



mercury messenger

2008 Luxury Car Awarded to FTD Mother's Day Sweepstakes Winner

FTD awarded a 2008 Cadillac CTS luxury automobile to the winner of the "FTD Mom & Me Sweepstakes" in July. Kathie Virissimo of Las Vegas, Nevada was the grand prize sweepstakes winner and received her new car at DiBella's Flowers in Las Vegas. DiBella's Flowers was the floral shop that designed and delivered the winning bouquet that Kathie's mother purchased which won her the car.

FTD hosted a national "FTD Mom & Me Sweepstakes" in conjunction with Mother's Day from April 28 through May 12, 2008. Florists received marketing

and promotional materials to display in their shop to promote the event, and FTD advertised the program in national print ads.

"I am so grateful to FTD for winning this great prize," stated Kathie Virissimo. "Both my mother and I have been loyal FTD customers for so long and now, we are making sure everyone we know shops FTD as well."



FTD Mom & Me Sweepstakes Winner Kathie Virissimo and her son. Grand prize 2008 Cadillac CTS

New Bi-Weekly Updates to FTD Directory

Beginning in September, your FTD Directory listing is updated every two weeks in Mercury, which means FTD Marketplace codification updates will occur every two weeks. By having this new bi-weekly update feature, FTD Florists can make changes that impact their shop as needed and not have to limit the changes to only print directory deadlines.

FTD is very excited to announce these new bi-weekly updates to a shop's FTD Directory listing in Mercury.

Updates include:

- Codified products
- Toll-free phone number
- Hours of business
- Delivery services
- Fax number
- Minimum order
- Delivery charge
- Professional qualifications



Inside This Issue

Letter from Mark GoldstonPAGE 2

FTD Education Team Members Named to AIFDPAGE 2

100 Years of FTDPAGE 2

FTD on the Road ShowsPAGE 3

FTD Canadian Florist ConferencePAGE 3

"Hats Off to Entertainment" at 2009 Rose ParadePAGE 3

New 2008 Floral Selection GuidePAGE 4

October is Fair Trade MonthPAGE 4

Industry News and EventsPAGE 5

Great Results from 14th Annual FTD Good Neighbor DayPAGE 6

Florists Across the Country Participate in FTD Good Neighbor DayPAGE 6-7

FTD Takes a Stand for QualityPAGE 8

FTD Flower ExchangePAGE 8





The New FTD



Dear FTD Florist,

I am pleased to announce that FTD is officially part of the United Online family. It is an honor to be affiliated with a brand that for nearly 100 years has been synonymous with beautiful floral products and talented, quality-driven florists.

I am eager to begin working with the thousands of FTD Florists who are the passion and strength of the florist network and the cornerstone of the FTD brand. You are the heart and soul of FTD and I look forward to working with you to develop specific programs to help grow your business.

In the coming months, I look forward to spending time meeting florists throughout the U.S. and Canada and understanding what you need to be successful. I will use these meetings as a way to leverage my experience in building world class brands with the daily realities that your businesses face.

Thank you for the opportunity to be a part of the FTD family. It is truly an honor and I could not be more excited about our future together.

Sincerely,

Mark Goldston

Chairman
FTD, Inc.

FTD Changes with the Times



- 1 For Easter and every gift occasion promotional FTD poster, 1942
- 2 Say it with Flowers-By-Wire one of a series of ads 1951-52
- 3 Extra Touch FTD program in 1973

FTD Education Team Members Named to AIFD Board of Directors

Two FTD Education Team Members were recently installed on the Board of Directors for the American Institute of Floral Designers (AIFD) at the National Symposium in July. Tina Stoecker AIFD PFCI and Ann Jordan AAF AIFD mmfd, both FTD Design Instructors, are volunteer leaders on the Executive Committee of the AIFD Board of Directors.

Tina Stoecker was installed as President-elect of AIFD. Tina has been a member of the FTD Education Team for 13 years and owns Designs of the Times in Melbourne, Florida and Merritt Island Florist in Merritt Island, Florida. Tina's floral artistry and shop have been showcased in *Florist, Florists' Review, Flowers & Florida Architecture* and on the cover of *Floral Management*. She is actively involved in industry education and is a successful business-owner.

