



FTD Newsletter © 2003, FTD

Newsletter

Register Now!

for the Most Exciting
FTD Member Event of the Year!



JULY 18-20, 2003 • Gaylord Palms Resort & Spa
Kissimmee, Florida

SEE
REGISTRATION
FORM ON
PAGE 11

 **Exciting Member
Networking**

 **More than 20 Insightful
Education Programs**

 **The Largest Industry
Buying Show**

 **All For a Low
Registration Fee**

**LIMITED
FREE
ROOMS
AVAILABLE**

REGISTRATION FORM INSIDE BACK COVER • FAX TO 630-515-4183 today to secure the FREE Room Offer!
See pages 6 & 7 for the exciting education and networking schedule of events and start planning for the greatest event of the year!



**Message
From Bob
Chairman
and CEO, FTD, Inc.**

Dear FTD Members,

Congratulations to all of you for an exceptional Mother's Day holiday. As a whole, FTD Members have reported strong holidays and excitement for positively changing economic conditions across the U.S. and Canada.

We have been hearing excellent feedback from hundreds of you through vehicles such as FTDi.COM florist board, email membership surveys and feedback from our Field Business Consultants (FBCs). FTD services, such as Flowers All Hours, Florists On Line, and our popular Fresh Flowers program all received rave reviews after the holiday. This important feedback helps strengthen our partnership and allows us to continue to develop products and services that add to the success of your business.

As a team, we need to continue to spread this positive momentum and grow our successes together throughout the summer. I personally invite each and every one of you to attend the largest FTD Member event of the year - the FTD 2003 Convention and Trade Fair. This event takes place July 18-20, 2003 at the Gaylord Palms Resort in Orlando, Florida. We have built an affordable and valuable event for members, which includes more than 20 business, design and technology education programs, exciting member networking events, and the industry's largest buying show.

This event also offers an opportunity to preview new FTD products and services and save money on incredible show deals. See the entire schedule of Convention events in the center of this month's Newsletter — and benefit from the limited FREE room offer today by sending in the registration form provided on page 11, or registering at FTDi.com.

I look forward to seeing all of you at the FTD 2003 Convention and Trade Fair. As always, don't hesitate to contact me at bnorton@ftdi.com.

UPCOMING EVENTS

Visit www.FTDi.COM for more upcoming events.

July 11 – 14, 2003

Texas State Florists' Association Convention
Moody Gardens Hotel & Convention Center • Galveston, TX
FTD Design Program by FTD Design Instructor Keith White AIFD
For registration information, call 512-834-0361, or www.tsfa.org.
Look for FTD Team Members Jayla Love, Joe Arbona, Cheryl Costello, John Hurdt and Steve Sproule.

July 12 – 14, 2003

OFA Short Course
Columbus Convention Center • Columbus, OH
FTD Design Program by FTD Design Instructor Tina Stoecker AIFD
For registration information, call 614-487-1117, or www.ofa.org.
Look for FTD Team Members Cindy Riffe, Doug Parks and Steve Huebner.

Don't miss... July 18 – 20, 2003

The FTD 2003 Convention and Trade Fair
Gaylord Palms Resort • Kissimmee, FL
Insightful education, exciting member networking and the largest industry buying show!
www.FTDi.COM • convention2003@ftdi.com
800-788-9000 ext. 6240



July 18 – 20, 2003

Arizona State Florists' Association Convention
Tempe Mission Palms Hotel • Tempe, AZ
FTD Design Program by FTD Designer Jeff Corbin AIFD
FTD Saturday Coffee Break and Sunday Luncheon
For registration information, call 520-293-0717.
Look for FTD Team Member Jeff Jackson.

July 18 – 20, 2003

Oklahoma State Florists' Association Convention
The Meridian Convention Center • Oklahoma City, OK
FTD giveaway – FREE registrations & room for the FTD 2004 Convention.
For registration information, call 888-482-4496.
Look for FTD Team Member Donna Spaulding.

July 25 – 27, 2003

Georgia State Florists' Association Convention
Renaissance Pine Isle Resort • Lake Lanier Islands, GA
Featured FTD Design Program by FTD Designer Instructor Keith White AIFD
For registration information, call 770-422-4122.
Look for FTD Team Member John Sternitzky.

