



FTD Newsletter © 2003, FTD

Newsletter

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Vol. 44, No. 9

Growing Partnerships at FTD 2003 Convention & Trade Fair Blossom Bright Future for FTD Members

FTD Members enjoy the Industry's largest Trade Fair, insightful education and exciting networking events at the FTD 2003 Convention and Trade Fair! More details and photos inside.



Message From Bob

Chairman, FTD, Inc.



Dear FTD Members,

This month, we are happy to share with you some of the incredible highlights from "Growing Together," the FTD 2003 Convention and Buying Show that took place in July. For the thousands of members that attended this event, thank you for your participation, energy and enthusiasm that made this event a success. The feedback we received proves that the insightful education programs, energized networking events, and the great deals and number of vendors at the trade fair added value to your businesses.

We look forward to seeing you all again, and welcoming new attendees, to the 2004 FTD Extravaganza that will take place in Las Vegas July 26-28th, at the beautiful Venetian Resort. Once again, to make Convention an opportunity for all members, we are continuing our FREE room offer at the Venetian. Please check out all the highlights from this past year as well as details on for the 2004 Las Vegas event on FTDi.COM.

As we prepare for the upcoming holiday season, find new innovations in Mercury Technology. The feedback from members about the recent launch of FTD Mercury at the FTD 2003 Convention is incredible. Find out what the hype is about and call our trained Technology representatives and hear how recent innovations will better your business.

We are continuing to listen to FTD Members and support programs that are important and add value to your business and partnership with FTD. Launching FTD FOCUS, the former YOM/POM program, is a great example of this. Network with and learn from fellow florists through this exciting new member event that will help progressive florists learn from other experts in the industry in an exciting and concentrated business education format. Experience the benefit of networking in the industry and grow your bottom line this November 7-9th in Chicago, as we kick off the first FTD FOCUS event. See the back cover of this Newsletter for registration and schedule details or you can register on-line at FTDi.COM.

It's a great time to be FTD. I encourage all members to look at the exciting programs and services FTD is introducing to help your business grow and take an active role with FTD through all communication avenues so we can continue to strengthen our partnership with you. 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.

Sept. 17, 2003

Hardin's Wholesale Christmas Show
Hardin's Wholesale • Greensboro, NC
Featured FTD Design Program: "Holidays in Bloom"
presented by FTD Design Instructor Keith White AIFD
For registration information, contact Gary Jagers at 336-622-3035.
Look for FTD Team Members Stephanie Rhodes and Joe Gloss.

Sept. 19 - 21, 2003

Chesapeake Floral Association Convention
Rocky Gap Hotel and Golf Resort • Rocky Gap, MD
For registration information, contact Ron & Debbie Flint at 410-799-2992 or 410-768-5660.
Look for FTD Team Members Bob Norton, Chad Eggleston, George Kanganis, Ann Hofferberth and Rick Cornwell.

Oct. 2 - 4, 2003

AgriFlowers USA 2003
Jacob Javits Center • New York City, NY
For registration information, contact HPP Worldwide at
www.agriflor.com/floriculture/2003/usa_2003/index.html
Look for FTD Team Members Gino Marotta, Debby Robinson, Rick Cornwell & Gary Gardiner.

Oct. 4 - 5, 2003

Tennessee State Florists' Association Christmas Show
MeadowView Conference Center • Kingsport, TN
For registration information, contact Jerry Hankins at 615-846-4185 or 615-868-8600.
Look for FTD Team Member Terry Thiel.

Oct. 5, 2003

Calif Flora 2003
Hyatt Newporter • Newport Beach, CA
Featured FTD Design Program:
"Supporting Creativity with Alternative Mechanics"
presented by FTD Design Instructor Toomie Farris AIFD
For registration information, contact the California State Floral Association at 916-448-5266 and ask for Ann Quinn.
Look for FTD Team Member Amy Lepore.

Oct. 5, 2003

Continental Wholesale Open House
Continental Wholesale • Colorado Springs, CO
FTD Sponsored Design Program
For registration information, contact Continental Wholesale at 800-933-5556.
Look for FTD Team Member Dave Smith.

Oct. 26, 2003

Krueger Wholesale Christmas Open House
Krueger Wholesale • Mosinee, WI
FTD Design Instructor Toomie Farris AIFD will be commentating the design show.
For registration information, contact Ron Mohr at 715-359-7202 ext. 255.
Look for FTD Team Member Kate Bank.


Oct. 21, 2003

Emerald Coast Florist Association Meeting & Design Show
Coach N Four of Niceville • Niceville, FL
FTD Design Program 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 Member Dave Galvin.

