



FTD® “Drives” Orders to Florists

To help drive business to local FTD Florists and increase FTD orders this Mother’s Day, FTD is sponsoring the *FTD Mom & Me Sweepstakes* this April and May. Consumers who purchase qualifying FTD Mother’s Day product between April 28th and May 12th will have the opportunity to put their Mother in the driver’s seat of a 2008 Cadillac CTS!

PROMOTIONAL MATERIALS INCLUDED! As an FTD Florist, you are automatically able to participate! FTD will be sending you all the necessary materials needed to help promote the FTD Mom & Me Sweepstakes. Be sure to look for them with your FTD May Directory mailing. Not only will it help you with your in-store promotion, but it will also provide your customers with a

free method of entry. Be sure to make all of this available during the promotional period of April 28th through May 12th.

BACKED BY NATIONAL ADVERTISING! FTD will feature the four Mother’s Day codified bouquets in advertising to drive consumers to purchase those key products. FTD will be promoting the sweepstakes through national advertising in PARADE, which is seen by 34 million households weekly, as well as email campaigns and our ongoing public relations programs.

Consumers will know to ask for and send FTD in order to have an opportunity to win big this Mother’s Day.



Please contact FTD’s Public Relations Department at prdept@ftdi.com with any questions.

Everyone at FTD hopes you have a very successful Mother’s Day and best of luck in the FTD Mom & Me Sweepstakes.

FTD IS DRIVING BUSINESS TO LOCAL FLORISTS AND INCREASING ORDERS THIS MOTHER’S DAY

FTD Florists Ring the Bell at the New York Stock Exchange



From left to right: Ken Royer, Dean Georges, Lawrence Leibowitz (NYSE Head of U.S. Markets & Global Technology), George Kanganis, Gary Cress, Christy Kanganis, George Papanicolaou

On February 13, in celebration of Valentine’s Day, FTD Florists joined George Kanganis, FTD’s Executive Vice President of Sales, to open trading at the New York Stock Exchange by officially “ringing the bell.”

Florists who attended the ceremony included:

- *Ken Royer*, Royer’s Flowers and Gifts (Lebanon, PA)
- *Dean Georges*, Irene Hayes Wadley & Smythe Lemoult (New York, NY)
- *Gary Cress*, James Cress Florists (Smithtown, NY)
- *George Papanicolaou*, Nillson’s Flower Shop (Pleasantville, NY)

Special thanks to Macres 30th Street Florist for decorating the podium with beautiful flowers for the historic bell ring.

FTD also had the Mercury Man on hand to greet traders as they entered the building, while FTD Flower Girls handed out roses and Valentine’s Day coupons.

The NYSE Opening Bell Ring is televised daily on many of the national news and financial channels such as CNN and CNBC.

This was a great opportunity for FTD Florists and FTD to reach consumers with national exposure of the FTD brand prior to Valentine’s Day.

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100th ANNIVERSARY OF FTD

1910-2010



Welcome to Spring!

We all know what that means...flowers, warmer temperatures, gardens, blooming trees and plants. Spring is exciting and fresh! For our FTD Members who partner with us, it means growth. It means FTD can grow your business! FTD has products and services that are growth vehicles for your business. The members that used our Mercury Technology POS system this past Valentine's Day ran their business more efficiently than they could have ever imagined. The members that grew their Internet business did it with FTD's Local Search program. The members that purchased their fresh flowers through the FTD Flower Exchange received special customized pricing that provided better margins for their business.

Now if growing your business is not for you, or if making more money is not for you, then keep doing what you are doing. If growing your business and making it more profitable is for you, then please look at FTD's Mercury Technology POS system, our Local Search online marketing program and the FTD Flower Exchange. These products and services can take your business to higher levels of profits. It's never too late to take a look at these products and see if they make sense for your business. Please take a look at FTD when you are looking for a partner that can make you more money.

Hope you all have a great Mother's Day!

Henry Kaganis

Florida State Florists' Association Hosts Mid-Season Meeting

The Florida State Florists' Association hosted its Mid-Season Meeting from January 25-27 in Ocala, FL. FTD was an active sponsor and

participant at the event by hosting a booth as well as offering presentations and design programs throughout the weekend.



