

# FTD Newsletter

January 2004



**THE WINNING HAND  
FOR YOUR BUSINESS  
2004 FLORAL EXTRAVAGANZA**

♥  
JULY 26-28, 2004

♠  
THE VENETIAN RESORT AND CASINO

♦  
LAS VEGAS, NV

♣  
*Hit the Jackpot  
with*

**Jay Leno**

**FTD Announces  
JAY LENO...  
The Headlining Act  
At The FTD 2004  
Floral Extravaganza**

January 2004 Vol. 45, No. 1

FTD Newsletter © 2004, FTD

# Message From Bob

CEO and Chairman, FTD, Inc.



Happy New Year!

Just like you, this time of year causes me to reflect back and look ahead to the New Year. The year 2003 was by far the most exciting year I have experienced in my 8 years at FTD.

In this time, I was lucky enough to visit many of you and will continue to do so in 2004. Between your local FTD Business Consultants (FBCs), FTD management team and myself, we have visited our entire membership base. I cannot stress enough the value of shop visits in this industry. Meeting with you to understand your needs is the key to our success.

As you all know, the floral industry has changed significantly. You have seen this transition in your experiences as shop owners and managers, and I have seen it in my experiences with FTD. Competition is at an all time high, and we are challenged to compete with new floral marketplaces such as the Internet, mass markets and grocery stores. The consumer is shopping smarter and is more savvy than ever before. FTD is looking towards the future; crafting programs that can help you grow your business and accepting the challenge of going to find the business and bringing it to you through traditional, but through new mediums as well. We are more than a wire service to you; we are a strong business partner.

Look back and see how FTD has changed. Each month, we invite florists like you to come to FTD's Headquarters to meet with the FTD Team to work together to understand what your needs are and how we can help your business. The information we have gathered in these meetings has been extremely helpful in bringing you back to us AND us back to you.

Our best salesperson is you, our customer. Our best advisor is you, our customer. Our best problem solver is you, our customer. We will continue to work together to implement forums such as the monthly FTD Headquarter visits for you to share your feedback with us. If the FTD Headquarter visits are of interest to you, consider this my personal invitation and contact your FBC to request attendance.

It is clear that FTD is back! Our customers are telling us that everyday. Know that all of us at FTD work very hard for you, our customer. Without you, FTD does not exist. You are our greatest resource; we will always put you first. As a result of this, many FTD Members are returning to us as their primary partner, putting FTD first. FTD will continue this dedication to you in 2004. I again say thank you, and it's great to have you back in the FTD family!

I believe that listening to you has been the highlight of this past year. I believe that continuing to listen to you and creating a strong partnership with you will be the highlight of 2004.

As always feel free to contact me at [bnorton@ftdi.com](mailto:bnorton@ftdi.com), and thank you for sending your orders FTD.

# FTD Upcoming Events

Visit [www.FTDi.COM](http://www.FTDi.COM) for all FTD events and education programs.

## Feb. 27-29, 2004

Michigan Floral Association Spring Conference  
The Lansing Center · Lansing, MI  
Featured FTD Design Program: "Wedding Floral Review"  
presented by FTD Design Instructor Keith White AIFD  
For registration information, contact the Michigan Floral Association at 517-575-0110 or visit the Michigan Floral Association website at [www.michiganfloral.org](http://www.michiganfloral.org).  
Look for FTD Team Member Bob Martin.

## March 6-7, 2004

Northeast Floral Expo  
The Hastings Hotel · Hartford, CT  
Featured FTD Design Program: "Supporting Creativity with Alternative Mechanics" presented by FTD Design Instructor Toomie Farris AIFD  
Featured FTD Business Program: "Effectively Marketing your Shop's Website" presented by FTD Team Member Dan Smith  
FTD sponsored Saturday Night Banquet  
For registration information, contact the Connecticut Florists Association at 203-268-9000.  
Look for FTD Team Members Stacy Soracchi and Roberta Belanger.

## March 12-14, 2004

Illinois State Florists' Association Convention  
Holiday Inn Select · Decatur, IL  
Featured FTD Design Program: "Use it up, Wear it out, Make it do, or Do without!" presented by FTD Design Instructor Tina Stoecker AIFD  
For registration information, contact Jerry Hankins at 800-416-4732.  
Look for FTD Team Member Tom Spain.

