcia Wilson with FTD Sales Representative Joe Arbona, Houston, TX. **9) House of Flowers** - FTD Member since 1953. Marie Gregorio, Linden, NJ. **10) Nancy's Floral, Inc.** - FTD Member since 1991. Wendell and Carole Cook, Gresham, OR. **11) Beaverton Florist, Inc.** - FTD Member since 1968. Sherri and Keith Hill, Beaverton, OR. **12) DeSantis Florist, Inc.** - FTD Member since 1946. Nick DeSantis, Matt DeSantis, FTD Sales Representative Cindy Riffe, Columbus, OH. **13) Designs by Dennis** - FTD Member since 1982. FTD Sales Representative Cheryl Costello with Dennis and Tammy Mueggengborg, Kingfisher, OK.





BE GOLD. SEND FTD.



NEW JERSEY BASEBALL TEAM IS A BIG WIN FOR FLORIST



FTD Florist **Monday Morning Flowers & Balloons** Owner Georgianne Vinicombe and Greg Coleman, the Assistant General Manager of the Trenton Thunder in New Jersey, work together to create promotions that benefit both the flower shop and baseball team.

SPONSORING A LOCAL ATHLETIC TEAM IS A great way to increase awareness and sales for your flower shop - just ask FTD Florist **Monday Morning Flowers & Balloons**, located in Princeton, NJ and Yardley, PA.

Monday Morning is the official florist for the Trenton Thunder, a double "A" affiliate of the New

York Yankees. "We supply the team with all of their floral arrangements including a dozen roses for presentation during baseball game marriage proposals," said Georgianne Vinicombe, owner of Monday Morning. "We are 12 for 12! Twelve proposals and 12 'I'll marry you!'" In addition, a banner promoting the shop hangs behind first base all season.

In July, Monday Morning sponsored a night at the ball park for 50 employees, friends and family. In addition, the florist gave away 1,100 long stem roses to every one at the game. "It was fun to mix business with pleasure and bring so much joy to the people who received our roses," said Georgianne. "It really was amazing to see people holding their roses throughout the game, watch them looking at it, smelling it and truly enjoying the gift. It was such a great reminder to me the impact flowers can have on people!"

Monday Morning Flowers & Balloons has been an FTD Member since 2001.

TEXAS FLORISTS LEARN ABOUT THE BENEFITS OF FTD FLOWER EXCHANGE

THE TEXAS STATE FLORISTS' ASSOCIATION attendees received hands-on demonstrations of FTD Flower Exchange and saw the beautiful product samples at the organization's annual convention. Florists were shown how to use the web site to its greatest potential from FTD Flower Exchange Sales Representative Val Vourlos.

In addition, FTD Design Instructor Ian Prosser AIFD presented "Weddings with Style" to an enthusiastic crowd.



Elaine Carrell (left) from **Cypress Floral Designs**, located in Cypress, TX meets with FTD Flower Exchange Sales Representative Val Vourlos at the Texas State Florists' Association Annual Convention.

KRISTINE KRATT AIFD IS NEWEST MEMBER OF PRESTIGIOUS FTD EDUCATION TEAM



the College of San Mateo's floriculture program. During this time, she achieved status as an FTD Master Designer.

In 2001, Kristine was inducted into the American Institute of Floral Designers. Since that time, she has quickly become a diverse contributor within the floral industry. Kristine was invited to present a

FTD IS PLEASED to welcome Kristine Kratt AIFD to the FTD Education Team. Kristine began her floral career as a manager of a retail flower shop in the San Francisco Bay Area while attending

main stage program for AIFD's National Symposium in Washington D.C. in 2006.

Currently residing in Texas and working as a freelance designer, Kristine is constantly furthering her personal design knowledge by traveling throughout the U.S., Europe and Asia to participate in design projects and classes. She is honored to be entering her third term as an evaluator on AIFD's membership committee.

A strong advocate of education, Kristine regularly returns to her alma mater as a guest lecturer, using her enthusiasm and experiences to inspire students interested in furthering their career in the floral industry. Kristine's passion for creativity, education, and the need for new experiences has brought her forward as a bright, new rising star in the floral industry.

FTD FLORISTS CELEBRATE SPECIAL ANNIVERSARIES

AIELLO MID-TOWN FLORIST

WHEN CHUCK AIELLO JR. RETURNED FROM the Korean War, he decided to take courses in floral design. He opened Aiello Mid-Town Florist in Kenosha, WI in 1957, next door to



his father's barber shop. Today, Chuck Jr.'s son, Chuck Aiello III, operates the shop, but customers still see Chuck Jr. working behind the counter regularly. Congratulations on your 50 year anniversary!

