

# WE the PEOPLE of the FLORAL INDUSTRY...



Need YOU on Capitol Hill →

35th Annual

SAF

Congressional Action Days



MARCH 9-10, 2015

WASHINGTON, D.C.

[safnow.org/congressional-action-days](http://safnow.org/congressional-action-days)

SOCIETY OF AMERICAN FLORISTS

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# “We the People”

**We...** are retail florists, floral designers, wholesalers, growers, greenhouse and nursery operators, suppliers, importers, researchers and educators.

**We...** operate successful businesses that pay taxes, create jobs and support the economic health of thousands of communities across the United States.

**We... are the VOICE of the U.S. Floral Industry.**

It's up to us to make sure Congress knows who we are, why we matter, and what we need to succeed.

**That's our job on Capitol Hill. We need YOU with us.**

Make a commitment to serve your industry. Register for SAF Congressional Action Days, March 9-10 in Washington, D.C.



*“Our elected officials are interested in our story, so come tell it.”*

Dave Self, AAF, Wyld West Annuals, Inc., Loxahatchee, FL

*“It's interesting to see how everything works.”*

Luke Gonzales, NJROTC high school student and son of Manny Gonzales, Tiger Lily Florist, Charleston, SC



*“It's our chance to talk to the people who can make a difference on industry issues.”*

Michael Romanskik, FloraCraft Corporation, Ludington, MI



# MONDAY, MARCH 9

7:30 – 9 a.m.

## KICK-OFF BREAKFAST

Wake up to an engaging and lively look at politics with David Wasserman from *The Cook Political Report*.

Underwritten by  
**OASIS**  
FLORAL PRODUCTS

Wasserman analyzes the current political environment and looks at trends affecting voters. Incorporating up-to-date examples from the past week of news and fascinating political facts, expect Wasserman's presentation to be as smart as it is memorable.

9:30 a.m. – Noon

## ISSUES AND ADVOCACY TRAINING

SAF's lobbyists will give you the talking points you're taking to Capitol Hill. You'll also hear from lobbyist trainer Stephanie Vance of Advocacy Associates on how to deliver the messages effectively.



Noon – 1 p.m.

## LUNCH

Meet with attendees from your state or region for a working lunch exchanging ideas on how best to tell the industry's story during your congressional appointments.

1:30 - 4:30 p.m.

## U.S. CAPITOL TOUR

The U.S. Capitol is one of the most architecturally impressive and symbolically important buildings in the world. We'll take a one-hour guided tour inside the magnificent structure. Afterward, sightsee on your own. The Library of Congress and Supreme Court are across the street. Return to the hotel via Metro – the fare cards are on us.



6 – 6:30 p.m.

## FIRST TIMERS' RECEPTION

Welcome to your first CAD! Meet other "newbies" and chat with CAD veterans.

6:30 - 9:30 p.m.

## SAFPAC RECEPTION AND DINNER\*

Wonder what it's like to dine at the White House? Find out as former White House Executive Chef Walter Scheib serves a meal. Each course comes spiced with Scheib's anecdotes about life in the White House



kitchen and the thinking behind the menus he developed for two presidents.

*\*An additional fee applies to attend this special event celebrating SAFPAC, the floral industry's political action committee, so be sure to mark the checkbox on the registration form.*

10 p.m. - Midnight

## MOONLIGHT MONUMENTS TOUR



Experience D.C.'s monuments and memorials illuminated at night on this sightseeing bus tour. *Space is limited to the first 50 people who sign up. To reserve your spot, check the box on the registration form.*



# TUESDAY, MARCH 10

*"I could stay home and complain, but if I didn't come to Washington, I'd have no chance to level the field."*

Dana Cook, AAF, Julia's Florist, Wilmington, NC



7:30 - 9:00 a.m.

## GRASSROOTS BREAKFAST

It's your big day on Capitol Hill. Start with a pep talk from a member of Congress who'll explain why it's important for lawmakers to hear from you. Lobbyist trainer Stephanie Vance will be on hand to answer last-minute questions.



10 a.m. - 5 p.m.

## CONGRESSIONAL APPOINTMENTS

This is your chance to make a difference. Put on your comfy dress shoes, and we'll give you a wearable flower before taking you to Capitol Hill. As you and other attendees from your state or region visit congressional offices, you'll discuss the issues affecting your businesses. Using talking points and handouts provided by SAF, you'll expand floral awareness and build support on issues critical to the industry. (First timer? No worries. We will partner you with a CAD veteran or SAF staff.)

10 a.m. - 5 p.m.