## March 12-14, 2004

South Dakota Florists Association Convention  
Ramkota Inn · Pierre, SD  
Featured FTD Design Program:  
"A Celebration of Life - Today's Sympathy Flowers"  
presented by FTD Design Instructor Keith White AIFD  
For registration information, contact Sue Walter at 605-772-4442.  
Look for FTD Team Member Marnie Hedrick.

## March 13-14, 2004

Northeast Louisiana Florist Association Convention  
Holiday Inn - Holidome · Monroe, LA  
FTD sponsored design program  
For registration information, contact Lorena Cheek at 800-903-9750.  
Look for FTD Team Member Jackie Harrell.



## Florida FTD Members Adorn the Governor's Mansion with Holiday Cheer



The FTD team gathers for a group photo in a sunny Governor's Mansion room next to one of the many beautiful holiday trees.

A team of ten FTD Members from six different shops lead by FTD Field Business Consultant (FBC) Jill Weishaupt joined forces to bring holiday cheer to the Florida Governor's Mansion once again this season. The team includes the following

FTD Members and FTD representative:

- Nell Roberts and Steve Roberts, Ridge Florist, Sebring, FL
- Danny Sexton, Jerry Gemski and Thom Schmitt, Kissimmee Florist, Kissimmee, FL
- Ed Oman and Peter Berden, Just Originals, Palm Harbor, FL
- Elaine Fulford, The Open Rose, Gulf Breeze, FL
- Denise McDonald, The Open Rose, Milton, FL
- Stan Brock, La Stan Florist and Gifts, Fort Walton Beach, FL
- Debra Mager, Stop'n Smell the Roses, Ocala, FL

■ Jill Weishaupt, FTD Florida Field Business Consultant

This year, the FTD Members brought a natural southern style into play in the mansion holiday décor including lots of greens such as magnolia, pine, ivy and fir. The team also incorporated berries, cones and poinsettias and intermixed many varieties of fruits such as pears, citrus with cloves, apples and pineapples. In order to highlight the décor with a touch of Florida, bromeliads in holiday colors were added.

"The Governors Mansion is based on The Hermitage, the Andrew Jackson home in Nashville, TN, which naturally

encouraged us to decorate with a traditional mid-1800s look in mind," said FTD Member Danny Sexton, owner of Kissimmee Florist in Kissimmee, FL. "The team and I really feel as if this might have been one of our most beautiful creations in the years we've been decorating the mansion."

FTD has been a proud sponsor of this special Florida design project for 4 years with hard work from FTD Members from across the state. The incredible appreciation and involvement the Governor and his family is a great tribute to the quality and reputation FTD Florists have built.

## FTD Member Showcases Creative Merchandising in Shop

FTD Branded products are supported with strong advertising campaigns, as well as a the FREE print and TV multi-million dollar advertising campaign offered to FTD Members for FREE to tag and run in their local communities. This support is part of the strength of FTD Members partnerships with the FTD Brand.

FTD Member Adam Ornelas of Albuquerque Wholesale Florist tells the story of his shop's consumer outreach beyond advertising, but right on his own sales floor - and shares

how it worked for him.

"We LOVE the FTD exclusive Holiday Heirloom® Ornament. If this is the first in a series from FTD and Waterford Holiday Heirlooms, we can't wait to see the rest of the series! Over the holiday season, we showcased a decorated Christmas tree lit with multi-colored lights that rotates in the middle of our showroom where we have hung more than 200 of the exclusive Waterford Holiday Heirlooms Ornaments and have trimmed the tree with the imprinted Waterford and FTD

ribbon.

This is an incredible driver for the sales of the ornament in our shop - even without the bouquet! Each individual ornament has sold for \$39.99 packaged in a gift box ready for giving.

Thank you FTD for adding such a wonderful product to our store's line. Waterford Holiday Heirlooms® is just another product that our uptown clients expect from us."

-Adam Ornelas, Albuquerque Wholesale Florist, Albuquerque, NM



Photos of holiday merchandising ideas with C1 from Albuquerque Florist.

## FTD Member Holds Open House with Local Celebrities



FTD Member Cathie Cates (left) is joined by local columnists from the *Oregonian* Vern Nelson and Dulcy Mahar.

