

# MERCURY MESSENGER

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# PRESIDENT'S MESSAGE



During the past several months, we have continued to focus on our relentless commitment to improving quality; building our storied brand; improving each and every customer experience; and focusing on the overall strength of our organization. All of our efforts are focused to make FTD the brand that continues to lead our industry for the next 100 years.

Clearly we are making great progress in each of these critical areas. This is reflected most prominently in the recent alliance relationship entered into by USAA Alliance Services, LLC, a subsidiary of United Services Automobile Association (USAA) with FTD as its exclusive floral provider for their customers, including active and retired military officers and their families. Our collective commitment to quality fulfillment and customer satisfaction resulted in FTD earning this prestigious, multi-year agreement.

USAA is widely known as one of the best operated and most customer centric companies in the world. Their main focus is making sure they team up with the best partners to offer their customers the best products, services and programs in the world.


FTD competed against up to eight other floral service providers, including the incumbent who enjoyed a long-standing relationship with USAA, to win this business and these orders for FTD Florists.

As you can imagine, this was a very thorough review of the major competitors within the floral industry. We should all be proud of the strides we have made under the new FTD umbrella.

This exciting new alliance with USAA is very valuable for the FTD Member Network not only because of the highly coveted relationship with USAA, but also because of the high volume of orders that USAA Members generate. In addition for both you and FTD, I am sure you will agree that it is an honor to serve our active military, retired military and their families with our high quality flowers and service. The confidence that USAA has demonstrated in FTD and FTD Florists to fulfill their orders is a great testament to the talented pool of florists that make us FTD.

Please join me in congratulating you, our FTD Florists who make up our excellent network of retail florists. Collectively, our hard work and positive results are gaining momentum, and we've taken yet another step towards greatness.

**"THIS EXCITING NEW ALLIANCE WITH USAA IS VERY VALUABLE FOR THE FTD MEMBER NETWORK..."**

  
Robert Apatoff  
FTD President

## FTD AND FTD FLORISTS ADVANCE QUALITY

In today's competitive market, providing excellent customer service is vital for any company. When it comes to gift giving, customers want to select the perfect product, and they want to know exactly when the gift is delivered. This is especially true in the floral industry, an industry that provides gifts for the most touching moments in life. Knowing that the gift arrived is such a critical part of the experience of giving flowers.

Did you know that sending a delivery confirmation is one of the top reasons why someone is a repeat customer?\* With more and more gift providers offering such notifications, delivery confirmations are expected by customers instead of being seen as a perk. One of the many features of the FTD Mercury Network is the capability to send a delivery confirmation message. By being proactive and sending a delivery confirmation, FTD Florists can provide the service customers have come to expect and ensure that they will come to your shop and send flowers again and again.

Sending a delivery confirmation is one more way FTD Florists demonstrate a commitment to quality, but it is also a courtesy to the sending florist. Proactively sending a delivery confirmation saves the sending florist time from having to track down the delivery status of an order. This keeps the network running smoothly and builds a stronger relationship between florists.

FTD continues to recognize how quality will define the floral industry by seeking out new ways to improve the customer experience and retain business for FTD and FTD Florists. Delivery confirmation is just one more way to improve quality and enhance a customer's satisfaction.

**For details about the new FTD Delivery Confirmation Program, go to [www.FTDi.com/quality/delivery](http://www.FTDi.com/quality/delivery).**

\*Survey conducted by FTD.com in July 2009

## FLORISTS HOST 15<sup>TH</sup> ANNUAL FTD® GOOD NEIGHBOR DAY® EVENTS



On Wednesday, September 9, 2009, the 15th Annual FTD® Good Neighbor Day® event was a huge success. Hundreds of FTD Florists across the U.S. and Canada participated in this goodwill event using creative ideas to increase shop traffic.

Go to [www.FTDi.com/pr/gnd](http://www.FTDi.com/pr/gnd) for more photos.



**Fruits and Flowers** of Bridgeport, CT, celebrated FTD Good Neighbor Day. Featured from left to right: Jessica Minotti, Lisa Fede, Lee Reiske and FTD Field Business Consultant Sal Gambino.