Ann Jordan AAF AIFD mmfd was installed as Secretary of AIFD. Ann is a valuable part of the FTD team and has had a successful career in the floral industry. She rejoined the team in summer 2007. Ann owns Ann Jordan Design Consulting and Studio Flora in Windham, Maine. Ann is recognized in the floral industry for her creative designs and she is also very involved in many AIFD committees and programs. Most recently, Ann presented "A River Run" at the 2008 National Symposium sponsored by FTD.

Both Tina and Ann will be presenting at upcoming FTD on the Road Shows and other state association shows. For a complete listing of FTD Education Team presentations, go to www.FTDi.com/education.



Tina Stoecker, President-elect of AIFD



Ann Jordan, Secretary of AIFD



Above: Article in Business Week about FTD's aggressive marketing efforts in the 60's

Right: In 1964, FTD launched ad campaigns for print, radio and TV using celebrities, such as the Arthur Godfrey.



If you have vintage FTD advertisements, signs or posters, help us celebrate the 100 year anniversary of FTD and send them in to FTD at 3113 Woodcreek Drive, Downers Grove, IL 60515. Materials will not be returned.

Technology Training, Design Shows and More at FTD on the Road Shows

FTD is back on the road. In 2009, FTD on the Road Shows will be hosting two-day programs in Dallas and Las Vegas. New at the shows will be a bigger trade fair, including leading floral industry products, as well as design shows, hands-on workshops and business seminars.

Dallas January 17 - 18, 2009 Renaissance Dallas Hotel
Las Vegas February 28 - March 1, 2009 Renaissance Las Vegas Hotel

Based on feedback from FTD Florists, the shows will have an expanded format with events taking place all day on Saturday and Sunday morning. In addition, the show will also have industry vendors in the trade fair offering special deals and more one-on-one time about online marketing and technology.

Additionally, FTD Florists who have Mercury point-of-sale will have the opportunity to learn how to get more out of the system during private one-on-one training sessions and seminars. Learn from the FTD Technology experts and other FTD Florists who use the system to its greatest potential.

FTD is offering a limited block of hotel rooms at the FTD group rate. A complete schedule of events, including the presenters at each show, is available at www.FTDi.com/FTDonTheRoad.

Dallas
Saturday, January 17 and Sunday, January 18
Keynote Speaker **David Aaker** presents "The Attitude of the Employee is Contagious to the Customer"
FTD Design Instructor **Kristine Kratt AIFD** teaches "Building Blocks of Design" and presents "Flowers for a New Generation"
FTD Design Instructor **Tina Stoecker AIFD, PFCI** teaches "Hand-tied Bouquets" and presents "Use it up, Wear it out, Make it do or Do without!"

Las Vegas
Saturday, February 28 and Sunday, March 1
Floral Industry Expert **Bob Negen** presents "Maximum Bang for your Marketing Bucks"
FTD Design Instructor **Ian Prosser AAF, AIFD, NDSF, PFCI** teaches "Decorate the Aisle with Style" and presents "Weddings with Style"
FTD Design Instructor **Ann Jordan AAF, AIFD, mmfd** teaches "Hand-tied Bouquets with Class" and presents "The Smart Designer"



REGISTER AT WWW.FTDI.COM/FTDONTHEROAD



Get away for the Weekend at the FTD Canadian Florist Conference

The FTD Canadian Florist Conference will be held at the beautiful Taboo Resort Golf & Spa in Gravenhurst, Ontario beginning on Friday, November 7 to Sunday, November 9, 2008.

Last year's show drew in hundreds of florists who were eager to network, attend educational programs and shop the expansive trade fair. Again this year, this three-day event will be filled with shopping opportunities, business seminars, design shows and plenty of time for networking with fellow florists.

Additionally, FTD Florists who have Mercury point-of-sale will have the opportunity to learn

how to get more out of the system during private one-on-one training sessions and seminars. Learn from the FTD Technology experts and other FTD Florists who use the system to its greatest potential. FTD is offering one FREE hotel room night for each full registration purchased and up to three additional registrations for only \$150 per person! Don't miss out on this great offer.

For more information on attending the FTD Canadian Florist Conference or to register, please visit www.FTDi.com/cfc.