- 1 Bobby Kyser, (member shop Petals Panache in Wilton Manors, FL) during his FTD-sponsored program at the event with his employee showing off one of his designs.
- 2 Christine Vasconcelo (member shop Bloomingdays in Tampa, FL) FSFA Treasurer and Winnie Cross (member shop Sally's Roses & More in St. Augustine, FL) President-Elect of FSFA.
- 3 Russ Barley, AIFD (member shop Emerald Coast Flowers in Santa Rosa Beach, FL) during his design program with Jessica Parker, AIFD.
- 4 Jessica Parker, AIFD (member shop Blossoms on Monroe in Tallahassee, FL) during her design program with Russ Barley, AIFD.
- 5 Lisa Metcalf (member shop Blossoms on Monroe in Tallahassee). Lisa is Vice President of FSFA. She is pictured with FTD Field Business Consultant Chris Bordes.

Reeds Flowers Celebrates 75th Anniversary

Reeds Flowers is proud to celebrate its 75th anniversary as a FTD member and 84 years in the floral industry.

Bert Blanche Reed entered the flower business in 1930 during the Great Depression and Reeds Flowers was very active in state and national floral affairs. Harry Reed, the current owner, was raised in the business, and attended conventions from an early age. He returned to the shop after college at Baylor and some wonderful years as a pilot in the Air Force.

"Changing with the times and serving our community of Waco, Texas with quality flowers at reasonable prices has kept Reeds a top 500 FTD shop, which is an honor we are proud of and will strive to maintain with an active presence in the Waco area," stated Harry Reed, owner of Reeds Flowers.



FTD Field Business Consultant Jayla Love, Regional Vice President John Hurdil & Harry Reed

120 Years and Counting — Shotwell Floral Company

Alvin T. Shotwell entered the floral and nursery business 120 years ago, opening the first Shotwell Floral Company in 1888. As the business grew, Alvin felt he needed assistance so he sold an interest in the business to floral specialist John L. Graver. The firm of Shotwell and Graver continued until 1908 when Graver sold his shares to W. B. Shotwell, who was Alvin's son. In 1898, the business was moved across the track to Broadway and Front streets, and greenhouses were built in 1908. Upon the death of W. B. Shotwell in 1957, his son J. W. Shotwell was elected President and Treasurer of

Shotwell Floral Company. John W. Shotwell Jr. joined the company in 1970, establishing the fourth generation of Shotwell's ownership in the company.

Shotwell Floral Company has been an FTD member since 1908.



Owners, John Shotwell Jr. & wife, Amette

A Tribute to Gold & Black — Celebrating 100 Years of FTD®

FTD is celebrating its 100th anniversary in 2010, which is less than two years away. There is a lot of history to share and we want FTD Florists to help us tell the story. Over the next 12 issues of *Mercury Messenger*, you will see great historic photos of FTD by decade in each issue, but we want to see your historic photos too.

If your business has roots beginning from 1910-1950, please send in any historical photos or documents about your flower shop by June 1, 2008. The history of FTD through 1950 will be covered throughout 2008.

FTD During 1920 & 1930



FTD's success depended on advertising. Florists were encouraged to make consumers aware of the service by bousing "Flowers-by-Wire" display windows.



Clearinghouse Department in 1926.

FTD won a prize in 1933 for the first float it entered into the Rose Parade.



Send your photos and stories from 1910-1950 to prdept@ftdi.com or mail to FTD Public Relations Attn: 100 Year Anniversary, 3113 Woodcreek Drive, Downers Grove, IL 60515. Photos will be returned.

FTD Florists During 1910 – 1950



Front window of Johnson Floral Co. (Boise, ID) in late 1940's.



Delivery wagon from 1913 for Newton Florist in Norfolk, VA.



Delivery people in the 1930's in front of Johnson Floral Co. in Boise, ID.



Above: Shotwell Floral & Greenhouse Advertisement in 1950



Mother's Day FUN FACTS

Although history books reference a celebration of mothers dating back to Egyptian times, the first official Mother's Day was celebrated in 1908 in West Virginia by Anna M. Jarvis. Anna petitioned for the creation of an official Mother's Day in remembrance of her mother, which occurred in 1914 when Woodrow Wilson signed it into observance, declaring the second Sunday in May as Mother's Day.

By 1950, over 40 countries observed Mother's Day in their own way. Here are a few ways countries around the world celebrate or have celebrated the holiday.