# FTD® FLORISTS IN THE NEWS

## MASSACHUSETTS FLORIST CELEBRATES 100<sup>TH</sup> ANNIVERSARY



Tom and Matthew Zepka

When John Zepka came to Adams, Massachusetts from Poland in the early 1900s, he could not have predicted he'd start a business that would span 100 years. "He came over from Poland and he liked flowers," said his grandson Thomas Zepka. "So he bought himself a rake and shovel, and just kind of grew the business from there."

That shovel and rake grew into **Zepka & Sons Florist**,

and this year marks the 100th anniversary of the shop. John's son, 88-year old Matthew Zepka, owns the business and manages the day-to-day operations.

"I was born into it," Matthew says. "We're trying to make a go of it. There are not many businesses that have lasted as long, and it's giving us a hard time now in this crazy economy. We're selling less, but we can't charge more because people can't afford it. We are giving people their money's worth and we'll hang on for as long as we can."

In the full century Zepka's has lasted, the business moved across the street to its current location, but otherwise hasn't gone anywhere. The business has changed some of its business practices over the years... they no longer grow and sell vegetables or make and sell honey.

John was an avid beekeeper and the shop used to have more than 30 beehives until the attention of bears ended that practice a few years back.

Thomas said that although times are tough, they're still surviving. "It's not like the good ol' days, but everybody's in the same boat. You just have to find your niche these days. We offer good service and have been here a long time. We try not to overcharge and give everyone a decent price."

Thomas says the bulk of their business is still covered by events like holidays, birthdays, weddings, anniversaries and funerals.

With all of the ups and downs over the years, running the florist business has been a labor of love for three generations of fathers and sons, but Matthew said he wouldn't trade it for the world.

Source: North Adams Transcript January, 2009



**Monte's Place** of Guelph, Ontario, Canada won the prestigious Guelph Chamber of Commerce President's Recognition Award in June. Left to Right: Monte Hewson, Anne Leeson, Linda St Jules, Linda Green, Patricia Elkington and Vicki Brophy.



**Poppies, The Island Florist** of Victoria, BC is excited to announce the opening of their second location, **Poppies Too**. Owned and operated by Mary-Jane Posno & Andrea Posno-Walker (a third generation florist) **Poppies, The Island Florist** has been a proud member of FTD since their opening in 2006. Featured from left: Andrea Posno-Walker and Mary-Jane Posno.



**Antelope Valley Florist** of Lancaster, CA has been offering a flower design class in conjunction with the Lancaster City Parks and Recreation Department. Participants enjoy four nights of floral education, creating and arranging bouquets. Antelope Valley has been an FTD shop for 56 years.



Featured in Bakersfield Magazine, **Log Cabin Florist** of Bakersfield, CA was awarded the "Best Florist" award for their community. The shop has won the award for 16 years running and has won the "Favorite Florist" award in the customer service category as well.



**Sparks Florist, Inc.** located in Sparks, NV is celebrating its 50th anniversary on January 14, 2010. From left to right: Tony Fiannaca, Jr., Andy Fiannaca, Tony Fiannaca, Sr., Gracie Fiannaca, Mike Fiannaca and Lori McCamant.





# CELEBRATING FTD® FLORISTS



FTD is very excited to launch the “FTD Celebrating 100 Years Sweepstakes” in honor of FTD’s 100th anniversary in 2010. This promotion is open to all qualified FTD Florists and entering is easy — all you need to do is send your orders through the FTD Mercury Network! Every order you send FTD is an entry for your shop in the “FTD Celebrating 100 Years Sweepstakes.”

