

UNITED WE STAND



We need YOU with us on Capitol Hill →

36th Annual
SAF 
Congressional Action Days

**MARCH 14-15, 2016
WASHINGTON, D.C.**

REGISTER NOW

safnow.org/congressional-action-days

SOCIETY OF AMERICAN FLORISTS

Follow  #safcad



*“We owe it to our future generations
to invest the time to
personally address the issues that
will affect them long term.”*

Cheryl Denham, Arizona Family Florist, Phoenix, AZ

**TAKE A STAND...
FOR A STRONGER
FLORAL INDUSTRY**

**Register now for
SAF Congressional Action Days.**



MONDAY, MARCH 14

7:30 – 9:00 a.m.

KICK-OFF BREAKFAST

Speaker: Rich Galen, Mullings.com

Intriguing political insight is a hallmark of CAD's opening program. This year take a look at the 2016 political environment — as seen through Rich Galen's unique lens. Galen's eclectic career includes running the political communications offices of (then) Speaker of the House Newt Gingrich, acting as press secretary for (then) Congressman Dan Quayle, taking an international business into emerging markets, and serving in Iraq at the request of the White House. No wonder "Mullings...Rich Who?" is considered a must-read blog by senior reporters and politicians nationwide.

9:30 a.m. – Noon

ISSUES AND ADVOCACY TRAINING

Speakers: Shawn McBurney and Lin Schmale, SAF; and Stephanie Vance, Advocacy Associates

"Lobbying is just a form of sales — with ideas as your product," a CAD participant once said. This enlightening session is where your "sales pitch" comes together for the good of the floral industry. SAF lobbyists explain key issue talking points, and you also get a hands-on lesson in effective Hill communications from professional lobbyist trainer Stephanie Vance.

Noon – 1:30 p.m.

LUNCH

Meet with attendees from your state or region over lunch so you can talk about the best way to tell the industry's story during your congressional appointments.



1:30 – 4:30 p.m.

WHITE HOUSE BRIEFING

CAD attendees always get the inside scoop, but this year it's also coming straight from the top tier. We're heading to the Old Executive Office Building in the White House complex for an exclusive Administration briefing. Attendance is limited to the first 120 people — so indicate your interest on the registration form. (For security reasons, SAF will contact you to obtain your birthdate and Social Security number.)



6:00 – 6:30 p.m.

FIRST TIMERS' RECEPTION

There's always a warm welcome waiting for new CAD participants. Take this time to get to know each other and talk with "veterans" about what to expect on Capitol Hill.

6:30 – 9:30 p.m.

SAFPAC RECEPTION AND DINNER*

Speaker: Kevin Kallaugher, *The Economist* and *The Baltimore Sun*

Watch, learn and laugh as internationally acclaimed editorial cartoonist Kal Kallaugher shares insights on politics, the economy and current events while drawing live on stage. His cartoons have engaged, enraged and entertained readers and leaders around the globe. Don't miss this funny, memorable, interactive presentation. You might even get a cartoon to take home.

*There is an additional fee to attend this special event celebrating SAFPAC, the floral industry's political action committee. Be sure to mark the checkbox on the registration form.

ABOUT OUR PAC

SAF's Political Action Committee, SAFPAC, supports our lobbying efforts and brings visibility to the floral industry by contributing to the campaigns of federal candidates. To learn more, contact Drew Gruenburg at 703-838-5229; dgruenburg@safnow.org.



David Boulton @flowersbygeorge · Mar 10

Great meetings on the Senate side, now moving over to the House side. #safcad



2



Mitchell's Flowers @mitchellsflower · Mar 10

Thanks to RJ in Congressman Bost's office. Great meeting. #safcad



4



Kasey Cronquist @kaseycronquist · Mar 9

A great group of advocates! @safdelivers: OR and WA attendees study up on the best way to advocate... #safcad

TUESDAY, MARCH 15

“Commit to three 30-minute meetings on Capitol Hill during CAD — you’ll know you’ve done something to help the industry and your business year-round.”

Manny Gonzales, Tiger Lily Florist, Charleston, SC



7:30 – 9:00 a.m.

GRASSROOTS BREAKFAST

Speaker: Kevin Burke, Airports Council International-North America

Get revved up for an exciting day and pick up practical tips from one of Washington’s most experienced industry lobbyists. Kevin Burke, president and CEO of Airports Council International-North America, explains how to put your best foot forward on Capitol Hill. Advocacy “guru” Stephanie Vance will also be on hand to answer questions and offer last-minute advice.

10:00 a.m. – 5:00 p.m.

CONGRESSIONAL APPOINTMENTS

Your time to shine!

Here’s where it all comes together. We give you a flower to wear and take you to Capitol Hill to visit congressional offices as part of your state or regional delegation.

NEW TO “LOBBYING?”

SAF has you covered. We’ll match you up with a “veteran” attendee or SAF staff member who’ll be with you every step of the way on Capitol Hill.

As you talk about what’s important to your business, you’ll also

- **EXPAND** awareness of the floral industry
- **BUILD** support for our most critical issues
- **STRENGTHEN** our foundation for future generations!

10:00 a.m. – 5:00 p.m.

HOSPITALITY SUITE

Sponsored by Hortica Insurance & Employee Benefits



In between appointments, the Capitol Hill Club is your home base. Stop by the hospitality suite to grab lunch or a snack, check in with fellow attendees, and send thank-you messages to lawmakers and staff you visited. While you’re there, take a moment to share your experience @safcad on Facebook and Twitter.

