



FTD Newsletter © 2002 FTD

Newsletter



Convention Highlights



Education



Shopping

Networking



MESSAGE FROM BOB

~CHAIRMAN, FTD, INC.~



FTD Members,

Congratulations on a successful FTD 2002 FTD Convention and Trade Fair! Your contribution helped to make the "A League of Our Own" a home run!

Thank you to everyone that joined us for the exciting and energetic three days. From packed attendance at the education seminars, quality vendors in the Trade Fair, and member networking opportunities, to one on one interaction with the FTD representatives, and the recognition of members through the FTD Member Awards - the event was a win for everyone! You can see highlights from this year's exciting event throughout the Newsletter and online at www.FTDi.com.

We have been communicating FTD's Member First Strategy over the last six months and this year's Convention allowed us to show FTD Members the success of our efforts along with the bottom-line benefit to their businesses. We have a great team of FTD Members and the positive energy that was created in Nashville will help us to continue to drive this game plan in all areas of FTD in order to continue our winning season.

It is with great excitement that I announce FTD's 2003 Convention and Trade Fair in Orlando, FL from July 18-20th, 2003! Mark your calendars and stay tuned for exciting details on how you can participate in next year's national member event.

In the meantime, we are going to continue the momentum built at this year's Convention. Through new Technology offerings such as free email for FTD Members, quality education programs at local state conventions, FTD Member opportunities such as the 2003 Rose Parade and consistent quality offerings from Marketplace, we assure you - it's a great time to be FTD.

As always, feel free to contact me directly at bnorton@ftdi.com. ■

Thanks for being part of the FTD Team,

Bob

WE'D LOVE TO HEAR FROM YOU!

FTD welcomes comments and suggestions from FTD Florists for the *Newsletter*. Contact the FTD Public Relations Department by writing to FTD, Attn.: PR Dept., 3113 Woodcreek Drive, Downers Grove, IL 60515, or send an email to newsletter@ftdi.com. Please include your FTD Member Number. n

SEND ORDERS WORLDWIDE WITH FTD!



Hundreds of FTD International Members and more than 52,000 affiliates around the world are Ready to Fill Your Orders!

International Mercury Network Connection!

Now you can send orders directly to members in Latin America through FTD's Mercury Network. Check your FTD Directory for codified Mercury members in Latin America. You can also find a florist in Latin America by doing a search on your Mercury System.

FTD Retrans services provide coverage to 154 countries - With FTD International Retrans Service you can cover virtually the entire globe. Your order is given priority handling and is backed by the FTD Satisfaction Guarantee. Give your customers the World - Only with FTD!

Same Day Delivery to most countries! Place your order by 7:00am CST!

For more information on FTD International Retrans Service, call 800-788-9000 today. By sending your order over the Mercury (Mercury 90-0266AA or specific suffix country code) it will be transmitted directly to the filling country without any delays. See the FTD Directory for specific suffix country codes. For example 90-0266AU - order will be transmitted directly to Australia Headquarters. ■



INTERNATIONAL
RETRANS® by FTD®

Upcoming Events!

September 6-8, 2002

Idaho State Florists Association Convention
Doubletree Riverside Hotel, Boise ID
Look for FTD Team Member Mike White
FTD Design Program by Bill Russo

Michigan Floral Association Fall Adventure
Pontiac Marriott Centerpoint, Pontiac, MI
Look for FTD Team Members Bob Martin and Bill Schodowski
FTD Design Program by Deborah de la Flor, AIFD

Central Tennessee Professional Florists' Association Convention
Franklin Marriott Cool Springs, Franklin, TN
Look for FTD Team Members Emily Chapman and David Knott
FTD Design Program by Elaine Fulford

North Dakota State Florists Association Convention
North Dakota State Fairgrounds, Minot ND
Look for FTD Team Member Marnie Hedrick
FTD Design Program by John Klingel

