



A Mini-Conference for Florists

June 7-8, 2015 | Hartford, Conn.



36 HOURS

**That will change
your future**

Register Now: safnow.org/retail-growth-solutions

Take Charge of Your Future at Retail Growth Solutions



“RGS showed me how to evaluate our business in terms of the wider retail marketplace.”

Eileen Looby Weber, AAF
Lake Forest Flowers & Greenhouses, Lake Forest, Ill.



“Definitely a worthwhile experience. I’d gained valuable information from every session, and the networking opportunities alone are invaluable. I recommend it to anyone.”

Brad Harnisch, AIFD
Floral Expressions, Inc., Janesville, Wis.



“Great topics — all relevant and presented in the perfect order to stimulate and enthuse! Also good to have time to talk to our fellow florists. There is so much to learn from each other as well as the experts.”

Heidi De Silva
Petersen & Tietz Florists & Greenhouses, Waterloo, Iowa

BLINK.

The rules of retail just changed ... again.

Fast-forward your business strategy at SAF Retail Growth Solutions!

- ➔ **Connect with Customers and Boost Sales with Mobile Marketing**
- ➔ **Pack More Profit Into Parties and Events**
- ➔ **Recover Hidden Labor Costs**
- ➔ **Drive More Web Traffic and Convert it into Sales**
- ➔ **Sell More Profitable Telephone Orders**
- ➔ **Discover High-Impact, Lower Cost Floral Designs**

Explore

**new products and
services at the
Supplier Showcase!**





SCHEDULE

SUNDAY, JUNE 7

1:00 – 1:30 p.m.

Welcome and Attendee Introductions

1:30 – 3:30 p.m.

**The On-Demand Economy:
Mobile Customers Want it Now —
Are You Ready?**

3:30 – 4:00 p.m.

**Refreshment Break, Networking &
Supplier Showcase**

4:00 – 5:30 p.m.

Trend Talkback with Jim Dion

6:00 – 8:30 p.m.

Networking Reception & Dinner

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To guide and provide



Register Now!

www.safnow.org/retail-growth-solutions

800-336-4743, ext. 221

MONDAY, JUNE 8

7:00 – 8:00 a.m.

**Continental Breakfast, Networking &
Supplier Showcase**

8:00 – 8:15 a.m.

Recap of Previous Day's Takeaways

8:15 – 9:45 a.m.

RSVP to Profitable Parties

9:45 – 10:15 a.m.

**Refreshment Break, Networking &
Supplier Showcase**

10:15 – 11:45 a.m.

E-commerce 2.0 and Beyond

11:45 a.m. – 1:00 p.m.

Networking Lunch & Supplier Showcase

1:00 – 2:30 p.m.

CSI: Flower Shop Live!

2:30 – 3:00 p.m.

**Refreshment Break, Networking &
Supplier Showcase**

3:00 – 4:30 p.m.

**Treasure Hunt: Finding Your Hidden
Profits**

4:30 – 5:00 p.m.

Ideas into Action

MAKE MOBILE YOUR MISSION — OR MISS OUT

SUNDAY, JUNE 7

The On-Demand Economy: Mobile Customers Want it Now — Are You Ready?

1:30 - 3:30 p.m.

Global smartphone use is expected to exceed 2 billion this year. By 2016, mobile purchases will account for 25 percent of all retail e-commerce sales. The message for retailers is clear: Engage customers through their mobile devices — or risk losing their business! Join acclaimed retail strategist and trainer Jim Dion as he examines three key elements of mobile strategy — Mobile Marketing, Mobile Commerce and Mobile Operations — and explains how other companies successfully implemented their mobile strategies. He'll also discuss how customers of the future will shop and how that will change the look of retailing.

Learn:

- What a mobile-ready business (really) looks like
- How the mobile market is changing the way you market
- What the customer of the future will expect from your shop

Trend Talkback with Jim Dion

4:00 – 5:30 p.m.

After Dion paints the big picture, he'll hone in on opportunities for florists during this interactive follow-up session. This is your chance to ask questions, explore ideas and brainstorm with fellow attendees.



Meet the Speaker

James Dion

President, Dionco Inc.

Jim Dion is the founder and president of Chicago-based Dionco Inc., an internationally-known consulting and training firm specializing in retail selling skills, store operations, merchandising, retail technology, consumer trends and store optimization strategies. Jim is also the author of several bestsellers filled with practical information on retail sales and management.