The Natural Nook Flower Shop in Seaside, OR celebrated their one-year anniversary with an Open House this Fall. Owner Cathie Cates designed the event to showcase their gratitude to the community, as well as show off a few look and creative merchandising on the shop's sales floor.

The staff also was excited to

offer customers a chance to meet with local newspaper home and garden columnists from the *Oregonian*, who offered mini workshops to visitors. And as another effort to drive traffic into the shop, the staff held a drawing for flowers for a year using FTD Branded containers.

"We were delighted with the

turnout for our open house. Our guest speakers were a big hit with our customers and guests. And the debut of our new look for the shop and our marketing materials received unanimous approval. We look forward to an even more successful year in 2004!" - Cathie Cates, owner of The Natural Nook Shop

## FTD Supports Florists With Aggressive Valentine's Day Advertising Campaign



FTD Valentine's Day Print Advertisement

FTD is supporting member florists with aggressive Valentine's Day advertising. Starting February 1st, FTD will be advertising its Valentine's Day Bouquet (V1) on TV and in consumer print magazines. FTD will reach millions of consumers and direct them to visit their local FTD Florist for the FTD Valentine's Day Bouquet.

### USA Advertising

FTD will be on national TV during primetime TV shows such as "Law & Order", "Las Vegas", "Third Watch", "West Wing", and in the morning during The "Today" Show.

Additionally, FTD will advertise on national cable stations such as ESPN, CNN, CNBC, SciFi Channel, TNT, Outdoor Life and Speedvision. Based on incredible feedback, FTD will continue the "Wild Child" commercial with the addition of the new Valentine's Day Bouquet (V1) featured at the end of the TV spot. FTD will reach more than 100 million consumers, telling them to visit their local FTD Florist, with this commercial. In print, FTD will advertise in *Sports Illustrated* in the February 4th issue.

### Canada Advertising

FTD TV advertising will be seen on CTV and CBC on prime-time TV shows such as "Alias", "Law & Order" and the All Star Hockey Game. Additionally, FTD will advertise on national cable stations such as Score and TSN. FTD will reach more than 7 million consumers, telling them to visit their local FTD Florist, with this commercial. In print, FTD will advertise in *TV Guide*, *Hockey News* and *Report On Business* all in early February.



Sample scene from FTD Valentine's Day commercial.

## FTD Continues Successful Co-op Advertising Campaign For 2004 Mother's Day

FTD is very pleased to continue its successful Co-op advertising program - where you can receive a FREE Co-op listing for your shop!

In the U.S., FTD will run a two-page Co-op advertisement in the May 2, 2004 coupon section FSI within the Sunday newspaper, which reaches 60 million people and appears in 500 Sunday newspapers across the country. In Canada, FTD will run a two-page Co-op advertising spread in the Saturday, May 1, 2004 Canadian *TV Guide*, which reaches thousands of Canadian consumers across the country.

**A \$3 off coupon will appear in both the USA and Canadian ads, in which FTD will reimburse all florists for the coupons they accept from consumers.**

### Promotional Pricing:

The cost for FTD's co-op advertising in \$139 (\$200 CAN), but we have very special discounts on co-op ads when you purchase the FTD Mother's Day Bouquet (M1).

The discounted pricing below is based on purchases of M1 cartons or M1 combo packs.

### U.S. Co-op pricing

Co-op ad full price: \$139 Co-op. With purchase of one M1 carton:

\$100/co-op ad.

With purchase of two M1 cartons:

\$70/co-op ad.

With purchase of three M1 carton:

FREE/co-op ad.

### CAN Co-op pricing

Co-op ad full price: \$200

With purchase of one M1 carton:

\$150/co-op ad.

With purchase of two M1 cartons:

\$100/co-op ad.

With purchase of three M1 carton:

FREE/co-op ad.

**Call Marketplace today at 800-767-4000 to place your order and receive incredible discounts on co-op ads - or get your ad for FREE!**

Sign Up Now For The Co-op Ad!



The Laura Ashley™ Bouquet presented by FTD®



## Marketplace Launches Exciting New Products for 2004 Mother's Day

FTD's Marketplace division has worked hard with the FTD Member Product Advisory Board and FTD Member feedback to choose an incredible selection of consumer friendly products for FTD Members this Mother's Day. Call your Marketplace representative at 800-767-4000 or shop online at [www.FTDi.COM](http://www.FTDi.COM) to stock up today.