Alabama State Florists' Association Christmas Show
Holiday Inn Hotel & Suites, Decatur, AL
Look for FTD Team Member Mark Horton
FTD Design Program by Keith White

September 14-15, 2002

Maine State Florists' & Growers' Association Convention
Ramada Inn, Lewiston, ME
Look for FTD Team Member David Galvin
FTD Design Program by John Klingel

WUMFA Fall Convention & Trade Show
Kalahari Resort, Wisconsin Dells, WI
Look for FTD Team Members Kari Horant and Gino Marolta
FTD Design Program by Deborah de la Flor, AIFD
FTD sponsored Sunday Continental Breakfast

Ozark Florist Association Convention
Hammons Convention Center, Joplin MO
Look for FTD Team Member Rita Szczur
FTD Design Program by Keith White

September 19, 2002

Price Chopper Fall Holiday Show
Malozzi's Banquet House, Schenectady, NY
Look for FTD Team Member Gino Marolta

September 20-21, 2002

Flowers Canada National Convention
Vancouver Convention & Exhibition Centre, Vancouver, BC, Canada
Look for FTD Team Member Tammy Sabolic

Ontario Conference

Bayview Wildwood Resort, Ontario, Canada
Look for FTD Team Members
Bob Norton, George Kanganis, Frank Stornelli and Caroline Barni

Tennessee State Florists' Association Christmas Show
MeadowView Conference Center, Kingsport, TN
Look for FTD Team Members Emily Chapman and David Knott
FTD Design Program Dan Kotecki

Central Allied Florist Association Christmas Show
Trade Mart, Jackson, MS
Look for FTD Team Member Mary Kay Wasson
FTD Design Program Terry Connerly

September 25-28, 2002

Society of American Florists Convention
Arizona Billmore Resort, Phoenix, AZ
Contact SAF at 800-336-4743 or www.safnow.org



FTD MEMBER ROSE PARADE CELEBRATION PACKAGE

Join FTD to Celebrate Our 50th Float

The FTD Member Rose Parade
Celebration Package Highlights:

- Four nights (one room) at the Ritz Carlton Huntington Hotel and Spa
- The Official FTD Welcome Cocktail Reception and Dinner
- The FTD Rose Parade Float Visit and Float Judging
- The Elegant New Years Eve Extravaganza
- First-Class Seating at the 114th Rose Parade
- A Historic Pac-10 and Big Ten face-off at the Rose Bowl Game
- A free day of exciting activities in the Los Angeles Area
- A fun FTD Member Farewell Party
- All Meals and Transportation to/from airport and all events

This discounted celebration package price is \$1,900 for two people. Additional in-room guests are \$500 each.

See www.FTDi.COM for a schedule of events and easy online registration! For more information or questions on the FTD Member Rose Parade Celebration Package, contact the FTD PR Department at 800-788-9000 ext. 6120 or email prdept@ftdi.com.

MEET THE 2003 FTD MEMBER FLOAT RIDERS!

FTD held a contest for members' kids ages 12-16 at the FTD 2002 Convention to find out why they want to ride the FTD Float in the 2003 Rose Parade. The competition was tough, but the winners' energy and excitement about FTD and their families' businesses shined like super stars! Look for these kids on national television riding the 50th FTD Float "FTD Fairytale Fantasy" on January 1st, 2003!



From left to right: Laurel Molson, Jenny's Floral Studio in Sarnia, Ontario; Emily Hafner, Hafner Florist in Sylvania, OH; Bob Norton, Jennifer Mangos, Canadiana Flowers in Scarborough, Ontario; and Kevin McCarthy, Fallons Creative Flowers in Alpharetta, GA.

FTD Trade Fair Shopping - Great Deals! Wide Variety!