Every qualified FTD Florist that enters will be included in a random drawing to win one of these valuable prizes

(approximate retail value of all prizes in the aggregate is \$8,890; all prize values are in US currency):

1. 1st Place: Trip for 2 to the 2010 BCS National Championship Game
  - Two round-trip economy airfare tickets
  - Two tickets to the BCS National Championship Game on January 7, 2010
  - One hotel room for two nights at the oceanfront Hotel Casa del Mar in Santa Monica, CA
  - One car rental for three days
  - \$500 spending money
  - Two Universal Studios Hollywood tickets
2. 2nd Place: Trip for 2 to the 2010 Rose Parade and Rose Bowl Game
  - Two round-trip economy airfare tickets
  - Two tickets to the Rose Parade and Rose Bowl Game on January 1, 2010
  - One hotel room for two nights at the oceanfront Hotel Casa del Mar in Santa Monica, CA
  - One car rental for three days
  - \$500 spending money
3. 3rd Place: Trip for 2 to celebrate New Year’s Eve December 31, 2009 in California
  - Two round-trip economy airfare tickets
  - One hotel room for two nights at the oceanfront Hotel Casa del Mar in Santa Monica, CA
  - One car rental for three days
  - \$500 spending money

To qualify for the “FTD Celebrating 100 Years Sweepstakes,” all FTD orders sent via the FTD Mercury Network between November 1 through November 30, 2009 will constitute as an entry into the sweepstakes. **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING OVER MAIL-IN ENTRIES.**

For complete details and the complete Official Rules, go to [www.FTDi.com/sweepstakes](http://www.FTDi.com/sweepstakes) or see the copy of the rules included together with this newsletter within your September FTD Clearinghouse Statement.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING OVER MAIL-IN ENTRIES. Sweepstakes is open only to retail florists who are members of the Florists’ Transworld Delivery, Inc. (“FTD”) clearinghouse network of florists and whose principal owners are 21 years of age or older and are legal residents of the 50 United States, the District of Columbia or Canada as of the date of entry. Void where prohibited or restricted by law. Employees, directors, agents and representatives (and members of their immediate families and their households) of FTD and its affiliates and promotional parties are not eligible. Individuals taking the prizes consisting of trips must be legal residents of the 50 United States, the District of Columbia or Canada and must be 21 years or older. Sweepstakes begins on November 1, 2009 and ends November 30, 2009. Odds of winning depend on the number of entries received. Free method of entry available by sending in a 3 x 5 card on which the qualified FTD Florist has printed their shop name, owner’s name, mailing address, telephone number, and e-mail address (if available) to: FTD Celebrating 100 Years Sweepstakes, c/o Florists’ Transworld Delivery, Inc., 3113 Woodcreek Drive, Downers Grove, IL 60515. All mail-in entries must be postmarked no later than November 30, 2009 and received by December 7, 2009. Sponsor: Florists’ Transworld Delivery, Inc., 3113 Woodcreek Drive, Downers Grove, IL 60515. Sweepstakes is subject to the complete Official Rules, which may be found at [www.FTDi.com/sweepstakes](http://www.FTDi.com/sweepstakes).

## RING IN THE NEW YEAR WITH ROSES AND RUNNING BACKS



The Rose Parade is a New Year’s Day tradition that displays the exquisite decadence and delicateness of your passion — flowers. Now is your chance to see for yourself the premier floral event that showcases the beauty of flowers.

FTD has put together two terrific vacation packages, for the Tournament of Roses and the BCS National Championship Game, both in January 2010.

Check out these fabulous packages exclusively for FTD Florists.

### Tournament of Roses Package for Two: \$1,390 + tax\*

- One hotel room for three nights at the oceanfront Hotel Casa del Mar in Santa Monica, CA
- Two Rose Parade tickets – January 1, 2010
- Two Rose Bowl Game tickets – January 1, 2010
- Must stay at the hotel a minimum of December 30, 2009 through January 2, 2010

### BCS National Championship Game Package for Two: \$1,480 + tax\*

- One hotel room for three nights at the oceanfront Hotel Casa del Mar in Santa Monica, CA
- Two BCS National Championship Game tickets – January 7, 2010
- Must stay at the hotel a minimum of January 5-8, 2010 or January 6-9, 2010

Additional tickets are available.

To find out more about this once in a lifetime opportunity or to register, go to [www.FTDi.com/pr/roseparade](http://www.FTDi.com/pr/roseparade).



FTD is proud to be the Official Floral Sponsor of the 2010 Tournament of Roses, the only floral company that is a part of the premier floral event.

\* Airfare, meals and transportation not included.



