

# newsletter

OCTOBER 2005

Vol. 46 No. 10 FTD Newsletter © 2005, FTD

## LETTER FROM FTD CEO



Dear FTD Members,

On behalf of FTD, I extend my sympathy and thoughts to those FTD Members and their families who have experienced great loss in the past month due to Hurricane Katrina. Some of our members have been seriously affected by the hurricane. In response, FTD has been accepting donations to assist those members with their business and financial needs. In addition, local FTD employees are visiting affected areas, providing food, water, clothing, etc. Thank you to those who have donated your time, money and even your homes! I encourage you to take advantage of the FTD Hurricane Katrina Relief Message Board. This is an opportunity for you to connect directly with affected FTD Members. If you have a job opening in your shop, space available in your home, etc., please post it at [www.ftdi.com/bulletinboard/](http://www.ftdi.com/bulletinboard/).

On a lighter note, I hope all of you are geared up for the upcoming holidays. Last month, I highlighted a few of FTD's

initiatives which are designed to help you increase your revenue and reduce your costs. One of these initiatives was the special pricing of the FTD Mercury POS system. You can still save \$5,000 on a new POS system if you purchase one by November 30!

Another way that FTD is helping you increase your revenue and reduce your cost is through the FTD Flower Exchange. Many florists are taking advantage of this free service that provides access to almost 2,500 different varieties of flowers offered by hundreds of sellers. Prices are "real time" and offer up to 50% savings compared to standard wholesale prices. Check out page 5 for more information and what members are saying about the FTD Flower Exchange.

I look forward to highlighting more services that can increase your revenue and reduce your costs throughout the next few months.

Best Regards,

## PENNSYLVANIA FLORIST SUPPORTS COMMUNITY

**SCOTT'S FLORAL, GIFT AND GREENHOUSES** in Danville, PA was a proud sponsor of their community's annual celebration, Iron Heritage Festival. Owner Scott Edwards and nine other employees led the Iron Heritage Parade and handed out 2,000 roses and candy.



Scott Edwards, who is also a committee member of the Iron Heritage Festival, put a twist on this year's celebration by creating iron swans, which were originally made in the Danville mills in the 1890s to press clothing. Scott produced and sold 300 swans and donated the proceeds to the Iron Heritage Festival.

Employees of Scott's Floral stand in front of the truck used to hand out roses in their community parade.

Scott's Floral, Gift and Greenhouses has been an FTD Member since 1976.

## ILLINOIS FLORIST GENERATES MEDIA ATTENTION

FTD MEMBERS RAY, ALICE JAYNE AND Casey Lartz of **Casey's Garden Shop and Florist** in Bloomington, IL received media attention for their family business in the July issue of *Business to Business* magazine.

The article, "Family Matters," focused on Casey's Garden Shop's history, which was established in 1949 as a grocery store by Elden Casebeer, father of Alice Jayne Lartz and grandfather of Casey Lartz. Ray and Alice Jayne bought the shop in 1972 and now co-own it with their son Casey.

In addition to selling plants and flowers, Casey's Garden Shop also puts on special events such as a "make it and take it" class to teach customers how to fill pots with a mix of flowers.

Casey's Garden Shop and Florist has been an FTD Member for 14 years.



Ray, Alice Jayne and Casey Lartz pose for a family picture in the garden section of their store.

## CANADIAN SOFTBALL TEAM PLACES THIRD IN NATIONAL CHAMPIONSHIP

FTD MEMBER JOEY LYE OF **TIDY'S Flowers** in Toronto, ON and Jody Waltho from the Canadian Institute of Floral Design teamed together at the Canadian National Fast Pitch Championship in Île Perrot, QC.

Joey, Jody and fellow teammates of the fast pitch softball team, Scarborough Spirit, are defending national champs and took home the bronze trophy after a long week of championship games in July.

Tidy's Flowers has been an FTD Member since 1975.

Joey Lye and Jody Waltho show off the FTD logo on their team uniforms.



BE GOLD. SEND FTD.





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## EXPERIENCE THE 2006 NATIONAL CHAMPIONSHIP ROSE BOWL GAME WITH FTD

ENCOUNTER THE BEST OF COLLEGIATE football at the National Championship Rose Bowl Game, with the FTD Member Tournament of Roses' Package for the 2006 Tournament of Roses events. Register now and you can also experience first-hand FTD's 53rd annual float, which will stroll the famous Rose Parade route on January 2.

There are two FTD Member Tournament of Roses' Packages available. Meals and transportation to all events and to and from the airport are also included in both packages. Price does not include airfare.

