

SAF *Amelia* ISLAND 2015

SEPTEMBER 9 - 12 | 131st ANNUAL CONVENTION

- 37 educational sessions and exciting events
- 48 expert speakers, including presentations from Google, the Ritz-Carlton Leadership Center and WikiTrend.org
- Hundreds of the floral industry's top leaders



REGISTER BY AUGUST 7 AND SAVE \$125!

EASY
PAYMENT PLAN
3 Installments
(credit card payments only)

Register Now: safnow.org/annual-convention

 Follow #safconv

 SAF | SOCIETY of AMERICAN FLORISTS



Remember when you were a kid ... and right after Labor Day the year seemed to start again, fresh and full of opportunity?

You'll find that same wonderful sense of energy and excitement at SAF Amelia Island 2015, Sept. 9-12 in Amelia Island, Fla.

Every day is filled with progressive ideas ... interesting viewpoints... new connections... It's where I go to recharge my entrepreneurial batteries!

That's why hundreds of us – people from every corner of the floral industry — return to SAF's Annual Convention year after year.

Here's just a taste of what I'm looking forward to at SAF's 131st Annual Convention:

- Exclusive updates from executives at **WikiTrends.com** and **Google**
- A preview of top **floral design trends** for 2016
- **How I Did It** — six deeply personal stories about business success told in a TED talks-inspired format, by our floral industry peers.

Here's what's truly amazing – despite the fact that it's a jam-packed three days (37 different sessions!), there's also a LOT more “meet-up-and-share” time on the schedule — including a new, **three-hour networking break** on Saturday afternoon.

And you don't want to miss SAF's first **SUPPLIER EXPO!**

Please join me Sept. 9-12 for SAF Amelia Island 2015. You'll head home with your spirit refreshed and planning exciting new ways to grow your business. *I guarantee it!*



Sincerely,

Shirley Lyons

Shirley Lyons, AAF, PFCI
SAF President
Dandelions Flowers & Gifts
Eugene, Ore.

CONVENTION SPONSORS

PARTNERS

(as of May 29)



SUPPORTERS

Accent Decor, Inc.
American Floral Endowment
Armellini Express Lines
Berwick Offray
Candle Artisans

California Cut Flower Commission
Chrysal Americas
Design Master color tool, Inc.
FloraCraft
Floralife, Inc.

FloristWare
International Floral Distributors
Pennock Floral
Pete Garcia Co.
Smithers-Oasis
Syndicate Sales, Inc.

Ongoing Throughout Convention

THURSDAY - SATURDAY, SEPTEMBER 10-12



OUTSTANDING VARIETIES COMPETITION

See the best products from the world's top growers!

Sponsor:

Thursday: 9 a.m. - 5 p.m.

Friday: 7 a.m. - 5 p.m.

Saturday: 7 a.m. - Noon



Review more than 5,000 stems of the best flowers and unique plants on the market during one of the industry's biggest flower and plant competitions. Dozens of growers and breeders from across the country and around the world are exhibiting their finest cut flowers, greens, potted flowering plants, bedding plants and foliage for top honors. Expert judges crown one Best in Show, rank 12 Best in Class, and present Blue and Red Ribbons to dozens more. Vote for your favorite to win the People's Choice honor. **Entry deadline to compete: Aug. 14.**

Contact Laura Weaver for details, 800-336-4743, ext. 221; lweaver@safnow.org.



SAF Registration Desk & Resource Center

Wednesday: 7 a.m. - 8 p.m.

Thursday: 7 a.m. - 5 p.m.

Friday: 7 a.m. - 2 p.m.

Saturday: 7 a.m. - 2 p.m.

Stop by the SAF Registration Desk for your badge and packet. Purchase tickets for guests to attend meal functions and optional events, such as the AFE Reception and Dinner and SAFAPAC Golf Tournament. Check out the Resource Center for SAF products and services.

“Camaraderie and peer support are the most rewarding benefits of the convention, but you're bound to find several education sessions which will pay almost immediate dividends.”

—Tim Galea, Norton's Flowers & Gifts, Ypsilanti, Mich.

Schedule at a Glance

TOPIC KEY ■ Sales & Marketing ■ Trends ■ Design ■ Technology ■ Operations ■ Networking

INTEREST KEY | **R** - Retailers | **G** - Growers | **W** - Wholesalers

Wednesday, September 9

7 a.m. - 8 p.m.		SAF Registration Desk & Resource Center	
5 - 5:45 p.m.	■	First Timers Reception	R G W
6 - 9 p.m.	■	SAF President's Welcome Party	R G W



5 - 5:45 p.m.

■ First Timers Reception

New to convention? This private happy hour will make you feel at home. You'll meet other first timers and members of the SAF Volunteer Leadership.



6 - 9 p.m.

■ SAF President's Welcome Party

While overlooking a bluff of dunes and the waters of the Atlantic Ocean, reconnect with friends and make new ones at the opening reception hosted by SAF President Shirley Lyons, AAF, PFCI.