FTD Florist Chuck Knoll and his son Brad from Walter Knoll Florist in St. Louis, MO “reached new heights” with the FTD Mercury Man. They are featured here at Philmont on Baldy (elevation 12,441 feet) in Cimarron, NM.

## FTD SPRING/SUMMER 2010 FEATURES CONTAINERS WITH MULTIPLE RECIPES

In an effort to help you control inventory costs, FTD is pleased to unveil the versatile Spring/Summer 2010 Collection that features many multi-use codified containers. For example, the container for the FTD® Valentine's Day Bouquet (V1) is the same as the FTD® In Love with Red Roses™ Bouquet (V6). The striking red vase is so adaptable it can be used for anniversaries, birthdays or even Christmas!

To see the entire FTD Spring/Summer 2010 Collection, please go to [FTDi.com](http://FTDi.com) or refer to your FTD Directory (September – December 2009). Call your FTD Marketplace Sales Representative at 800-767-4000 by **November 17, 2009** to be codified for this great collection.



The FTD® Valentine's Day Bouquet  
10-V1

10-V6



The FTD® Spring Bouquet  
10-S1

10-S3



The FTD® Mother's Day Bouquet  
10-M1

10-M8



The FTD® Spring Garden® Bouquet  
10-M2

10-M9

## FTD ADDS "HOLIDAY INSPIRED" PRODUCTS TO CUSTOMER CHOICE PROGRAM

FTD has added "holiday inspired" products to the FTD Customer Choice Program collection of designs offered on [FTDi.com](http://FTDi.com).

The FTD Customer Choice Program encourages consumers to upgrade a standard order on [FTDi.com](http://FTDi.com) by showcasing the value of spending an extra \$10 or \$25 more.

FTD knows that customers want to view the exact item they are purchasing. By showing the consumer images of the upgraded florist-filled arrangements, [FTDi.com](http://FTDi.com) has tracked that when given the option to purchase a Deluxe or Premium bouquet as many as 60% of consumers are willing to spend more money. This program is successfully increasing the average order value (AOV) for florist-filled arrangements.

Due to the favorable outcomes of the FTD Customer Choice Program, most FTD Everyday branded products have Deluxe and Premium bouquet images available for consumers to view and order.

To view all of the products and recipes for the FTD Customer Choice Program, go to:

**[www.FTDi.com/customerchoice](http://www.FTDi.com/customerchoice)**

### The FTD® Holiday Treasures™ Bouquet



Standard  
XX-4354



Deluxe  
XX-4354d



Premium  
XX-4354p

# ORDER TODAY!

BUY YOUR FTD 2010 DATE BOOKS NOW

**800.767.4000**



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SAVE  
**25%**  
TODAY!

If we don't have your email address, go to [www.FTDi.com/email](http://www.FTDi.com/email) and submit your information.

If your email address isn't in our database, you will **receive 25% off your next FTD Imprint order.\***

\* Valid for Bride's guide, Christmas mini guide or Volume 49 only. Minimum order quantities vary per item. Valid thru November 15<sup>th</sup>, 2009.





# EDUCATION

## EVENTS CALENDAR

**October 2-5, 2009**

**National Alliance of Floral Assoc. Conference**

Embassy Suites Northwest Arkansas • Rogers, AR

**October 23-25, 2009**

**Calif Flora 2009**

San Diego Intl. Floral Trade Center • Carlsbad, CA

**October 25, 2009**

**CT Florist Assoc. Florist Success Show**

Sheraton Springfield Monarch Place Hotel • Springfield, MA

*Featured FTD Design Program: "DESIGN-ED 2 \$ELL" presented by FTD Design Instructor Tina Stoecker AIFD, CFD, PFCI*

**November 8, 2009**

**MN State Florist Assoc. Convention**

Hennepin Technical College • Brooklyn Park, MN

*Featured FTD Design Program: "Everyday Inspirations" presented by FTD Design Instructor Tina Stoecker AIFD, CFD, PFCI*

**January 17, 2010**

**AL State Florist Assoc. Wedding Show**

Hilton Birmingham Perimeter Park • Birmingham, AL

*Featured FTD Design Program: "Weddings with Style" presented by FTD Design Instructor Ian Prosser AAF, AIFD, CFD, NDSF, PFCI*