### Package B: \$5,200 per couple January 1 – January 5

- 4 nights at Hotel Casa Del Mar
- Welcome Reception
- Hollywood Tour or Universal Studios Tickets
- 2 tickets to the Rose Parade
- 2 passes to the pre-game FTD Tailgate Party at FTD Hospitality Tent
- 2 tickets to the National Championship Rose Bowl Game

Register Now! Space for the FTD Member Tournament of Roses' Package is very limited! Register now to secure your place in this unforgettable experience! Register online at [www.FTDi.com](http://www.FTDi.com).

### Package A: \$5,700 per couple December 31 – January 5

- 5 nights at Hotel Casa Del Mar
- New Years Eve Party at Hotel Casa Del Mar
- Behind the Scenes viewing of the FTD Float
- Welcome Reception
- Hollywood Tour or Universal Studios Tickets
- 2 tickets to the Rose Parade
- 2 passes to the pre-game FTD Tailgate Party at FTD Hospitality Tent
- 2 tickets to the National Championship Rose Bowl Game



## The FTD Team is Working For You! Contact Information:

FIND YOUR FTD BUSINESS CONSULTANT at [FTDi.com](http://FTDi.com)

FTD MARKETPLACE SALES • 800-767-4000 [marketplacesales@ftdi.com](mailto:marketplacesales@ftdi.com)

FTD MEMBER SERVICES • 800-788-9000 [membership@ftdi.com](mailto:membership@ftdi.com)

FTD TECHNOLOGY SALES • 800-767-3222 [technology@ftdi.com](mailto:technology@ftdi.com)

FTD FLORISTS ONLINE • 800-576-6721 [floristsonline@ftdi.com](mailto:floristsonline@ftdi.com)

FTD FLOWERS ALL HOURS • 800-669-1000 [fah@ftdi.com](mailto:fah@ftdi.com)

FTD CASH-FLO • 800-788-9000 EXT. 4262 [cashflo@ftdi.com](mailto:cashflo@ftdi.com)

FTD DIRECTORY SERVICES • 800-788-9000 [directoryservices@ftdi.com](mailto:directoryservices@ftdi.com)

FTD CONVENTION • 800-788-9000 EXT. 6240 [convention2005@ftdi.com](mailto:convention2005@ftdi.com)

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PUBLIC RELATIONS • [prdept@ftdi.com](mailto:prdept@ftdi.com)

INTERNATIONAL RETRANS • [retrans@ftdi.com](mailto:retrans@ftdi.com)

FTD FLOWER EXCHANGE • 888-776-1424 [ftdflowerexchange.com](http://ftdflowerexchange.com)

[www.FTDi.COM](http://www.FTDi.COM)

## BLACK-EYED SUSAN'S FLORIST CELEBRATES THREE GENERATIONS



Susan Lockner of Black-Eyed Susan's Florist receives a "Good Luck" arrangement after opening her shop in 1989.

SUSAN LOCKNER, owner of **Black-Eyed Susan's Florist** in Bamegat, NJ, has a floral history that dates back to the 1930s. Her grandfather owned Lionetti Florist in New York and was well known for his kindness to others, especially during the depression.

Prior to opening his fresh flower shop, Susan's grandfather was an "Artificial Floral Decorator", decorating dance halls and theaters with silk flowers. He decorated the theater that hosted the opening night of the Nelson Eddy and Jeanette MacDonald movie "Maytime".

During World War II, a job opportunity became available for Susan's mother. She took over the position to run a florist within a well-known funeral home that had previously been managed by three men who were called to war.

"He never turned anyone away and would make whatever was needed despite his customers' ability to pay," said Susan.

After Susan's grandfather passed away in 1949, Susan's mother and aunt took over Lionetti Florist. Many years later, Susan purchased her own flower shop. Susan recalls her mother telling her each time they drove past a field of Black-Eyed Susans, that the flowers were named after her. Naturally the only name Susan could put on the door of her new shop was "Black-Eyed Susan's Florist."

Susan can also recall a story about a man who came to the shop's door late one Christmas Eve while her grandfather was still working. "He couldn't disappoint his family by going home without a Christmas tree. Grandpa immediately made one for him by wiring Christmas greens to a broomstick. The result was stunning!" said Susan. "The man was so grateful that he not only turned out to be one of the florist's best customers, but also a close friend of my grandfather's."