Argentina—Although most of South America celebrates Mother's Day in May, Argentina observes the holiday in October as that time of year coincides with their Spring season.

France—After WWI, France was focused on re-populating the country and awarded medals to mothers...a bronze to mothers with up to 5 children,

silver for up to 7 children and gold for 8+ children.

Mexico—May 10th is the official Mother's Day holiday in Mexico. Children greet their mother with a song in the morning.

Yugoslavia—The holiday is tied to a three day series of holidays, starting with Children's Day before Christmas, then the following Sunday is Mother's Day and the Sunday after that is Father's Day. On their respective holiday, each member of the family is "tied up" until they promise to be good (children) or until they give gifts (parents).

DID YOU KNOW?

- National Retail Foundation estimates Mother's Day is \$14 billion industry.
- Restaurants claim Mother's Day is the busiest day of the year.
- 96% of Americans shop for someone for Mother's Day, making it the second highest gift-giving holiday behind Christmas.

TIPS TO PROMOTE MOTHER'S DAY 100th ANNIVERSARY

Every year, Mother's Day receives a lot of press, but this year, with the 100th anniversary of the holiday, it will be in abundance. How can you utilize this special year and do something different to celebrate the holiday and increase your business?

- 1 100-Stem Bouquet:** Sell or give away a 100 stem bouquet.
- 2 100 Flower Bouquets:** Hold a contest or sweepstakes with a local radio station to give away 100 bouquets of flowers to 100 lucky listeners.
- 3 First 100 Customers:** Organize a promotion for the first 100 customers to place their Mother's Day order and get:
 - free delivery
 - free gift
 - \$20 off next order
- 4 100-Word Essay:** Work with local schools to get the kids to write a 100-word essay on why their mom is great. Every kid receives a free flower and winner receives a bouquet for mom.
- 5 Mom & Me Photo Contest:** Partner with local radio stations or newspapers to hold a photo contest for moms and kids.
- 6 Lucky Bouquet:** Include special stickers on vases to indicate lucky bouquets which are worth a year of flowers (one bouquet a month for 12 months).
- 7 Press Release:** Send a press release to all local media outlets promoting the 100th anniversary of Mother's Day and your shop's special offers.

R O S E P A R A D E H I G H L I G H T S



- 1 FTD Member Sherry Armstrong Reinking from Armstrong Flowers in Ft. Wayne, IN, was a lead floral designer for the FTD Float.
- 2 The FTD award-winning float "The Magic of Mardi Gras" strolling down Colorado Blvd in Pasadena, CA.
- 3 Several television stations broadcasted live from the FTD float in the days leading up to the parade. The Shamarr Allen Band from New Orleans (background) performed on the FTD float giving it an authentic Mardi Gras flare.
- 4 Valerie Lee Ow (center) from J. Miller Flowers and Gifts in Oakland, CA helped decorate the FTD float with her family and friends.
- 5 Hundreds of volunteers work day and night putting the final touches on the FTD Rose Parade float.



FTD Awarded Tournament Special Trophy at 2008 Rose Parade

FTD celebrated its 55th year in the Rose Parade® merriment and brilliance of Mardi Gras that has been celebrated for more than 300 years in New Orleans. The award-winning float featured more than 100,000 roses, and captured the glittering style and carefree folly of is Mardi Gras. FTD also hosted a special "Rose Parade: Behind the Scenes" trip for florists who wanted an up close and personal experience of all of the excitement of the Rose Parade and Rose Bowl Game.

If you are interested in attending the 2009 Rose Parade, please email events@ftdi.com and we will send you information once it becomes available.



Michigan Floral Association Announces 2008 Retailer of the Year

At its annual conference, held this year on March 10 at the Grand Plaza Hotel in downtown Grand Rapids, the Michigan Floral Association recognized Bing Goei from Eastern Floral & Gift with the 2008 Retailer of the Year Award. The criteria for receiving this prestigious award includes being an active association member who has promoted high standards and professionalism not only to the industry, but also to the community that they serve.



Left to Right: MFA Immediate Past President Jerome Raska, Bing Goei, MFA President Jeanette Ballien.



Be Inspired. Go to a Design Show.

