

SIGN UP FOR FTD® BOOT CAMP

**Finish the year strong.
Learn techniques to help drive
local business to your shop.**



“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

FTD University is pleased to offer FTD Member Florists an opportunity to **sharpen their business and design skills** at the exclusive FTD Boot Camp. This three-day workshop presents a perfect blend of business, design and quality training for shop owners and managers.

FTD Boot Camp, featuring FTD Education Team Member Ann Jordan AIFD, AAF, mmfd, is held in a **small classroom setting** to provide an opportunity for open discussion and idea generation. FTD Boot Camp offers participants a wealth of information about how to **drive local business** to their shops, fine-tune design techniques and market their businesses.

**FTD BOOT CAMP
OCTOBER 1-3, 2012
Register at FTDi.com/FTDUniversity.**

The FTD®
Luxe Looks™ Bouquet
V10 DELUXE

SPACE
IS LIMITED!

FTD BOOT CAMP

FTD University is pleased to offer our member florists a fun-filled and informative three-day workshop. The following schedule is a snapshot of the exciting opportunities for business and design knowledge to help enhance your skills.



The FTD®
Vibrant Views™ Bouquet
B7-4826 Premium

MONDAY, OCTOBER 1

8:00 AM

Check-in

8:15 AM

Business Session

CONSUMER TRENDS

Understanding consumer trends is crucial to be successful. We will review the influences and facets that will help pave a way for opportunities to achieve success.

AMERICAN FLORAL TRENDS FORECAST

Knowing the trends in color and floristry will aid in the direction of designing arrangements, buying merchandise, creating wedding styles and crafting displays featured in your flower shop.

10:15 AM

Business Session

TRAINING AND MOTIVATING EMPLOYEES

A key factor in employee retention is providing the opportunity for proper training and job skill enhancements. These are important motivators, emphasizing what benefits both your employees and your business.

BRANDING

Profitable companies believe image is their number one asset because branding creates customer loyalty. If the mystique of image is missing from your shop, this session will teach you how to create your own brand.

12:00 PM

Lunch

1:00 PM

Design Session

EVERYDAY DESIGNS

The hands-on design class is for all skill levels. Challenge your abilities as we focus on arrangements that are trendy with vast consumer appeal. (Tools and *Florists' Review Design School* book provided.)

3:15 PM

Design Session

SYMPATHY DESIGNS

During times of sorrow, sympathy flowers offer your customers a heartfelt and uplifting gesture. Incorporate graceful ways to express wishes of peace, strength and sympathy without breaking the budget.

6:00 PM

Networking Dinner



SCHEDULE OF EVENTS

Business and design sessions are led by FTD Education Team Member Ann Jordan AIFD, AAF, mmfd unless otherwise noted in the schedule. All guests are asked to check into the hotel on Sunday, September 1. (Sunday room cost is included in the overall fee.)

TUESDAY, OCTOBER 2		WEDNESDAY, OCTOBER 3	
8:00 AM	Check-in	8:00 AM	Check-in
8:15 AM	Business Session EFFECTIVE SALES TECHNIQUES We live in a world that is filled with competition. Recognizing key selling skills is more important than ever, and will certainly set you apart and add to your bottom line. WEDDING CONSULTATIONS Successful wedding consultations are all about the connection between you and the bride. Learn ways to gain her confidence and trust, allowing you to be creative and gain the opportunity to upsell your services.	8:15 AM	Business Session PROFITABILITY AND COST OF GOODS (COGS) The ability to survive in business includes being focused on success and running a profitable operation. In this class, we will explore ways to be a profit-minded florist. QUALITY <i>Keith Harbison, FTD Manager, Quality Assurance</i> FTD recognizes and rewards member florists that continually strive to achieve industry-best practices. Master the definition of quality, care and handling and proper substitution for FTD branded arrangements and gifts.
10:15 AM	Business Session MARKETING Explore various marketing opportunities and ways to help develop a strategy that will give you the greatest possible advantage for success. EMAIL MARKETING <i>Tom Stark, FTD FOL Product & Services Specialist</i> Discover how to promote your shop, website and products using email marketing! Gain valuable insight on who to contact, how to contact and what to offer. SOCIAL MEDIA <i>Emily Peterson, FTD Director, Marketing & Events</i> In an ever-increasing digital world, discover simple ways to use this highly visible, instantaneous marketing tool to reach your customers.	11:00 AM	Design Session DESIGNING FOR PROFITABILITY/QUALITY In some instances, less can be more! Learn to use negative space to lessen the number of stems used, while producing high quality, breathtaking designs that boost your profit margin.
12:00 PM	Lunch	12:30 PM	Lunch
1:00 PM	Design Session DESIGNS FOR YOUNGER GENERATIONS In this design session, challenge yourself to alter your designs to appeal to a younger, trendier customer-base, that embraces traditional items with their own personal and modern twist.	1:30 PM	Tour of FTD Headquarters
3:15 PM	Design Session WEDDING DESIGNS Weddings are an important part of the business mix for retail florists, and it is crucial to stay current on the latest trends. Learn to think outside the box to satisfy even the most particular of brides.	2:00 PM	Conclusion of FTD Boot Camp
		2:00 PM	Optional FLORISTS ONLINE TRAINING <i>Tom Stark, FTD FOL Product & Services Specialist</i> Learn how to use simple set-up tools and tips for populating the pages of your FOL website.



Get Fit at FTD Boot Camp

DATE: October 1-3, 2012

LOCATION: Downers Grove, IL — FTD Headquarters

COST: \$599/person*

INSTRUCTOR: Ann Jordan AIFD, AAF, mmfd

*This great value is inclusive of all education sessions, flowers and materials; three nights of hotel room and tax; breakfast and lunch and a networking dinner on Monday.

Meet Ann Jordan

*FTD Education Team Member &
FTD Boot Camp Instructor*

Ann Jordan AIFD, AAF, mmfd has over 25 years of retail floral experience and has instructed design classes and hands-on workshops throughout North America. She has studied floral design with some of the greatest designers in the world and is exceptionally active in the floral industry.

Enthusiastic and knowledgeable, Ann has impacted the floral industry in many significant ways. She was most recently inaugurated as the AIFD President for the 2012-2013 term, and has served AIFD previously as Vice President and Secretary. Ann has performed in many roles for the AIFD National Symposium, including Procurement Chair and Symposium Coordinator over the past ten years.

Other career accomplishments of Ann's include having her designs featured in the November and December 2010 issues of *Florists' Review*, and she has participated in many AIFD programs including the AIFD booth at the famed Philadelphia Flower Show. Ann's presentation entitled "River Run" on the main stage was highlighted at the 2008 AIFD National Symposium, she was on the design team for President George W. Bush's Inauguration in 2005 and she placed third in the AIFD Holland Cup Competition in 2004. Ann was also the recipient of the John A. Valentine Award presented by FTD in 2000.

Not only is Ann recognized in the floral industry for her creative skills, but she is also known in her community as a business leader and prominent floral designer. She was nominated for the Maine Small Business of the Year in 2004 and New England Business Woman of the Year in 1998. At the world-renowned New York Botanical Gardens, Ann teaches all aspects of floristry to floral design students. Ann has been an FTD Education Team Member since 2007 and incorporates her prestigious accomplishments with the latest trends into all of her teachings.

Watch Ann's education programs in the FTD University video library at FTDUniversity.com.





“The most beneficial aspect of FTD Boot Camp is that it is tailored for managers and owners; someone like me. Other florists should attend because you always need to learn, get better and refine your skills. There is always room for improvement.”

Laura Ressler
Robert's Floral
Bismark, ND