5:30 – 7:30 p.m.

DAY’S END RECEPTION

The Ritz-Carlton Pentagon City

Gather with fellow attendees to unwind, share experiences and frame the events of a very busy day with fascinating personal perspective.



“I’m constantly amazed by the access average citizens really have on Capitol Hill. Walk through a door and you’re in the office of a congressman or senator — who really does want to know what you think.”

Nick Fronduto, Jacobson Floral Supply, Boston, MA

ADVOCACYDAY APP



AdvocacyDay

Love your smartphone? Make the most of SAF’s AdvocacyDay App:

- Map your route to meetings
- Get alerts if appointments change
- Check out legislator bios, voting records, news, social media pages, and more

Not into tech? No worries. SAF also provides everything you need on practical, portable paper.



FRESH PERSPECTIVES ON POLITICS, GOVERNMENT

AND YOUR ROLE AS A CITIZEN

RICH GALEN

“One part Huck Finn; two parts Yoda,” is how one political writer describes Rich Galen. Among the storied ranks of Washington pundits, he is certainly unique. More than 400,000 people — the nation’s top reporters and politicians among them — follow Galen’s blog, “Mullings.” His perspective on politics, business and international affairs has evolved over the course of a most unusual career. Galen was Dan Quayle’s press secretary when the former vice president was a congressman, and ran the political communications office for Newt Gingrich when he was Speaker of the House. When Communist governments were dissolving in Eastern Europe, Galen was among a select group of Americans sent to help build democratic infrastructure. He has taken on missions throughout the third world, successfully opened emerging markets for international businesses, and did a tour of duty in Iraq at the request of the White House.



STEPHANIE VANCE

Professional lobbyist trainer Stephanie Vance founded Advocacy Associates, LLC, to help individual citizens fulfill their right to be heard by their lawmakers. She’s been a lobbyist, congressional aid, legislative director and chief of staff on Capitol Hill and builds that first-hand expertise into fast, funny training scenarios to help her audience prepare for whatever comes their way on The Hill. Vance’s lively, interactive programs are always full of fresh practical advice. Her sessions always earn top marks from CAD veterans and first timers alike.



KEVIN KALLAUGHER

Kevin Kallaugher is the international award-winning editorial cartoonist for *The Economist* and *The Baltimore Sun*. The first resident cartoonist in *The Economist*’s 145-year history, his diverse portfolio includes more than 8,000 cartoons, 140 covers, and six books. “Commanding a masterful style, Kallaugher stands among the premier caricaturists of the (twentieth) century,” according to *the World Encyclopedia of Cartoons*. In a distinguished – and syndicated – career than spans 36 years, his work has appeared in more than 100 publications worldwide, including *Le Monde*, *the International Herald Tribune*, *the New York Times*, *TIME*, *Newsweek*, *U.S. News and World Report*, and *the Washington Post*.



KEVIN BURKE

For more than three decades, Kevin Burke, president and CEO of Airports Council International-North America has led the government relations efforts of national trade and professional organizations in Washington, D.C. He served for 13 years as President and CEO of American Apparel & Footwear Association, growing its member programs, financial position and standing on Capitol Hill. Burke also logged countless miles through the Halls of Congress on behalf of Food Distributors International, American Bakers Association and the National Association of Broadcasters, and before that was press secretary for Rep. Norm Lent (R-NY)



“Every American citizen has a direct connection to his or her representatives in Congress. Most people don’t realize how rare that is — or how powerful.”

SAF President Martin Meskers, Oregon
Flowers, Inc., Aurora, OR

“All of our children have been to CAD. Last year I brought my granddaughter. Going to Washington is something you have to do for the future of your family business.”

Katie Kennicott, Kennicott Brothers, Chicago



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 on Tuesday



FEES	Early Bird (before Feb. 19)	Regular (after Feb. 19)
SAF Member	\$295	\$350
Non-Member	\$395	\$450

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 **\$219** 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. 19**. 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 2016 is underwritten by:



SAF CONGRESSIONAL ACTION DAYS 2016

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	_____		
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 2016, such as accessible meeting room, interpreter, or special dietary considerations? If yes, please attach a written description of your needs.

<input type="checkbox"/> YES. I want to attend the White House Briefing	REGISTRATION FEE:	Before Feb. 19	After Feb. 19
	SAF Member:	<input type="checkbox"/> \$295	<input type="checkbox"/> \$350
	Non-Member:	<input type="checkbox"/> \$395	<input type="checkbox"/> \$450

I understand space is limited to the first 120 attendees who sign up and checking this box does not guarantee my registration for the briefing.

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, 2016 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.



1601 Duke Street
Alexandria, VA 22314-3406

**IT'S YOUR BUSINESS.
TAKE A STAND.
REGISTER NOW FOR SAF CONGRESSIONAL
ACTION DAYS.**



*“After CAD last year
our congressman co-
sponsored the STARS Act
and came to see our shop.
I felt so empowered!”*

Jo Buttram, AAF, AMF, PCF, Shirley's Flowers & Gifts,
Rogers, AR



Kathy Cronquist | 11/20/2017 | 10:11 AM
Thank you to all the attendees at the California contingent rehearsal for
immigration reform hearings. #HHS17



Bradley Craig Beck | 11/20/2017 | 10:11 AM
Thanks to Senator Cory Gardner for his support of Colorado Floral Culture.
#HHS17