Today Black-Eyed Susan's Florist has been voted "Best Florist" in Ocean County year after year by its loyal, satisfied customers. The shop is proud to hold an impeccable reputation and to have also been nominated for an FTD Member Award. Black-Eyed Susan Florist has been an FTD Member since 1990.





## FTD MEMBER RECOGNIZED FOR BUSINESS ACHIEVEMENTS AND COMMUNITY SERVICE

KUDOS TO **PHILLIP'S FLOWERS AND GIFTS** IN Westmont, IL for being named 2005 Illinois Retailer of the Year by the Illinois Retail Merchants Association (IRMA). The annual award is given to a retailer who is not only successful in business, but committed to community and civic affairs, and respected by others in the industry.

"The long history of the Phillip's family business is one of the great retail success stories in Illinois," said IRMA President & CEO David F. Vite. "They've not only grown to be a leader in the floral category, but they've carried that success through three generations. This is a tremendous business operated by a tremendous family."

Phillip's was recognized for giving back to the community in a variety of ways including providing discounted floral decorations for charitable groups and fundraising events throughout Chicagoland. In addition, family members of Phillip's serve as volunteers and directors for several nonprofit organizations.

Employees of Phillip's Flowers will be honored during a gala luncheon in conjunction with IRMA's 48th Annual Meeting in September at the Chicago Hilton Hotel.

Phillip's Flowers and Gifts has been an FTD Member since 1986.



Phillip's Flowers and Gifts owners and employees Jim, Baxter, Derek, Russ, Jr., Don, J.R., and Russ Phillip, Sr. proudly stand in front of one of their 10 retail locations.

## MEMBERS PROUDLY SUPPORT FTD



(1) David Picard and Claire Denning of **Tsubaki Flowers** in Hudson, NH proudly stand in front of their delivery van, which showcases the FTD logo. Tsubaki Flowers has been an FTD Member since 2004. (2) **Martin Downs Florist** in Palm City, FL is excited to show off their new delivery van that displays the FTD logo. Martin Downs has been an FTD Member for 16 years. (3) Kevin and Georgianne Vincombe of **Monday Morning Flower and Balloon Company** of Princeton, NJ show their FTD support. Monday Morning has been an FTD Member since 2001.

## FTD MEMBER CELEBRATIONS



(1) FTD Regional Vice President Jim Weedon congratulates Frank Gallo Sr. of **Frank Gallo & Son Florist** in Shenectady, NY on his new store. Frank Gallo & Son Florist has been an FTD Member for 50 years. (2) Jodi and Jill Gage of **Fortin-Gage LTD** in Nashua, NH show off their FTD Top 500 plaque. Fortin-Gage has been an FTD Member since 1966. (3) Employees of the **Jewel Box** in Oklahoma City, OK show off their Top 500 plaque. Pictured are Sharon Rone, Amy Cowart, Deon Holloway, Trevlin Caesar, Margaret Carroll, Kay Garlan, David Caesar and Fred Nettle. The Jewel Box has been an FTD Member since 2004. (4) FTD Field Business Consultant Steve Huebner stops by **Furst the Florist** in Dayton, OH to congratulate the entire Furst family on their 75th anniversary with FTD and 100th year in business.

## CANADIAN FLORIST PUTS ON LIGHT AND SOUND SHOW

FTD MEMBER DANIEL MORNEAU OF **FLEURISTE Poseidon** in Levis, PQ received media attention for his unique "Light and Sound Show" in September. For two weeks, Daniel turned the lights

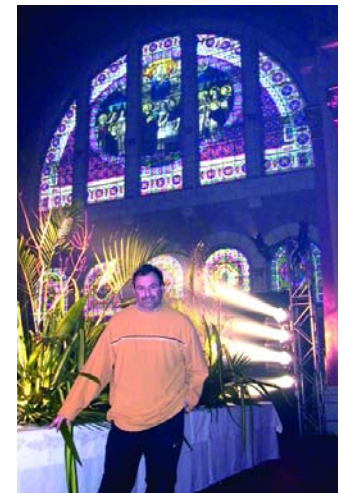
off in his shop and wowed his customers with special effects and lighting. Fleuriste Poseidon joined FTD this year.



Fleuriste Poseidon served as the location for the "Light and Sound Show."



Bright lights make Daniel's arrangements come to life during the event in his shop.



Daniel Morneau proudly stands beside an arrangement in his "Light and Sound Show."