July 25 – 27, 2003

South Carolina Florists' Association Convention
Embassy Suites • Columbia, SC
FTD Design Program by FTD Designer John Klingel AIFD
For registration information, call 803-256-8351.
Look for FTD Team Member Joe Gloss.

MEMBER HIGHLIGHTS



FTD Members Share Thoughts on Mother's Day holiday

"Overall My Mother's Day was a success because we didn't turn away any customers. We worked hard and fought for every order."

— Schmitts Florist

"Very happy with the FTD container choices this year. The customers liked them, they sold and I am very happy! Thanks, FTD!"

— Virg-Ann Flower Shop, Inc.

"Thanks, Fresh Flowers! I needed long stem roses in a hurry in the middle of the holiday rush. Fresh Flowers came through and I managed to fill all of my rose orders - not to mention the most spectacular gyp and 400 perfect pink carnas, too!"

— Middletown

"Good job, Flowers All Hours! You did a great job for us, and I truly believe this service is worth its weight in gold."

— Greens and Things



FTD Member Lafayette Florist Wins Retail Florist of Year at WF&FSA

Congratulations to FTD Member Lafayette Florist, Gift Shop & Garden Center for being selected by *Florists' Review* and the Wholesale Florist & Florist Supplier Association (WF&FSA) as the 2003 Retail Florist of the Year. Lafayette Florist was recognized for their creative marketing, outstanding merchandising and excellent customer service, as well as the services they provide to their customers, their community and the florist industry. ■



Gene Yoshihara AAF and Eveylyn Yoshihara, owners; Brian J. Wheat, CEO; Lori Wheat, merchandise/marketing director; Sandi Yoshihara-Sniff, general manager florist; and Craig Sniff, head grower.

FTD Members Participate on Judging Panel of Canadian Tulip Festival



Yves Dalpe, Charles Sylvain Blanchette, Brenda Jones, John McNiven and Italo Paris (back) were the judges of the Canadian Tulip Festival dress design competition.

Several FTD Canadian Members participated on the judging panel for the flower gown competition held in conjunction with the Canadian Tulip Festival. This event's 2003 theme was "From Australia to Canada" and featured many beautiful floral designed dresses (at least 70 percent flower material with tulips as the main focus). ■

"It was a great experience participating in the Canadian Tulip Festival. I was very happy that Flowers Canada asked me to judge the dress contest and I had no idea how elaborate and beautiful the dresses were going to be. The creativity with flowers was incredible. It was difficult making a winning selection."

— Italo Paris, Ital Florist



Two of the dress designs entered into the prestigious design competition.



FTD shares congratulations to Charleston Cut Flower Company in Charleston, West Virginia for their 100th anniversary this month as a family owned and operated shop! In addition to this exciting landmark, the Gregg family is celebrating their 90th anniversary with FTD! ■

Joe Gregg and Team celebrate 100 years of serving the community of Charleston, West Virginia.

FTD EDUCATION

Texas FBCs Excited about Texas FTD Members' Industry Involvement and Dedication to FTD

FTD Field Business Consultants and Texas FTD Members are gearing up for the upcoming Texas State Florist Association Convention. Based on the dedicated attendance at this show by FTD Members, FTD supports Texas State with event sponsorship, support of the Texas Floral Endowment and by bringing an insightful education program on-site presented by a member of the FTD Education Team. This event also is a great forum for members to take time to network locally and discuss FTD's products and services with an experienced team of consultants!

Education Feature at the Upcoming Texas Show! *"Trend Focus" by FTD Design Instructor Keith White AIFD*

This creative program will take a focused approach to analyze what designers and manufacturers are saying is the latest and greatest, and apply it to consumer trends and buying patterns. White will guide the audience through a look at the current trends in color, design and merchandising while providing practical applications certain to improve your shop's image and bottom line. ■

FBC HIGHLIGHT

FTD Field Business Consultants Show Dedicated Support to their Members



"It's exciting to have such a strong local event available for the members in my territory. I am proud that FTD is a major supporter of education through our exceptional Education Team once again bringing creative seminars to this show. We're looking forward to a great local event with our members and then meeting with Texas members and FTD partners from across the country at the FTD 2003 Convention and Trade Fair."