Shoppers at the FTD Trade Fair benefited from a chance to meet with representatives from all divisions of FTD such as Marketplace, Member Services, Technology, Fresh Flowers and partners such as Renaissance Greeting Cards. FTD Members were excited to see the launch of the new free e-mail service for members called FTDiMail and FTD's new ISP service named InternetLink. Additionally, an extensive choice of quality vendors from every area of the industry were on-site exhibiting everything from containers, to push, to paper supplies. Even Fresh Flower vendors traveled from all over the world to showcase their products. Another highlight in the Trade Fair was the FTD Theater, which gave shoppers the opportunity to take a break and hear about exciting new FTD products as well as learn about other industry organizations, such as the Society of American Florists.



"One of the highlights of the FTD Convention was the great Trade Fair. Being able to see the products being sold up close and personal was much better than a catalogue. The deals were significant, the ideas displayed were new, and it got the creative thoughts flowing!"

— Clark Hewitt, Akiko's Floral Arts





FTD Members Enjoy Fun Networking Opportunities!

Among all of the education and shopping that took place at The FTD 2002 Convention and Trade Fair, FTD Members made time to attend several fun networking opportunities. The Trade Fair Reception was an opportunity to mingle with some of Tennessee's finest celebrity look-a-likes, such as Garth Brooks and Elvis, as well as meet FTD Spokesperson, Merlin Olsen. The FTD All-Star Dinner Celebration also was a sure fire hit with the Tennessee Governor Don Sundquist kicking off the evening with a toast to FTD Members and the night ending with a crowded dance floor!



"This was the first convention for Rosemary and myself, but it will not be the last. We enjoyed both the convention and the hotel. The view from our room overlooking the waterfall and gardens, and the great buys on the convention floor made it all worthwhile."

— Ken Cunningham, The Flower Market



Standing Room Only at FTD



FTD Member education programs were in the spotlight at the FTD Convention, with more than nine individual seminars offered throughout the three days, in addition to an intensive two-day technology workshop. The classrooms were full and members benefited from the discovery of new ways to improve operations, reach customers and increase profits.

Technology Seminars



"The sessions I attended were very informative. I particularly enjoyed the session by Mary Benignus Valdes, and of course the Advantage Users Meeting. It is always great to come back rejuvenated and with new ideas."

— Bea Miller, Floral Dimensions

Roundtable Discussions



Education Programs!



Design Seminars



"It was the most exciting and positively charged industry event I have been to in a long time. It was terrific to see standing room only crowds, spilling into the hallways for education programs."

— Toomie Faris, AIFD

Faris' design seminar called "Christmas Past, Present and Future" was part of an extensive Business and Design Education program presented at the FTD Convention.



Business Seminars



Congratulations 2002 FTD Member

FTD Members were recognized at a special awards presentation for their impact on the industry and partnerships with FTD. Congratulations to all of the FTD Members nominated for the 2002 FTD Member Awards – and special wishes to this years recipients!



The 2002 FTD John A. Valentine Award Gerry Beckwith, Log Cabin Florist in Bakersfield, CA



Bob Norton, Gerry Beckwith, Jack Giles (2001 Valentine Award Winner) and Merlin Olsen.

Gerry has worked at Log Cabin Florist since he was a student at Bakersfield College. He purchased the shop in 1968 while he was a designer and his wife, Terry, was the bookkeeper. Log Cabin has been, and we hope will continue to be, FTD ONLY. One of Gerry's many nominators described him as, "Mr. FTD," and that "being around Gerry we always felt like family...The FTD Family." Gerry has run his business for the last 34 years through dedication to the continued improvement of his business, supporting his customers with superior service and playing a leadership role in the industry and community.

One of the employees at Log Cabin Florist captured the essence of Gerry Beckwith: "The important thing is not to focus on the competition, but to strive to be the leader. You have to be open to education all the time."

Congratulations, Gerry!



FTD Marketing Award



Joe Hinson, George K. Walker
Florist in Winston-Salem, NC

FTD Industry Service Award



Carol Bice, Bice's Florist, Inc.
in Hurst, TX



Award Winners!