# FTD MEMBERS CELEBRATE 11TH ANNIVERSARY OF FTD GOOD NEIGHBOR DAY

THOUSANDS OF FTD FLORISTS ACROSS THE U.S. and Canada enjoyed a successful FTD Good Neighbor Day. Photographs, letters, newspaper clippings and TV stories from florist's local community events poured into FTD Headquarters sharing their success stories.

Brooklyn, NY; **Red Monkey Florist** in Port Charlotte, FL, and many more florists raised thousands of dollars for the Hurricane Katrina victims. Other florists teamed up with food banks, blood donor centers, shelters and other charities.

Many FTD Members used FTD Good Neighbor Day as a means to raise money for a charitable organization. **Flowers by Robert Taylor** in West Covina, CA; **A Floral Trends of Fifth Avenue** in

Enjoy these highlights from the 11th FTD Good Neighbor Day and mark your calendar for next year's FTD Good Neighbor Day on Wednesday, September 6.



A customer at **Flowers by Robert Taylor** is interviewed by a local TV station. Flowers by Robert Taylor has been an FTD Member since 1994.



Bill Furst, owner of **Furst the Florist** in Dayton, OH, hands out a free bouquet of carnations to a customer. Furst the Florist has been an FTD Member for 75 years.

“We participated in this year's FTD Good Neighbor Day and had a successful day. The event was from 9:00 to 6:00 and had a good turn out. The Mayor attended and handed out roses and local companies co-sponsored the event. We gave away 120 dozen roses and 40 dozen carnations. There was some great feedback about the event and we look forward to next year's.”  
– Shelley Marshall of **Green Thumb Florist** in Ajax, ON

“This was my first year to participate in the FTD Good Neighbor Day. We are a small, family-owned shop with only myself, my daughter as the designer, delivery person and store keeper. We gave away 80 dozen roses. We received several phone calls from people who took the roses and our brochures to let us know that they had passed out the roses and possibly got us new customers. It was a fun day! We used radio and TV to advertise our event. We also posted flyers on several other business windows.”  
– Kathy Williams of **Butterflies n' Bullfrogs** in Wichita, KS



The staff of **Red Monkey Florist** in Port Charlotte, FL gets prepared for FTD Good Neighbor Day. Red Monkey Florist has been an FTD Member for 2 years.



Customers line up at **Mr. Alan The Original Florist** in Brick, NJ to receive their free flowers. Mr. Alan The Original Florist has been an FTD Member for 5 years.



Shelley Marshall (left) of **Green Thumb Florist** in Ajax, ON thanks all of her FTD Good Neighbor Day sponsors. Green Thumb Florist has been an FTD Member since 2004.



FTD Regional Vice President Frank Stornelli and FTD Field Business Consultant Angelo Pace visit with Stephen and Chris Mangos from **Canadiana Florist** in Scarborough, ON during their third FTD Good Neighbor Day. Canadiana Florist has been an FTD Member since 1980.



Dan Bryant, owner of **Flowers & More** in Bainbridge, GA created FTD Good Neighbor Day shirts for all his employees to wear on September 7. Flowers & More has been an FTD Member for one year.



Kurt Klein of **Englewood Florist** in Englewood, OH hands out a bouquet of roses to a customer. Englewood Florist has been an FTD Member for 27 years.



Deborha Smith and Susan Fehling of **A Bloom Above** in Naperville, IL showcase their FTD Good Neighbor Day signage in front of the shop. A Bloom Above celebrated their first FTD Good Neighbor Day and recently joined FTD.



## SAVE UP TO 50% ON FLOWERS WITH THE FTD FLOWER EXCHANGE



THE FTD FLOWER EXCHANGE PROVIDES florists with access to almost 2,500 different varieties of flowers offered by hundreds of sellers. Prices are "real time" and offer up to 50% savings compared to standard wholesale prices. FTD Members can purchase fresh flowers 24 hours a day, seven days a week and choose from several flexible shipping options. You can also choose to have your charges billed to your Clearinghouse Statement or to a credit card.

In addition to fresh flowers, the FTD Flower Exchange also offers combination boxes and premade bouquets.

Register now and get your FREE account to the FTD Online Flower Exchange by calling 888-776-1424. A customer service representative will walk you through your first transaction on [www.FTDflowerexchange.com](http://www.FTDflowerexchange.com).

Below are a few testimonials from satisfied FTD Members:

"I am extremely happy with the products and service I have received from the FTD Flower Exchange. This has been an encouraging and satisfying way of purchasing flowers."

— Cynthia Henson of **Ginny's Gifts** in Garland, TX

"I am extremely pleased with this way of ordering and shipping. I thought that you would also like to know that I saved \$769 with the FTD Flower Exchange versus purchasing them from our local wholesaler."