Joe Arbona

— Joe Arbona, Texas FBC

"I enjoy making great efforts to welcome each of my florists – whether large or small – and make them feel a part of our FTD Family. Representing FTD each and every day allows me to bring many enlightened experiences to my customers through opportunities with the Brand. Seeing my members' successes makes it all worth it! Texas FTD Florists have great personalities along with their special unique designs. Thanks to all Dallas, Central and East Texas shops!"



— Jayla Love, Texas FBC

Jayla Love



"For 27 years I have been in the position to watch the FTD Brand and our products and services touch lives and help make businesses more profitable. I enjoy walking into shops of the members in my territory and watching the owner greet his customers by their first names. They are extremely professional and savvy, while maintaining a warm environment in their businesses. We look forward to the local Texas State Show which will give our members an opportunity to network and learn from each other and the benefit of FTD Education in their home state."

Cheryl Costello

— Cheryl Costello, Texas FBC

"As I travel both in and out of the state of Texas, I am always impressed with the dedication of Texas florists to the floral industry. Their passion shows through their creativity, their innovative business solutions and their partnership with the FTD Brand. We're again excited to once again support our members and their local event to bring FTD Education close to their homes – and have the opportunity to explore new ways we can help grow their businesses."



— John Hurdt, Texas FBC

John Hurdt



"As a FTD representative I know that we can always count on our FTD Florists in Texas for great participation whether it be in a local event like Texas State or at the FTD National Convention in Florida! The state of Texas is filled with many florists that are continuing to grow their business using FTD products and services, sending out their orders FTD and co-branding with the FTD logo. Hats off to our Texas florists and thank you for partnering with FTD."

*Celeste
McCarthy*

FTD and our Texas members are lucky to have such a great group of Field Business Consultants in this state who have developed and maintain outstanding relationships with the florists in Texas. Thanks to Jayla Love, Joe Arbona, John Hurdt and Cheryl Costello."

— Celeste McCarthy, FTD Regional Field Sales Manager, TX

FTD MEMBER SERVICES UPDATE

Web Gifts Available on Florists Online Web Sites

FTD is pleased to announce that Web Gifts (formally known as drop ship gifts) is now available for florists to add to their Florists Online (FOL) Web Sites.

What is Web Gifts?

Web Gifts is an assortment of non-floral products that FTD Members can promote and sell on their FOL site. These products are specialty gift items such as gift baskets, gourmet foods and unique plants that are marketed by a member florist and fulfilled through FTD Marketplace. Many of the products within the Web Gifts program have been consumer tested and rated as 'best sellers' on FTD.COM.

How does it work?

Just like a floral product, FOL can add one, two or all-available Web Gifts to your site and assign your shop's pricing to these items. To get started, just contact FOL to receive a Web Gifts worksheet to set your shop's prices and activate Web Gifts.

Once a florist receives a Web Gifts order and it has cleared payment, they should forward the order to FTD Marketplace for fulfillment. The following order information should be sent to FTD

Marketplace via a GEN Message to #90-0233AA or e-mail ftdmarketplace@ftdi.com.

Web Gifts Order Information:

1. FTD Member Number
2. Send to Name
3. Send to Address
4. Send to Phone
5. Item Number
6. Shipping Type
7. Requested Delivery Date
8. Gift Card Message

Once Marketplace receives the order information, the order is placed with our vendor and is distributed to the end recipient via the delivery instructions. All Web Gift orders received at Marketplace by 1pm Central Time Monday through Thursday will go out that day. Orders will be accepted Friday through Sunday, but will not be sent out until the following Monday. Marketplace will bill the florist on their FTD Clearinghouse Statement for the product cost.

How can I get started?

To start offering Web Gifts on your FOL site, please contact Florists Online at 800-576-6721 or e-mail us at floristsonline@ftdi.com. ■

FREE Credit Card Processing Evaluation!

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.

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 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. ■



Plus . . . don't forget that 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.



Co-brand with FTD with Customized Calendars

NEW! 2004 Date Book

- A year-long, sales-building giveaway
- Monthly reminders for customers to orders flowers and visit your shop
- Space for notes and personal information
- Distribute at local corporations

2004 Desk Calendar

- Promotional giveaway at open houses
- Send out as a thank you to your current customers
- Leave as takes-ones on your counter



MARKETPLACE™

Call Marketplace today to hear more about great imprint/marketing ideas!

Visit www.FTDi.COM to view our complete imprint collection.

REGISTER TODAY!