**January 29-31, 2010**

**KY Florists Assoc. Convention**

Capital Plaza Hotel • Frankfort, KY

*Featured FTD Design Program: "The Smart Designer" presented by FTD Design Instructor Ann Jordan AAF, AIFD, CFD, mmfd*

**For more details go to [www.FTDi.com/education/calendar](http://www.FTDi.com/education/calendar)**

## GEARING UP FOR THE HOLIDAYS



*Article written by Deborah De La Flor AIFD, PFCI, a member of the FTD Education Team*

Hopefully you used your summer to give your shop a makeover, redecorate it and/or organize yourself. If not, here are a few ideas to help you get your shop ready for the holidays.

### Update Your Look

Move items in your shop to different areas where they've never been before. Your customers will think you have brand new merchandise! Create vignettes with a look or theme that blends together and use colors to draw your customers' eye to a certain area in your shop. When you create vignettes, start with larger items in each vignette, such as a Christmas tree, a large sleigh or a statue like a Santa or angel, and then build out from there. To give your old permanent florals an updated look, think about adding permanent evergreen, ornaments, cones or ribbons.

### Move Product

For those plush items you normally use as an add-on sale, have them already beautifully wrapped and attached to vase arrangements or plants ready to be sold.

Consider selling fully decorated Christmas trees and deliver them right to your customer's home. Take the worry and stress of the holidays away by offering a service to decorate your customer's entire home.

### Host Classes

Hold floral design classes for your customers right in your shop or work with your local park district or chamber to find a location.

You can charge a fee that covers the cost of materials and an instructor fee and the participants can take home their beautiful floral creation to show off to family and friends.

### Marketing... Marketing... Marketing

The best advertising you can get is word of mouth. It gets customers into your store and helps to have them think of you more frequently. Also, make sure you market your shop via email, direct mail and statement stuffer marketing campaigns. Include in-store signage within your merchandising programs.

Make sure you host a holiday open house every year. To promote it, send out invitations via email, direct mail, statement inserts and post cards and include an invitation on every order. At your open house, show

your clients the latest trends, color combinations and fun ideas for their homes for the holidays. You'll be their hero! Also, make sure you play holiday music and offer

refreshments, coffee in the morning and hot cider in the afternoon and evening. The aroma will create a great mood and keep the customers around longer.

### Get Customers In the Door

During the holidays, and really throughout the year, try to keep your door open whenever possible to entice people to come inside. Also, remember to place colorful planters outside of your doors or evergreen plants with décor to bring the customers inside. Try to create the need for customers to stop and come inside. It starts with the outside of your business and goes throughout the store. Make sure your parking and windows are clean, that your store is beautifully landscaped, that you have creatively merchandised every "nook" and that your counter is clean and promotes some impulse add-on items.

One thing that really works is to have a designer work near the front window of your store at all times. Customers are "wowed" by this and are sure to

stop and watch and come inside. Even something as simple as making a bow creates huge excitement!

### Prep Products Before The Frenzy

Get all of the busywork done so you can create and move product quickly during the holidays. Fill vessels with floral foam in advance and add birch branches into dry foam. When an order comes in, add water foliage and/or moss flowers of your choice and design to complete. Another idea is to decorate your planters in advance by adding branches, cones, red cardinals nest, etc. You can foam any containers that require it in advance and add your foliage (fresh evergreens last a while) provided you keep them in the cooler at the proper temperature and add water when needed.

Create gourmet baskets in advance in different price ranges. This is a very popular item for the holidays, and you will sell through a ton of them, especially to your corporate accounts.

### Close Strong

This is the easiest and most impactful thing you can do for your customers and it costs you nothing. However, some shops do not practice great selling and customer service techniques. It's the simple things that make customers come back and stay loyal to you. Greet every customer with a smile and have enthusiasm about your shop and what you are selling. Sell your product with passion and make the customer feel they are making the right choice in you and your product. And last, but certainly not least, thank every customer for their business and invite them back.

Good luck and Happy Holidays!