Nov. 7 - 9, 2003

 **FTD Focus (former YOM/POM program)**
Chicago, IL

For registration information, contact FTD at 800-788-9000 x6240 or ftdfocus@ftdi.com. (See page 12 of *Newsletter* for more information.)

MEMBER HIGHLIGHTS

FTD Supports New Local Floral Association

FTD is excited to support the new **Chesapeake Floral Association**. This new group has come together as business associates from the former FTD District 6J Officers in order to promote local traditional retail florists to the public through marketing, public relations and education. The Chesapeake Floral Association welcomes membership inquiries from retail florists, wholesale florists, growers and associate members who do not sell directly to the retailers, but supply products or services indirectly through wholesalers or other sources.

Key players behind the formation of the Chesapeake Floral Association include:

- Paul Raimondi, Raimondi's Florist, 42 years experience
- Debbie Zook, Rainbow Florist, 18 years experience
- Lorrie Anderson, Country Florist, 15 years experience
- Gina Fries, Jen-Mor Florist, 25 years experience
- Penny Bradford, Kitty's Flowers, 41 years experience
- Marie Gaydos, Raimondi's Florist, 17 years experience

The organization also credits Ron & Debbie Flint – Stieglers Florist, John Beauchamp – John's Four Season's Florist and Jalna Brown – Dutterers Flowers for their valuable input.

The Chesapeake Floral Association kicks off their bright future with the **FIRST Chesapeake Floral Association Convention** taking place **Sept. 19-21, 2003 in Rocky Gap, MD**. FTD is proud to support the event with FTD CEO Bob Norton and team's attendance at the event, as well as a commitment to continue to support their efforts in education and networking. The September event schedule includes business, financial and design education as well as insightful panel discussions and a two-day trade fair.

FTD Members from the surrounding areas are encouraged to contact Ron & Debbie Flint at 410-799-2992 or 410-768-5660 for more information. To view more industry events with FTD's participation, go to www.FTDi.com. ■

FTD Member Wins Brand New 2003 Ford Delivery Van from FTD



The Grand Prize Winner of the FTD Delivers Sweepstakes, The Beales of Wayside Florist in Sherman, TX.

FTD is pleased to announce the three first place winners and the Grand Prize Winner of the FTD Delivers Sweepstakes, which took place from April 1, 2003 through May 31, 2003. The FTD Delivers Sweepstakes was an exciting promotion where FTD Florists, who sent orders through FTD between April and May, were selected at random and brought to the FTD 2003 Convention and Trade Fair. The three first place winners received the opportunity to test their luck at becoming the FTD Delivers Sweepstakes Grand Prize Winner of a Brand New 2003 Ford E150 Delivery Van along with the complete FTD Graphics Package.

The randomly selected First Place Winners of the FTD Delivers Sweepstakes are:

Renee Burns, Brown's Flowers, Inc., Cleveland, OH, Chris Beale, Wayside Florist, Sherman, TX, Llavonne Holland, Glenwood Floral & Greenhouses, Glenwood, MN

These three lucky FTD Members won FREE trips for two to the FTD 2003 Convention and Trade Fair in Kissimmee, FL from July 18-20, 2003. At the "Growing Together" FTD Member Trade Fair Party taking place on Friday, July 18th, the FTD Members tried their luck at winning the FTD Delivers Sweepstakes Grand Prize.

The Grand Prize Winner of the FTD Delivers Sweepstakes is **Chris Beale from Wayside Florist** in Sherman, TX. Chris won the Grand Prize by randomly selecting the correct key that unlocked the door of a Brand New 2003 Ford E150 Delivery Van along with the complete FTD Graphics Package – just for sending FTD. ■

Thousands of FTD Members Prepare for FTD® Good Neighbor Day®

This Wednesday, September 3rd, FTD Members will saturate the streets of their communities with millions of flowers in celebration of the ninth annual FTD® Good Neighbor Day®. The exciting planning from FTD Members has developed a buzz with consumers as well as local and national media outlets. **FTD wishes FTD Members good luck** with their events and encourages submission for Newsletter web site features. To submit photos or a description of your event to FTD, email to predept@ftdi.com or mail non-returnable information to FTD Public Relations Department, 3113 Woodcreek Drive, Downers Grove, IL 60515. ■





The Winning Hand For Your Business 2004 Floral Extravaganza

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.

FTD FOCUS Announces Winners of FREE Registration Fees to 2004 Convention



FTD FOCUS, the former YOM/POM program, is excited to announce winners of the Trade Fair Bingo game at the FTD 2003 Convention and Trade Fair. Ten lucky FTD Members were chosen at random to receive FREE registration fees for the FTD 2004 Convention and Buying Show taking place July 26-29, 2004, at the beautiful Venetian Resort and Casino in Las Vegas, NV.