Thursday, September 10

7 a.m. - 5 p.m.		SAF Registration Desk & Resource Center	
7 - 8:45 a.m.	■ ■	Kick - Off Breakfast What They Want, Baby You've Got It (or do you?) Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	R G W
9 a.m. - 5 p.m.	■ ■ ■	Outstanding Varieties Competition	R G W
9:15 - 10:30 a.m.	■ ■	Trend Talkback: A Conversation with Daniel Levine	R G W
9:15 - 10:30 a.m.	■ ■	Are We There Yet? Economic Recovery and What It Means for Floriculture	R G W
	■	Would YOU Work for Your Company?	R G W
	■	Digging for <i>Income</i> on Incoming Orders	R
11 a.m. - 12:15 p.m.	■ ■ ■	How I Did It	R G W
12:15 - 1:30 p.m.	■	Networking Lunch on Your Own	R G W
1:30 - 2:45 p.m.	■ ■ ■	Premier Products Showcase — Under the Big Top!	R G W
	■	Barely Managing? Start Coaching	R G W
3:15 - 5:15 p.m.	■ ■ ■ ■ ■	NEW! Supplier Expo	R G W
6 - 9 p.m.	■	American Floral Endowment Annual Reception and Fundraising Dinner*	R G W

TOPIC KEY ■ Sales & Marketing ■ Trends ■ Design ■ Technology ■ Operations ■ Networking

INTEREST KEY | **R** - Retailers | **G** - Growers | **W** - Wholesalers

Friday, September 11

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - 5 p.m.	■ ■ ■	Outstanding Varieties Competition	R G W
7 - 8:45 a.m.	■	Marketing Breakfast and Floral Management's 22nd Annual Marketer of the Year Award Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	R G W
7 a.m. - Noon		Voting	R G W
9:15 - 10:30 a.m.	■	Follow that Flower	R G W
	■ ■	Holiday Hacks to Slash Stress and Boost Profits	R W
	■	Funeral Directors Tell All	R
11 a.m. - 12:15 p.m.	■ ■ ■	2016 Floral Trends Preview	R G W
12:15 - 1:30 p.m.	■	Networking Lunch on Your Own	R G W
1 - 5:30 p.m.	■	25th Annual SAFPAC Golf Tournament*	R G W
1:30 - 2:45 p.m.	■ ■ ■	Photography and Video Made Simple	R G W
	■ ■	How to Be a (Profitable) Bride Magnet	R
	■	Test Calls Workshop: Raising the Bar on Floral Shop Sales	R
3:15 - 4:30 p.m.	■ ■	Sales Management for Wimps	R W
	■ ■	Copy That: Fortune 500 Moves on a Small Biz Budget	R
6:45 - 8:30 p.m.	■	Networking Reception	R G W

Saturday, September 12

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - Noon	■ ■ ■	Outstanding Varieties Competition	R G W
7 - 8:45 a.m.	■ ■	Keynote Breakfast and Business Session: The Fire Within Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	R G W
9 - 11 a.m.	■ ■	48th Annual Sylvia Cup Design Competition	R G W
9:15 - 10:30 a.m.	■ ■	There's an App for That	R G W
	■ ■	What a Difference Display Makes	R W
	■ ■	Maximum Mobility — Reaching Customers On The Go	R G W
11 a.m. - 12:15 p.m.	■ ■ ■	Demystifying Google	R G W
12:15 - 1:30 p.m.	■	Networking Lunch on Your Own	R G W
1:30 - 2:45 p.m.	■ ■	All About AdWords and Analytics	R G W
	■ ■	Building Blocks of a Better Brand	R W
	■ ■ ■	Profitable Everyday Designs	R G W
3 - 6 p.m.	■	Afternoon Networking on Your Own	R G W
6 - 10 p.m.	■	Stars of the Industry Awards Reception & Dinner	R G W
10 p.m. - Midnight	■	After Glow Party	R G W

*Separate registration required

BUSINESS BUILDING EDUCATION

TOPIC KEY ■ Sales & Marketing ■ Trends ■ Design ■ Technology ■ Operations ■ Networking

THURSDAY, SEPTEMBER 10

Kick-Off Breakfast

7 – 8:45 a.m. Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.



Levine

■ ■ What They Want, Baby You've Got It (or do you?)

Speaker: Daniel Levine, [WikiTrend.org/Avant-Guide Institute](http://WikiTrend.org/Avant-GuideInstitute)

What really motivates consumers to choose floral gifts? How can you tap into those needs to attract more customers and increase sales? World-

renowned trends expert Daniel Levine demonstrates how floral businesses can thrive by turning trends into profitable opportunities. Using examples from other industries, he shows you the bottom-line impact of aligning a business with the needs and desires of consumers. Walk away with remarkable insights into the trends that power the retail buy — and how to harness them successfully.

You'll learn:

- Easy, innovative ways to attract attention, boost sales and elevate your brand
- How to capitalize on powerful trends
- Straightforward strategies you can apply to your business right away

Catch the follow-up session, Trend Talkback: A Conversation with Daniel Levine, to hone in on more specific opportunities.

Sponsor:



9:15 – 10:30 a.m.

FOUR CONCURRENT SESSIONS

■ ■ Trend Talkback: A Conversation with Daniel Levine

Speaker: Daniel Levine, [WikiTrend.org/Avant-Guide Institute](http://WikiTrend.org/Avant-GuideInstitute)

After the Kick-Off Breakfast, you now know what prompts today's consumers to buy flowers — but what do you do with all that information? Daniel Levine gets down to the nitty-gritty of how to drive more sales by giving customers what they really want, in this informal Q&A chat (be sure to bring questions!).