The FTD® Sweet Delights™ Gift



The FTD® Spring Garden® Bouquet



The FTD® Timeless Elegance™ Bouquet



The Laura Ashley™ Bouquet presented by FTD



# FTD Announces 2004 Floral Extravaganza Headlining Act...

FTD is proud to announce the headlining act scheduled to perform LIVE at the FTD 2004 Floral Extravaganza - JAY LENO! Adding to an already exciting schedule of events including insightful education programs, the industry's largest buying show and incredible networking opportunities - FTD will bring Jay Leno's unique combination of humor, talk and entertainment LIVE to the FTD Floral Extravaganza taking place July 26-28, 2004 at the Venetian Resort and Casino in Las Vegas, NV. This incredible act is included in the standard registration price and is an addition to the FREE room offer for FTD Members. Jay Leno is scheduled to appear on Tuesday, July 27, 2004 at the FTD Floral Extravaganza Gala Dinner.

"The 2004 FTD Floral Extravaganza event will be our most exciting member event to date and we are thrilled to announce Jay Leno as our special guest to perform exclusively for FTD Members," stated Bob Norton, chairman and CEO. "I encourage florists to join thousands of attendees and hundreds of vendors as we continue to promote member networking, education and incredible product offerings at the largest industry event of the year."

According to FTD, the response from members for this event has already exceeded expectations. The three-day event includes impactful education seminars, an opening presentation with FTD CEO Bob Norton followed by a dazzling night of shopping and entertainment. The "show" continues with member networking and idea-sharing events, the prestigious FTD Member Awards presentation, and the Floral Extravaganza Gala Event with headliner... Jay Leno.

Optional FTD Member activities include the FTD Advantage and FTD Mercury/Wings seminars on Saturday and Sunday, July 24-25, the FTD FOCUS networking event taking place on Wednesday, July 28th at a Vegas hot spot, and exciting tours on Thursday, July 29 to the Hoover Dam or of Las Vegas "The Entertainment Capital of the World".

# Jay Leno



**REGISTER NOW**

**and benefit from limited Free Room Offer  
at luxurious Venetian Resort and Casino.**

The FTD FREE room offer has limited availability and is applied to one room, two nights at the luxurious, all-suite Venetian Resort and Casino. FTD Members can register for this unforgettable event by calling a friendly Member Services representative at 800-788-9000 or online at [www.FTDi.COM](http://www.FTDi.COM). Questions can be directed to the FTD Convention team at 800-788-9000 or [convention2004@ftdi.com](mailto:convention2004@ftdi.com).

**Call 800-788-9000  
and register with a  
friendly FTD representative  
or online at  
[www.FTDi.com](http://www.FTDi.com).**





## SCHEDULE OF EVENTS All events are Subject to change.

### SATURDAY, JULY 24, 2004

8:00am – 5:00pm FTD Advantage and FTD Mercury/Wings Users' Two-day Seminar

### SUNDAY, JULY 25, 2004

8:00am – 5:00pm Continuation of FTD Advantage and FTD Mercury/Wings Users' Two-day Seminar

2:00pm – 6:00pm Registration/Information Desk Open

### MONDAY, JULY 26, 2004

8:00am Registration/Information Desk Open

9:00am – 5:00pm Kid Fun! Optional Kids Programs  
*(Register separately; additional fee required.)*

10:00am – 11:00am Education: Business Seminars

11:00am – Noon Buyers' Preview — In the Trade Fair

1:00pm – 2:00pm Education: Business Seminars

2:30pm – 4:00pm Education: Design Program I

5:30pm Welcome to Las Vegas FTD Cocktail Reception  
*(Dress is business casual.)*

6:00pm – 7:00pm The Winning Hand for Your Business Presentation by FTD Chairman and CEO, Bob Norton

7:00pm Viva Las Vegas Trade Fair Celebration — Trade Fair Grand Opening

### TUESDAY, JULY 27, 2004

8:00am – 9:00am Breakfast — In the Trade Fair

8:00am – 6:00pm Registration/Information Desk Open

8:00am – Noon Trade Fair Open

9:00am – 5:00pm Kid Fun! Optional Kids Programs  
*(Register separately; additional fee required.)*