FTD 2003 CONVENTION

NETWORKING SCHEDULE OF EVENTS

FRIDAY, JULY 18, 2003

9am – 4pm	FTD Kids Beach Party! <i>(Optional Event for Children 3-14. Registration Required. Additional Fee)</i>
9am – 5pm	TRADE FAIR OPEN
9am – 5pm	FTD Member Networking Garden <i>(Inside the Trade Fair)</i>
6pm – 7pm	"Planting Seeds" — Member Networking Cocktail Reception
7pm – 11pm	"Growing Together" FTD CEO Presentation & Trade Fair Party and Shopping! <i>(Food & Beverages included)</i>

SATURDAY, JULY 19, 2003

8am – 9am	Continental Breakfast in Trade Fair
8am – 5pm	Registration Desk Open
8am – Noon	TRADE FAIR OPEN
9am – 4pm	Kids Programs! Option 1: Super Fun Sports Option 2: Behind the Scenes at Sea World <i>(Optional Event for Children 3-14. Registration Required. Additional Fees)</i>
9am – 6pm	FTD Member Networking Garden <i>(Inside the Trade Fair)</i>
Noon – 2pm	FTD Member Luncheon with Special Guest Speaker
2pm – 6pm	TRADE FAIR OPEN
7pm – 11pm	"Midnight in the Garden" Gala Dinner and FTD Member Awards Presentation <i>(Formal Event, Black-Tie Optional)</i>
7pm – 10pm	FTD Kids Pizza, Movies & Ice Cream Social <i>(Optional Event for Children 3-14. Registration Required. No Additional Fee)</i>

SUNDAY, JULY 20, 2003

8am – 9am	FTD Member Breakfast in Trade Fair
8am – 2pm	TRADE FAIR OPEN
9am – Noon	1st Behind the Scenes Tour of Disney Floral Design Center <i>(Optional Event. No Additional Fee. SOLD OUT!)</i>
10am – 11pm	FTD Family Disney Day <i>(optional event)</i> <i>Continuous group departures from 10am – 11pm to Walt Disney World Theme Parks including Disney World, Epcot Center, Disney MGM Studios and Animal Kingdom. Ticket prices includes transportation to/from the park and includes entrance to one park only. Buses will depart from the Gaylord Palms Convention Entrance. For additional daily passes or Park Hopper Tickets, visit the Hospitality Desk at FTD Convention Registration. Group discounts on all tickets! All ticket purchases will be applied to your August 2003 FTD Clearinghouse Statement.</i>
11am – 2pm	2nd Behind the Scenes Tour of Disney Floral Design Center <i>(view details)</i> <i>(Optional Event. No Additional Fee. SOLD OUT!)</i>

*Schedule of Events subject to change. *Dress for all events is business casual, unless otherwise noted.

REGISTRATION FORM ON PAGE 11

FAX REGISTRATION FORM TO 630.515.4183

MORE THAN 20 EDUCATION PROGRAMS



EDUCATION SCHEDULE OF EVENTS

WEDNESDAY, JULY 16, 2003

8am – 5pm

Mercury Technology Users Seminars (Optional Event)

Please see the Convention Registration section of FTDi.COM for pricing. For additional information, please call 800-788-9000, x6240 or email techseminar@ftdi.com.

THURSDAY, JULY 17, 2003

8am – 5pm

Mercury Technology Users Seminars (Optional Event)

Please see the Convention Registration section of FTDi.COM for pricing. For additional information, please call 800-788-9000, x6240 or email techseminar@ftdi.com.

FRIDAY, JULY 18, 2003

8:30am – 10am

Simple, Effective and Profitable Care and Handling Procedures for Cut Flowers

— Presented by Dr. George Staby

10:30am – Noon

Team Up for Success! — Presented by Tom Shay

Where's Your Cash? — Presented by Steve Abercrombie, Business Resource Services

The Marketing Mix — Presented by Bill Van Cleave, Executive Vice President, FTD Member Services

1pm – 2:30pm

Team Up for Success! — Presented by Tom Shay

Thirty Ways to Stand Out from the Competition

— Presented by Kate F. Penn, Floral Management Magazine

How Much is Your Shop Really Worth? — Presented by Thomas J. Noon, Industry Insights

3pm – 4:30pm

A Celebration of Life — Today's Sympathy Flowers — Presented by FTD Design Instructors Keith White AIFD and Deborah De La Flor AIFD