■ ■ Are We There Yet? Economic Recovery and What It Means for Floriculture

Speaker: Charlie Hall, Ph.D., Texas A&M University

Signs indicate the economy is finally improving — but hurdles remain. What can the floriculture industry anticipate in the year ahead? "Be

prepared to leave this session tweaking your strategic plan for 2016," said Charlie Hall, whose mission as the Ellison Chair in International Floriculture at Texas A&M is to advance the vitality of the industry on a national and international scope. Hall also serves as chief economist for American-Hort and explains what the near-term economic forecast means up and down the floral chain.

You'll learn:

- The economic forces affecting the industry now and beyond
- Factors impacting consumer demand
- A value-proposition to bolster consumer sales

■ ■ Would YOU Work for Your Company?

Speaker: Glenna Hecht, Humanistic Consulting, LLC

You found the perfect person for the job and made an offer. Why didn't s/he take it? Or, why did they accept — but then leave after six months? Top candidates today can be choosy, but what they want isn't always money. During this workshop,

Sponsor:



Glenna Hecht shows how to identify the “value proposition” your company offers and how to align it with what today’s job seekers are looking for in the workplace of their dreams.

You’ll learn:

- What job seekers consider when evaluating an employer
- How to emphasize the strong points your company offers
- Where to find top talent and why you should never stop recruiting and interviewing

■ Digging for *Income* on Incoming Orders

Speaker: Skip Paal, AAF, Rutland Beard Floral Group

In a climate where many retailers are reducing or eliminating incoming wire orders, Baltimore-based retailer Skip Paal maintains that wire-in business can be profitable — if you optimize fulfillment efforts. Paal reveals his secrets for profitability, including a weekly 15-minute analysis that can add thousands of dollars to the bottom line. **BONUS:** Take home a calculator tool to accurately determine your profit/loss on each incoming order.

You’ll learn:

- How to keep on top of your weekly profitability
- Money making add-on’s and pre-plan buying strategies
- When you should (and shouldn’t) ask for a few extra dollars from a sending shop

11 a.m. – 12:15 p.m.

■ ■ ■ How I Did It

Some stories only take a few minutes to tell, but their insights can last forever. We’re borrowing a page from TED Talks again this year for an expanded session the entire industry can enjoy. Join us as we hear from six industry panelists — each with a fascinating, 10-minute tale. Laugh, cry, learn and be inspired as they talk about challenges they’ve overcome, startling changes in their thinking, unexpected new experiences, and more.

You’ll learn:

- Tried and true ideas from your colleagues
- How to overcome seemingly insurmountable obstacles
- How to convince your team to try something new

“Hiring is always one of the toughest decisions, and Glenna’s insight is excellent.”

— Keith Hill, DMD, Beaverton Florists, Inc., Beaverton, Ore.

1:30 - 2:45 p.m.

TWO CONCURRENT SESSIONS

■ ■ ■ Premier Products Showcase — Under the Big Top!

Ringmasters: D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF, Bill Doran Company; Lisa Weddel, AAF, AIFD, PFCI, L. Weddel Design

Clowns: Jenny Behlings, AAF, PFCI, Jenny’s Floral; Marlin Hargrove, AIFD, PFCI, Pete Garcia Company; Julie Poeltler, AIFD, CAFA, PFCI, Fountain of Flowers & Gifts; J. Robbin Yelverton, AAF, AIFD, PFCI, Blumz by...JRDesigns



Come to the greatest showcase on earth! Step right up and be amazed at the astounding products presented by Professional Floral Communicators - International. Thrill to see the merchandising displays and daring demos of tools, containers, accessories, ribbons, foam, gifts and more in rapid succession. Marvel at fresh products as their design possibilities are revealed. There’s fun for everyone watching these experts clown around.

You’ll learn:

- How to create excitement in everything you offer
- How to use products to increase sales, profits and customer satisfaction
- The insight scoop — see and touch items you’ve only seen in pictures, and meet cool people from the companies who make them

Suppliers... want PFCI experts to weave their magic “sell” around your products? Contact Jenny Scala by Aug. 3 at 800-336-4743 x216; jscala@safnow.org.

THURSDAY, SEPTEMBER 10 *continued*

■ Barely Managing? Start Coaching

Speaker: Glenna Hecht,
Humanistic Consulting, LLC

Sponsor:



A good manager gets employees to do the job. A good coach enables them to do it better every time. During this workshop, Glenna Hecht will take you through the progressive coaching process that will help you get your employees to improve performance and contribute more to your organization.

You'll learn:

- How to determine individual and team strengths and weaknesses (and what to do with the weak links)
- Ways to inspire your team to collaborate, lead and do great work every day
- Coaching strategies to create self-motivated employees committed to your company's growth

“Lots of opportunities to learn and connect with partners in the flower business.”

— Carlos Velarde, Armellini Express Lines,
Palm City, Fla.



3:15-5:15 p.m.