BLACK-EYED SUSAN'S FLORIST

BLACK-EYED SUSAN'S FLORIST, LOCATED IN Black-Eyed Susan's Florist, located in Barnegat, NJ, celebrated its 18th anniversary in September. With a combined experience of nearly 100 years, The family-owned and operated business is owned by Susan Lockner and managed by her sister Carol Speller. Susan and Carol's niece, Karen, is the fourth generation to work in the family business. Susan and Carol's grandfather owned Lionetti Florist in Jersey City in the 1930s and 1940s, and their mother owner and operated the shop for a period of time too.



MEMBER HIGHLIGHTS



Charlene Crimm, owner of **Crimm's Florist and Greenhouses**, and Jimmy Farrar, a designer at Crimm's, support FTD at the Tennessee State Professional Florist Association Convention. Crimm's, located in Tullahoma, TN, has been an FTD Member for 52 years.



FTD Design Instructor John Klingel presented "A Celebration of Life with Flowers" at the Virginia Professional Florist Association Convention in August.



Greens Greenhouses and Treasure House, located in Fremont, NE, has been an FTD Member since 1919. FTD Sales Representative Joe Kirk visits with Alyce Smith, Julie Hoffman, Joey Schwanke, Mel Schwanke, Cindy Gilfry, Jesse Martin and Shanda Marr.



Memorial Day is a popular floral holiday in Oklahoma. Employees from **Designs by Dennis**, located in Kingfisher, OK, are honored to create cemetery arrangements for war veterans each year. Designs by Dennis has been an FTD Member since 1982.



FTD® GOOD NEIGHBOR DAY® BRINGS GOODWILL AND KINDNESS TO COMMUNITIES THROUGHOUT US & CANADA



“This year was the second time Tim Clark’s Flowers participated in FTD Good Neighbor Day and we raised \$2,500 for one of our favorite local charities.”

- Tim Clark’s Flowers, Markham, ON

“Our ‘good neighbors’ brought in a shopping cart plus of canned food items for our local food bank. We are already planning for 2008. GREAT DAY!”

- Peck’s Flower and Garden Shop, Cedar Rapids, IA

THE 13TH ANNUAL FTD® GOOD NEIGHBOR DAY® was September 5, and hundreds of FTD Florists chose to participate bringing neighbors, friends and strangers together with a free flower giveaway. The basis of FTD Good Neighbor Day is simple: florists give every customer a free bouquet of a dozen flowers and ask them to keep one for themselves and give the 11 others away to 11 different individuals. The idea of this one-day event is to spread goodwill throughout the community, as well as draw increased foot traffic into FTD Member flower shops and provide shop’s with a great local media opportunity.

FTD Florists across the U.S. and Canada organized FTD Good Neighbor Day events that drew media attention to their flower shops as well as significant foot traffic into the flower shops.

“Throughout the day, we had people coming in sharing stories of previous FTD Good Neighbor

Days,” said Jamie Erickson of Carol’s Maple Valley Floral in Maple Valley, WA.” This year we collected 334 pounds of food for the Maple Valley Food Bank.”

“Watson Flower Shop gave away 10,000 long stemmed roses for FTD Good Neighbor Day,” said Owner David Johnson of Watson Flower Shop in Gilbert, AZ. “The event was a huge success due in part to the local news coverage we received from two TV network affiliates. The night before the event, our local Phoenix CBS affiliate came to the store and did a live remote broadcast. The story ran on their 5 p.m. and 10 p.m. newscasts. PLUS, the local FOX affiliate did a live remote the day of the event. Wow!”

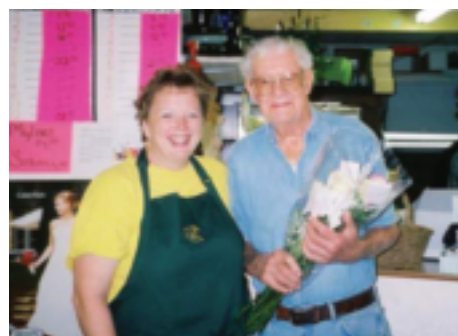
FTD Good Neighbor Day was started in 1994 by FTD Member Brook Jacobs, owner of Greenbrook Flowers in Jackson, MS.



