



FTD

Flowers say it better. FTD says it best.™

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MERCURYMINUTE

IMLAY FLORISTS CELEBRATES 100 YEARS OF SUCCESS AS AN FTD FLORIST

Imlay Florists, Inc. of Zanesville, OH is celebrating 100 consecutive years as a dedicated FTD member florist. The shop joined FTD on September 1, 1912 and is our oldest, active member.

“FTD and Imlay Florists have been partners in the floral industry for 100 years. We have committed our family name to the industry for five generations, spanning 171 years. The great customer service that we have been able to provide our clients is because of our partnership with FTD. The continued success for Imlay Florists and FTD is going to be by embracing the changes in the floral market, and working together to meet the needs of our customers. Together we can succeed.”

Imlay Florists
“Family serving family since 1841”

Imlay Florists is a fifth generation, family-owned flower shop providing high quality service to several areas surrounding and including Zanesville. The shop is not only the longest running FTD member, but is also the oldest continuously family-owned and operated florist in the United States, according to *A Centennial History of the American Florist*. Imlay Florists has been proudly serving the

Zanesville community since 1841 and attributes its success to providing superior service and evolving to meet the changing needs of its customers. FTD is honored to have Imlay Florists as a partner and strives to help drive local business to its shop and increase its sales.

Please join FTD in congratulating Imlay Florists on its 100 years and ongoing success as an FTD member!

The FTD®
Anniversary Bouquet
AVB

Dave and Katie
of Imlay Florists





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FTD International Field Business Consultant Raul Picazo (left) presented the FTD Mercury Award to Jose Rodriguez (right), owner of **Floristeria Exótico**, located in Venezuela, at the Iberoamerican Cup of Floral Design in Argentina.



Congratulations to FTD Education Consultant Ian Prosser AIFD (right) and his team for creating a stunning grand finale wedding program at AIFD Symposium. FTD was proud to be the Platinum Elite Partner sponsoring Ian's program, that featured guest commentator and wedding magazine publisher Grace Ormonde (left).

Congratulations to Mann Florist of Sault Sainte Marie, ON, for celebrating the shop's 110th birthday!



CELEBRATING FTD FLORISTS

Kate Petrykowski and Barbara Ostroff of **Delmar Florist** in Delmar, NY, created this exquisite floral arrangement for the World Trade Center Gallery. The arrangement was the only one permitted in the gallery and was placed at the entrance for all visitors to enjoy.



FTD Field Business Consultant Dave Galvin (left) and FTD Regional Vice President Jim Weedon (right) visit Jim Clifford (Center), owner of **Clifford's Flowers** in Quincy, MA.



Congratulations to Deborah De La Flor AIFD (left), FTD Education Consultant and co-presenter Jacob McCall AIFD (right), on their outstanding program entitled "Emotions" at the AIFD 2012 Symposium.



FTD Regional Vice President Jim Weedon (left) and FTD Field Business Consultant Dave Galvin (right) with Dan Marquardt (center) of **Coady Florist** in Cambridge, MA.

LEADING EDUCATION FROM FTD

FREE WEBINAR SERIES - LEARN HOW TO PREPARE FOR A STRESS-FREE HOLIDAY

FREE



Deborah De La Flor AIFD
FTD Education Consultant

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!

Prepare for a Stress-Free Holiday

Presented by FTD Education Consultant Deborah De La Flor AIFD, PFCI

Tuesday, September 11, 2012
2 pm ET/11 am PT

Register today!
FTDi.com/FTDUniversity



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

GET FIT AT FTD BOOT CAMP

Sharpen your business and design skills at the exclusive FTD Boot Camp. Held in **small classroom setting**, this three-day workshop presents a perfect blend of business, design and quality training for **shop owners and managers**. FTD Boot Camp provides participants with a snapshot of ways to **drive local business** to their shops.

Register today at FTDi.com/FTDUniversity!

SPACE IS LIMITED



Ann Jordan AIFD
FTD Education Consultant

"The FTD Boot Camp is a great benefit because it covers everything from A to Z. I learned about myself as a manager and owner, and I am going back to my shop to make processes better, such as improving the loose ends that will help grow my shop. There's also validation behind Ann (Jordan) having owned a flower shop herself."

— Valerie Kinsch-Wray,
Kinsch Village Florist & Garden Center, Palatine, IL

Join us for FTD Boot Camp

Date: October 1-3, 2012
Location: Downers Grove, IL - FTD Headquarters
Cost: \$599/person*
Instructor: Ann Jordan AIFD, AAF, mmfd

*Includes all education sessions, flowers and materials; three nights of hotel room and tax; breakfast and lunch and a networking dinner on Monday night.



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EDUCATION & EVENTS CALENDAR

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

SEPT. 7-9, 2012

**ALABAMA STATE FLORISTS ASSOCIATION CONVENTION
MONTGOMERY, AL
JACKIE JOHNS • 205-438-1898**

Featured FTD Design Program:
"Weddings from A to Z"

presented by FTD Education Consultant
Deborah De La Flor AIFD

WEDDING PROGRAM

SEPT. 7-9, 2012

**NORTH DAKOTA STATE FLORISTS ASSOCIATION CONVENTION
JAMESTOWN, ND
JAN HEITMANN • 701-746-7777**

Featured FTD Design Program:
"Vase It!"

presented by FTD Education Consultant
John Klingel AIFD

EVERYDAY PROGRAM

SEPT. 7-9, 2012

**NEW MEXICO STATE FLORIST ASSOCIATION CONVENTION
ALBUQUERQUE, NM
THIA SMITH • 505-242-7818**

SEPT. 9, 2012

**CENTRAL ALLIED FLORIST ASSOCIATION CHRISTMAS DESIGN SHOW
PEARL, MS
JOHN STEPHENSON • 601-919-1465**

SEPT. 14-16, 2012

**IDAHO STATE FLORIST ASSOCIATION CONVENTION
POCATELLO, ID
JUAN TRACY • 208-520-2577**

Featured FTD Design Program:
"The Impact of Perception"

presented by FTD Education Consultant
Ann Jordan AIFD

EVERYDAY PROGRAM

SEPT. 14-16, 2012

**OZARK FLORIST ASSOCIATION CONVENTION
QUAPAW, OK
PAT PHILLIPS • 417-883-8580**

Featured FTD Design Program:
"A Celebration of Life: Today's Sympathy Flowers"

presented by FTD Education Consultant
Keith White AIFD

SYMPATHY PROGRAM

SEPT. 15-16, 2012

**IOWA FLORISTS' ASSOCIATION CONVENTION
DES MOINES, IA
MARCIA GOODMAN • 319-399-1023**

Featured FTD Design Program:
"Creative Everyday Designs"
presented by FTD Education Consultant
John Klingel AIFD

EVERYDAY PROGRAM

SEPT. 19-22, 2012

**SOCIETY OF AMERICAN FLORISTS ANNUAL CONVENTION
PALM BEACH, FL
SOCIETY OF AMERICAN FLORISTS
703-836-8700**

SEPT. 30, 2012

**HOMETOWN FLORIST ASSOCIATION CHRISTMAS SHOW
BALTIMORE, MD
MARIE GAYDOS
410-655-7700**

Featured FTD Design Program:
"Holiday Heaven"
presented by FTD Education Consultant
Tina Coker AIFD

HOLIDAY PROGRAM

OCT. 6-8, 2012

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

OCT. 13-14, 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 "ACHIEVING FLORIST SUCCESS" SHOW
WATERBURY, CT
CONNECTICUT FLORISTS ASSOCIATION
203-268-9000**



The FTD®
You're Special™ Bouquet
12-F1