Congratulations to . . .

About Flowers, 09-2601 – Denise Cross

Deb's Flower Bank, 48-0012 – Deb Hooper

Leci's Bouquet, 67-0013 – Jena Woodyard

Ruby Begonia, 27-2906 – Martha Queen

Schneider's, 40-5753 – Kathy Ardle

Daisy South, 59-6924 – Andrew Matis

Joann's Florist, 10-0131 – Joann S. Rahn

Robin's Florist & Designs, 67-0017 – Robin Marshall

Sandra's Creations, 31-1886 – Harry Hill

Victoria's Secret Garden, 67-0021 – Victoria McKay

See more about FTD FOCUS on page 12 of this Newsletter. To register for the FTD 2004 Convention and Buying Show, visit www.FTDi.COM.

FTD MEMBER AWARDS

FTD Announces 2003 FTD Member Award Winners

FTD is pleased to announce the winners of the 2003 FTD Member Awards. This year seven exceptional FTD Members were recognized for their industry involvement, progressive business strategies and dedication to their partnership with the FTD Brand in front of peers at the FTD 2003 Convention and Trade Fair for the six prestigious awards.

The 2003 *Winners* Are:



FTD Industry Service Award: John and Sheila Hamel, Flowers by Dick Burton, Inc. in Batavia, NY.

FTD John A. Valentine Award: Al Wilhelmy, Al Wilhelmy Florist Co., Cleveland, OH.



FTD Marketing Award: Betty Jane Meulenbroek, Studley Flower Gardens, Inc. in Rochester, NH.



FTD Lifetime Achievement Award: Herman J. Heyl, Herman J. Heyl Florist and Greenhouse in Pittsburgh, PA.

FTD Progressive Florist Award: Jim and Linda Ludwig, Jim Ludwig's Blumengarten Florist in Pittsburgh, PA.



FTD New Member Award: (two winners) Adam Ornelas, Albuquerque Wholesale Florist in Albuquerque, NM and Alif Somani, Vancouver Flower Company in Vancouver, BC.

Congratulations to all FTD Anniversary Celebrants

FTD recognized FTD Members celebrating landmark anniversaries at the FTD Convention and Trade Fair. The following members were in attendance and received their anniversary plaque in front of thousands of their member peers at the Gala Dinner and Awards Presentation.

75 Year FTD Anniversary Celebrants



Graber the Florist Inc., Barber Florists and Jim Ludwig's Blumengarten Florist were recognized for 75 years of partnership with FTD.

25 Year FTD Anniversary Celebrants



FTD Members celebrating 25th FTD anniversaries gathered for a photo at the FTD Convention.

50 Year FTD Anniversary Celebrants



Hart Floral Drive-In Florist, Becks Florist, Inc. and Don Flowers Florist were recognized for 50 years of partnership with FTD.



Growing Partnerships at FTD 2003 Convention and SHOPPING



Shopping the industry's largest trade fair.

Finding great deals on every day shop needs.

Discovering new products and services to help expand your business.



Increasing efficiency through new services and technology.



"The Marketplace team was really working hard at making it come together for us – with incredible savings and great products," said FTD Member Sher, Flowers by the Rainflorist, Inc.



"With all the incredible vendors in the Trade Fair, it took almost a whole day to take in the incredible Convention offerings and talk to each of the vendors about their FTD specials," said FTD Member Luc, Alpine Flowers and Gifts.

NETWORKING

Sharing time with personal field business consultants.

Entertaining through special guest speakers Mary Matalin and James Carville.

Networking with fellow members and celebrating strong partnerships at the FTD 2003 Convention and Trade Fair through exciting member networking events.



View all the photos from the FTD 2003 Convention & Trade Fair online at www.FTDi.COM/pr/eventphotos/convention2003.

Trade Fair Blossom Bright Future for FTD Members

EDUCATION



Growing through more than twenty FTD education seminars.



Heightening business knowledge through insightful business seminars.



"The FTD Convention was great! We spent lots of our time at the seminars. They were so good; we just could not stand to miss any. Between my wife attending design sessions and myself attending the business seminars – we just about covered them all! Now it's time to process all of our learning, make a plan and implement it into our shop," said FTD Member Bob, Flowers to Go.

"Being a partner with one of the most well-recognized Brands, FTD, and their network of professional florists is a great way to build on your business. The exchange of ideas, input from FTD Technology and the education seminars are something everyone should experience," said FTD Member Sher, Flowers by the Rainflorist, Inc. "Can't wait until Vegas!"