Kari Sells (left), owner of **Central Floral Gardens** in Greensboro, NC, is interviewed by the local FOX affiliate. Central Floral Gardens received media coverage from two television stations and two newspapers. The shop gave away 700 dozen roses.



Neighbors from all over Sanford, ME visited **Chadbourne's Florist** for FTD Good Neighbor Day. Pictured is (left to right) Kayla Emery, Justin Brine, Jon Bettice and Owner Stuart Wesson.



Shari McCallister, owner of **D & L Florist** in Houston, MO, gives Ed Preissle a dozen roses for FTD Good Neighbor Day. D & L gave away 900 roses – a great promotion for a town of only 1,900 people.



Debbie Quist (left), Owners Nathan Johnson, Pamela Johnson and David Johnson of **Watson Flower Shop** in Gilbert, AZ have participated in FTD Good Neighbor Day four times – this year is the shop’s 80th anniversary. This year, Watson’s received extensive media coverage on TV.



Tim Clark's Flowers, Markham, ON, arranges for Dreams, a local education center for learning disabled adults, to receive the proceeds raised during the annual FTD Good Neighbor Day event.



Flower Kingdom, located in Palm Beach Gardens, FL, kicked off FTD Good Neighbor Day with a ribbon cutting ceremony led by community leaders. David Pathak (right), owner of Flower Kingdom, pictured with Palm Beach Gardens Mayor Joe Russo (left), gave away 10,000 roses. 2007 marks the 12th year Flower Kingdom has participated in FTD Good Neighbor Day.



Valdosta Greenhouses, located in Valdosta, GA, owner David Blevins stands next to the radio station van where a live remote was broadcast from the shop for FTD Good Neighbor Day. Nearly 250 customers visited the shop for free roses.



Mahe's Florist - FTD Member since 1982. Skip and Winnie Maher with FTD Sales Representative Chad Eggleston, Pasadena, MD



Barb Ostoff from **Delmar Florist**, located in Delmar, NY, gave away over 60 dozen roses and 40 dozen carnations during the shop’s first FTD Good Neighbor Day, in return for donations to the Bethlehem Food Pantry. Nearly 100 customers visited Delmar Florist for the event.



The founder of FTD Good Neighbor Day, Brook Jacobs (center), from **Greenbrook Flowers** in Jackson, MS, received the 2007 Home-town Hero “Shining Example Award” from the Jackson Convention and Visitors Bureau for his inspirational act to create Good Neighbor Day. Jacobs is shown with his wife, Janet (right).

MARK YOUR CALENDAR!
14TH ANNUAL FTD®
GOOD NEIGHBOR DAY®
SEPTEMBER 3, 2008



BE GOLD. SEND FTD.



STREAMLINE LABOR CHARGES WITH AN EASY ALTERNATIVE

By FTD Design Instructor Jeff Corbin AAF, AIFD, PFCI



LOOKING FOR AN EASIER way to price arrangements so numerically challenged employees do not have to fight with percentages, reciprocals, sums and so forth? Traditionally, retail florists have used the 3-2-20 method (fresh = 3.0 markup, hardgoods = 2.0, labor = 20% of the retail price), an easier alternative approach is the 4-2 method. Simply put, price fresh products [with a 400% markup and you have a built in labor margin. In addition to easing the burden of design room calculations, this method can help you increase overall shop sales.

Here are examples of a \$100.00 arrangement using both pricing methods.

Traditional 3-2-20 method:

Retail price	100.00
Labor (20%)	20.00
Container (\$3.50 x 2)	7.00
Foliage and flowers:	73.00

Total cost of goods (COG) for this design is \$27.80. COG refers to the direct expense in the design – the container, foam, foliage/flowers, ribbon, glue, etc. COG in our industry is generally for tangible items. Labor is a non-tangible item and not included in

COG. To derive the COG, you need to know the wholesale costs of the tangibles. In this example, the COG is \$27.80 – the sum of the wholesale costs of the container (\$3.50) and the flowers (\$24.30, derived by taking the retail amount allowed for the product and dividing it by 3 since the markup is 300%). For the sake of simplicity, this design is a vase arrangement so there are no calculations for foam, ribbon, etc.

Gross profit (GP) is obtained by deducting the COG from the retail price. In this instance, \$100.00 - \$27.80 = \$72.20. Thus, using the 3-2-20 equation, the GP on a \$100.00 arrangement is \$72.20.