9:00am – 10:00am Education: Business Seminars

10:00am – Noon Trade Fair Edutainment — In the Trade Fair  
Noon – 2:00pm FTD Member Awards Luncheon

2:00pm – 6:00pm Trade Fair Open

2:00pm – 4:00pm Trading Window Spaces: Phase I

3:00pm – 4:30pm Education: Design Program II

3:00pm – 5:00pm Trade Fair Edutainment — In the Trade Fair

7:00pm – 8:00pm Roll the Dice Cocktail Reception

8:00pm – Midnight FTD *Hit the Jackpot* Gala Dinner with Headlining Act . . .

*FTD brings Jay Leno to the FTD Floral Extravaganza as the headlining act of the exciting gala dinner. Don't miss Jay Leno's unique late-night style with a combination of humor, talk and entertainment LIVE at the FTD Floral Extravaganza! Doors open to the ball room at 7:30pm for a Vegas-style gourmet dinner and unforgettable entertainment straight from The Tonight Show with Jay Leno – himself!*

### WEDNESDAY, JULY 28, 2004

8:00am – 9:00am Breakfast — In the Trade Fair

8:00am – 4:00pm Trade Fair Open

9:00am – 10:00am Education: Business Seminars

10:30am – 12:30pm Trading Window Spaces: Phase II — In the Trade Fair

11:00am – 1:00pm Trade Fair Edutainment — In the Trade Fair

1:00pm – 2:30pm Education: Design Program III

3:00pm Winners Announcement in the

6:00pm – 9:00pm FTD FOCUS(es) on the Vegas Night Life!  
FTD FOCUS Member Networking Event  
*(Register separately; additional fee required.)*

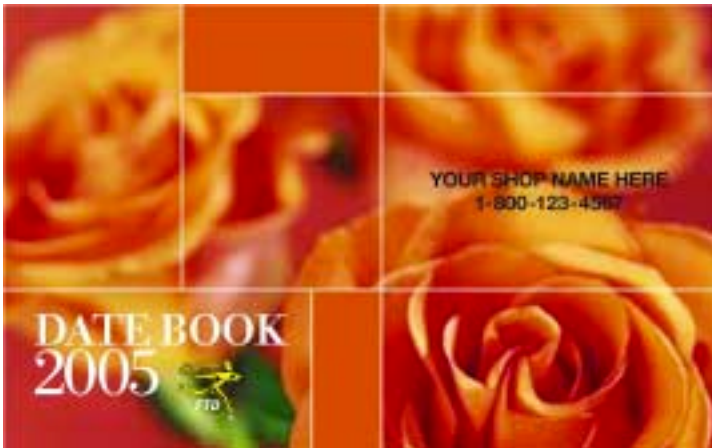
### THURSDAY, JULY 29, 2004

9:00am – 2:00pm Optional FTD Member Tours — Hoover Dam Tour — Las Vegas City Tour

Call the luxurious Venetian Casino and Resort and make your hotel reservation at 877-283-6423 or 702-414-1000. Mention the FTD Convention to receive the special group rate.

Benefit from the FTD FREE ROOM OFFER and receive a credit of \$350, the value of two nights room and tax, on your August 2004 Clearinghouse Statement. (Free room offer applies to one room, two nights per FTD Membership at the Venetian Resort.)

## FTD 2005 Calendars Make Year-Long Impression



### 2005 Date book

Everyone will appreciate our 13-month Date Book. Compactly designed to fit in a handbag, it's the perfect way for customers to keep birthdays, holidays and special occasions within easy reach. It features a new FTD bouquet each month- plus year-round exposure for your shop name.



### 2005 Desk calendar

Our 2005 Desk Calendar is mounted on a slanted easel and has roomy spaces for each day's notes and reminders. Each month features a freshly designed FTD® arrangement. Your personalized imprint at the top promotes your business on a daily basis.



### 2005 Pocket Calendar

Only the size of a credit card, our laminated pocket calendar is a most effective marketing tool. A legible 12-month calendar on one side reverses to a handy chart of all the year's floral holidays on the other. Your personalized imprint assures continued exposure.



### 2005 Wall calendar

Redesigned for 2005, each month features an FTD® bouquet and an inspirational verse. Boxes for each day provide ample room for notations. Your personalized imprint makes this calendar an aesthetically pleasing advertising vehicle that lasts all year.

