

JOHN VALENTINE

When: early-1900s

Where: Denver, Colorado.

Why Important: John Valentine founded the Florists' Telegraph Delivery Association (FTD) in 1910 so people could have flowers delivered all across the country.



JOHN VALENTINE

John Valentine lived in Denver. He started and owned the Park Floral Company. Valentine wanted to help the floral industry to expand. He believed that florists needed to unite. Valentine also wanted to offer customers a way to send flowers across the country. He created a new way to send flowers by using the telegraph system and partnering with flower shops.

Valentine used the telegraph to get flower orders from out-of-state florists. He would then have the flowers cut, arranged, and packed the next day. The flowers were delivered by train within three or four days. This was an unheard of accomplishment for the floral business at the time.

In 1910 Valentine brought together a small group of florists. They created the Florists' Telegraph Delivery Association or FTD. Valentine and William Penn coined the phrase "Say it with Flowers."

Cross-country floral delivery started in Denver. John Valentine used the telegraph, the railroads, and ice (refrigerated railcars) to start a new way of delivering flowers and uniting florists. Although now owned by United Online, FTD has over 21,000 members today and stands behind its original purpose to deliver flowers efficiently.

Sources:

"Early Years of Denver and Colorado History." Denver Real Estate. <http://www.denverrealestateonline.com/PageManager/Default.aspx/PageID=537327&NF=1>

"FTD History: One Hundred Years of Making the World Beautiful!" FTD. <http://www.ftdi.com/100/history.htm>

"FTD turns 100 on August 18, 2010." United Online. Press Releases 2010. <http://investor.untd.com/releasedetail.cfm?ReleaseID=499951>

Newman, Steven. CSU Extension Greenhouse Advisor. "Valentine's Day—Say it with Flowers." Friday, February 13, 2009 blog. <http://ghadvisor.blogspot.com/2009/02/valentines-day-say-it-with-flowers.html>