FEATURED SPEAKERS AT THE SHOW INCLUDE:
FTD Design Instructor **J. Keith White AIFD** presents "Holidays In Bloom"
Canadian Retail Expert **Anthony Stokan** presents "Marketing Matters"
Keynote Speaker **David Aaker** presents "The Attitude of the Employee is Contagious to the Customer"
One of the UK's top florists and designers **Neil Whittaker AIFD** presents "Fantasy Weddings"

Celebrate "Hats Off to Entertainment" at the 2009 Rose Parade

FTD Florists have the unique opportunity to celebrate the New Year in Pasadena, California watching the beautiful Rose Parade and exhilarating Rose Bowl Game. Be our guest for this once in a lifetime opportunity to experience the longstanding tradition of the Tournament of Roses firsthand.

As the Official Floral Sponsor of the Tournament of Roses, FTD will give you an up close and personal

experience watching hundreds of volunteers putting the final touches on the Rose Parade floats and witness the official judging of the floats - including FTD's 56th float entry "The Making of An Epic". On January 1, 2009, you will have VIP stadium seats for the parade and football game as well as passes to the private hospitality village to tailgate between the festivities.



The cost for this trip of a lifetime is \$3,750* for two adults. For more information, to register and additional pricing options, go to www.FTDi.com/PR/RoseParade.

THE FTD 2009 TOURNAMENT OF ROSES CELEBRATION PACKAGE INCLUDES:
• Three nights at the luxurious oceanfront Hotel Casa del Mar/Shutters on the Beach in Santa Monica
• Transportation to and from airport and all FTD-sponsored events
• All meals including New Year's Eve dinner
• Sneak preview of Rose Parade floats and official float judging
• Tour of the famous Wrigley Mansion, home of Tournament of Roses
• Watch FTD Design Instructor Keith White put the final touches on the official parade cars
• Tournament of Roses kick-off lunch featuring the coaches and bands of the gridiron teams, as well as the parade's Grand Marshal
• Two tickets to the 2009 Rose Parade and the 2009 Rose Bowl Game
• Two passes to the FTD tent at Rose Bowl Game Hospitality Village



New 2008 FTD® Floral Selections Guide

Make sure you put your beautiful new 2008 FTD Floral Selections Guide front and center for all of your customers to preview. FTD shops received the expansive kit beginning in early September. All of the new products went live on FTD.COM on October 1, 2008.

The new Floral Selections Guide (FSG) features full-color images of over 500 beautiful floral designs for every occasion, all showcased in a durable new binder that can handle daily usage. This new binder is so strong that FTD will replace it for free if it should wear or break.

One important change to the FSG is that **all item numbers in the binder are in numeric order as they were in the past.** We have returned to having the first part of the item number refer to the page that the arrangement is on in the binder (for example, B10-3645 appears on page B10).

Designer's Workbooks and Holder – New this year!

We have included a sturdy holder for the workbooks so they can be stored in one place and not get misplaced.

The industry-standard pricing formula has remained the same, but we have raised labor for Sympathy set pieces to 50% due to the extra amount of time it takes to build these pieces. Also included is a separate Reference Guide which features an explanation of computing SRPs, a sample recipe, FTD.COM "Florist-Designed" arrangements, FTD WebGifts ordering instructions, FTD Flower Exchange & Wholesale container information and more.

FSG Software and Image CDs

CDs can be found in the Workbook Holder between the Wedding Workbook and the Reference Guide.

Easy Reference Items

NEW! Floral Reference – Newly added to the binder is an easy-identification chart of the most widely used flowers including images and seasonal availability.

Ordering additional components

You can order additional components at any time by calling FTD Marketplace at 1-800-767-4000.

October Is Fair Trade Month

October is Fair Trade Month, which honors and celebrates the efforts to empower the many farmers and workers within the floral industry.

Fair Trade Certification helps farmers and farm workers lift themselves out of poverty by investing in their farms and communities, protecting the environment, and developing the business skills necessary to compete in the global marketplace.

FTD Flower Exchange is very active in Fair Trade efforts. There are a wide variety of flowers offered through the FTD Flower Exchange that are eco-friendly flowers and surpass the standards of Fair Trade. In addition, many florists in our industry are focused on environmental concerns and participate in Fair Trade efforts.