**Call FTD Marketplace today at 1-800-767-4000 to place your order.**



## Society of American Florists Offers FTD Member Special

The Society of American Florists is a vibrant organization with nearly 12,000 members, 10,000 of which are retail florists just like you. An industry leader since 1884, SAF offers members a wide array of useful information, products and services to help you with your day-to-day operations and to plan for future growth and success. Like FTD, SAF is an organization that cares about the floral industry and your business success.

Some of the benefits of SAF Membership include:

- **Information** - Floral Management magazine, Dateline newsletter, and other SAF publications keep you informed on industry trends and bring you practical advice on how to save time and money and improve your business. Access more news and tips 24/7 at SAF's member website.
- **National Promotion and Advocacy** - SAF works to boost consumer demand for flowers with national public relations programs and press campaigns. They also respond to negative publicity, working to counteract disparaging floral references in the press.
- **Business Building Tools** - SAF offers a huge array of products, programs and serv-

ices that are free with your membership, including camera-ready print ads, radio commercial scripts, and billboards.

• **Government Relations** - SAF is your voice in Washington and 2004 is an important election year. Stay current on the issues and candidates and how they affect your business through SAF's publications, Congressional Action Days event, and tools to keep you connected with the Capitol.

Try SAF membership in January 2004 and your first two months of membership are FREE! FTD members who sign up this month also get a special introductory rate of just \$19.25 per month, billable through your FTD Clearinghouse statement. You have until January 31, 2004, to take advantage of this limited time offer so call SAF Member Services TODAY toll-free at 800-336-4743 or visit our link through FTDi.com and begin enjoying the many benefits of membership now!



## Understanding Insurance Terminology by The Florist Insurance Connection

Operating a business presents unique circumstances that may require protection for you, your customers and your staff. One step in protecting your business investment is to have adequate insurance. Unfortunately, to those not familiar with the insurance industry and its terminology, understanding the coverages and how they apply can be confusing.

The following coverage definitions can help you better understand how the right business insurance can protect your business.

**Property** - Financial protection against direct physical loss or damage to the insured's property, other than automobile, caused by specified perils.

**General Liability** - Protection for the insured against loss arising out of his/her legal liability to third parties for bodily injury and property damage, personal and advertising injury as well as miscellaneous medical payments to others.

**Workers' Compensation** - A system (established under state laws) under which employers provide insurance for benefit payments to employees for their work-related injury, death and disease regardless of fault.

**Business Auto** - Protection for the insured for physical damage to a business auto and for loss arising out of legal liability when the business auto injures others or damages their property.

**Umbrella** - A form of insurance protection against losses in excess of amounts covered by other business liability insurance policies; also protects the insured in many situations not covered by the usual liability policies.

To further assist you in simplifying the insurance buying process, FTD recently partnered with Lockton Risk Services, a firm with expertise in program administration, to administer The Florist Insurance Connection. The program is designed specifically to meet the business insurance needs of FTD florists. All policies are issued through an insurance company rated "Excellent" or higher by A.M. Best.

For additional information regarding the program, visit them online at [www.ftdi.com/ftdconnections](http://www.ftdi.com/ftdconnections) and click on The Florist Insurance Connection logo.



## FTD Cash-FLO Offers FTD Members No Monthly Fee

Have you checked your Visa and MasterCard rates lately? If not, you should! Many credit card companies have increased their rates. How can you combat a rate increase?

Join FTD's credit card program today and pay no monthly subscription fees for ONE YEAR...that's about \$220 in savings. And, FTD has the very best credit card program in

the industry, and can usually beat any bank's rates.

Call FTD today at 800-788-9000 ext. 4262 for a FREE credit card processing evaluation. Let us help you secure better rates and save you more money by processing your credit cards with FTD.

With FTD, 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 for all credit card transactions.

Join FTD's credit card program today and pay no monthly subscription fees for one year (\$220 savings).

Remember...you can earn both Dollars and Scents rebates and Cash-Flo rebates by send-

ing 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.