Increasing creativity through enlightening and practical design programs.

Expanding efficiency through new technology developments.

Growing partnerships with FTD through presentations and networking time.





FTD Members Continue to Celebrate Mercury Technology Innovations

Learn IT Use IT Prof IT User Seminars Kick-off Convention

More than 200 Mercury Users attended the insightful FTD Mercury Advantage user seminars, held in conjunction with the FTD 2003 Convention and Trade Fair. The sessions included a strong training program, fun, networking events as well as announcements of exciting new developments with Mercury Technology. Personalized training also was included with traditional classroom learning and lab time, as well.



"Having that much technical knowledge that is willing to help was fabulous. I have already implemented some innovative ideas. I know from experience that FTD's Technical Support team is the best in the industry. This is another great program from Mercury Technology."

— Adrian Dube, Anchorage Florist, Anchorage, AL



"The User Group meeting was one of the best parts of Convention! The training was very well executed and rich in content. I've used Wings for four years, but I learned a lot."

— Collin Smith, Joseph's Flower, North York, ON

"Networking is an important part of these User Groups. The Orlando meeting has helped me put some sound strategies into place."

— Steve Pickrell, Westmount Florists LTD, Pointe Claire, PQ



NEW Innovations in Mercury Technology Announced

FTD Members gathered for demonstrations at the FTD 2003 Convention and Trade Fair as the NEW FTD Mercury system was unveiled. Also, the Advantage team previewed the 8.2 release with its new Delivery Confirmation software. Call FTD Technology today at 800-767-3222 to find out more.

"This was our very first user group and were we impressed with the exciting product development. We can't wait to get the new Advantage 8.2 release in our shop."

— Sherri Tannazzini, Flowers From the RainFlorist, Sunrise, FL



Technology Advisory Board Meets

The Mercury Technology Advisory Board gathered for their annual meeting prior to the FTD 2003 Convention and Trade Fair. The participants provided recommendations and identified industry technology issues so that the FTD Development team focuses on creating profit building, florist-friendly solutions for our industry.

Advisory members are Italo Paris, Ital Florists, Ed Oman, Just Original Flowers and More, Christine Matheis, Schaeffer Greenhouses, Dan Brennan, Brennan's Flowers and Gifts, Steve Pickrell, Westmount Florists, Holly Milburn, The Finishing Touch, Mark Smith, Smiths of Midland, Mark Silacci, Swenson and Silacci Florist and Gina Norman, Jen-Mor Florist.

HP Provides Exciting Giveaways for FTD Members



Special thanks to HP for their donation of exceptional giveaways at the FTD 2003 Convention and Trade Fair. Lucky FTD Members won more than \$10,000 exciting prizes such as HP Computer systems, HP Digital Cameras and much more!



For More Information on Purchasing FTD Technology to Grow Your Profits, Call 800-767-3222.

FTD Announces Partnership with Canadian Service Provider

COMPUGEN



FTD is pleased to announce the launch of a new partnership with Compugen, a Canadian Service Provider. This relationship will benefit all Canadian FTD Members who rely on FTD's Mercury Technology to help grow their business and streamline their shop operations today and in the future. The partnership with Compugen will speed the deployment of equipment and service for FTD Members in Canada.

FTD thanks Compugen for their support of the FTD 2003 Convention and Trade Fair and looks forward to a growing partnership together. ■



FTD Canadian National Sales Manager Frank Stornelli, Compugen's Gerry Skipwith and FTD Technology Executive Vice President Michael Soenen at the FTD 2003 Convention.

Regional Technology Showcases to Follow Convention Success

Watch for the announcements of new Technology Showcases in your area. Fifteen regional events will be conducted this fall.

- Participate in hands-on system demonstrations that will help you make money and save time with easy to use technology.
- Network with other florists during the interactive technology workshops that will focus on sharing business building ideas.

Check the FTD Industry and Events section at FTDI.com website. The schedule will be posted as soon as details are finalized. ■



Join FTD Cash-Flo Today and Save Big!



Have you checked your Visa and MasterCard rates lately? If not, you should! Recently, some credit card companies have increased their rates. How can you combat a rate increase?

Contact FTD's credit card department today at 800-788-9000 ext. 4262 for a FREE credit card processing evaluation. Let us show you how you can secure better rates and save more money by processing your credit cards with FTD's Cash-Flo program.

