



SAF *Amelia*
ISLAND **2015**

SEPTEMBER 9-12

131st ANNUAL CONVENTION

Ritz-Carlton Amelia Island | Amelia Island, Fla.



Society of American Florists



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Welcome First Timers!

**SAF welcomes
101
first timers!**

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Kickoff Breakfast
sponsored by:



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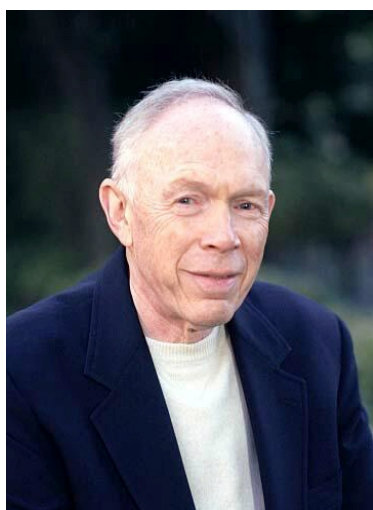
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**Del Demaree Jr.,
AAF**

Syndicate Sales
Kokomo, Indiana
President
(1981-1983)

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**Red Kennicott,
AAF**

Kennicott Brothers
Company
Chicago, Illinois
President
(1993-1995)

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**Charles F.
Kremp, 3rd, AAF**

Kremp Florist
Willow Grove,
Pennsylvania
President
(1995-1997)

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**Terril Nell, Ph.D.,
AAF**

University of Florida
Emeritus
Brevard, NC
President
(2003-2005)

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Rod Saline, AAF

Engwall Florist &
Greenhouses
Duluth, Minnesota
President
(2007-2009)

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**Robert Williams,
II, AAF, PFCI**

Smithers-Oasis North
American Operations
Kent, Ohio
President (2011-2013)

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SAF Board of Directors Elections

Voting on Friday

7 a.m. to Noon

Registration Area

 SAF AMELIA ISLAND 2015

Grower Position



Dr. Marvin N. Miller, AAF
Ball Horticultural
West Chicago, Illinois

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Wholesaler Position



Gustavo Gilchrist
Kennicott Brothers
Chicago, Illinois

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Retailer Position



Jo Buttram, AAF, AMF, PCF
Shirley's Flowers Inc.
Rogers, Arkansas

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Retailer Position



Dana Cook, AAF
Julia's Florist
Wilmington, North Carolina

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Thank-you convention sponsors!

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2015 Outstanding Varieties Competition



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2015 Outstanding Varieties Competition

People's Choice Award

Vote for your favorite entry.



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Thank you Outstanding Varieties Sponsors!



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2015 Outstanding Varieties Competition Retailer Judges

- **Rakini Chinery**
- **Oralia Espinoza**
- **Karen Fountain**



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2015 Outstanding Varieties Competition Wholesaler Judges

- **Roy Houff**
- **Lenny Walker**
- **Joost Bongaerts**



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2015 Outstanding Varieties Competition Grower Judges

- Fred Van Wingerden
- Ken Tagawa
- Lane DeVries



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2015 Outstanding Varieties Competition

Best in Class:
Rose

Variety Name:
Cinderella

Exhibiting Company:
**International Rose
Breeders LLC**



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2015 Outstanding Varieties Competition

**Best in Class:
Garden Rose**

**Variety Name:
Bridal Piano**

**Exhibiting Company:
Alexandra Farms**



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2015 Outstanding Varieties Competition

**Best in Class:
Spray Rose**

**Variety Name:
Brilliant Stars Green
Pink**

**Exhibiting Company:
Connectaflor**



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2015 Outstanding Varieties Competition

**Best in Class:
Dianthus**

**Variety Name:
Nathalia**

**Exhibiting Company:
Flores Funza**



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2015 Outstanding Varieties Competition

**Best in Class:
Chrysanthemum**

**Variety Name:
Chispa**

**Exhibiting Company:
Deliflor LatinAmerica**



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2015 Outstanding Varieties Competition

**Best in Class:
Cut Bulb Flower**

**Variety Name:
Snowboard**

**Exhibiting Company:
Oregon Flowers,
Inc.**



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2015 Outstanding Varieties Competition

**Best in Class:
Alstroemeria**

**Variety Name:
Himalaya**

**Exhibiting Company:
Flores Funza**



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2015 Outstanding Varieties Competition

**Best in Class:
Gerbera**

**Variety Name:
Black Jack**

**Exhibiting Company:
Agroindustria Santa
Cecilia**



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2015 Outstanding Varieties Competition

**Best in Class:
Other Cut Flower**

**Variety Name:
XL White**

**Exhibiting Company:
Arvi Farms-Groflowers**



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2015 Outstanding Varieties Competition



Best in Show
Spray Rose
Variety Name: Brilliant Stars Green
Pink
Exhibiting Company: Connectaflor



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

Daniel Levine

**WikiTrend.org/
Avant-Guide Institute**



Sponsor:



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TODAY

SAF Supplier EXPO
Thursday – 3:15 – 5:15 p.m.
Talbot D & E



FRIDAY

**2015 SAFPAC Golf
Tournament**
Friday – 1:00 p.m.
Sign up at Registration



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