— Sharon Paulsen of **Luv 'N Stuff Flowers** in Portland, OR

# education: transitions in sympathy floral designs and service

By FTD Designer John Klingel AAF, AIFD, PFCI



AFTER MANY YEARS OF providing sympathy floral designs, I experienced what it was like on the receiving end when my father passed away. It was at this time that I truly realized how important our service and products are to the public.

This experience caused me to reflect back on the time a few years ago when I operated a small retail, full-service florist in the South Palm Beach County area that catered to a large retired and culturally diverse area. On a daily basis, it was interesting and educational to serve the needs of the customers who frequented the shop.



A very large part of our business was sympathy and working with the funeral homes in town. One of the few family owned mortuaries dealt with my shop exclusively referring customers and ordering flowers themselves. I felt very confident about the quality of work that we created and our level of professionalism was high.

I know that many florists feel intimidated by the funeral directors and even allow them to dictate what style of work they will accept in their funeral homes. I feel that this fear has no basis. The funeral director in my hometown couldn't do enough for our family.

If you treat your funeral director, customers and yourself with respect it's amazing the relationships that can form. If I have sold a design concept to my customer and I am following their instructions, there should be no problem. Don't become a victim of your business; use quality communication with the customer and the funeral home.

In lieu of flowers requests in the obituaries has been a sore subject in our industry for a long time. I don't think we will ever see that request disappear however, the florists can combat it with beautiful floral designs and great services. My customers still sent flowers regardless of what was requested in the newspaper because they were "flower buyers" and wanted flowers to represent their condolences.

We also offered services to our funeral homes such as assisting them in moving quantities of arrangements from the funeral home to the house of worship or cemetery. My shop also offered last minute services such as rushing an arrangement to the funeral home that a family member, or funeral director, forgot to order. After a few of those incidents, the mortician thought we hung the moon!

The most important thought to keep in mind is to respect the wishes of the family, as well as the funeral director's policies and time schedule. When bereaved family members came into the shop to order flowers, we escorted them to a private area often used for wedding and party consultations. I felt that the same treatment given to brides should be given to families of the deceased.



Certainly not every shop can have a "special room" for these situations, so even a private area in the corner away from the daily routine of the store would be appropriate. This gives the family the privacy they need to show their emotions if they wish.



Just as in wedding and party work, we kept a portfolio of unique sympathy designs that we created for past customers. This was beneficial since sports such as golf, tennis and bowling are so popular in the area. I have always been a big believer in taking pictures of our work. Many of the customers responded positively to seeing the work and how it can express so much about the deceased life.

The price range of each design was shown on the page so the client didn't have to ask the price. We had designs ranging from fifty dollars to a thousand dollars and never assumed what a customer was willing to spend. We even offered the option of renting pedestals or certain containers to our customers.

Regardless of religion, it seems cremation is now utilized more than ever. In Florida, 60 percent of the funerals are cremations. Without a body, many family members were having memorials and celebration services instead of the traditional funeral. This opened up the door to selling many new ideas, but without asking some important questions first selling any idea is hard.

The inquiries we made were about the deceased person's favorite colors and flowers. What hobbies or

interests did they have? There is no greater time than now when sentimental thoughts prevail and flowers represent sentiment more than anything else. Selling arrangements that can later be used at a family gathering is also appealing. Customers like the idea that the flowers will be appreciated after the service.

In training staff, especially new employees, it was important to impress upon them that this is a natural part of life and expressing your empathy is important. Always say, "I'm so sorry for your loss" or "please accept my sympathies" and not "oh" followed with an awkward pause. Show the customer to a designated area and ask if you can get them something, water or coffee if you have it available.



In a large way, my father was part of the reason for my success in business. He taught us to treat people as you would want to be treated, with respect and dignity. Conduct yourself as a business professional by dressing, looking and acting the part. The customers are there to request your product and services. Practicing these few, simple procedures will help your sympathy business to grow just like mine did as well as being a testimony to my father's lessons.





BE GOLD. SEND FTD.



## THE FLOWER SHOP OF THE FUTURE DRAWS CROWDS ACROSS THE COUNTRY

BUILDING ON THE MOMENTUM CREATED AT FTD's Convention in Dallas this past July, top executives from FTD have recently visited various local industry trade shows including Arkansas, Southern Retail and Illinois state to demonstrate Mercury Technology's Flower Shop of the Future concept. Showcasing current and future cutting-edge features of FTD Mercury, the future shop presents technology that will assist the shop owner with taking, processing and delivering flower orders, maintaining inventory and keeping track of employee time and attendance.