Alternative 4-2 method:

Retail price	100.00
Container (\$3.50 x 2)	7.00
Foliage and flowers	93.00

Dividing the fresh product amount by 4 (since this arrangement has a 400% markup) will provide the wholesale costs of the foliage and flowers: \$93.00/4 = \$23.32.

COG is \$26.82 (wholesale costs of the container and product). The GP is \$73.18 (retail price less COG). The alternative pricing formula yields a GP of \$73.18 as compared to \$72.20 from the traditional

method. This difference may seem trivial but there are several benefits to the 4-2 approach. The first, as mentioned above, is convenience. Less time is taken by designers to calculate labor charges, which, in turn, can increase their productivity while decreasing product “stuffing”. Secondly, an immediate increase in gross profits (which hopefully will trickle down to net profits) is recognized. Here, an increase of \$.98 is shown. In real terms, this translates to an increase of approximately \$10.00 of gross profit for every one thousand dollars sold. A shop with fresh cut arrangement sales of \$250,000.00 can realize an additional \$2,450.00 on their GP margin.

The 4-2 method is flexible and can work with individual shop differences. For example, if your business is currently pricing non-perishables higher than a 2.0 markup, it can carry over into this formula without affecting the desired outcome: simplifying labor charges. This simple philosophy can be adapted to wedding work as well. If your wedding designs utilize a 3-2-45 pricing structure, a 6-2 method will give you similar results. If your fresh product markup is higher than 300%, play with a 5-2 or 6-2 approach to your pricing.

Questions often arise as to what items should be calculated in COG and what items should be

absorbed as a part of “doing business.” Items to review as COG elements include wire, picks, ribbon, glue, corsage bags/boxes, pins, wax shred, floral preservatives/topical sprays, tape, plant shine, tints, cardettes, enclosure cards and envelopes. Some operations deduct a nominal charge (25¢ to \$1.00) per design to cover these incidentals – others take it as part of business overhead and still, others cost account each item for every design. While that choice is subjective, be aware that these incidentals do cost. With rising fuel costs, freight expenses on wholesale purchases need to be analyzed and incorporated into COG.

While the 4-2 method will not resolve all issues plaguing your shop, it will cover labor charges and easily reward the business with a stronger financial profile. In turn, this can eliminate many headaches.

GO TO WWW.FTDI.COM/EDUCATION FOR A FREE TIP SHEET TO HOST A “HAPPY HOUR” IN YOUR STORE.

JEFF GIVES YOU TIPS ON HOW TO CREATE A MONTHLY PROMOTION THAT WILL KEEP YOUR CUSTOMERS COMING BACK FOR MORE!

SPRING/SUMMER 2008 CODIFIED

FTD IS PLEASED TO PRESENT A STUNNING collection of codified containers for Spring/Summer 2008.

**Call your FTD
Marketplace Representative
at 1.800.767.4000
and place your order now!**



V1-The FTD® Valentine's Day Bouquet



V2-The FTD® Sweethearts® Bouquet



V3-The FTD® Expression of Love™ Bouquet



E1-The FTD® Touch of Spring™ Bouquet



E2-The FTD® Garden Terrace™ Bouquet



E3-The FTD® Blooms of Spring Bouquet



M1-The FTD® Mother's Day Bouquet



M2-The FTD® Spring Garden® Bouquet



M3-The FTD® Laura Ashley® Bouquet Presented by FTD®



M4-The FTD® Spring Splendor™ Bouquet



S1-The FTD® Secretaries Day Bouquet





JOIN FTD IN PASADENA FOR NEW YEARS: CELEBRATE THE TRADITION OF THE ROSE PARADE

FTD FLORISTS HAVE AN EXCLUSIVE OPPORTUNITY to ring in 2008 at the Tournament of Roses' 119th Rose Parade and Rose Bowl Game on January 1. Each year, FTD offers florists a complete package including hotel, tickets to the parade and game, a ticket to the pre-game hospitality tent plus much more!

This year's parade, "Passport to the World's Celebrations," is honoring the festivals, holidays and traditions commemorated all over the world. FTD's float, the company's 55th entry in the parade, will celebrate the more than 300-year tradition of Mardi Gras in New Orleans. The vibrant float will be covered with hues of purple, green and gold with bursts of red roses celebrating Fat Tuesday.