FAIR TRADE PRINCIPLES INCLUDE:

Fair price

Farm groups receive a guaranteed minimum floor price, an additional premium for certified organic products and are eligible for pre-harvest credit.

Fair labor conditions

Workers enjoy safe working conditions and living wages, while forced child labor is strictly prohibited.

Direct trade

Importers purchase from Fair Trade producer groups as directly as possible, eliminating unnecessary middlemen and empowering farmers.

Democratic and transparent organizations

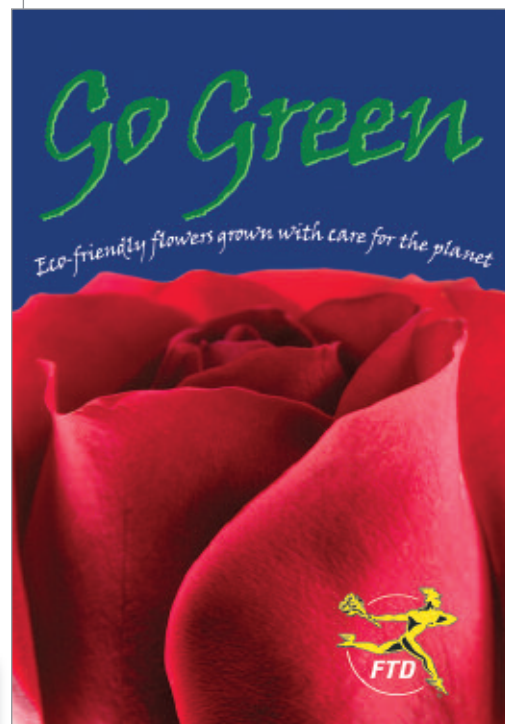
Farm workers decide democratically how to invest Fair Trade revenues.

Community development

Farms invest Fair Trade premiums in social and business development projects like scholarship programs, quality improvement trainings and organic certification.

Environmental sustainability

Harmful agrochemicals and GMOs are strictly prohibited in favor of environmentally sustainable farming methods that protect farmers' health and preserve the ecosystem.



Above: FTD signage for Eco-Friendly Flowers
Right: FTD Eco-Friendly Flower Display



The FTD® Your Day™ Bouquet



The FTD® Speak Softly™ Bouquet

Florist Redesign Shop with Recycled Product

Bitsy's Flowers in Abilene, Texas has done a complete shop make-over using recycled fixtures in an effort to "go green." Here are a few interesting ways Bitsy's has changed the shop:

1. The sign "Florist" on front is from a closed store – it was repainted and crushed glass was added for sparkle. The crushed glass was purchased from a local recycle center.
2. The glass front door came from a 'builders distress' center. The door would retail for \$600 was purchased for \$75.



3. The new blue awning was picked up from another store that had closed.

Florida Florist and FTD Regional Vice President Receive Prestigious Hall of Fame Award

Lisa Greene Metcalf of **Blossoms Flowers on Monroe** in Tallahassee, Florida, and Bryan Whitehouse, Regional Vice President of FTD, both received the prestigious Hall of Fame Award at the Florida State Florists' Association Annual Convention in June. Lisa received the Association (local) award and Bryan received the National award, which is awarded every two years.



Lisa Greene Metcalf accepting her award

Lisa was selected for this award by colleagues in the floral industry. She is one of the youngest floral professionals to ever receive this honor. Lisa has been active in the floral industry for over 18 years and is currently serving on the Executive Board as President-Elect of Florida State Florists' Association.

Bryan received this prestigious award from Russ Barley, the FSFA Past President at the annual FSFA Convention. The national award recipient was voted on by the FSFA Board of Directors and Officers, as well as past honorees for outstanding leadership in the floral industry and within the state of Florida.

FTD Regional Vice President Named Vice President of Association

FTD Regional Vice President Jim Weedon was elected as Connecticut Florists Association (CFA) Vice President in June. This is a historic election because Jim is the first person from a wire service to be elected to an officer position for CFA. CFA is celebrating their 75th anniversary in 2008.

Jim's role as CFA vice president comes after serving as a Board member and in various committee positions.



