



Flowers say it better. FTD says it best.™

VOL. 2 NO. 7 | FTD MERCURY MINUTE ©2012, FTD | OCTOBER 2012

MERCURYMINUTE

BUTZ FLOWERS & GIFTS ACHIEVES 100 YEARS AS AN FTD MEMBER FLORIST

Butz Flowers & Gifts of New Castle, PA is celebrating 100 consecutive years as a dedicated FTD Member Florist. The shop is the network's second oldest active member with a membership date of November 1, 1912.

"FTD has played a major role in the success of Butz Flowers. Our flower shop was established in 1851 and is currently the second oldest flower shop in America. Being in partnership with FTD for the last 100 years has helped us build the successful business that we are today."

"Through the spirit of excellence, FTD has empowered us to achieve our dreams and goals as an FTD Founders Club member. Thank you for the years of service that you have provided for Butz Flowers."

— Mark Kauffman, Butz Flowers & Gifts

Established in 1851, Butz Flowers is the country's second oldest flower shop and carries the New Castle area's largest selection of fresh flowers and roses. Butz Flowers has increased its order and growth potential over the years by serving several areas surrounding New Castle, including Bessemer, Edinburg, New Wilmington and West Pittsburgh. The shop attributes its continued success to servicing its community with pride and tradition, offering only the finest floral arrangements backed with service that's prompt, courteous and 100% reliable. FTD is proud to have Butz Flowers as a partner and strives to increase its business potential by driving local business to the shop.

Please join FTD in congratulating Butz Flowers & Gifts on 100 years and ongoing success as an FTD member!



▲
Jill and Mark Kauffman
of Butz Flowers



◀
The Butz Flowers team





FTD

Flowers say it better. FTD says it best.™



Peck's Flower & Garden Shop, located in Cedar Rapids, IA, celebrated FTD® Good Neighbor Day® by giving out nearly 2,500 roses and collecting food for the local food pantry.

CELEBRATING FTD® FLORISTS



Greenbrook Flowers of Jackson, MS started the annual FTD® Good Neighbor Day® event. They hosted a successful event this year, giving away 30,000 roses and raising money for the Batson Children's Hospital.



Handing out 40 dozen free roses to customers, local businesses and the local hospital, **The Flower Patch of Sikeston, Inc.**, located in Sikeston, MO, had a successful FTD® Good Neighbor Day® collecting dozens of canned goods for charity.



Greenville Flower Shoppe in Greenville, IL hosted a successful food drive to benefit their local food pantry, and put smiles on customers' faces with free roses during this year's FTD® Good Neighbor Day®.



East Prairie Flower Shop, located in East Prairie, MO, spread goodwill by visiting the East Prairie Nursing Center and handing out free flowers on FTD® Good Neighbor Day®.



Mary Crosby, owner of **Rose Lady Floral & Gift Shoppe** in New Palestine, IN, collected non-perishable food for a local charity and gave away free flowers on FTD® Good Neighbor Day®!

Oak Hills Florist, located in San Antonio, TX, gave away dozens of flowers in their shop and at the Oak Park Nursing and Rehabilitation Center for the 18th annual FTD® Good Neighbor Day®.



Congratulations to **Dierbergs Florist & Gifts** located within **Dierbergs Market** on the grand opening of their Des Peres, MO location.



Port Charlotte Florist in Port Charlotte, FL hosted their first "Premier Wedding Show" at Heron Creek Golf & Country Club in August with over 100 brides in attendance. The shop presented a variety of designs from exquisite hand bouquets and centerpieces, to rustic archways and a spectacular staircase entrance. Congratulations!



Peggy Daegele, **Dierbergs Florist & Gifts** Floral Manager (left), **Diana Ferguson**, FTD Account Executive (center), and **Val Hinman**, **Dierbergs Florist & Gifts** Director of Floral Operations (right) celebrate at the grand opening.





Flowers say it better. FTD says it best.™

FREE WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR BUSINESS



Jeff Corbin
AIFD, AAF, PFCI

The FTD Webinar Series is an exclusive educational tool **FREE** for all FTD® Florists! The online presentations are designed to give florists tips and tools to increase sales and profits while reducing costs. Register today at FTDi.com/FTDUniversity!

MAXIMIZING SOCIAL MEDIA

Presented by FTD Education Consultant
Jeff Corbin AIFD, AAF, PFCI

Tuesday, October 9, 2012
2 pm ET/11 am PT



Kristine Kratt
AIFD, CFD

GEN-TREND: FLORAL SALES FOR A NEW GENERATION

Presented by FTD Education Consultant
Kristine Kratt AIFD, AAF, PFCI

Tuesday, November 13, 2012
2 pm ET/11 am PT



The live webinars are also recorded, so if you miss it, view it later at FTDUniversity.com.

EDUCATION & EVENTS CALENDAR

FTD® is proud to support more than 50 industry shows each year, strengthening our commitment to our florists.