■ ■ ■ ■ ■ NEW! Supplier Expo

Expand your awareness of products, tools, services and more at SAF's all-new Supplier Expo. Get to know the vendors who can answer your questions and point you toward profitable opportunities for your business. Relax, network and absorb the ideas around you during this easygoing event. → **Attend and be entered for a FREE registration to SAF Maui 2016!**

You will:

- See exciting fresh product and meet the people who grow and import it
- Check out trendy hard goods, cool design tools, supplies and equipment
- Talk about your tech needs with the brainiacs who can make it happen

Suppliers... want to exhibit?

Contact Laura Weaver at 800-336-4743,
ext. 221; lweaver@safnow.org.



SUPPORT THE FUTURE OF THE FLORAL INDUSTRY

6 – 9 p.m.

■ American Floral Endowment Annual Reception and Fundraising Dinner*

* Separate registration is required.



Enjoy an evening with industry colleagues and friends at the AFE Annual Fundraising Dinner. For more than 50 years, AFE has funded more than \$16 million in vital scientific research, scholarships, internships and grants promoting the advancement of the floriculture and horticulture industries.

Your participation helps support AFE's efforts to benefit the entire floral industry. Cost is \$175 per ticket. Use the registration form or visit endowment.org to purchase tickets.

FRIDAY, SEPTEMBER 11

7 – 8:45 a.m. Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.

■ **Marketing Breakfast**

Speaker: SAF Consumer Joint Council Chairman Bob Aykens, AAF, Memorial Florists & Greenhouses, Inc.

It's all about flower power as Bob Aykens presents SAF's dynamic 2015 Consumer Marketing Program. Hear about new consumer data, a seasonal media blitz, a new spokesperson, a promotional stunt, and a pair of gorgeous new posters — and learn how you can get in on the action to benefit your business.



SAF PR FUND



Floral Management's 22nd Annual Marketer of the Year Award

Speakers: Kate Penn, SAF; Dwight Larimer, AAF, PFCI, Design Master color tool, Inc.

Don't miss the much-anticipated convention tradition: The announcement of the winner of Floral Management's Annual Marketer of the Year Award. The honor recognizes a unique, innovative and successful marketing effort that increased overall sales volume. Takeaway winning sales and promotion ideas, and share the excitement as the winner receives the \$5,000 prize. Sponsored by Design Master color tool, Inc.

7 a.m. – Noon

Voting

Vote for the new retailer, wholesaler or grower member who will represent you on the SAF Board of Directors. Find out election results at Saturday's Breakfast and Business session.

9:15 - 10:30 a.m.

THREE CONCURRENT SESSIONS

■ **Follow that Flower**

Speaker: Jim Daly, AAF, Smithers-Oasis/Floralife

From a seed in the Netherlands to a vase in your van, your product encounters forces beyond your control — but not your understanding. Get a grip on the global trends affecting supply, demand, quality — and your business — from Jim Daly, whose travels in the last year have

given him insight into production in the U.S., South America, the EU, Africa, China and Japan.

You'll learn:

- What to expect from today's emerging marketplace
- How the supply chain impacts consumption and vice versa
- Likely changes and opportunities in the decade ahead

■ ■ **Holiday Hacks to Slash Stress and Boost Profits**

Be honest, does Feb. 14 make you excited or exhausted? What about spring with Easter, Administrative Professionals' Week, Mother's Day, proms, graduations and weddings all in close order? If you approach holidays as obstacles, come hear from a half dozen of the industry's most successful retailers

Sponsor:



FRIDAY, SEPTEMBER 11 *continued*

and suppliers to learn how they manage to fill every order — even those that come in at the eleventh hour or in the middle of a snowstorm. Each panelist shares his or her No. 1 tip for less stressful, more profitable holiday business, after which, attendees are invited to offer theirs.

You'll learn:

- Marketing tips that encourage early deliveries to spread out the workload
- How to forecast sales and buy appropriately
- Delivery game plans for increased efficiency

Funeral Directors Tell All

Speakers: Jody Brandenburg, Hardage-Giddens Funeral Homes; Jack Heard, Oxley-Heard Funeral Home; Gail Thomas-DeWitt, Gail & Wynn's Mortuary, Inc.



Three funeral directors speak candidly about their industry and how florists and funeral homes can work together to build relationships and better serve grieving customers.

You'll learn:

- How the structure of funeral homes has evolved — and the challenges owners and directors face, whether they are corporate owned or independent
- Best practices for creating relationships with funeral homes and keeping tribute orders local (Hint: It's about more than commissions.)
- Trends in consumer preferences that affect memorial services and tributes



11 a.m. – 12:15 p.m.

2016 Floral Trends Preview

Speakers: Kristine Kratt, AIFD, PFCI; Bill Schaffer, AAF, AIFD, PFCI; Schaffer Designs

Sponsored by Accent Décor; Candle Artisans; Design Master color tool, Inc.; FloraCraft; Pete Garcia Co.; Smithers-Oasis; Syndicate Sales, Inc.; International Floral Distributors

Trendy designs sell fast and command higher prices. Jumpstart your sales and profits with exciting looks your customers will love. Designers Kristine Kratt and Bill Schaffer's fashion-forward vignettes netted rave reviews last year, so we've asked them to do it again, with an eye toward 2016. Bring your camera and take pictures as the duo reveals the top trends for 2016 with show-stopping floral creations.

