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.

safnow.org/congressional-action-days | 800-336-4743, ext. 221
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 politicos 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.

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.

---

**NEW!**

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.)
“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.

“TUESDAY, MARCH 15

“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

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.
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.

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).

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 that 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.

“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

safnow.org/congressional-action-days | 800-336-4743, ext. 221
"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

---

**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.

---

**FEES**

<table>
<thead>
<tr>
<th></th>
<th>Early Bird (before Feb. 19)</th>
<th>Regular (after Feb. 19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAF Member</td>
<td>$295</td>
<td>$350</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$395</td>
<td>$450</td>
</tr>
</tbody>
</table>

**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.

**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:**

- bloomynet
- CALFLOWERS
- teleflora

safnow.org/congressional-action-days | 800-336-4743, ext. 221
Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

<table>
<thead>
<tr>
<th>Name</th>
<th>Nickname for Your Badge</th>
<th>Is this the first time you have attended Congressional Action Days?</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>Address</td>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Phone</td>
<td>Cell</td>
<td>Email</td>
<td>Emergency Contact</td>
</tr>
</tbody>
</table>

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.

☐ YES. I want to attend the White House Briefing
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.

REGISTRATION FEE: Before Feb. 19 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 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.

☐ 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.
“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