- The FTD event package is from December 31 – January 2 and includes*:
- Two nights at LeMerigot, a JW Marriott Hotel in Santa Monica, CA
 - New Year's Eve dinner and entertainment
 - Tickets to the Rose Parade and Rose Bowl Game (one ticket per person)
 - An all-access pass to the pre-game Rose Bowl Game Corporate Hospitality Village (one per person)



- Meet and greet with FTD Spokesperson and NFL Hall of Famer Merlin Olsen, plus networking with other FTD Florists
- Transportation to and from airport/parade and game
- All other meals included

If you are interested in arriving before December 31, FTD can provide you with information to attend the Rose Parade float judging, which includes the FTD float, and a tour the Wrigley Mansion, home of the Tournament of Roses. The FTD group rate at the hotel is available three days before and after the main event, based on availability.

Space is limited - you don't want to miss out on the celebration! For more information and package costs, go to www.FTDi.com and click on the "2008 Tournament of Roses – Passport to the World's Celebrations" icon.

*Airfare is not included.



LEARN. SHOP. NETWORK. DON'T MISS THE #1 FLORAL INDUSTRY EVENT IN CANADA

THE FLORAL INDUSTRY'S PREMIER EVENT IN Canada, the FTD Canadian Florist Conference, will be held on Saturday, January 26, and Sunday, January 27, 2008, at the InterContinental Toronto Centre in downtown Toronto. The show, typically held in October, moved to January in conjunction with the gifts shows in Toronto. Now you can get all of your shopping done in one weekend during one convenient trip!

The FTD Canadian Florist Conference, the largest Canadian floral industry event, has a comprehensive schedule of events that is focused on helping florists learn new ways to increase revenues and reduce costs.

This exciting event will be filled with terrific business building and networking opportunities, including:

- A trade fair with leading industry vendors
- Design programs by FTD Design Instructors Ann Jordan AIFD and Ian Prosser AIFD
- Energetic business program by motivational speaker Debbie Allen
- Aggressive show specials, including FREE shipping from FTD Marketplace
- Exclusive Saturday night dinner and entertainment
- NEW! Optional Friday night outing to a comedy club

For more information or to register, visit www.FTDi.com/cfc or call 800-788-9000 ext. 6240.



FTD ON THE ROAD SHOWS WRAP-UP SUMMER TOUR

FTD CONCLUDED ITS FTD ON THE ROAD SHOW summer tour in August. Shows were held in Los Angeles, Chicago and New York. The FTD on the Road Shows are exclusively offered to FTD Florists in conjunction with the local gift markets.

New this year was an all-day format including hands-on workshops and more interactive product demonstrations, in addition to shopping, networking and education.

- Register now for the upcoming FTD on the Road Shows for only \$49 per person*:
- Atlanta, January 12, Westin Peachtree Plaza
 - Dallas, January 19, Hilton Anatole

- At each FTD on the Road Show, FTD Members receive:
- Two energizing design programs presented by the FTD Education Team
 - Two hands-on workshops taught by the FTD Education Team
 - An energetic business presentation about competition in the marketplace
 - Preview of the newest line of FTD Holiday and Everyday products - purchases made at the show get FREE shipping!
 - Demos of FTD Flower Exchange, FTD Technology, FTD online marketing programs and more!



FTD Design Instructor Toomie Farris AIFD works one-on-one with an FTD Florist during his hands-on workshop, "Gifts of the Earth," at the FTD on Road Show in Los Angeles.

WHAT A DEAL! The early bird registration fee for each show is \$49.00 per person and includes lunch, dinner, trade fair and design and business programs.

To review each show's schedule of events and to register, visit www.FTDi.COM/ftdontheroad!

*Registration for hands-on workshops is an additional \$25 per person. Pre-registration is required.



FTD Spokesperson and NFL Hall of Famer Merlin Olsen (center) poses with George and Susie Kirchhoffer of **Moravian Florist & Greenhouse**, located in Staten Island, NY. Merlin Olsen was on-hand at the FTD on the Road Show in New York to sign autographs.



Mandi and Gina Wright of **White House Flowers**, located in Walnut Creek, CA, show their creativity at the Corsage Bar activity during the FTD on the Road Show in Los Angeles.



BE GOLD. SEND FTD.



BOOST PROFITS THIS FALL WITH FTD WEBGIFTS - NO INVENTORY, NO RISKS!

FTD FLORISTS CAN COMPETE IN THE GIFT business without carrying any inventory. All you need to do is add FTD® WebGifts to your website, promote you are in the gift business, close the sale and send orders through FTD Mercury 90-0233AA for fulfillment.