June 13-15
Florida State Florists' Association Convention
Regal Sun Resort
Lake Buena Vista, FL
Kristine Kratt – "Flowers for a New Generation"

June 24
Delaware Valley Florists' Association Design Show
Pennock Company
Philadelphia, PA
Kristine Kratt – "Flowers for a New Generation"

July 11-13
Texas State Florists' Association Convention
South Shore Harbour Resort & Conference Center
League City, TX
Featured FTD Design Program: "Weddings from A to Z" presented by FTD Design Instructor Deborah De La Flor AIFD, PFCI

July 18-20
Oklahoma State Florists' Association Convention
Renaissance Hotel
Tulsa, OK
"The Life of the Party"

July 18-20
South Carolina Florists' Association Convention
Embassy Suites
Greenville, SC

July 26-27
Louisiana State Florists' Association Convention
River Oaks Convention Center
Lafayette, LA
Featured FTD Design Program: "Weddings with Style" presented by FTD Design Instructor Ian Prosser AAF, AIFD, NDSF, PFCI

July 26-27
Heartland Floral Convention
Mid-America Center
Council Bluffs, IA

July 26-27
North Carolina State Florists' Association Convention
North Raleigh Hilton
Raleigh, NC
Featured FTD Design Program: "The Smart Designer" presented by FTD Design Instructor Ann Jordan AAF, AIFD, MMFD

For a complete list of shows, go to www.ftdi.com



FTD Field Sales Representative Neil Well and Lianne Griffith from Flower Fusion



John & Marge Vanbruinessen from Durant's Flowers, Jennifer Faustino & FTD Field Sales Representative Lenny Faustino.



Juris and Ina Taurins from Alma Florists Inc. with Suzy Caiger from Adas Flowers



Above: Aedy Sun from Finishing Touch with FTD Marketplace Sales Representative Pam Salotti



Below: FTD Design Instructor Ann Jordan

FTD Canadian Florist Conference Hits Toronto

The FTD Canadian Florist Conference was hosted this past January 2008 in Toronto at the Inter-Continental Hotel. Hundreds of florists from across Canada attended this exciting two-day event including education, design and networking.

Conference attendees had the opportunity to learn from FTD Florist Online one-on-one sessions, a trade fair with FTD and outside vendors, business, design and technology presentations and an abundance of entertaining events.

Featured guest speakers at the conference included:

Ann Jordan
The Smart Designer

Debbie Allen
Thriving In A Highly Competitive Marketplace

Bobby Adore
Boost Your Online Marketing Results

Jeff Corbin
The Life of the Party

If you would like information regarding the next FTD Canadian Florist Conference, please send an email to events@ftdi.com and we will send you information once it becomes available.

Dallas Florists Enjoyed the FTD Road Show

In January 2008, FTD hosted the Dallas Road Show at the Hilton Anatole Hotel. Hundreds of florists took part in this beneficial industry event and were equally impressed with the balance of business, design, education and networking available.

Florists were able to participate in hands-on workshops, technology showcases, FTD Florists Online one-on-one sessions, a robust trade fair, business, design and technology presentations and a dinner/design show to close the event.

Featured guest speakers at the road show included:

Toomie Farris
*Discovering the Corporate Client**

Ann Jordan
*Hand-tied Bouquets with Class (workshop)**

Toomie Farris
*Gifts of the Earth (workshop)**

Debbie Allen
Thriving In A Highly Competitive Marketplace

Ann Jordan
The Smart Designer

If you would like information regarding the next FTD Road Show, please send an email to events@ftdi.com and we will send you information once it becomes available.

*Featured on FTD University



FTD Flower Exchange Sales Representative Val Vourlos and Faye Lo from Marco Polo.

Maintaining Strong Sales During the Summer

Toomie Farris, AAF, AIFD



We all understand just how seasonal our business can be, from the wild crazy floral holidays such as Valentine's Day and Mother's Day to the slow summer doldrums.

We certainly need to find ways to try to level out those extremes in sales and provide a steadier even cash flow.

While our business is always going to have peaks, here are a few ideas to help fill in those slow summer weeks.

The most obvious revenue source in the summer is weddings and parties. In order for these revenues to be realized in the summer, we need to be marketing year-round, especially during the bridal show season which all of those newly-engaged couples attend. In many regions, entertaining also picks up during the summer, so look for opportunities to provide flowers for any type (casual to elegant) of event.