"The response we've received so far has been tremendous. We look forward to presenting this concept to florists across the country," comments Larry Johnson, executive vice president of FTD Mercury Technology.

### FEATURES PRESENTED INCLUDE:

• **TOUCH SCREEN POS:** Imagine taking an order without having to touch the mouse or keyboard.



• **MOBILE POS:** Take orders from customers in line at your shop during the holidays, using a tablet PC.



• **FLOWER CAM:** Imagine taking a picture of the arrangement and sending it back to the sending florist right from the designer's workbench.



• **DELIVERY CAM:** Envision sending an image of the recipient receiving the flowers, and then having the sender receive the picture embedded within a delivery confirmation email.



• **FTD FLOWER EXCHANGE:** Imagine your FTD Mercury system alerting you when your inventory of roses is low and then presents you with the best price that day from hundreds of growers.



• **FINGERPRINT BASED TIMECARD MONITOR:** Envision life with no more paper timecards. Employees punch in and out using their fingerprint. Your computer does all the adding for you. Plus, you can easily import your timecards into QuickBooks®.



• **ELECTRONIC SOFTWARE DISTRIBUTION:** Imagine life with no more CD upgrades. Software, antivirus, and operating system updates sent to you over high speed internet access.



## FTD AND FTD MEMBERS ASSIST FLORISTS IMPACTED BY HURRICANE KATRINA

NEARLY 60 FTD MEMBERS HAVE BEEN SERIOUSLY affected by Hurricane Katrina. In response, FTD is accepting donations from members, which will be provided to impacted FTD Members. FTD will match the contributions, dollar for dollar, up to \$25,000. Donations are still being accepted on FTDi.COM and will be billed to your FTD Clearinghouse Statement.

Also available on FTDi.COM is a list of affected FTD Members and a link to the FTD Hurricane Katrina Relief Message Board. The message board features job and housing opportunities for FTD Members posted by FTD Members.

Many members are also promoting their own hurricane relief efforts. **Floral and Gifts** in Ames, IA is featuring a corsage special titled "Roses for Relief: Homecoming Flowers for Humanity." Every penny received from their promotion will be donated to the Hurricane Katrina relief efforts.

**Dallas Blossoms** in Dallas, TX is selling "Roses for Rover." All of the money raised during the campaign is being donated to animal rescue agencies to assist the pets separated from their families in the hurricane.



FTD Field Business Consultant Jackie Harrell teamed up with her cousin, an Episcopal priest and Volunteers of American employee, to deliver hurricane relief kits to the affected florists and residents in Louisiana.

**Barbie's Fresh Flowers** in Gulf Port, MS is designing free funeral arrangements for the families of hurricane victims who cannot afford flowers. FTD Fresh Flowers donated \$1,000 worth of fresh flowers for the arrangements.



**Main Street Floral** in Moss Point, MS and **Southland Florist** in Lexington, KY are just two of the many FTD Florists affected by Hurricane Katrina.

FTD expresses its deepest gratitude to the FTD Members hosting promotions to benefit the Hurricane Katrina relief, and to those who donated to FTD's campaign.



FTD Florists affected by Hurricane Katrina.

FTD Newsletter is sent to approximately 20,000 FTD Members across the United States and Canada. If you have feedback, a letter to the editor or have a story and photos you'd like to share, please send it to the editor of FTD Newsletter at [prdept@ftdi.com](mailto:prdept@ftdi.com) or FTD Newsletter, 3113 Woodcreek Drive, Downers Grove, IL 60515. We look forward to hearing from you!



## OKLAHOMA FLORISTS ENJOY ORGANIC ORIGINALS

FLORISTS GATHERED AT THE OKLAHOMA STATE Florists' Association for education and networking. FTD Design Instructor Tina Stoeker AIFD, PFCI presented on "Garden Gorgeous or Organic Originals." She demonstrated how to bring the feel of a garden into a floral design and showcased a variety of designs ideas for every occasion and price range.



FTD Members Marta Land of **House of Flowers Inc.** in Shawnee, OK, Jan Wear of **Watonga Floral** in Watonga, OK and Nellie Davis of Oklahoma State Florists' Association mingle at the convention. House of Flowers has been an FTD Member since 1998 and Watonga Floral has been an FTD Member since 2004.