## FTD Announces Upcoming Mercury User Meetings At Exciting Destinations

**New York City , NY  
February 27, 28-29, 2004  
Friday, February 27:  
FTD Mercury/  
Wings Seminar**

Implement new business practices and networking with other entrepreneurial florists at this one-day seminar, which includes insightful sessions Order Management and POS Overview, Balancing the Books, Wire Reconciliation, Marketing and Reporting. Also, don't miss insider FTD Mercury tips and tricks! Reservations are limited; register now. One-day registration with lunch is only \$150/person, second registration from the same shop is \$100/person.



**Saturday and Sunday,  
February 28-29:  
FTD Advantage Seminar**

Build your shop sales with marketing programs and control cost with time with productive management reports at this two-day educational seminar, which includes detailed sessions featuring Accounts Receivable, Wire Reconciliation, Order Entry and POS, Delivery Processing and Analyzing Your Business, Delivery Confirmation and Much More! Don't miss sessions specialized on how to Customizing Your System or the always popular Hands-On Labs.

The FTD Advantage Seminar for FTD Advantage Users including meals and exciting dinner networking event is only \$325 per person.

Accommodations are available at the special FTD room rate of \$199/night plus tax at the Doubletree Guest

Suites Hotel. Find out more information about the FTD Technology Users Seminars by calling 800-767-3222 or emailing techseminar@ftdi.com. Space is limited; reserve early.



**Las Vegas, NV  
July 24-25, 2004**

Attention FTD Technology Users - FTD offers you the perfect way to kick off the FTD 2004 Floral Extravaganza in Las Vegas, NV - with two days of interactive FTD Advantage or FTD Mercury/Wings Users' Seminars. These sessions will take place Saturday July 24 and Sunday July 25, 2004 at the luxurious Venetian Resort and Casino - an exceptional deal for technology users who are looking to gain a solid foundation in Marketing, Accounting, Order Entry, Email Marketing and POS - plus much more! Also, new additions include Delivery Processing with Mapping, Delivery Confirmation and GPS and other insights into new add-ons to each of these programs this spring. All sessions and meal events available for the low registration cost of \$199/person in addition to Convention registration; \$250/each without Convention registration.

Accommodations are available at the special FTD room rate at the Venetian Resort and Casino.

Reserve your space for the next Users Conference! To register for the seminars, contact Techseminar@ftdi.com or call 800-767-3222 or register online at www.FTDi.COM. Space is limited, so reserve early!



## Introducing New Delivery Flexibility

You can now expand your coverage for FTD.COM orders. We are pleased to announce the availability of flexible delivery times by zip code.

Starting January 2003 you will be able to choose an 11am or 2pm cut off time per zip code. For remote areas your shop was unable to cover for FTD.COM orders, you can now choose an 11am local time cut off for same day delivery and increase the number of orders received by your shop.

Please review the list of zip codes that you have chosen to cover for FTD.COM. Send a GEN message to 90-8400AA or call our florist hotline at

800-554-0993 to add, remove, or change the cutoff times of the zip codes that your shop covers.

**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.**



Enter the January FTDi.COM contest online at [www.FTDi.COM](http://www.FTDi.COM) by answering the following question for your chance to win exciting prizes.

**Question:** Who will be the headlining act at the 2004 FTD Convention and Trade Fair?

**Answers:**

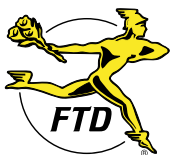
- A. Conan O'Brien
- B. David Letterman
- C. Jay Leno
- D. Jon Stewart

**Prize:** The winner of the January FTDi.COM contest will receive 2 FREE Adult Registrations and 1 FREE ROOM for the 2004 FTD Convention and Trade Fair in Las Vegas! Additional activities sold separately.

**November Winner:**

Congratulations to Baron's Flowers in Scarborough, Ontario, Canada! Baron's Flowers was our November winner and will be receiving SIX MONTH'S OF FREE MERCURY SUPPORT!





# THE 2004 FTD FLORAL EXTRAVAGANZA — REGISTRATION FORM

In order to register for FTD's most exciting event of the year, follow these simple steps and, we'll see you in Las Vegas!