Depending on the space you have and your traffic, consider expanding into other business segments. For example, offering high-end unique outdoor patio pots planted (and possibly even providing maintenance services) can be very lucrative. These can be used on pool decks, entryways, or patios. Or, expand your giftware lines to include decorative accessories, which tend to be a year round sales item (lamps, accent pieces, silk designs, etc.). Focus on enhancing peoples lives through your design skills. Include flowers and plants, but expand to items that you are more comfortable carrying and selling.

Another idea is to do more tied to a specific month or occasion. For example, June is "National Rose

Month". Work with your supplier to get special buys and do a specific product promotion. Do something goofy like a Christmas in July sale; create something out of the ordinary. Participate in local fairs and festivals, sell from a booth, but also treat it as a year-round marketing opportunity.

If you do not have a regular schedule to call on existing and potential clients, schedule yourself or a key person out of the shop two afternoons per week to call on your existing and potential new clients. In a small town – take the local funeral director, banker, or physician to lunch. Any of these activities will help you build year-round sales.

My favorite summer activity is to have a "Garage Sale." It is a great way to clean up, get cash out of old, questionable inventory and keep folks busy. Hold it in a tent if you have to, but get rid of the stuff that has just been sitting around. Today, cash is king and if it hasn't sold, get your money out of it and move on.

Other activities for those long summer days are to start making artificial arrangements for the fall and holiday season. Start by being creative and making new things from last year's left overs, adding new accents only to freshen the inventory up. This is one of the few ways we can actually "inventory" labor costs for future sales.

Set your fall displays earlier than before. I suggest having a strong autumn seasonal presence on your floor by August 1 to encourage early sales.

While adding sales volume is important for the summer months, it is also important to realize that if you cannot build sales you must control costs. Offer non-critical staff the summer off to be with children or grandchildren or to travel. Reduce perishable inventory, keep the display cooler full but the back room inventory levels lower.

Implementing just one or two ideas can help tremendously to make the summer fly by.

"... offering high-end unique outdoor patio pots planted (and possibly even providing maintenance services) can be very lucrative."

FTD Generates "Big Buzz" This Valentine's Day

FTD Florists across the US and Canada told us Valentine's Day 2008 was a huge hit! Some florists even told us they want to petition to change the holiday to a Thursday every year. Along with it being a great day of the week, florists said the weather held out for them and that they felt better prepared.