You'll learn:

- Trends to focus on for 2016, and fads to ignore
- How to adapt top design trends to fit your customers and your brand
- Easy ways to add trendy touches and update current designs

25TH ANNUAL SAF PAC GOLF TOURNAMENT*

1 - 5:30 p.m.



You might not play like a pro, but you can still have a lot of fun for a good cause at the 25th Annual SAF Political Action Committee (SAFPAC) Golf Tournament. All skill levels are welcome at this easygoing fundraiser for the floral industry's political action committee. Check the box on the registration form, or **contact Drew Gruenberg at 800-336-4743, ext. 229; dgruenberg@safnow.org.**

**Separate registration required*

1:30 - 2:45 p.m.

THREE CONCURRENT SESSIONS

■ ■ ■ **Photography and Video Made Simple**

Speakers: David Kesler AIFD, PFCI; Leanne Kesler, AIFD, PFCI; Floral Design Institute

Your identity is your product, which prospective customers discern only by the caliber of your online photos and videos. The Keslers, whose Floral Design Institute photos and videos inspire more than 16,000 Facebook followers, divulge tricks from staging to editing that will help you put your best face — and flowers — forward.

You'll learn:

- Composition fundamentals that make the most ordinary objects look outstanding, in both video and photography
- How to take clear, bright photos and video on the go with your phone
- Sample video scripts for several occasions and topics



■ ■ **How to Be a (Profitable) Bride Magnet**

Speaker: Heather Waits, Bloomtastic Florist

Heather Waits faces steep competition for wedding business. Yet, she manages to book nearly 90 percent of brides she meets, participating in more than 150 nuptials a year — with an average profit of 50 percent. In this session, she reveals her formula for success.

You'll learn:

- Strategies to stand out at bridal shows
- Consultation best practices that make brides sign on the dotted line
- Buying habits and pricing standards that yield a 50 percent profit margin



■ **Test Calls Workshop: Raising the Bar on Floral Shop Sales**

Speaker: Tim Huckabee, FloralStrategies, LLC

See professional selling at work and steal the tactics to create a winning script for your sales team. During this workshop, Tim Huckabee makes live test calls to floral shops — some with traditional sales staff and others with a trained team. Compare the difference and take home strategies to sell more.

You'll learn:

- Language that builds customer trust, conveys value and manages expectations
- Questions and cues that tell you how much a customer is willing to spend
- How to suggest add-ons and boost the size of the order

3:15 - 4:30 p.m.

TWO CONCURRENT SESSIONS

■ ■ **Sales Management for Wimps**

Speaker: Tim Huckabee, FloralStrategies, LLC

Is your sales team stuck in a rut? Tim Huckabee shows how to turn around the mindset of the most recalcitrant “old-style” seller. Join Tim for this follow-up to his Test Calls Workshop (Friday at 1:30) and learn how to get your team engaged in a new, more profitable style of sales.

You'll learn:

- How to lure sales staff to try a new approach
- Role-playing, active coaching and other training techniques that build confidence
- Steps you can take to encourage best practices and discourage ineffective habits

“My florist soul needs the SAF convention.”

— Sally Danciu, Sally's Flowers & Fruit Baskets, Philadelphia

FRIDAY, SEPTEMBER 11 *continued*

“The convention is the kick in the pants I need to refocus on the big picture and develop an action plan for what I need to do.”

— Christina Brown, Roses are Red Florist, Indialantic, Fla.

■ ■ Copy That: Fortune 500 Moves on a Small Biz Budget

Speaker: Rick Rivers, A Floral Boutique Florist

Rick Rivers has taken the progressive marketing methods of Fortune 500 companies and made them work for his retail flower shop. Find out how his easy, effective approach works — and why his loyal customers happily place bigger and more profitable orders.

You'll learn:

- Simple techniques to recruit and maintain profitable customers
- How bundling revolutionized the fast food industry and can increase your sales and profits
- How to avoid breaking the other “glass ceiling” (price) that can send your best customers straight to the competition

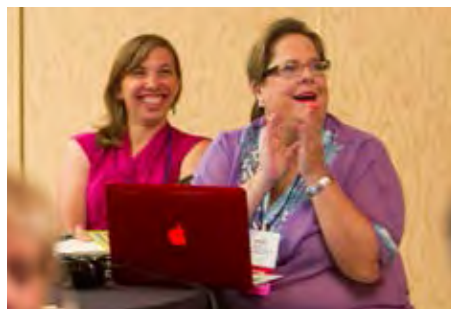
Sponsor:



NETWORKING RECEPTION

6:45 – 8:30 p.m.

Some of the best business ideas and opportunities arise through casual conversations. Mix and mingle while making professional and social connections on the beautiful oceanfront lawn.



“When away from work, you are in a zone to focus on your business, to identify its weaknesses and to capitalize on the advantages right at your disposal.”

— Emerson Cadette, Flowers Express Inc., Castries, St. Lucia

“SAF masters a convention that is friendly and informative. You meet, share experiences and learn from others.”

— Ken LeBlanc, Clear Lake Flowers & Gifts, Houston

SATURDAY, SEPTEMBER 12

7 – 8:45 a.m. Doors open and breakfast starts at 7 a.m.; Program starts at 7:30 a.m.

