

MERCURYMINUTE

MAKEOVER MAGIC CONTEST TRANSFORMS A JERSEY SHORE FLOWER SHOP

After selling their 50-year old family-owned flower shop in Philadelphia, PA, Amy and Anthony Cinkutis retired to the Jersey Shore. Missing the floral industry, they purchased the **Always Something Special Florist** in Bayville, N.J. The shop's small space presented some design challenges, and with the economy still struggling the couple opted for utility over beauty. Still, knowing that an attractive space is good for business, Amy entered the shop in the 2013 FTD Makeover Magic Contest seeking help.

Always Something Special Florist was selected as the winner out of nearly 100 entries from across the United States and Canada. Upon hearing the news of being selected, Amy expressed, "I could not believe we were chosen. My husband and I felt it would not only be a great opportunity for our shop, but also for our community, since so many of our neighbors have suffered great losses in the wake of Hurricane Sandy."



J. Keith White AIFD (left) with Always Something Special Florist owners Anthony (center) and Amy Cinkutis (right).



FTD MAKEOVER 2013
ALWAYS SOMETHING SPECIAL
CONCEPT DRAWING BY JESSICA WHITE

*"Thank you [FTD] a million times over
for choosing us and changing our lives.*

Thank you to Keith for his amazing vision and talent."

The makeover, led by FTD Education Consultant J. Keith White AIFD in October, focused on a sense of community and family to emphasize the cozy, welcoming nature of the Jersey Shore. "In reviewing their contest entry, it became apparent that form, function and a serene surrounding were greatly needed at this shop," stated White. "I infused the local flavor of the seaboard through wall paint color, fixture styles and finishes, giving a comfortable, family cottage feel!"

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MAKEOVER TRANSFORMS FLOWER SHOP (continued)

The merchandising renovations included:

- New, functional fixtures, such as an island counter for design, bistro table for consultations and hutch for impactful merchandising displays
- Organizing the shop's floor plan to optimize sales
- New paint and reconfiguration of some of the original fixtures, including doors, coolers and plant displays
- New silver nesting tables for merchandising display
- A large vintage mirror to expand the visual space
- New ceiling tiles to give a more professional, finished look
- New track lighting to accentuate shop merchandise
- A collection of bold botanical prints displayed on the walls throughout the shop

When asked about how she would describe the makeover experience to fellow florists, Amy exclaimed, "I am so thankful to FTD and Keith White. This was a real blessing for us. I love the store more every day. I walk in and take it all in each morning. It is amazing and it is ours. Thank you a million times over for choosing us and changing our lives. Thank you to Keith for his amazing vision and talent."

Check out more photos of the amazing transformation at [facebook.com/MercuryNetwork](https://www.facebook.com/MercuryNetwork).

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ARE YOU INTERESTED IN A MAKEOVER FOR YOUR FLOWER SHOP?
STAY TUNED IN THE COMING MONTHS FOR DETAILS ON THE 2014 FTD MAKEOVER MAGIC CONTEST!



Flowers say it better. FTD says it best.™

EDUCATION & EVENTS CALENDAR

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

JANUARY 13, 2014

CANADIAN FLORIST BUSINESS FORUM

Mississauga, ON

Canadian Florist

WWW.CANADIANFLORISTMAG.COM

JANUARY 18-19, 2014

FLORIDA STATE FLORISTS' ASSOCIATION MID-SEASON DESIGN SUMMIT

Pensacola, FL

Florida State Florists' Association

WWW.FSF3SA.WILDAPRICOT.ORG

FEBRUARY 28-MARCH 2, 2014

GEORGIA STATE FLORIST ASSOCIATION CONVENTION

Atlanta, GA

Georgia State Florist Association

WWW.GEORGIASTATEFLORIST.COM

Featured FTD Design Program:

"Weddings with Personality" presented by FTD

Education Consultant Deborah De La Flor AIFD

MARCH 7-9, 2014

GREAT LAKES FLORAL EXPO

Grand Rapids, MI

Michigan Floral Association

WWW.MICHIGANFLORAL.ORG

Featured FTD Design Program:

"Weddings with Personality" presented by FTD

Education Consultant Deborah De La Flor AIFD

MARCH 7-9, 2014

ILLINOIS STATE FLORISTS' ASSOCIATION SPRING CONFERENCE

Springfield, IL

Illinois State Florists' Association

WWW.ISFAFLORISTS.COM

Featured FTD Design Program:

"The Smart Designer" presented by FTD Education

Consultant Ann Jordan AIFD

MARCH 8-9, 2014

NORTHEAST FLORAL EXPO

Groton, CT

Connecticut Florists Association

WWW.NORTHEASTFLORALEXPO.COM

Featured FTD Design Program:

"Passion for Sympathy" presented by FTD Education

Consultant Randy Wooten AIFD

MARCH 10-11, 2014

SOCIETY OF AMERICAN FLORISTS CONGRESSIONAL ACTION DAYS

Washington, D.C.

Society of American Florists

WWW.SAFNOW.ORG

MARCH 28-30, 2014

WISCONSIN & UPPER MICHIGAN FLORISTS ASSOCIATION CONVENTION

Green Bay, WI

Wisconsin & Upper Michigan Florists Association

WWW.WUMFA.ORG

Featured FTD Design Program presented by FTD

Education Consultant Kristine Kratt AIFD

MARCH 30, 2014

NIAGARA INTERNATIONAL ASSOCIATION OF FLORISTS ANNUAL DESIGN SHOW

Niagara Falls, ON

Niagara International Association of Florists

WWW.NIAFLORISTS.ORG

WEDDING PROGRAM

WEDDING PROGRAM

EVERYDAY PROGRAM

SYMPATHY PROGRAM



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