- Earn normal sending commission plus sending rebates
- Counts toward your sent orders
- Carry quality brand names Godiva®, Eli's®, Burt's Bees®, Starbucks®, Build-A-Bear®, Rio Roses®.



Contact FTD WebGifts today at 1-800-767-4000 x 6889.

FTD CO-OP ADVERTISING – AN ECONOMICAL WAY TO REACH THOUSANDS OF POTENTIAL CUSTOMERS

FTD FLORISTS (U.S.) GET HUGE BENEFITS advertising in PARADE, a news magazine featured in more than 400 Sunday newspapers weekly.

- Shop featured on inside cover in four-color two page spread with the top selling FTD holiday products
- Email blast featuring FTD sent to PARADE readers
- Entry to win a trip for you and a guest to New York City for each holiday ad purchased
- FTDFlorists.com promoted on PARADE's web site
- Reimbursement of \$5.25 for every \$5 coupon!
- Customers can use \$5 coupon for in-store, on-line and phone orders

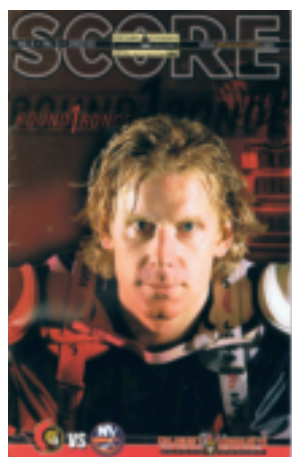


FTD advertises Thanksgiving, Christmas, Valentine's Day, Easter and Mother's Day codified products in PARADE within one or two weeks prior to the holiday.

ModernBride

And don't miss out on the FTD Bridal Co-op Program! Millions of soon-to-be brides read Modern Bride while planning for their big day. Your shop will be featured in a four-color, two page spread in each issue. FTD also sponsors a honeymoon sweepstakes for the newlyweds that require the potential customer to visit your shop to enter - increasing your opportunity for a sale!

FTD has an exclusive co-op advertising opportunity for FTD Florists in Canada to advertise in the local NHL team program.



The team programs, distributed at each arena, will reach millions of consumers throughout the regular hockey season (October – April). Two playoff months are FREE* if your team goes to the playoffs (May and June).

FTD has secured full-page color advertisements in the team programs of Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens, Calgary Flames and Vancouver Canucks.

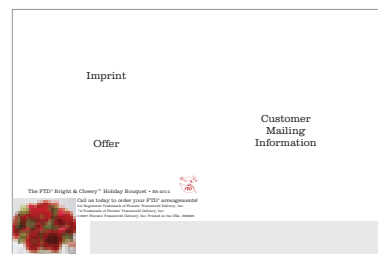
- Four-color ad runs in every program, every game all season long
- Playoff program co-op ads are FREE!**
- Four-color advertisement attracts readers with \$5 off coupon
- Potential circulation to millions of consumers
- NHL programs are kept as souvenirs with multiple readers
- Promotes FTD Everyday AND Holiday products

**Only applicable for Toronto Maple Leafs, Montreal Canadiens and Vancouver Canucks

Sign up for FTD Co-op Advertising Today!
Call 1.800.788.9000 ext 6409 or go to www.FTDi.com/advertising.

PRINT YOUR SHOP NAME ON ALL OF YOUR MARKETING MATERIALS

GEAR UP FOR THE HOLIDAYS AND INCREASE your everyday business with marketing materials from FTD. With a wide range of pieces to choose from, it is easy to promote your shop year-round. Each of the pieces below has the option to be customized with your shop Imprint or Logo. You can even add pricing, special offers and even your postal indicia for easy mailing. Call your FTD Marketplace Representative today at 1-800-767-4000.



GENERATE MORE ORDERS WITH EMAIL MARKETING CAMPAIGNS

DID YOU KNOW THAT EMAIL MARKETING CAN increase your sales by \$2,000 - \$4,000* per month?

FTD Florists have a huge opportunity to increase sales with email marketing campaigns by using Constant Contact.

The Constant Contact email marketing tool is an additional feature of the FTD Mercury Marketing Module. It has an easy to use wizard that enables florists to easily create an email campaign in minutes, manage contacts and monitor results.

With Constant Contact, email marketing is a snap!

- Drive sales for minimal investment equating to huge potential return on investment!
- Wow existing customers through personalized emails!



* Assumptions: Send 2,000 per mo, Click Through Rate = 10% to 20%, Click Through to Order = 20%, Orders per email = 0.02 to 0.04, \$ per order = \$50, % gross margin = .4