Sponsor:



■ ■ Keynote Breakfast and Business Session

The Fire Within

Speaker: Alexandra Valentin, The Ritz-Carlton Leadership Center

The Ritz-Carlton hotel company built an international reputation for service excellence. How did they do it? By inspiring employees to bring their passion to work and volunteer their best every day. Alexandra Valentin helps businesses around the world transform their corporate cultures using the Ritz-Carlton's techniques. She offers a fascinating look at strategies you can use to develop a culture of pride, excellence and personal passion throughout your organization.



Valentin

You'll learn:

- How involving employees in planning processes can generate legendary performance
- Why sharing each employee's function vs. purpose helps instill pride throughout your organization
- Ways to use your emotional intelligence to inspire employees and create customers for life

LOOK WHO'S SPEAKING! (as of June 3)

- **Bob Aykens, AAF**, Memorial Florists & Greenhouses, Inc.
- **Jenny Behlings, AAF, PFCI**, Jenny's Floral
- **Jody Brandenburg**, Hardage-Giddens Funeral Homes
- **Bridget Carlson**, Ashland Addison Florist Company
- **Dana Cook, AAF**, Julia's Florist
- **Jim Daly, AAF**, Smithers-Oasis/Floralife
- **Kate Delaney**, Matlack Florist, Inc.
- **Cheryl Denham**, Arizona Family Florist
- **Ryan Freeman**, Strider, Inc.
- **Clara Gonzales**, Tiger Lily Florist
- **Charlie Hall, Ph.D.**, Texas A&M University
- **Marlin Hargrove, AIFD, PFCI**, Pete Garcia Company
- **Jack Heard**, Oxley-Heard Funeral Home
- **Glenna Hecht**, Humanistic Consulting, LLC
- **Tim Huckabee**, FloralStrategies, LLC
- **Loren Hudziak**, Google
- **Charles Ingram**, Dr. Delphinium Designs & Events
- **Kristine Kratt, AIFD, PFCI**, Schaffer Designs
- **David Kesler AIFD, PFCI**, Floral Design Institute
- **Leanne Kesler, AIFD, PFCI**, Floral Design Institute
- **Brandon Kirkland**, Epic Flowers
- **Dwight Larimer, AAF, PFCI**, Design Master color tool, Inc.
- **Daniel Levine**, WikiTrend.org/Avant-Guide Institute
- **Christine McArdle**, McArdle's Florist & Garden Center
- **James McArdle**, McArdle's Florist & Garden Center
- **Skip Paal, AAF**, Rutland Beard Floral Group
- **Kate Penn**, SAF
- **Julie Poeltler, AIFD, CAFA, PFCI**, Fountain of Flowers & Gifts
- **Ben Polk**, Google
- **Nicole Reyhle**, Retail Minded
- **Rick Rivers**, A Floral Boutique Florist
- **D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF**, Bill Doran Company
- **Bill Schaffer, AAF, AIFD, PFCI**, Schaffer Designs
- **Renato Sogueco**, SAF
- **Gail Thomas-DeWitt**, Gail & Wynn's Mortuary, Inc.
- **Heather Waits**, Bloomtastic Florist
- **Alexandra Valentin**, The Ritz-Carlton Leadership Center
- **Lisa Weddel, AAF, AIFD, PFCI**, L. Weddel Design
- **J. Robbin Yelverton, AAF, AIFD, PFCI**, Blumz by...JRDesigns
- **Kevin Ylvisaker, AIFD, PFCI**, KLY Floral International

SATURDAY, SEPTEMBER 12 *continued*

48TH ANNUAL SYLVIA CUP DESIGN COMPETITION

9 - 11 a.m.



Watch as up to 25 of the nation's best floral designers are given the same flowers, foliage and supplies — and just two hours to create the surprise challenge. During the last hour, the competition's commentators and coordinators — decked out in themed costumes — talk about the featured products and challenge. The winner receives the Sylvia Cup trophy, \$3,000 and a complimentary registration to SAF Maui 2016, SAF's 132nd Annual Convention. First Runner-Up wins \$500; Second Runner-Up gets \$250. Winners will be announced at the Stars of the Industry Awards Dinner.

Coordinators: D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF, Bill Doran Company; J. Robbin Yelverton, AAF, AIFD, PFCI, CF, Blumz by... JRDesigns; Marlin Hargrove, AIFD, PFCI, Pete Garcia Company

Commentators: Julie Poeltler, AIFD, CAFA, PFCI, Fountain of Flowers & Gifts; Lisa Weddel, AAF, AIFD, PFCI, L. Weddel Design

Floral sponsor: **Prize money sponsor:**



oasis
FLORAL PRODUCTS

You'll see:

- Some of the hottest emerging design styles
- An exciting (nail-biting!), live demonstration of how to create spectacular floral pieces in minimal time
- The U.S. floral industry's longest-running live design competition

To reserve your spot to compete, contact Jenny Scala at 800-336-4743, ext. 216; pfci@safnow.org. Entry deadline: Aug. 3.

The competition is coordinated by PFCI



9:15 – 10:30 a.m.