# FTD® FLOWER EXCHANGE

## FTD FLOWER EXCHANGE — A FOCUS ON QUALITY

FTD Flower Exchange is continuously focusing on quality and striving to make the program the best it can be for FTD Florists. Most recently, FTD has solidified its commitment to quality even more by launching FTD Farm Direct whose product offerings are sourced and inspected for quality by a dedicated team. Additionally, FTD Farm Direct is pleased to announce the 7 Day Satisfaction Guarantee on farm direct orders, giving FTD Florists the confidence that they're purchasing product backed by FTD.

When you buy from FTD Farm Direct, you are leveraging the experience and customer service of a dedicated team that sources the best quality flowers for your business. Not only do you have a team doing the research and quality control for you, but you also receive the freshest, longest-lasting product.

### Reasons to Buy from FTD Farm Direct

1. The very best people in the industry with proven ability to deliver outstanding service.
2. Strong relationships with global premier floral growers both domestic and international.
3. FTD Flower Exchange leverages the millions of dollars of product procured annually to deliver savings for you.

### Meet the FTD Farm Direct Team

#### Lynne Strieter, Quality Control Manager



Lynne spent her lifetime surrounded by flowers. As a child in Michigan, she grew flowers in her garden and entered them in the county fair. After moving to New York City, she became a floral designer, working in a flower shop and as a freelance designer for parties and weddings. Lynne continued to work as a designer in Miami until 1995 when, while studying for a Bachelor of Science degree in Horticulture, she began as a quality inspector. After completing her degree, she continued in quality control in both the mass market and import areas of the flower business.

#### Trish Duggan, Floral Buyer



Trish's experience in the floriculture industry started at the retail level in high school. While attending Ohio State University (where she attained a BA of Science in Horticulture), she completed two internships, one at a very large retail florist in Columbus, OH and the other in The Netherlands. Trish gained experience working for Hills' Floral Products wholesale

floral distribution for 11 years, starting as a sales representative and advancing to corporate perishable product management.

#### Scott Blumenthal, Dir. of Farm Sourcing



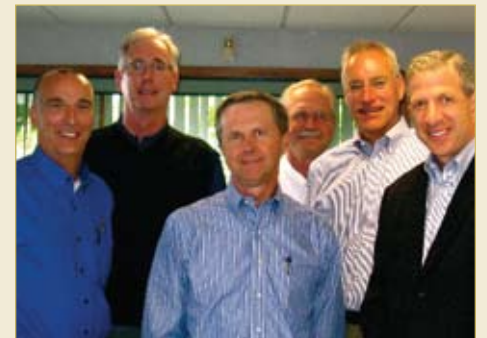
Scott's cut floral expertise spans a 25 year period. His experience includes co-founder of Equiflor Corporation, 12 years as Vice-President of

Sales and Marketing at HOSA International and Vice President of Dole Fresh Flowers. During his tenure at HOSA and Dole Fresh Flowers, he was a subject matter expert of production planning and variety selection. His community and industry involvement includes Flowers for Kids, an organization that promotes educating and encouraging children's appreciation of fresh cut flowers, as well as being a member of the Association of Floral Importers of Florida.

**To learn how FTD Flower Exchange can help you improve quality, call 800.767.4000**



Jim Weedon (FTD National Accounts Manager) was recently recognized for his membership and association with the Long Island Retail Florists' Association (LIRFA). From left to right: Jim Weedon and Gloria Kurtinaitis, President of LIRFA.



FTD meets with Bachmans' executives in Minneapolis, MN. Featured from left to right: Ed Cronin (FTD Regional Vice President), Paul Bachman, Mike Bonk, Don Swenson, Dale Bachman, Rob Apatoff (FTD President).



FTD was a proud sponsor of the Texas State Florists Association Convention. Left to right: Eva Bradford, Joni Ray Dan Martinez, Laura Buchanan, Dayna Giannakopoulos, Chad Eggleston (FTD Field Business Consultant), Cheryl Costello (FTD Field Business Consultant) and Ed Cronin (FTD Regional Vice President).



Paul Moore (FTD Technology Sales Representative) and Eva Gray, President of New Mexico State Florist Association, at the WesTexas New Mexico Convention.