“When a high-powered retail strategist like Jim Dion opens your eyes to big picture market and consumer trends, you start seeing opportunities everywhere.”

Joshua Glass, AAF, Peoples Flower Shops, Albuquerque, N.M.



**SUPPLIER
SHOWCASE**

Talk to reps from leading companies and find out about their new products and services.



Networking Reception & Dinner

Sunday, 6:00 – 8:30 p.m.

Sponsored by

Take another look at the Supplier Showcase before you settle in for dinner and conversation with fellow attendees and newfound friends.



"I leave every SAF conference inspired, empowered and with a long list of to-dos. The speakers are always exceptional. One of the biggest advantages is being in a room with other passionate florists and hearing what is working for them, new ideas they have tried, and marketing tactics that actually work."

Kaitlin Radebaugh, George W. Radebaugh & Sons Inc.
Towson, Md.

RSVP to Profitable Parties

8:15 – 9:45 a.m.

You're all about making event customers happy ... but make sure the profit puts a smile on your face, too. Find out why hidden costs often go unrealized in florists' party and wedding pricing structures — and how to recapture them for added profit — during this eye-opening presentation by Tim Farrell, AAF, AIFD, PFCI. The renowned floral designer will walk you through the philosophy behind his highly successful event business and explain the smart marketing, sales and production tactics that assure satisfied customers and a more than satisfying bottom line. You'll see examples of high-impact designs and find out how to produce them cost-effectively.

Learn how to:

- Assess true labor costs and realize them when you make the sale
- Create the big look customers love, with less time and effort
- Be the florist that customers are seeking out for their events



Meet the Speaker

Tim Farrell, AAF, AIFD, PFCI, Owner, Farrell's Florist

Tim Farrell is known throughout the country for his beautiful floral compositions. He has designed for Presidential Inaugurations, special events at the White House and the Oscars, and represented the United States in the 2007 Teleflorist of the Year Competition in Tokyo. Tim's mastery of the elements and principles of floral design make him a sought after presenter for retail florist organizations and horticultural schools. He has been a guest speaker for the Pennsylvania Horticultural Society and has commented and judged at the Philadelphia Flower Show for several years. Tim is a Teleflora Education Specialist and president of the American Institute of Floral Designers.



"[Tim] had great wedding ideas...I used them when I got home."

Kym Erickson, AAF, MNCF, CF, Soderberg's Florist, Inc., Minneapolis

E-commerce 2.0 and Beyond

10:15 – 11:45 a.m.

E-commerce used to be a simple process of taking credit cards securely through your website. Today, it's a complex maze of customer interactions happening via social media, pay-per-click ads, videos, review sites and more. It has expanded beyond desktop monitors and moved with astounding speed to engulf mobile devices such as Smartphones, tablets and even HDTV. Renato Sogueco, SAF's chief information officer, explains the elements of effective e-commerce strategy and how they work together to drive traffic and sales.

Learn how to:

- Make the most of inbound marketing tools such as social media, blogs, references, websites, e-mail, print and online ads and videos
- Convert inbound traffic into sales – calls to action, freebies, landing pages and more
- Measure response and use analytics to fine-tune results

CSI: Flower Shop — LIVE!

1:00 – 2:30 p.m.

Be a fly on the wall as sales expert Tim Huckabee poses as a consumer and calls flower shops around the country to place orders. You'll hear each conversation — LIVE! —and help Tim dissect the good, bad and ugly of each call.

Learn:

- Best practices when talking to a customer — and what NOT to say when taking an order
- Commonly missed opportunities to increase the size of the sale
- How to communicate clearly and ensure customer satisfaction

Meet the Speaker

Renato Sogueco
Chief Information Officer, SAF

Renato Sogueco's talent for translating "geek speak" into everyday language draws crowds to his webinars and presentations. Plugged-In, his acclaimed column in Floral Management magazine, continually explores new technologies relevant to the floral industry. Renato also guides florists with practical advice on social media and search engine optimization and is committed to helping florists reach customers in exciting new ways.



Meet the Speaker

Tim Huckabee
President, FloralStrategies, LLC

Tim Huckabee's approach to sales and service has helped floral shops of all sizes increase sales through better communication and practical techniques. Tim has worked with shop owners across North America, the United Kingdom and Ireland and is one of the most sought-after speakers in the floral industry. Tim's webinars and presentations at SAF events consistently draw rave reviews; and his "Dear Tim" column is a must-read each month in Floral Management magazine.