John Tornatore, President of CFA, Jim Weedon new VP of CFA.

Jim has spent many years as a Board Member of the Long Island Retail Florists' Association and is currently finishing his two year term as President of the Association. Jim has participated in 19 consecutive CFA Weekends (now known as the Northeast Floral



FTD hosted a booth at the SuperFloral Show in Orlando, FL in June.



Above: FTD Design Instructor Deborah De La Flor presented "Put Some Pizzazz In Your Everyday Work" at the Arkansas Convention in Hot Springs AR in July.



Entenmann's Florist, located in Jersey City, NJ, recently moved into a new location and installed a new Mercury point-of-sale. Owner Ed Von Barga (right) a past President of FTD is pictured with FTD Regional Vice President, Jim Weedon.



Lacey and Lenzee Bilke and Christina Cole from Madeline's Flower Shop in Edmond, OK at the 2008 Oklahoma State Florist Association Conference, Tulsa, OK pose with FTD Design Instructor Ian Prosser. Lacey and Lenzee Bilke received their OSFA Master Florist Credentials during the conference.



FTD Design Instructor Jeff Corbin AIFD presented "Get Me To The Bank On Time" at the Louisiana State Florists Association Convention in Lafayette, LA in July.



Great Results from 14th Annual FTD® Good Neighbor Day®

The 14th Annual FTD® Good Neighbor Day® took place on September 3, 2008 and was a smashing success for the hundreds of florists who participated in this low-cost and high-return marketing event.

The premise of FTD Good Neighbor Day is simple: florists give every customer a free bouquet of a dozen flowers and ask them to keep one flower for themselves and give the 11 others away to 11 different individuals. The goal of this one-day event is to spread goodwill throughout the community, as well as draw increased foot traffic to FTD Florists and provide shops with a great local media opportunity.

FTD Florists across the U.S. and Canada executed local events by gathering sponsors, making philanthropic

relationships and helping to spread friendship and kindness to their neighbors.

Everyone at FTD was saddened to hear that Brook Jacobs, the founder of Good Neighbor Day, passed away in August 2008.

George Kanganis, Executive Vice President of Sales for FTD commented, "Brook Jacobs had a true love for the floral industry and a love for community service. It was Brook's dedication to build a sense of community in Jackson, MS, his kindness to others and a keen sense of marketing that created Good Neighbor Day. FTD is honored to host the 14th annual floral holiday that gives FTD Florists from all over the U.S. and Canada an opportunity to spread goodwill and attract

increased foot traffic and publicity to their shops. Brooks Jacobs will be greatly missed for his spirit of community, love of the floral industry and enthusiasm for FTD Good Neighbor Day."



Brook Jacobs, Good Neighbor Day founder

Florists Across the Country Participated in FTD Good Neighbor Day

Mr. Alan "The Original" Florist in Brick, NJ had the first person in line at 7am for an 8am opening. By 8am, they had a line around the building and had a steady stream of customers all day until closing time at 8 pm. The shop gave out 17,000 roses to 1,417 people.



Mr. Alan's staff handing out flowers.



Lined up for FTD Good Neighbor Day at Mr. Alan Florist.



Precious Memories Florist and Gift Shop in Temple, TX had a great FTD Good Neighbor Day. They secured many sponsors like Starbucks and hosted TV and radio remotes. They opened their doors at 6:30am and the roses were gone by 2pm.



O'Connor Blossom Shop had a successful FTD Good Neighbor Day. They collected canned food for a local shelter.

Delmar Florist in Delmar, NY handed out 200 dozen roses and business card magnets and received a lot of press coverage regarding their event. They collected \$654 in donations and 448 items for the Bethlehem Senior Services Food Pantry.



Pictured from left to right Christiane Alario, Barbara Ostroff & Jeff Ostroff from Delmar Florist.



Above: Customers interviewed on FTD Good Neighbor Day at Larese Floral Design in Erie, PA.



Right: Carl Larese proudly displays the FTD Good Neighbor Day logo in his Erie, PA shop.



Diana's Flowers, celebrated FTD Good Neighbor Day in North Hollywood, CA.



Leanna Mayberry of William J. Emporium in Greenville, PA, handed out flowers.