THREE CONCURRENT SESSIONS

■ ■ There's an App for That

Speakers: Kate Delaney, Matlack Florist, Inc.; Charles Ingram, Dr. Delphinium Designs & Events

Need someone to manage scheduling? Need time to devote to employee onboarding and reviews? Need a streamlined approach to weddings and events? There's an app or other HR solution for all that and more. Kate Delaney and Charles Ingram share insight on how new, often low-cost apps as well as fee-based services can reduce paper pile-ups and improve efficiency and communication in their shops.

You'll learn:

- How a hiring and training tool can add hours back into your workweek
- How to use employee communication apps to keep your entire team on the same page.
- A new, paperless way to approach weddings and events (and not lose track of schedules!)

■ ■ What a Difference Display Makes

Speaker: Nicole Reyhle, Retail Minded



Reyhle

The most successful retailers know the secret to scoring big sales is creating an environment that's intuitive and inviting. Explore the psychology of shopping with Nicole Reyhle, Retail Minded founder and Forbes contributing author, who brings dozens of ideas for profitable merchandising.

You'll learn:

- Characteristics of an effective entrance and point-of-sales area
- Sensory tricks to create more compelling displays
- How to tell a story with your product

“It's a unique opportunity to step back and see the vast landscape in which most industry businesses operate.”

— Robert Shibata, AAF, Mt. Eden Wholesale, San Jose, Calif.

■ ■ Maximum Mobility — Reaching Customers On The Go

Speakers: Brandon Kirkland, Epic Flowers; Ryan Freeman, Strider, Inc.

Consumers are using smartphones to find and pay for products. Is your business mobile-friendly? And what does “going mobile” mean? Is it a website? An app? Both? How do you make sure customers find you? Floral web marketing experts Brandon Kirkland and Ryan Freeman explain what it takes to create a strong mobile presence.

You'll learn:

- The difference between a mobile-ready, mobile responsive and mobile adaptive website — and why it matters
- How to leverage mobile functions like GPS, text, search, apps and more
- Tips and tools to increase satisfaction and boost conversion — and unseen usability issues that can drive customers away

11 a.m. - 12:15 p.m.

■ ■ ■ Demystifying Google

Speaker: Loren Hudziak, Google

The Internet is the great equalizer, yet Google can seem like an 800-pound gorilla — massive, powerful and unknowable. But Loren Hudziak, a Google solutions architect with two decades' experience in tech, says that for small business owners committed to growing their online presence and e-commerce platforms, Google is their partner and ally. Loren explains how Google aims to become the “data fabric” woven into our digital lives — and how local search and local businesses are deeply tied to that goal.

Sponsor:



Hudziak

You'll learn:

- An insider's perspective on where Google is heading, and why it matters to you
- How mobile technology is changing everything from workflow to consumer behavior, and how you can stay ahead of the trend
- How small business owners can use Google tools to compete against — even outsmart — the “big guys”

SATURDAY, SEPTEMBER 12 *continued*

1:30 - 2:45 p.m.

THREE CONCURRENT SESSIONS

■ ■ All About AdWords and Analytics

Loren Hudziak, Ben Polk, Google;
Renato Soguelco, SAF

Sponsor:



Gain insights about two of Google's powerful e-commerce tools: Adwords Express, which helps business owners quickly launch and manage local pay per click, paid advertising campaigns; and Analytics, which reveals information about your website and visitor purchasing habits. Google's Loren Hudziak and Ben Polk will outline how you can put these tools and others to work to make a big impact online quickly and without breaking your budget using Karin's Florist in Vienna, Va., as a case study. Renato Soguelco moderates the discussion.

You'll learn:

- How to create an online marketing "battle plan" based on your business, customer base and location along with common mistakes to avoid
- The best way to develop an effective keyword strategy
- The importance of tracking consumer behavior on your site and the trove of (free) information available

■ ■ Building Blocks of a Better Brand

Speakers: Christine and James McArdle, McArdle's Florist & Garden Center

Think a brand is simply a logo or tagline? Think again. The McArdles revitalized their 105-year-old shop by changing almost every aspect of it — from how customers are greeted and store design, to which products are highlighted online and how employees are organized, trained and compensated. The result: A more profitable business that delivers a consistent, high-quality experience online, in-store and over the phone.

You'll learn:

- How "small" details such as uniforms, colors and care tags make a big difference
- Insight on community partnerships and how to put them in place
- Secrets to motivated, empowered employees — and signs you need to hire someone new, shake up a department or let someone go



■ ■ ■ Profitable Everyday Designs

Speaker: Kevin Ylvisaker,
AIFD, PFCI, KLY Floral
International

Sponsor:



With smart flower choices and a little ingenuity, you can wow customers at any price point — and earn a pretty profit, too. Kevin Ylvisaker, AIFD, PFCI, a past president of the American Institute of Floral Designers, shares design strategies to create maximum impact with minimal product.

You'll learn:

- Design principles that please customers regardless of how many (or what type of) flowers they contain
- Tips on making floral "leftovers" look positively appetizing
- Guidelines for keeping COGS and labor under control

3 - 6 p.m.

■ Afternoon Networking on Your Own

After you've soaked in the educational sessions, now is the perfect opportunity to catch up with the retailers, growers, wholesalers and suppliers you've been meaning to talk to throughout convention. Or, sit poolside and map out your action plan for putting all of the new ideas to work at your business. (Tip from convention veterans: Commit to adopting three new ideas within the next month!)