## HOSPITALITY SUITE

In between appointments, stop by the Capitol Hill Club to grab lunch, send thank-you messages to lawmakers and staff you visited, and check-in with fellow attendees.

Sponsor



5:30 - 7:30 p.m.

## DAY'S END RECEPTION

Share your experiences and hear stories from other attendees at this wrap up to a busy day.

*"We told lawmakers how the health care law affects us."*

Skip Paal, AAF, Rutland Beard Floral Group, Baltimore, MD



*"I urged my reps to work together ... infighting is very disruptive to business."*

Catherine Jakatis, Floralife, Walterboro, SC



# FASCINATING INSIGHT

## WALTER SCHEIB

*White House Executive Chef, 1994-2005*

As White House Executive Chef, Walter Scheib prepared everything from simple family meals to elaborate State Dinners and developed a distinctly American repertoire for the White House. His creations delighted guests including Nelson Mandela, Emperor Akihito, Boris Yeltsin, Lady Diana Spencer, and many others during the presidencies of Bill Clinton and George W. Bush. Back in private life, Scheib founded The American Chef™, the company through which he shares his knowledge of American cuisine at the White House. He is the co-author of the *White House Chef: Eleven Years, Two Presidents, One Kitchen*.



Guru” top marks at Congressional Action Days. A 25-year veteran of Washington’s political scene, Vance has worked as a lobbyist, congressional aide, legislative director and chief of staff on Capitol Hill. Her experiences led her to found Advocacy Associates, a firm dedicated to teaching strategies to garner legislative support. She’s trained thousands and authored five books including *Citizens in Action: A Guide to Influencing Government*.

## DAVID WASSERMAN

*The Cook Political Report*

David Wasserman is the House editor for the *Cook Political Report*, where he is responsible for handicapping and analyzing U.S. House races. Wasserman analyzes the current political environment in lively and amusing presentations. His analysis looks at both national and local politics, the relationship between consumer brand loyalty and voting, and what the future holds for American elections. Founded in 1984, *The Cook Political Report* provides analyses of presidential, Senate, House, and gubernatorial races.



## STEPHANIE VANCE

*Advocacy Associates, LLC*

Citizens have the right to be heard, and it’s Stephanie Vance’s mission to make sure lawmakers listen. Her advice and humorous training style always earn the “Advocacy



## ADVOCACYDAY APP

Use the new AdvocacyDay App during congressional appointments:

- Map to meetings with GPS functionality
- Receive alerts to appointment changes
- Access legislator bios, voting records, news, social media pages, and more
- Refer to talking points
- Take meeting notes
- Post updates to Facebook and Twitter
- Provide feedback about meetings



No worries if you’re not tech savvy. SAF will provide paper materials.



## SAF POLITICAL ACTION COMMITTEE



A political action committee is a pooled fund of small, private donations used to finance elections. Formed in 1979, the SAF Political

Action Committee provides contributions to federal candidates to help elect them to office. Contributions coming from SAFPAC give visibility to the floral industry and help SAF’s lobbying efforts. For SAFPAC information, contact Drew Gruenburg at 703-838-5229; [dgruenburg@safnow.org](mailto:dgruenburg@safnow.org).



*“CAD is about the power of persistence and moving the needle bit by bit.”*

Shirley Lyons, AAF, PFCI, Dandelions Flowers & Gifts, Eugene, OR

## Registration

Your low registration fee includes:

- Breakfast and lunch on Monday and Tuesday
- Tuesday's Hospitality Suite
- Tuesday's Day's End Reception
- Bus transportation from the Ritz-Carlton Pentagon City to Capitol Hill
- U.S. Capitol Tour



FEES	Early Bird (before Feb. 20)	Regular (after Feb. 20)
SAF Member	\$250	\$300
Non-Member	\$350	\$400

### Bring a first-timer with you - for FREE!

Your registration includes an additional FREE registration for a second person from your company who has never attended CAD before. Just submit a separate registration form and check the box under "Fees"

*\* Second registration must be a first-time attendee. Offer not available online.*

## Hotel and Travel Info

### CONFERENCE HOTEL

The Ritz-Carlton Pentagon City  
1250 South Hayes Street, Arlington, VA 22202  
703-415-5000

Located minutes from downtown Washington and Ronald Reagan Washington National Airport (DCA), the Ritz-Carlton Pentagon City is steps away from one of the area's most impressive shopping and dining districts. With a Metro stop at its front door, the hotel gives you easy access to Capitol Hill and the National Mall.