Beyond the Brick and Mortar — Ways to Increase Product Visibility and Profits

— Presented by Rick Cornwell, Director of Product Development, FTD Marketplace

Plugged in! An Innovative, Open Forum on Technology — Hosted by the FTD Technology Team and a panel of technologically innovative FTD Members

4pm – 5pm

Roundtable Discussion Groups in Trade Fair

SATURDAY, JULY 19, 2003

8am – 9am

Roundtable Discussion Groups in Trade Fair

8:30am – 10am

Trendwatch 2004 — Presented by FTD Design Instructor Kim Morrill AIFD

How to Control Costs through Technology — Presented by FTD Technology Team

10:30am – Noon

Every Customer, Every Day — Presented by George Whalin

Direct Marketing: Cost Effective Ways to Gain and Retain Customers — Presented

by Dan Smith, Executive Vice President, FTD.COM

2:30pm – 4pm

Ultimate Weddings – A Practical Approach — Presented by FTD Design Instructors Toomie Farris AIFD and Tina Stoecker AIFD

Simple, Effective and Profitable Care and Handling Procedures for Cut Flowers

— Presented by Dr. George Staby

Who are Floral Consumers? — Presented by FTD Member Bill Gouldin and Dr. Ron

Ward, Professor of Food and Resources Economics at the University of Florida-Gainesville

4:30pm – 6pm

The Marketing Mix — Presented by Bill Van Cleave, Executive Vice President, FTD Member Services

Beyond the Brick and Mortar — Ways to Increase Product Visibility and Profits

— Presented by Rick Cornwell, Director of Product Development FTD Marketplace

SUNDAY, JULY 20, 2003

9am – 10am

Roundtable Discussion Groups in Trade Fair

MONDAY, JULY 21, 2003

Thinking on Your Feet — Presented by Professional Floral Communicators -

International (PFCI) and FTD Education Team Member John Klingel, AAF, AIFD, PFCI





FTD 2003 CONVENTION

Don't Miss Mercury Technology Education at the FTD 2003 Convention and Trade Fair!

FTD Mercury Technology offers a variety of technology education forums for FTD Members at the incredible FTD 2003 Convention and Trade Fair. These programs feature how to make money, drive profits and save labor costs through technology. Whether you are an experienced technological guru or NEW to computer, a FTD program exists for you. Visit www.FTDi.COM, email technology@ftdi.com or call us directly at 800-767-3222 for more information on FTD Technology.

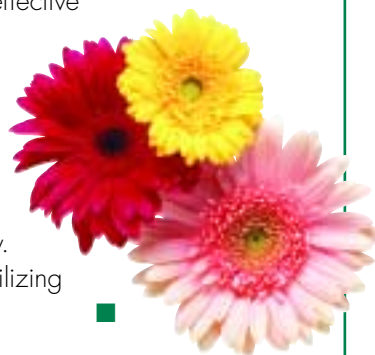
- **Technology Users Groups** offers Wings and Advantage users both lectures and hands on training that focuses on increasing revenue and cutting costs.

"Attending these seminars is well worth the time! You learn more from the people in the room than from any manual that FTD could write. And you get to make suggestions that sometimes get adopted."

– FTD Member Clark Hewitt, Akiko's Floral Arts

***Don't miss** Advantage and Wings Users' Conferences held in conjunction with the FTD 2003 Convention and Trade Fair July 16th and 17th. Visit www.FTDi.COM for more details and to register.*

- **Workshops** sponsored by Hewlett Packard, industry computer giant and marketer on creating effective marketing campaigns through Email. Learn to use this inexpensive, powerful medium.
- **Panel Discussions** feature several successful FTD florists that are plugged into technology. They will share how automating their shop operations has contributed to their successes. Topics include controlling designer and delivery costs and how to increase revenue and improve customer service.
- **Seminar** at the FTD 2003 Convention which recommends ways to control costs through Technology. Explore hands-on, practical ideas to take back to your shop including managing designer costs, utilizing the Selection Guide to assist in pricing and how to improve margins.