Peck's Flowers staff members with the food collected for the food bank.



Log Cabin Florist in Bakersfield, CA gave away 20,000 roses. The Mayor of Bakersfield attended the event and handed out several dozen roses. Local television stations and radio stations covered the event.



1 Customers lined up at Jean's Flower Shop on FTD Good Neighbor Day.

2 Assorted Good Neighbor Day flowers at Jean's.

3 Jean's used signage to promote FTD Good Neighbor Day in Hamilton, ON.



January 23-25
Florida State Florists' Association
Mid-Season Conference
Embassy Suites Destin –
Miramar Beach, Destin, FL
Program: "The Smart Designer"
presented by FTD Design Instructor
Ann Jordan AAF, AIFD, mmfd

January 26
Tennessee State Florists' Association
Design Show
Dearly Beloveds Wedding Chapel,
Old Hictory, TN
Program: "Weddings from A to Z"
presented by FTD Design Instructor
Deborah De La Flor AIFD, PFCI

January 30-February 1
Kentucky Florist Association
Convention
Capital Plaza Hotel, Frankfort, KY,
Program: "Memorial Flowers with
Lasting Memories"
presented by FTD Design Instructor
Deborah De La Flor AIFD, PFCI

February 27-March 1
Georgia State Florists' Association
Convention
Augusta Marriott Hotel & Suites
Augusta, GA
Program: "Wedding Floral Review"
presented by FTD Design Instructor
Keith White AIFD

FTD Takes a Stand For Quality

It has been FTD's mission to lead the industry in quality efforts for the last 100 years. FTD is focused on creating new programs and tools to provide continuous quality improvements for florists. Exclusive programs such as FTD University, the FTD Quality Assurance Program and the FTD Delayed Response Program offer florists training and education tools, as well as a means to accurately and fairly monitor quality utilizing actual order data.

Measure Quality and Take Action to Improve

The FTD Quality Star Program is a new tool that will assist florists in tracking and measuring the quality level of their shop. The program is a great tool that provides a uniform and consistent measurement of quality across all FTD Florists.

The FTD Quality Star Program takes actual, quantitative order data and calculates an acceptable quality level. FTD Florists who are at or above this "quality bar" will receive an FTD Quality Star. The rating will be recalculated every four months in conjunction with the FTD Directory cycle. The rating will appear only on your monthly FTD Clearinghouse statement and **will not be published.**

How Can Your Shop Receive a Star?

To receive a Quality Star, your shop needs to fill a minimum of 25 incoming orders per month (combination of Florist-to-Florist and FTD.COM) and have a Quality Rating less than or equal to 1.1% over the evaluation period. Included in your monthly FTD Clearinghouse statement, you can view the corresponding "Q Rating Report Detail" that includes a breakdown of each rejected order counted per Delayed Response Program (DRP) rules and each order with an FTD.COM refund associated with it. The report will also be available on www.FTDi.com using your existing username and password. The Quality Star Program is a great way for you to evaluate your service levels and make improvements based on actual data from your shop. FTD wants to help your shop reach its greatest potential with improved performance in service levels, customer retention and more orders!

The following formula will determine the shops that receive the FTD Quality Star. These data points are the most complete and accurate way to measure quality.

(DRP Dollar Value* + FTD.COM Refund Dollar Value)

"Q Rating" = $\frac{\text{(DRP Dollar Value* + FTD.COM Refund Dollar Value)}}{\text{(Florist to Florist Dollar Value Filled + FTD.COM Order Dollar Value Filled)}}$

FTD encourages you to use the FTD Quality Star Rating report to aide you in looking for ways to continuously improve your business processes and keep track of your progress.

FTD is proud to take the lead in the industry to protect your business, your customers and ultimately our industry!

*Delayed Response Program Dollar Value will include the dollar value of orders rejected after two (2) hours of receipt of the order according to Delayed Response Program rules. Dollar value of orders rejected after the delivery date will be counted twice according to Delayed Response Program rules.

For more information and a comprehensive list of Frequently Asked Questions (FAQ), go to www.FTDi.com/quality.



2009 FTD Calendars

Order them just in time for your open house!

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
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FTD TECHNOLOGY SALES • 800-767-3222
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