FTD Field Business Consultant Donna Spaulding (right) visits with Hank and Marta Land of House of Flowers Inc. in Shawnee, OK. House of Flowers has been an FTD Member since 1998.



FTD Team Member Terry Thiel discusses the benefits of Mercury Technology with Dewight Mitchell of **Betty Lou's Flowers and Gifts** in Norman, OK. Betty Lou's has been an FTD Member since 1979.

## SOUTH CAROLINA FLORISTS PUT PIZZAZZ IN THEIR WORK

AT THE SOUTH CAROLINA FLORISTS ASSOCIATION Convention, FTD Design Instructor Deborah De La Flor AIFD presented on "Put Some Pizzazz In Your Everyday Work." She encouraged members to think outside the box and inspired them to make every design a masterpiece.



Bitty Brant spends time with daughter Genny Green of **Bitty's Flower Shop** in Beaufort, SC. Bitty's Flower Shop has been an FTD Member since 1974.



The South Carolina Florists Association officers gather for a group photo. Pictured are Buddy Hornburg, Corky Robinson, Clyde Wilson, Buddy Poole and Mike McFarland.



FTD Design Instructor Deborah De La Flor (center) visits with FTD Members Linda Mattison of **Linda's Flower Shop** of Anderson, SC and Novelle Barnes of **Rish Flower Shop** in West Columbia, SC. Linda's Flower Shop has been an FTD Member for one year and Rish Flower Shop has been an FTD Member since 1984.



Mary Scarborough (left) of **Acacia Flower Shop**, Orangeburg, SC poses for a picture with John and Nell Hunnicutt of **Blumenhaus Flowers and Such** in Irmo, SC. Acacia Flower Shop joined FTD in 1934.

## FTD Upcoming Events

Oct. 22-23, 2005

### FTD's Ontario Florist Conference

Taboo Resort & Conference Center • Gravenhurst, ON

Featured FTD Design Program: "Holidays in Bloom" presented by FTD Design Instructor J. Keith White AIFD. Featured FTD Design Program: "Creating Impact with Visual Merchandising" presented by FTD Design Instructor Tina Stoeker AIFD. For registration information, contact FTD at 800-788-9000 x6240 or register online at [www.ftdi.com/ofc/](http://www.ftdi.com/ofc/). Look for FTD Team Members Tim Casson, Tammy Sabolic, Jason Gleaves, Angelo Pace, Marc Farand and Frank Stornelli.

Oct. 23, 2005

### Zeidler Wholesale Fall/Christmas Open House

Zeidler Wholesale Floral Company • Evansville, IN

Featured FTD Design Program: "Let it Snow While it's Slow" presented by FTD Design Instructor Jeff Corbin AIFD. For information, contact Zeidler Wholesale Floral Company at 812-425-4635 or 800-648-3986. Look for FTD Team Members Rob Mellina and Amanda Noble.

Nov. 6, 2005

### Colorado Floral Expo

Holiday Inn – Denver Airport • Denver, CO

Featured FTD Design Program: "Holiday Heaven" presented by FTD Design Instructor Tina Stoeker AIFD. For registration information, contact the Colorado Retail Florists Association at 303-996-0182. Look for FTD Team Members Dave Smith and Steve Sproule.

Nov. 9, 2005

### Delaware Valley Florist Association Design Show

Williamson Restaurant • Horsham, PA

Featured FTD Design Program: "Color in Style" presented by FTD Design Instructor J. Keith White AIFD. For registration information, contact Denise Ramirez at 215-968-9555 or Barry Barnett at 610-688-0431. Look for FTD Team Member Patricia Gentry.

## FTD BRINGS EDUCATION TO SOUTHERN RETAIL FLORIST ASSOCIATION

FTD WAS A PROUD SUPPORTER OF THE Southern Retail Florist Association. FTD Design Instructor Deborah De La Flor AIFD showed florists how to "Put Some Pizzazz in Your Everyday Work" by using the latest techniques and fun accessories.



FTD Team Member Dick Schooler (right) enjoys the company of FTD Members Janet Simpson and John Partridge of **Martina's Flower Shop** in Martinez, GA. Martina's Flower Shop has been an FTD Member for five years.



FTD Team Members Keith Boch and Larry Johnson discuss the benefits of Mercury Technology with FTD Member John Estes of **Johnston the Florist** in North Huntington, PA. Johnston the Florist has been an FTD Member since 1999.



FTD Design Instructor Deborah De La Flor demonstrates how to turn everyday designs into works of art.





BE GOLD. SEND FTD.