View New Advantage Releases at Convention



See Advantage Version 8.2, the most important release of the year for Advantage Users. At the FTD 2003 Convention and Trade Fair, Advantage 8.2 will be featured in both the Advantage Users' Group and on the Convention trade fair floor. Mercury Technology continues to enhance Advantage with innovated releases and upgrades and has exciting long range product development plans for an even more comprehensive

shop management program. 8.2 product enhancements affect Order Entry, Point of Sale, Delivery Routing, Accounts Receivable, Marketing and Printing capabilities. Don't miss these exciting demonstrations.

Web Interface Module Debuts

Private web site owners challenged our Mercury developers to create a solution to easily enter email orders into Advantage Order Entry. The Web Interface Module is the result!

In the past, Florists Online (FOL) orders downloaded through the Mercury and then automatically import into Advantage. Private web site orders were received in e-mail format and the order was read, organized and re-keyed into the Advantage Order Entry program.

Now, through the technology of the Web Interface Module (WIM), the e-mail order is converted into a concise, uniform order which only needs to be reviewed for spelling errors before it is imported into Advantage. This new module saves time, reduces errors and increases the number of orders that can be handled during the busy holidays.

WIM is only available to shops using the Linux operating system. Stop by the Technology booth for a demonstration!



Introducing FTD Mercury 5.0



FTD Members – Now enjoy the simplicity of Mercury Direct, with extra power to grow your business with the NEW **FTD Mercury 5.0 – Small Business Edition!**

After successful test pilot results from more than 150 FTD Members, FTD Mercury 5.0 is now available. This new system is a new tool for the smaller flower shop – it handles so much more than wire order transactions because as you know, there is so much more to do.

Designed to help you save time and make more money, **FTD Mercury 5.0** is the perfect first step to automating your shop.

Highlights of the FTD Mercury 5.0 – Small Business Edition:

CUT LABOR COSTS

- Send orders and messages faster and easier
- Increase efficiency with the online Florist Look up and Selection Guide
- Reconcile wire order payments in minutes
- Access customer information quickly from database and message log

INCREASE SALES DOLLARS

- Capture new sales with personalized marketing created in minutes at your PC
- Create professional correspondence and spreadsheets with powerful Microsoft Office

Let us show you how to actually **MAKE** money with the FTD Mercury 5.0. Call our trained sales team directly at 800-767-3222 to hear more. It's simple to use and easy to implement. Both rental and lease options are available. ■

**EASY TO USE,
EASY TO IMPLEMENT,
AFFORDABLE**



**Mercury Technology floral software
will save you time and money!**



Don't miss The FTD Mercury 5.0 (SBE) will be on display at the FTD Convention in Orlando for FTD Member test drives. Come see what the excitement is about! ■



Visit www.FTDi.COM and answer the following question to enter to win one (1) FREE "Basic" Vehicle Graphics Kit, including installation, a total US estimated retail value of \$1,000! View <http://www.ftdi.com/vehiclegraphics/> to browse all the great options! ■



June Contest Question:

How many different designs are available through the FTD Vehicle Graphics Program?

Answer:

- A. 10 B. 12 C. 3 D. 6

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

Congratulations to Avant Garden in Seattle, Washington!

Avant Garden was our April winner and will be receiving 4 assorted boxes of pre-made arrangements courtesy of FTD Fresh Flowers and the NEW! Just Add Water and Sell (JAWS) program. A total value of more than \$500! ■



FTD.COM Directs Wedding Shoppers to Local FTD Florists

One key word that customers continuously search the FTD.COM site for is "Wedding". It has been in the top five word searches each month for the past six months. The FTD.COM site does not currently service the wedding market. Instead we enable these customers to find an FTD florist that can fulfill their wedding floral needs. The resulting "Wedding" search page replies with the question:

**"Looking for wedding flowers?
Find an FTD Florist in your area."**

Then a customer can click on a link that takes them directly to the Florist Online Site to find a local florist. We are confident that the results will bring you extra business in servicing the wedding needs of your local customers. ■



SAVE THE DATE!