Plus, if you join FTD Cash Flo today, FTD can save you even more money by offering you either:

- No subscription fees for 6 months (over \$100 value) or,
- No transaction fees until February 2004

With FTD Cash-Flo, you receive the lowest rates in the industry and can process all card types on one terminal. Plus, you can utilize your existing equipment and receive one simple statement. All for only \$0.60 (\$1.75 CAN) a day!

Contact FTD's credit card department today at 800-788-9000 ext. 4262 to receive your FREE credit card processing evaluation! Saving you time and money, FTD makes it easy to switch credit card processing services.

Remember...you can earn both Dollars and Scents rebates and Cash-Flo rebates by sending your domestic and international wire orders FTD! Contact the FTD credit card department at 800-788-9000 ext. 4262 or your local FTD Business Consultant for further details. ■





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.

OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH FTD Members Can Help Fight Breast Cancer in Their Own Shops!



FTD is again joining with the Susan G. Komen Breast Cancer Foundation and the Breast Cancer Society of Canada to develop ways for FTD Members to support the fight against breast cancer. FTD.com is committed to help fight cancer through the 5% discount donated to Susan G. Komen – now FTD Members are welcome to participate as well.

Email prdept@ftdi.com to receive your FTD personalized donation envelope specifically for FTD Members (U.S. only), which can be directly submitted to the foundation with your shop's donation to Susan G. Komen. Visit www.FTDi.COM for more information on Canadian promotions and for participation ideas on how you can individualize a promotion for your shop. For more information on your participation contact the FTD PR Department at prdept@ftdi.com. ■

VIEW www.FTDi.COM FOR SHOP IDEAS.

ftdi.com Contest

Enter the September FTDi.COM Contest online at www.FTDi.COM, by answering the following question for your chance to win \$200 a week for two weeks towards your purchase in the FTD Fresh Flowers 8th Box Program!

Question:

How does the FTD Fresh Flowers "8th Box Program" work?

- A. Every "8th" FTD Fresh Flower Purchase is FREE
- B. The "8th" stands for the retailer friendly box size
- C. Place 7 FTD Fresh Flowers orders and the "8th" is half-price
- D. Order from FTD Fresh Flowers and pay an "8th" of the total shipping charges

Prize:

September's prize: WIN \$200 a week for two weeks (\$400 Total Prize!) towards your purchase in the FTD Fresh Flowers 8th Box Program! For more information about this exciting program, visit <http://www.ftdi.com/freshflowers/8thboxprogram.htm>.



*Contest deadline is midnight of September 30, 2003,
One winner will be chosen from all correct entries.*

Congratulations to Plaza Flowers in Doniphan, Missouri!



Plaza Flowers was our July 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) courtesy of the FTD Cash-Flo credit card department. ■

WE'D LOVE TO HEAR FROM YOU!

FTD welcomes comments and suggestions from FTD Florists for the Newsletter. Contact the FTD Public Relations Department by writing to FTD, Attn.: PR Dept., 3113 Woodcreek Drive, Downers Grove, IL 60515, or send an email to newsletter@ftdi.com. Please include your FTD Member Number. ■



Same Day Gifts and Web Gifts—What's the Difference?

Web Gifts

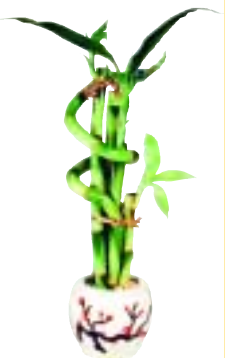
FTDi Marketplace offers a selection of gift products that florists can advertise on their own web site to be fulfilled (*outgoing order from the florist*) by vendors selected by FTD Marketplace. The selection of non-floral products includes items that have proven to be best sellers on FTD.COM or other gift web sites. **Orders for these products are not processed through FTD.COM.**



For questions or to participate in this program contact your FOL rep or send an email to webgifts@ftdi.com requesting more information.

Same Day Gifts

The new Selections Guide Update contains a selection of products that both florists and FTD.COM can advertise on web sites or in store that can be fulfilled (*incoming orders from FTD.COM*) for same day delivery. In order to participate in filling these orders, florists must codify with publications. FTD.COM will be featuring a variety of items in the same day gifts section. Florists will need to codify for the Votive Sampler and the Lucky Bamboo, the remainder are covered if the florist has codified for gourmet and balloons. Images and descriptions can be found on page 19 of your Selections Guide Update (sent August 2003). You can source the products locally if you would like or contact Marketplace and they will offer options that you could use to fulfill these items.



If you would like to be codified for these products contact Publications either by phone 800-788-9000 or GEN message to 90-0258AA. ■

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
30-minute Round Robins
General Session

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

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.)*