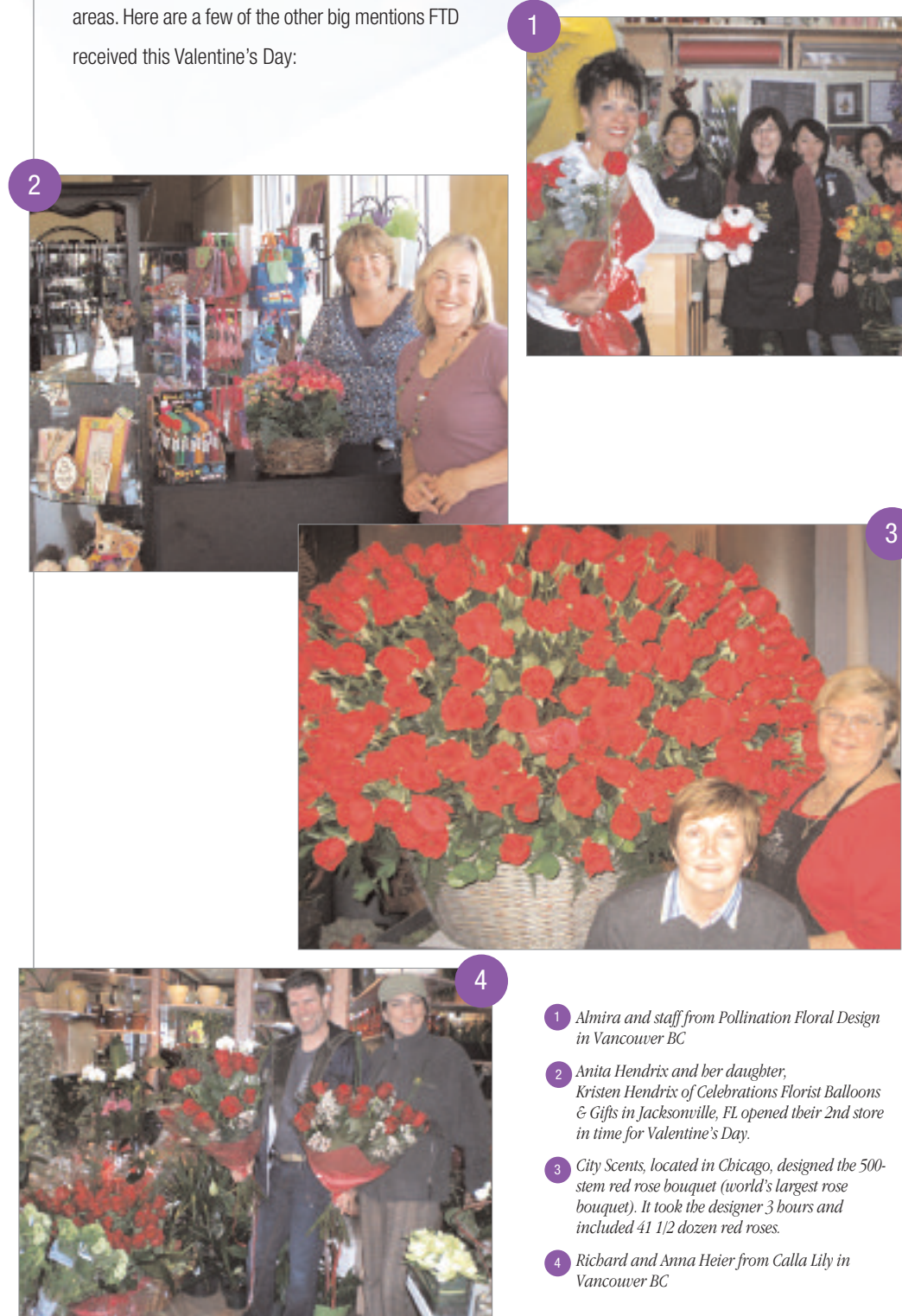
FTD had a good holiday too, and increased its marketing efforts, which really paid off. Along with the great exposure FTD and FTD Florists received by ringing the NYSE Opening Market Bell on February 13, FTD generated more PR in other areas. Here are a few of the other big mentions FTD received this Valentine's Day:

February 11th:
iVillage segment "In the Loop" (NBC)

February 11th:
Good Morning America (ABC) segment and set decorations

February 12th:
The Today Show (NBC)

February 13th:
WLIT-FM in Chicago gave away the World's Largest Rose Bouquet by FTD



- 1 Almira and staff from Pollination Floral Design in Vancouver BC
- 2 Anita Hendrix and her daughter, Kristen Hendrix of Celebrations Florist Balloons & Gifts in Jacksonville, FL opened their 2nd store in time for Valentine's Day.
- 3 City Scents, located in Chicago, designed the 500-stem red rose bouquet (world's largest rose bouquet). It took the designer 3 hours and included 41 1/2 dozen red roses.
- 4 Richard and Anna Heier from Calla Lily in Vancouver BC

Monthly Super Promo Program

FTD offers monthly super promos which pair up flowers with vases and customizable marketing materials. There are two floral promos every month, each one being paired with the perfect vase. The prices are all highly competitive, plus FTD helps you promote these products through customizable postcards that are available for monthly marketing campaigns.

May: Mother's Day & May Days



Peonies



Spray Roses

June is National Rose Month!



Assorted & Red
50 cm Roses



July Postcard



2008 Monthly Super Promos

May: Mother's Day and May Days

Peonies paired with a 6" Gathering Vase
Spray Roses paired with a 6" Bubble Bowl

June: National Rose Month

Red 50cm Roses paired with a 9" Deco Vase
Assorted 50cm Roses paired with a 10" Bella Rose Vase

July: Summer Splendor

Dendrobium Orchids paired with a 6" Gathering Vase
Belladonna Delphinium paired with a 10" Blown Glass Urn

This is just a sneak peak.....Super Promos available every month of the year!

Call 1-800-767-4000 to order!

Flowers available at www.FTDFlowerExchange.com.

Vases and postcards available at www.FTDi.com.



2009 FTD® Calendars

Twelve month calendars are a great gift to give to your customers. Custom imprinted with your shop's information, these calendars feature beautiful blooms and key holidays all year long.

Call your FTD® Marketplace™ Representative today at 800.767.4000 to place your order.

F Y I P H O N E N U M B E R S

The FTD Team is Working For You!

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