The 9th annual FTD® Good Neighbor Day® will take place on Wednesday, September 3, 2003. Go online at www.FTDi.COM to find out how you can spread good will and friendship throughout your community! Begin planning for your successful local community outreach today. To request a hard copy of the free FTD Good Neighbor Day kit, email prdept@ftdi.com. ■

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. ■



FTD 2003 CONVENTION & TRADE FAIR REGISTRATION FORM

BY FAX: 630.515.4183 • ONLINE: WWW.FTDI.COM • QUESTIONS: 800.788.9000 x 6240 or convention2003@ftdi.com

MEMBER INFORMATION (PLEASE PRINT OR TYPE)

FTD MEMBER NUMBER _____		SIGNATURE _____	
SHOP NAME _____		ADDRESS _____	
CITY _____	STATE _____	ZIP _____	COUNTRY _____
PHONE _____	FAX _____	EMAIL _____	

REGISTRATION OPTIONS

ADVANCED FULL REGISTRATION: \$249 PER PERSON — A \$900 VALUE (ON SITE \$349/PERSON)

INCLUDES: All events and FTD functions, all food & beverages functions, all education programs & all member networking opportunities.

ADVANCED SPOUSE REGISTRATION: \$199 (ON SITE \$249/PERSON)

INCLUDES: Friday Night Opening Reception and CEO Presentation, Trade Fair Party and Entertainment, FTD Member Awards Presentation & Gala Dinner (formal event).

CHILD REGISTRATION: AGES 12 & UNDER: \$149, AGES 2 & UNDER FREE

INCLUDES: Entrance to all events with parents. Entrance to Saturday Night Gala Dinner or FTD Kids Pizza Party. Child's meals provided at all events. Registration for Pizza Party required.

TRADE FAIR ONLY: FREE One Day Pass to Trade Fair Only Friday 10am – 5pm, Saturday 10am – 6pm, or Sunday 10am – 2pm.

CONVENTION REGISTRATION

A. ONE REGISTRATION REQUIRED FOR EACH CONVENTION ATTENDEE. Please indicate the type of registration below.

NAME	REG. TYPE (CIRCLE ONE)	FEE
Attendee 1 _____	Full / Spouse / Child _____	_____
Attendee 2 _____	Full / Spouse / Child _____	_____
Attendee 3 _____	Full / Spouse / Child _____	_____
Attendee 4 _____	Full / Spouse / Child _____	_____
Total Attendees _____	Total Registration Fees _____	_____

Which Saturday Night Event will your child (children) attend? GALA Dinner or Kids Pizza Party

B. TECHNOLOGY EDUCATION (OPTIONAL) Visit www.FTDi.COM to Register.



Wednesday, July 16 & Thursday, July 17 Mercury Advantage Seminar, 8am – 5pm, \$249/person, (\$199/person with full Convention Registration)



Wednesday, July 16 & Thursday, July 17 Mercury Wings Seminar, 8am – 5pm \$149/person, (\$99/person with full Convention Registration)

C. FTD KIDS CAMPS (OPTIONAL EVENT) * Tickets will be provided in registration packets received on-site.

Upon receipt of registration, you will receive additional information & release forms from La Petite Academy.

Friday, July 18, 9am – 4pm	Number of Children _____	@ \$70/child	Total _____
Saturday, July 19, 9am – 4pm	Number of Children _____	@ \$70/child	Total _____
Saturday, July 19, Behind the Scenes @ Sea World	Number of Children _____	@ \$125/child	Total _____

D. FTD FAMILY DISNEY DAY (OPTIONAL EVENT)

Sunday, July 20, 10am – 11pm	Number of Adult Tickets _____	@ \$60/each	Total _____
	Number of Child Tickets _____	@ \$50/each	Total _____

GRAND TOTAL (REGISTRATION FEES + EVENT FEES) _____

METHOD OF PAYMENT — All convention registration fees will be applied to your August 2003 Clearinghouse Statement.

FREE ROOM OFFER — Extended to the next 100 Members to register.

Two nights, one room at the Gaylord Palms Resort. \$350 Value. Room Credit to be applied to August 2003 FTD Clearinghouse Statement. To make your hotel reservation, call 407.586.2000, mention FTD for group rate of \$155 per night.

CONFIRMATION/CANCELLATION REFUNDS

All registrations will be confirmed upon receipt by fax, email or mail. If you must cancel for any reason, notify us in writing by June 20, 2003. Cancellations received after this date are subject to a \$50 processing fee per registration. No Shows and Cancellations received after July 11, 2003 are not eligible for refund and will be charged the full registration fee.



JULY 18-20, 2003 • Gaylord Palms Resort & Spa, Orlando, Florida

Don't miss...

-  **Exciting Member Networking Opportunities**
-  **Insightful Design, Business, Marketing and Technology Education Programs**
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