OCT. 6-8, 2012

NATIONAL ALLIANCE OF FLORAL ASSOCIATIONS CONFERENCE
CROMWELL, CT
NATIONAL ALLIANCE OF FLORAL ASSOCIATIONS
800-352-6946

OCT. 9, 2012

DELAWARE VALLEY FLORIST ASSOCIATION DESIGN SHOW
LANSDALE, PA
ELLEN ASSAL
610-532-6200

HOLIDAY PROGRAM

Featured FTD Design Program:

"Christmas Floral Fantasies" presented by FTD Education Consultant John Klingel AIFD

OCT. 12-14, 2012

MONTANA FLORISTS ASSOCIATION CONVENTION
BILLINGS, MT
KARI LANE JOHNSON
406-771-6828

OCT. 13-14, 2012

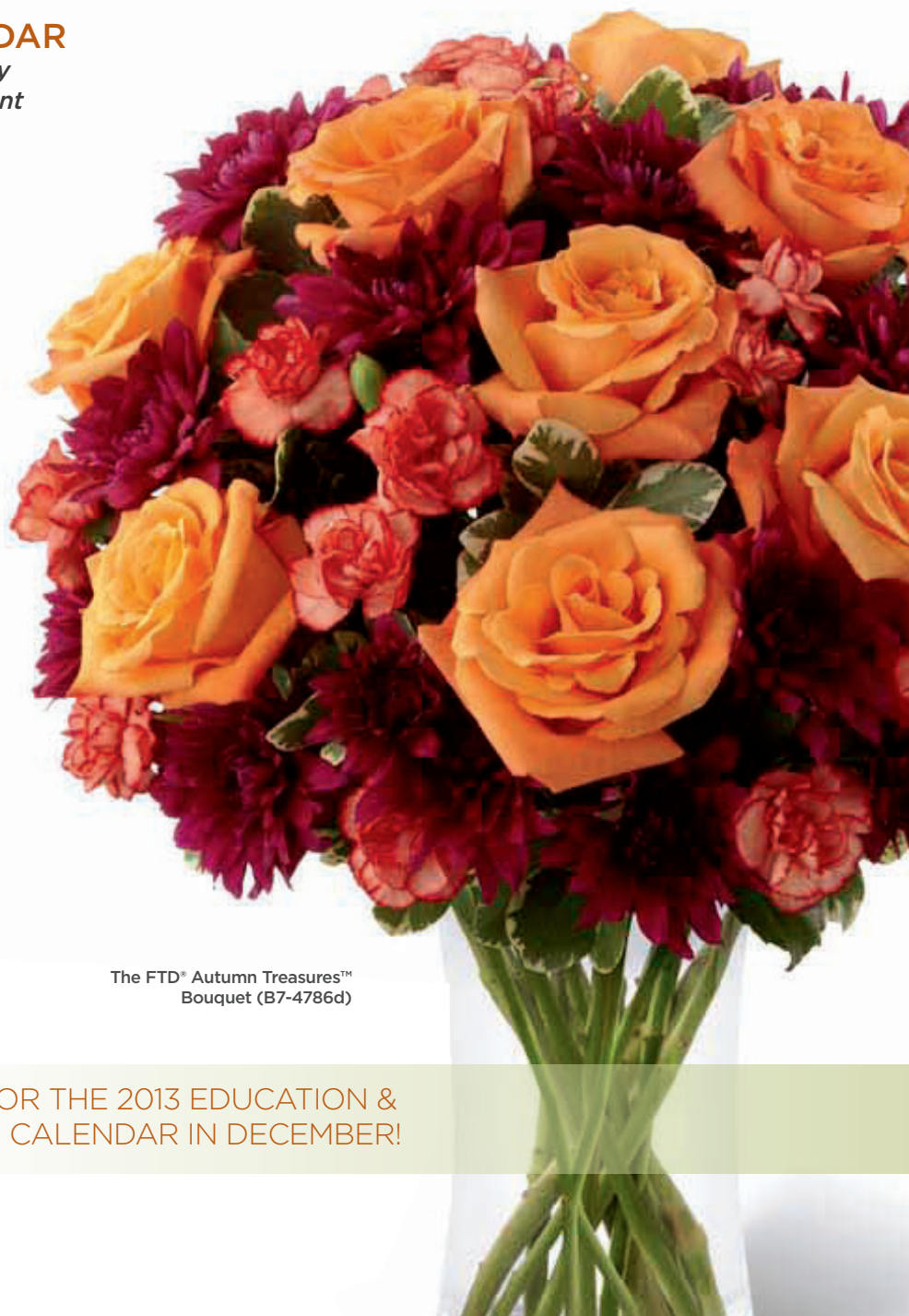
CALIF FLORA 2012
LOS ANGELES, CA
CALIFORNIA STATE FLORAL ASSOCIATION
916-448-5266

OCT. 20, 2012

CANADIAN ACADEMY OF FLORAL ART ANNIVERSARY CELEBRATION
TORONTO, ON
CANADIAN ACADEMY OF FLORAL ART
416-699-9669

OCT. 21, 2012

CONNECTICUT FLORISTS ASSOCIATION "FLORIST SUCCESS" SHOW
WATERBURY, CT
CONNECTICUT FLORISTS ASSOCIATION
203-268-9000



The FTD® Autumn Treasures™ Bouquet (B7-4786d)

LOOK FOR THE 2013 EDUCATION & EVENTS CALENDAR IN DECEMBER!