FTD Lifetime Achievement Award

Mel Schwanke, Greens Greenhouse in Fremont, NE

(Mel was unable to attend Convention. Look for highlights of his award presentation in future Newsletters)

Congratulations, Mel!

FTD Progressive Florist Award



John Herb, Jack Herb Florist in Cincinnati, OH

FTD New Member Award



Ray Skates and Sam Hyder, Highland Florist in Chattanooga, TN



Special Recognition...

FTD was pleased to welcome Past Presidents of FTD to the FTD 2002 Convention and Trade Fair.

FTD Past Presidents



Past Presidents from left to right: Mark Knox (1993-4), Robert Costin (1974-5), John Looby (1999-2000), Ben Veldkamp (1976-7), James Durio (1988-9), Donald Flowers (1975-6), Louis "Mickey" Battinelli (1973-4), Bob Norton (current), Ken Coley (1992-3), Cathy Hickman (1996-7), Bernard Hillen (1971-2), Albert Wilhelmy (1966-7), Larry Novak (2000-01), Tony Thonnerieux (1997-8), Robert McNamara (1987-8), Thomas G. Kanganis (1979-80).

Special thanks to the Floral Host Committee for their endless hours of dedication to the FTD 2002 Convention and Trade Fair. Their work was admired by all attendees.

FTD Floral Host Committee



Bob Norton and Merlin Olsen join the members of the Floral Host Committee, led by Larry Keeton (far right) including Angel San Miguel (not pictured), Brenda Blackburn, Anita Ausenbaugh, Gary Lopp, Doris Hargrove, John Brooks, Terry Chappel, Tim Lefler, Tracy Hamonds, AIFD.





THE FTD® FLORIST DESIGNED BOUQUET IS YOUR CHOICE!

The FTD® Florist Designed bouquet is an option that can be ordered through FTD.COM. The Florist Designed option gives you the freedom to build one-of-a-kind arrangements when customers don't have time to pick out the exact arrangement they want. Customers can order an Everyday, Holiday, Sympathy, Basket, Hand-tied or Balloon bouquet to be designed by you at varying price points. When building a Florist Designed Bouquet follow the guidelines on pages 8-9 in the new FTD Designer's Workbook.

If you would like more information, simply call our Florist Hotline at 800-554-0993 or send a GEN message to our Customer Service Department, using shop code 90-8400AA.

Best Sellers for July

- The FTD® Blooming Masterpiece™ Bouquet
- The FTD® Basket of Cheer™ Bouquet
- The FTD® Stunning Beauty™ Bouquet
- The FTD® Fresh As A Daisy™ Bouquet
- The FTD® Florist Designed™ Bouquet
- The FTD® Beloved™ Bouquet
- The FTD® Floral Festival™ Bouquet
- The FTD® Garden Basket™ Bouquet
- The FTD® Happy Thoughts™ Bouquet
- The FTD® Your Day™ Bouquet



Sunday Codification

FTD.COM is now taking orders for Sunday delivery. If you can deliver orders on Sundays, received by 12:00 noon in your time zone, please contact Directory Services at 800-788-9000 or send a GEN message to 90-0258AA. This is a great way to build business in your local market. ■

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. ■



FTDI.COM CONTEST:

WIN CASH-FLO EQUIPMENT AND FREE PROCESSING FEES!

Visit FTDI.COM for your chance to win one year of waived monthly processing fees (a \$216 Value) and FREE equipment: Verifone Tranz 460 terminal and printer all-in-one unit (a \$349.00 Value)!

QUESTION: How can I effectively lower the rate I am paying to process credit cards through FTD?

- ANSWER:**
- A. Change banks accounts to where my deposits are going.
 - B. Replace the paper in my printer.
 - C. Change to a less frequent deposit schedule.
 - D. Run cards early in the morning.



Contest deadline is midnight of September 30, 2002.
One winner will be chosen from all correct entries.

