Television couple Ozzie and Harriet Nelson make an FTD purchase in a 1956 episode.

FTD will recognize four florists whose achievements reflect the company's commitment to marketing, branding and business innovation. For the first time since 2005, the last time the company held its annual convention, FTD will issue the John A. Valentine Award, Lifetime Achievement Award, Industry Service Award and Marketing Award. Named for FTD's founder, the John A. Valentine Award comes with an FTD Shop Rebranding prize, worth $7,000. The others will receive $1,000 and all will be featured in a special anniversary issue of The Mercury Messenger, FTD's company newsletter.

From its start of 15 forward-thinking florists at the 1910 SAF Convention in Rochester, N.Y., FTD counts 13,000 members in its ranks today. And among them, there's some impressive longevity. Twenty-nine businesses have been members for more than 90 years; six, for 75 years; 24, for 50 years; and 147 for 25 years. As thanks for their loyalty, FTD is recognizing these members with plaques and mentions on ftdi.com and in the Mercury Messenger.

FTD invites all its members to get in the centennial spirit by purchasing anniversary merchandise including clocks, tote bags, floor mats, aprons and signs emblazoned with the Mercury Man and the phrase "celebrating 100 years." It's encouraging members to incorporate the big 1-0-0 into their promotions, with suggestions online, such as $100 for 100 roses and a free bouquet to every 100th customer.

While the last century was certainly not without its trials (travel restrictions, war bonds, the Great Depression), as FTD looks forward, technological advancements will be among its key challenges.

"The Internet has dramatically increased the speed of the transaction process and created a more informed and demanding consumer who has the ability to see exactly what they are ordering and compare it to the bouquet that is ultimately delivered," said Robert Apatoff, who was appointed president of FTD in 2008, when the company merged with United Online, Inc.

Despite the added pressure of a higher standard of quality and accountability, Apatoff is confident in the company's future success.

"Flowers remain truly unique and are still the single best way to express sentiment," he said. "If we all do our job right and delight our customers, we will do very well."

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