Treasure Hunt: Finding Your Hidden Profits

3:00 – 4:30 p.m.

Even the most resourceful and bottom-line oriented retailers likely have a goldmine of unrealized profit—buried in their costs. Retail floral financial analyst Derrick Myers, CPA, CFP, PFCI, brings his famously entertaining and easy-to-digest presentation style to a topic that most retailers love to hate: cutting costs. Derrick walks attendees deep inside the six main cost centers of a flower shop for an eye-opening look at cost of goods sold, labor, delivery, occupancy, marketing and wire service business.

Learn:

- How to understand — and use — formulas and worksheets to improve your profits
- Time-tested cost control techniques used by hundreds of profitable florists
- The most common — and detrimental — black holes of lost profits in every business



“It was a great combination of programming, including hard numbers from Derrick Myers, better leadership, inspiration and design.”

Tina Rojahn Elsafy, Rojahn & Malaney Company
Milwaukee



“I loved the session on customer service and telephone sales. We use a lot of the language and sales tactics, and it really has increased the size of orders.”

Debbie Crawford, Pugh’s Flowers
Memphis

Meet the Speaker

**Derrick P.
Myers, CPA,
CFP, PFCI**

President, Crockett Myers

Derrick has developed cutting-edge financial strategies unique to the floral industry, which have proven to be instrumental in increasing the profitability of many florists. Working with the floral industry since 1983, Derrick has perfected his “Floral Analysis Program,” which shows florists where to focus their time and energy to reduce costs and increase profits.





“Learn from top industry and non-industry professionals about things that you’ll want to implement immediately...Even if your shop has been around for 38 years, like mine!”

Tom Hamilton, Beaver creek Florist, Beaver creek, Ohio



“I really enjoyed having a few days out of my store to receive practical business tips and have thought provoking conversation.”

Frank Mischler, AAF, Mischler’s Florist, Inc., Williamsville, N.Y.



“As business owners, we get stuck, we say that we just can’t take the time to get away from the shop. You need to just put the systems in place so that you can get away from the shop and educate yourself.”

Tiffany Wesseler, Eagledale Florist, Indianapolis

Where You’ll Stay

Hotel

Hartford Marriott Farmington
15 Farm Springs Road
Farmington, CT
860-678-1000

Rates and Reservations

\$149 single/double

DEADLINE: The cut-off date for guaranteeing the SAF room rate is **May 15, 2015**. Please make your reservations early.

To reserve your room, please call the hotel direct at 860-678-1000 and mention SAF to get the group rate.

How to Get There

The hotel is conveniently located off I-84 near Hartford, CT. Bradley International Airport (BDL) is 23 miles from the hotel, and the estimated taxi fare one way is \$50.

What Your Registration Includes

All program sessions and the Supplier Showcase; the Networking Reception & Dinner on Sunday; continental breakfast and lunch on Monday.



Register Now!

www.safnow.org/retail-growth-solutions
800-336-4743, ext. 221



REGISTRATION

SAF Retail Growth Solutions
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June 7-8, 2015 • Hartford, Conn.

5 EASY WAYS TO REGISTER

Web: safnow.org/retail-growth-solutions | **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. Photocopies are acceptable.

Name _____

Nickname for Your Badge _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

SPECIAL NEEDS: (WHEELCHAIR ACCESS, DIETARY, ETC.)
IF YES, PLEASE ATTACH A WRITTEN DESCRIPTION OF YOUR NEEDS.

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

REGISTRATION FEES & DEADLINES:

	Early Bird (Before May 15)	After May 15	On Site
SAF Member	\$349	\$375	\$400
Non-Member	\$375	\$425	\$475
Additional Attendee	\$199	\$199	\$199

Total enclosed: _____



PAYMENT OPTIONS:

Please enclose a check (payable to SAF in U.S. funds only) or credit card authorization with this form. SAF does not bill for meeting registrations.

Check Visa MasterCard American Express

Card Number _____ Expiration Date _____

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Registration/Refund Policy: Written cancellation requests postmarked before May 23, 2015 will be refunded less a 15 percent handling charge. No refunds after June 1. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.



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AMERICAN
FLORISTS
Your Growth is Our Business

1601 Duke Street
Alexandria, VA 22314-3406
USA



Take Charge of Your Future at Retail Growth Solutions

***“It’s time to start
working on your business —
not just in it.”***

Derek Phillip, Phillip’s Flowers, Westmont, Ill.