STARS OF THE INDUSTRY AWARDS RECEPTION & DINNER



6 – 6:30 p.m.

Corsage & Boutonnière Bar

Tonight's a big night and calls for corsages and boutonnières. Proceeds benefit the American Floral Endowment's Paul Ecke Jr. Fund.

6 – 10 p.m.

Celebrate Our Best and Brightest

Share an evening of fine food and joyful applause as we honor some of the most accomplished and dedicated people in the floral industry. Cheer for the Sylvia Cup champion, and toast AAF and PFCI inductees. Experience the excitement as the winners of the Alex Laurie Award, Paul Ecke Jr. Award and other top honors are revealed; and finally, feel the room fill with emotion as the recipient of the industry's most prestigious award, Floriculture Hall of Fame, is announced. (Business attire)

10 p.m. – Midnight

After Glow Party Continue the celebration with music and dancing — a fun finale for SAF's 131st Annual Convention.

Sponsor:

teleflora.





Where You'll Stay

The Ritz-Carlton, Amelia Island

4750 Amelia Island Parkway
Amelia Island, Florida 32034
904-277-1100

Room Rates and Reservations

The SAF rate is \$199 single/double.

To reserve a room, please call the hotel at 904-277-1100 and mention SAF Annual Convention to get the group rate.

Deadline: The cut-off date for guaranteeing the SAF room rate is **August 17**. Please make your reservations early. SAF anticipates a sold-out convention.

Flight Arrangements

The convention hotel is a 30-minute drive from Jacksonville International Airport (JAX). Please contact the concierge desk at 904-321-5019 to inquire about transportation options and fees.

Climate/Dress

Average September temperatures in Amelia Island range from 73°F to 86°F.

Resort casual is the fashion for convention: casual shirts, slacks, shorts or dresses. The Awards Dinner calls for business attire: collared shirt, tie and jacket for men; pantsuit or dress for women.

“Attending SAF Convention is an investment in your business. You can network directly with farms, wholesalers, other shop owners and many more industry professionals all in one place.”

— Cheryl Denham, Arizona Family Florist, Phoenix



REGISTRATION FORM



Web: safnow.org/annual-convention | **Phone:** 800-336-4743, ext. 221
E-mail: meetings@safnow.org | **Fax:** 703-836-8705
Mail: SAF Meetings, 1601 Duke Street, Alexandria, VA 22314

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

Name _____

Nickname for Your Badge _____

Is this the first time you have attended the SAF Convention? Yes No

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cell _____

Email _____

Website _____

Emergency Contact _____ Phone _____

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

FEE INFORMATION

Full Registration Fee Pricing	Postmarked by 8/7	Postmarked after 8/7	On Site
<input type="checkbox"/> SAF Member	\$775	\$850	\$900
<input type="checkbox"/> Non-Member	\$975	\$1,050	\$1,100

Optional Event not included in fees above

American Floral Endowment Dinner: \$175 per person x _____ attendees = \$ _____

PAYMENT

Registration Payment \$ _____

Optional Event Payment \$ _____

Total Payment \$ _____

SAF does not bill for meeting registrations.

Check enclosed. Please make check payable to SAF (in U.S. funds only)

Charge my credit card: Visa MasterCard American Express

Credit card payment options:

Charge the full amount now (1 payment)

Easy Payment Plan (3 payments*)

*Each payment = 1/3 of total; First payment charged with registration; Second charge on July 20; Third charge on Aug. 20.

Card # _____

Exp. Date _____ CVC Code _____

Cardholder Name _____

Cardholder Signature _____

Optional SAFPAC Golf Tournament

All skill levels are welcome at this easygoing fund-raiser for the floral industry's political action committee. For more information, check here or contact SAF's Drew Gruenburg at (800) 336-4743 or dgruenburg@safnow.org.

Registration Fee covers:

- All Education Sessions and Workshops
- President's Welcome Party
- First timers Reception*
- Kick-Off Breakfast
- Outstanding Varieties**
- Premier Products Showcase**
- Marketing Breakfast
- Networking Reception
- Keynote Breakfast and Business Session
- Sylvia Cup Design Competition**
- Stars of the Industry Awards Dinner and After Party

* for first-time attendees
** viewing only; additional fee for exhibiting

Registration/Refund Policy: Written cancellation requests postmarked before August 19, 2015 will be refunded less a 15 percent handling charge. No refunds after August 19. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.



SOCIETY of AMERICAN FLORISTS

1601 Duke Street
Alexandria, VA 22314-3406

“Even if you leave with one nugget to increase profit at your shops, it is well worth the trip!”









— Dan Kennedy, Sawyer & Company Florist,
Portland, Maine

Register by
Aug. 7 and
save up to
\$125!



Sales & Marketing | Business Operations | Design | Technology | Trends

Snapshot from SAF's 2014 Convention

25	26	30	95	254	380	4,909	14,885
							
Sy/Via Cup Designers	Educational programs & workshops	Expert speakers & panelists	First-time attendees	Varieties of flowers, foliage & plants	Attendees from 38 states and 5 foreign countries	Miles traveled most distant U.S.-based attendee (Anchorage, Alaska)	Miles traveled by most distant non-U.S.-based attendee (Sydney, Australia)