Congratulations to Ormiston Florists & Greenhouse in Winnipeg, MB, Canada!!



Ormiston Florists & Greenhouse was our July winner and will be receiving Six Months of FREE Mercury Support!



The Month of October is
National Breast Cancer Awareness Month

FTD and FTD Members
Support the
Susan G. Komen
Breast Cancer Foundation

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died of breast cancer at the age of 36. Today, the Foundation has more than 75,000 volunteers working through a network of Affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Since its inception, the Foundation has raised \$450 million in the fight against breast cancer.

In order to help fight breast cancer, FTD is supporting the Komen Foundation during the month of October by offering a pink rose arrangement on FTD.COM. In addition, consumers can choose to make a donation with their order to the Komen Foundation. FTD Members will be a part of this great effort to eradicate breast cancer by filling these orders or by participating in a fund-raising effort in your own shop.

FTD Members can participate by also promoting a pink rose arrangement and donating 5% of the sale of this item to the Komen Foundation. FTD is providing FTD Members with a personalized envelope (located in this month's statement) to contribute a donation to the Komen Foundation from your shop's individualized promotion. Visit www.FTDi.COM for press material templates and ideas on how to run a fundraising promotion in your shop during the month of October. All donations should be sent directly to the Komen Foundation in the designated envelope no later than November 30, 2002. ■

To order promotional materials from the Komen Foundation, such as pink pins and breast self-examination (BSE) cards, visit www.komen.org or call 877-SGK-SHOP. For more information on your participation, visit www.ftdi.com or contact the FTD PR Department at prdept@ftdi.com.

FTD Members! Save 15% on a subscription to



FLORISTS' REVIEW

**and get a chance to win a free trip to the
2003 Tournament of Roses**

**Subscribe to FLORISTS' REVIEW
by Oct. 31, 2002, and we'll
automatically enter you to
win a free trip for two to
the 2003 Tournament of
Roses (a \$2,500 value!).**

call 800-367-4708



"Fairytale Fantasy" is FTD's 50th float entry in the Rose Parade®. It features whimsical butterflies gracefully taking flight above fanciful gardens, evoking images of a magical dream world. The theme of the 2003 parade is "Children's Dreams, Wishes, and Imagination."

**Check here to start your new subscription
at an annual billing of \$33***

\$6 off the regular subscription price

\$21 off the newsstand price

***\$64⁵⁰ Canadian**

FTD # -

We will automatically bill your FTD Clearinghouse Statement on your annual renewal date.

SHOP NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

SIGNATURE _____ PHONE () _____

You can cancel your subscription at any time for a full refund of any remaining issues.

Questions? Call Heather Kline at **FLORISTS' REVIEW** 800-367-4708
Fax to 785-266-0333 or mail to Dept. S, PO Box 4368, Topeka, KS 66604-0368

FTD 10

the trip includes:

- Round-trip air travel for two to the Los Angeles area on Dec. 30
- Four nights lodging for two (one room) at the Ritz Carlton Huntington Hotel and Spa in Pasadena, Calif., beginning on Dec. 30
- New Year's Eve Extravaganza Party
- First-class seating at the Rose Parade® (Jan. 1)
- Two tickets to a Rose Bowl pre-Game tent party AND the Rose Bowl Game (Jan. 1)
- Two tickets to all other FTD Celebration Package Events including
Welcome cocktail party and dinner (Dec. 30)
Float and float judging visit (Dec. 31)
Free day of exciting activities (Jan. 2)
Farewell party (Jan. 2)

The special subscription price of \$33 (for FTD members only—regular price is \$39) will be billed to your FTD Clearinghouse account.

The winner will be selected on Nov. 4 and notified by Nov. 8. To be entered, fill out the subscription card and return it to *Florists' Review* by Oct. 31, 2002. Winner will be selected at random from all of the subscription cards turned in to *Florists' Review* post-marked on or before Oct. 31, 2002.