### ROOM RATES AND RESERVATIONS

The SAF rate is **\$209** single/double per night plus local tax. To reserve your room, please call the hotel directly at **703-415-5000** and ask for the SAF Congressional Action Days room block.

### DEADLINE

The cut-off date for guaranteeing the SAF room rate is **Feb. 13**. Please make your reservations early. Some restrictions on cancellation may apply.

### TRANSPORTATION TO THE HOTEL

A taxicab can take you to the CAD hotel, which is a 4-minute drive from Ronald Reagan Washington National Airport (DCA). Another option is to take the Metro subway. DCA is one stop from the CAD hotel at Pentagon City on the Yellow or Blue Lines.

If you require transportation assistance, please call the hotel's Concierge Services at 703-415-5000.

### WHAT TO WEAR

March weather can be unpredictable in Washington, so bring a winter coat or jacket. Dress is business casual on Monday. Business attire and comfortable dress shoes are appropriate for Tuesday's congressional appointments.

**SAF Congressional Action Days 2015**  
is underwritten by:



Additional funding was given by:



# SAF CONGRESSIONAL ACTION DAYS 2015

## 5 EASY WAYS TO REGISTER

**Web:** safnow.org/congressional-action-days | **Fax:** 703-836-8705

**E-mail:** meetings@safnow.org | **Phone:** 800-336-4743, ext. 221

**Mail:** SAF Meetings, 1601 Duke Street, Alexandria, VA 22314

Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

Name			Is this the first time you have attended Congressional Action Days? <input type="checkbox"/> Yes
Nickname for Your Badge			
Company Name			
Address			
City	State	Zip	
Phone	Cell		
Email			
Emergency Contact	Phone		

Do you require special accommodations to participate in SAF CAD 2015, such as accessible meeting room, interpreter, or special dietary considerations? If yes, please attach a written description of your needs.

**YES. I want to attend the Moonlight Monuments Tour.** I understand space is limited to the first 50 attendees who sign up and checking this box does not guarantee my registration for the tour.

**REGISTRATION FEE:** Before Feb. 20 After Feb. 20

SAF Member:  \$250  \$300

Non-Member:  \$350  \$400

**Bring a first-timer with you - for FREE!** Your registration includes an additional FREE registration for a second person from your company who has never attended CAD before. Just copy and submit a separate registration form and check the box below.

**FREE bonus registration for first-time attendee.\***

\* Second registrant must be a first-time attendee. Offer not available online.

**Total enclosed:** \_\_\_\_\_



### **PAYMENT OPTIONS:** SAF does not bill for meeting registrations.

Please enclose a check (payable to SAF in U.S. funds only) or credit card authorization with this form.

Check  Visa  MasterCard  American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

### **Don't Forget Your Congressional Appointments**

**YES. Please make appointments with my senators and representative or their staff.**

I understand my appointments will be scheduled as a group with other floral industry members from my state who wish to meet with the same congressional leaders.

Congressional District \_\_\_\_\_

Senators with whom you would like to meet \_\_\_\_\_

Representatives with whom you would like to meet \_\_\_\_\_

At about what time do you plan to leave for home on Tuesday? \_\_\_\_\_

**NO. I will make my own appointments.** Please contact SAF's Drew Gruenburg (703-838-5229; dgruenburg@safnow.org) if you choose to make your own appointments. We need to keep a record of these contacts.

### **SAFPAC Reception and Dinner**

**Yes, I want to attend the SAFPAC Reception and Dinner.** I understand this is limited to individuals who have contributed \$150 or more to SAFPAC. (Checking this box does not automatically register you for this event. It simply lets us know you are interested. SAF will contact you, or for more information about SAFPAC, contact Drew Gruenburg at 703-838-5229; dgruenburg@safnow.org.)

**Registration/Refund Policy:** Written cancellation requests postmarked before February 2, 2015 will be refunded less a 15 percent handling charge. No refunds after February 27. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.

## Facts from the Last SAF Congressional Action Days



**3**

Number of bills passed or introduced after direct lobbying by CAD attendees.\*



**21**

Number of states represented



**80**

Number of congressional districts represented

**117**

Number of congressional offices visited

\*The House passed H.R. 2575 in April 2014 to change the Affordable Care Act's definition of a full-time employee from 30 hours to 40 hours. Both Chambers introduced bills in the summer of 2014 (H.R. 5213 and S. 2881) to clarify the Affordable Care Act's definition of a seasonal employee.

**YOUR FLORAL INDUSTRY NEEDS YOU AT  
SAF'S CONGRESSIONAL ACTION DAYS.**