## DRIVE TRAFFIC INTO YOUR SHOP WITH FTD EVERYDAY MARKETING MATERIALS

FTD'S IMPRINT ITEMS ARE THE PERFECT marketing tools. They are designed to promote your products and drive traffic into your shop. By customizing these materials with your shop's name, you create a co-branded vehicle that promotes your business and is backed by the power of a national brand, reminding your customers that you're a part of an exclusive group of nationwide FTD florists.



Business Card Magnet



6" Ruler

### BUSINESS CARD AND NEW! RULER MAGNET

• Give one to each walk-in customer

• Attach them to out-going orders

• Include in monthly statements

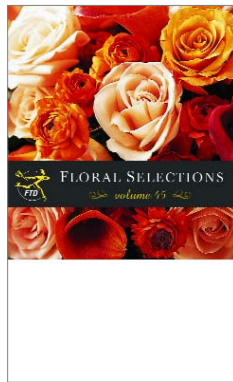
### VOLUME 45 MINI CATALOG

• Mail out in customer statements

• Attach to out-going orders

• Leave as take-ones on your counter

• Custom or FTD prices available



Volume 45 Mini Catalog

### BRIDE'S GUIDE

• Hand out to brides-to-be when they stop in your shop

• Distribute at bridal shows

• Partner with local bridal shops, tuxedo stores and photographers

• Available with your shop Imprint/Logo



Bride's Guide

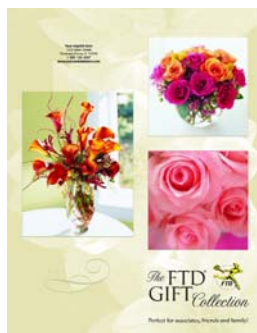
### THE FTD® GIFT COLLECTION CATALOG

• Mail to top customers to offer gift ideas

• Distribute to corporate offices

• Use as give-aways at open house parties throughout the year

• Fully customizable with copy, pricing and special offers



Gift Collection Catalog

Call FTD® Marketplace at 1-800-767-4000, press 1, press 3 and then 3 again and your very own Imprint Specialist will guide you through the ordering process.



# MARKETPLACE™

## 1-800-767-4000

press 1, then 3 and then 3 again.

## OPEN THE DOOR TO NEW CUSTOMERS TODAY!

DID YOU KNOW THAT IN 2005, 75% OF consumers will shop online for flowers? With an FTD Florists Online web site, you have the opportunity to capture a whole new revenue stream for your business, while providing your customers with the industry's best online shopping experience.

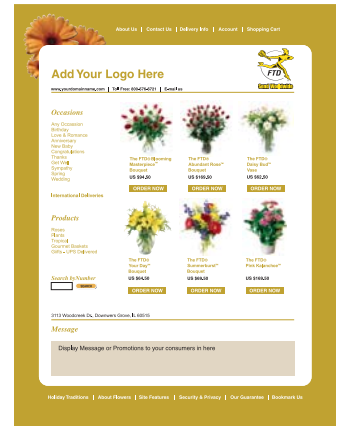
There are many benefits of an FTD Florists Online website:

- Increase orders and gain new customers
- Receive 100% of every order
- Open 24/7/365
- Reduce overhead and increase profitability
- Worldwide exposure
- Customize your site and overcome competition
- Free domain name and free content changes



Attract customers from across the street or around the world. With an FTD Florists Online web site, you can sell your entire store's product selection along with FTD WebGifts such as gift baskets, gourmet foods and unique plants. Receive order fulfillment information through the Mercury® Network – it is that simple!

Contact your FBC, call 800-423-0675 or e-mail us at [ftdpartnership@ftdi.com](mailto:ftdpartnership@ftdi.com) to join Florists Online today.



## SAVE \$5,000 ON FTD MERCURY POS SYSTEM

IT'S NOT TOO LATE TO RECEIVE BREAKTHROUGH pricing on the FTD Mercury Point-Of-Sale system. Mercury Technology has extended the FTD Mercury POS system price promotion through November 30, 2005. FTD Members can save \$5,000 on the feature-rich system, which is now only \$9,999.

e-mail promotions. Combined with the delivery module, which incorporates delivery confirmation and address verification, along with electronic mapping and routing, FTD Mercury helps florists drive sales, reduce costs and increase profits.

FTD Mercury provides florists an affordable, easy-to-use Windows-based shop management solution that helps cut overhead and handles the time-consuming tasks of running a flower shop. With its robust marketing module, FTD Mercury allows florists to create various marketing campaigns, including professional