- ♠ Register now! Call 800-788-9000 and register with a friendly FTD representative or fill out and fax back this registration form to 630-515-4183 or online at [www.FTDi.com](http://www.FTDi.com).
- ♥ Call the luxurious Venetian Casino and Resort and make your hotel reservation at 877-283-6423 or 702-414-1000. Mention the FTD Convention to receive the special group rate.
- ♣ Benefit from the FTD FREE ROOM OFFER and receive a credit of \$350, the value of two nights room and tax, on your August 2004 Clearinghouse Statement. (Free room offer applies to one room, two nights per FTD Membership at the Venetian Resort.)

## 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: \$299 per person — A \$1000 VALUE** (On site \$399/person)

**INCLUDES:** All Networking, Shopping, Education Events.

**ADVANCED SPOUSE REGISTRATION: \$249 per person** (On site \$299/person)

**INCLUDES:** Opening Night & Gala Dinner.

**CHILD REGISTRATION: \$149, Ages 3 to 12, Ages 2 & under Free**

**INCLUDES:** Entrance to all events with parents. *Child's meals provided at all events.*

## REGISTRATION

ONE REGISTRATION REQUIRED FOR EACH CONVENTION ATTENDEE.

*All registration fees will be applied to your August 2004 FTD Clearinghouse statement. Please indicate the types of registration below.*

<b>Attendee 1 Name:</b> _____	Full / Spouse / Child ( <i>circle one</i> )	Reg. Fee: \$ _____	
<input type="checkbox"/> Mercury Users Seminar (\$199/each)	<input type="checkbox"/> FTD Focus Event (\$49/each)		
<input type="checkbox"/> Hoover Dam (\$55/each)	<input type="checkbox"/> Las Vegas City Tour (\$30/each)	Events Total: \$ _____	Total: \$ _____
.....			
<b>Attendee 2 Name:</b> _____	Full / Spouse / Child ( <i>circle one</i> )	Reg. Fee: \$ _____	
<input type="checkbox"/> Mercury Users Seminar (\$199/each)	<input type="checkbox"/> FTD Focus Event (\$49/each)		
<input type="checkbox"/> Hoover Dam (\$55/each)	<input type="checkbox"/> Las Vegas City Tour (\$30/each)	Events Total: \$ _____	Total: \$ _____
.....			
<b>Attendee 3 Name:</b> _____	Full / Spouse / Child ( <i>circle one</i> )	Reg. Fee: \$ _____	
<input type="checkbox"/> Mercury Users Seminar (\$199/each)	<input type="checkbox"/> FTD Focus Event (\$49/each)		
<input type="checkbox"/> Hoover Dam (\$55/each)	<input type="checkbox"/> Las Vegas City Tour (\$30/each)	Events Total: \$ _____	Total: \$ _____
.....			
<b>Attendee 4 Name:</b> _____	Full / Spouse / Child ( <i>circle one</i> )	Reg. Fee: \$ _____	
<input type="checkbox"/> Mercury Users Seminar (\$199/each)	<input type="checkbox"/> FTD Focus Event (\$49/each)		
<input type="checkbox"/> Hoover Dam (\$55/each)	<input type="checkbox"/> Las Vegas City Tour (\$30/each)	Events Total: \$ _____	Total: \$ _____
.....			
<b>Total Attendees:</b> _____	<b>Total Registration Fees:</b> \$ _____		

Please send me additional schedules or information regarding:

- Mercury Technology Users Meeting       Kids Programs       Convention Savings Plan








**THE WINNING HAND  
FOR YOUR BUSINESS  
2004 FLORAL EXTRAVAGANZA**



**JULY 26-28, 2004  
THE VENETIAN RESORT AND CASINO  
LAS VEGAS, NV**

***Experience FTD's Full House of  
Business-Building Events Through . . .***

-  **Replenishing:** The Premier Industry Buying Show
-  **Energizing:** FTD Member Networking Opportunities
-  **Profit-Growing:** Education Programs in Business, Technology and Design
-  **Motivating:** Through Special Guest Speakers and the FTD Member Awards
-  **Stimulating:** Special Offerings through FTD products and services and new business opportunities

***Plus many more winning cards . . .***

**REGISTER NOW** and benefit from limited Free Room Offer at luxurious Venetian Resort and Casino.

Call **800-788-9000** and register with a friendly FTD representative or online at **www.FTDi.com**.

**Hit the Jackpot with Jay Leno**



**Don't miss Jay Leno**

**— the headlining act at the 2004 FTD Floral Extravaganza!**