**DOES YOUR WHOLESALER OFFER A 7 DAY GUARANTEE?**

INTRODUCING  
7 DAY SATISFACTION  
**GUARANTEE**  
FROM FTD FLOWER EXCHANGE

Introducing the 7 Day Satisfaction Guarantee from FTD Flower Exchange— the only 7 day satisfaction guarantee in the wholesale industry. If you are not completely satisfied with the quality and freshness of your FTD Farm Direct Standing Orders, we will issue a refund or equivalent FX Rewards points and assist you in finding replacement product at current market prices. Just let us know within 7 days of the date of delivery— it's that easy.

**FIND SATISFACTION TODAY!**

ftdflowerexchange@ftdi.com www.FTDflowerexchange.com 1-800-767-4000





# 100 YEARS OF FTD

## FTD CELEBRATES 100<sup>TH</sup> ANNIVERSARY IN 2010

FTD is celebrating its 100th Anniversary in 2010... just three short months away, and we will be looking to you to join us in the celebration.

FTD will be hosting a variety of exciting events, aggressive marketing programs and generous sweepstakes throughout the year to help reward our members and encourage them to be a part of the FTD celebration. Some of the ideas we are considering for the FTD 100th Anniversary celebration include:

- Florist Appreciation Events
- Official Floral Company of the Tournament of Roses
- FTD Florist of the Year Contest
- FTD Florist Day
- Sweepstakes and Contests
- Multimedia Campaigns

Check out the January 2010 FTD Messenger for complete details on FTD's 100th Anniversary celebration.

FTD has been the leading floral company for over 100 years. We have been a pioneer in many of this industry's firsts... technology, floral design and marketing.



THIS ISSUE OF MERCURY MESSENGER FEATURES AN ASSORTMENT OF PHOTOS THAT SHOWCASE FTD'S VARIOUS HEADQUARTERS THROUGH THE YEARS



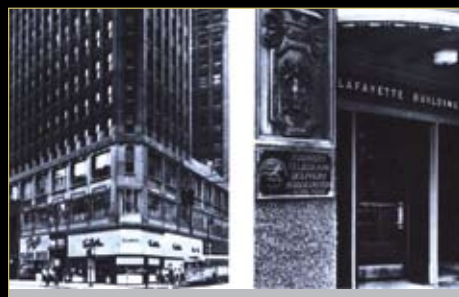
The Pochelon Building in Detroit, MI was the location of FTD's first Headquarters. Albert Pochelon conducted business out of the back room of his L. Bemb Flower Shop, located on the building's ground floor.



FTD's first Headquarters building, located on East Grand Blvd. near downtown Detroit, was purchased in 1930 for \$74,000.



It was the Seneca Hotel in Rochester, NY at a Retail Delivery Association meeting on August 18, 1910 that FTD was founded.



In 1946, FTD Headquarters moved to the Lafayette Building in Detroit, where it occupied the entire second floor.



FTD moved into this new building in April 1961.



In 1985, FTD's Headquarters was located on a 5.9 acre site in Southfield, MI.

FTD NEEDS YOUR SHOP MEMORABILIA. FTD LOGO'D STATEMENTS/LETTERS/BOOKS, AS WELL AS PHOTOS, NEWSPAPER CLIPPINGS, ETC. ITEMS WILL BE RETURNED. PLEASE SEND YOUR MATERIALS TO PRDEPT@FTDI.COM OR IF BY MAIL TO FTD, ATTENTION PR DEPT.

## THE FTD TEAM IS WORKING FOR YOU

FTD MARKETPLACE SALES - 800-767-4000  
marketplacesales@ftdi.com

FTD FLOWER EXCHANGE - 800-767-4000  
ftdflowerexchange@ftdi.com

FTD MEMBER SERVICES - 800-788-9000  
membership@ftdi.com

FTD MERCURY SUPPORT - 888-205-7225

FTD TECHNOLOGY SALES - 800-767-3222  
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FTD CASH-FLO - 800-788-9000 EXT. 4262  
cashflo@ftdi.com

FTD DIRECTORY SERVICES - 800-788-9000  
directoryservices@ftdi.com

NEWSLETTER - prdept@ftdi.com

INTERNATIONAL RETRANS - retrans@ftdi.com