



SAF Palm Beach 2017

SEPTEMBER 6-9 ~ 133RD ANNUAL CONVENTION

REGISTER BY AUGUST 9 AND SAVE \$205!



-  39 educational sessions and exciting events
-  38 expert speakers
-  Hundreds of the floral industry's top leaders

Register Now: safnow.org/annual-convention

EASY
PAYMENT PLAN
3 Installments
(credit card payments only)

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 **SAF** | SOCIETY of
AMERICAN
FLORISTS



Dear Floral Industry Professionals,

One of my favorite benefits of SAF membership is the Annual Convention. That's where I talk directly with everyone, and I mean, everyone in the floral industry.

I talk to other growers – both domestic and offshore flower growers. I talk to retail floral shop owners, event florists, floral designers and educators. I talk to wholesalers, importers, suppliers, tech companies, wire service reps and manufacturers. It's amazing who you might sit next to at an educational session or bump into in the hotel elevator. Those face-to-face talks give me invaluable connections.

Professionals from every corner of the industry from all around the world come to the SAF Annual Convention for that same reason. They also come for the educational sessions designed to grow our businesses.

This year, you'll notice several sessions geared to addressing the issues of finding and keeping top-notch employees and working with Millennials. These two issues affect every segment of the industry. I look forward to hearing perspectives from experts inside and outside the industry as well as the conversations they spur with fellow participants.

SAF has a dynamic convention planned, covering every aspect of running a floral business. You'll return home with practical ideas that you can implement right away to make your business more profitable.

On a personal note, SAF Palm Beach 2017 is bittersweet for me because it marks my final convention as your SAF President. At the convention's Saturday Breakfast, I pass the gavel to Bill LaFever, PFCI, of the Bill Doran Company.

Please join me Sept. 6-9 at SAF's 133rd Annual Convention. Register today!



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

CONVENTION SPONSORS

PARTNERS

(as of June 1)



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Design Master color tool, Inc.
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FloristWare
Green Point Nursery
Smithers-Oasis
Syndicate Sales, Inc.

Ongoing Throughout Convention

THURSDAY - SATURDAY, SEPTEMBER 7-9



OUTSTANDING VARIETIES

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 People's Choice.

Growers ... want to exhibit? Go to safnow.org/outstanding-varieties-competition or contact Laura Weaver by Aug. 18 at 703-838-5221 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 SAFPAC Golf Tournament. Check out the Resource Center for SAF products and services.



“My mom and I wouldn't miss another SAF convention for the world!”

—Nicole Palazzo, City Line Florist, Trumbull, Connecticut

Schedule at a Glance

TOPIC KEY + Sales & Marketing * Design ☆ Talent ☁ Technology ● Operations ■ Networking

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

C Session repeats

Wednesday, September 6

7 a.m. - 8 p.m.		SAF Registration Desk & Resource Center	
5 - 5:45 p.m.	■	First Timers Reception	R GW
6 - 8:30 p.m.	■	SAF President's Welcome Party	R GW



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 - 8:30 p.m.

■ SAF President's Welcome Party

Enjoy the warm Palm Beach breezes with a view of the Atlantic ocean, reconnect with friends and make new ones at the opening reception hosted by SAF President Martin Meskers, AAF.

Thursday, September 7

7 a.m. - 5 p.m.		SAF Registration Desk & Resource Center	
7 - 8:45 a.m.	☆ ●	Kick-Off Breakfast <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R GW
9 a.m. - 5 p.m.	+ *	Outstanding Varieties	R GW
	☁ ●	The Future of the Retail Florist	R
9:15 - 10:30 a.m.	☆ ●	HR Hacks that Win Loyalty C Repeats Friday at 1:30 p.m.	R GW
	+ ●	Disarm the Disgruntled C Repeats Saturday at 11 a.m.	R
11 a.m. - 12:15 p.m.	☆ ●	Breeding Future Floriculturists	R GW
12:15 - 1:15 p.m.	■	Networking Lunch on Your Own	R GW
1:15 - 2:30 p.m.	☆ ●	Preparing Millennials for Leadership	R GW
	+ * ● ☁ ■	Premier Products Showcase: In Living Color	R GW
2:30 - 5 p.m.	+ * ● ☁ ■	Supplier Expo	R GW
6 - 9 p.m.	■	American Floral Endowment Annual Fundraising Reception and Dinner*	R GW




































*Separate registration required

TOPIC KEY  Sales & Marketing  Design  Talent  Technology  Operations  Networking



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

 Session repeats

Friday, September 8

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - 5 p.m.	 	Outstanding Varieties	R GW
7 - 8:45 a.m.		Marketing Breakfast <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R GW
7 a.m. - Noon		Voting	R GW
9:15 - 10:30 a.m.		Internship Programs that Deliver	R GW
	 	Rejuvenate Your Yuletide Business	R W
	 	One of a Kind: How to Stand Out on Social Media  Repeats at 1:30 p.m	R GW
11 a.m. - 12:15 p.m.	 	Recruitment Renovation	R GW
		Identifying and Correcting Financial Mistakes  Repeats Saturday at 1:30 p.m.	R
	 	Down and Dirty: Nitty Gritty Hacks to Extend Vaselife	R GW
12:15 - 1:30 p.m.		Networking Lunch on Your Own	R GW
1 - 5:30 p.m.		26th Annual SAFPAC Golf Tournament*	R GW
1:30 - 2:45 p.m.	 	 I Feel Ya: Why Emotional IQ Matters at Work	R
	 	 One of a Kind: How to Stand Out on Social Media	R GW
	 	 HR Hacks that Win Loyalty	R
3:15 - 4:30 p.m.	 	HANDS-ON WORKSHOP: Holiday Designs*	R GW
	 	HANDS-ON WORKSHOP: Social Media	R GW
	 	HANDS-ON WORKSHOP: QuickBooks	R GW
4:30 - 5 p.m.	 	Steps to PFCI Membership	R GW
6:30 - 8:30 p.m.		Networking Reception	R GW

Saturday, September 9

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - Noon	 	Outstanding Varieties	R GW
7 - 8:45 a.m.	 	Keynote Breakfast and Business Session <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R GW
9 - 11 a.m.		50th Annual Sylvia Cup Design Competition	R GW
9:15 - 10:30 a.m.	 	Sales Jolt! Photos that Sell	R GW
		Does Direct Buying Add Up?	R GW
	 	Oh, Shoot: Using Video to Boost Engagement	R GW
11 a.m. - 12:15 p.m.	 	Are You Selling Yourself Short?	R
	 	Defending Your Brand Online	R G
		 Disarm the Disgruntled	R
12:15 - 1:30 p.m.		Networking Lunch on Your Own	R GW
1:30 - 2:45 p.m.	 	High-Volume Fulfillment for All	R
	  	Analyze This: Google Analytics	R
		 Identifying and Correcting Financial Mistakes	R
3:15 - 4:30 p.m.		HANDS-ON WORKSHOP: Body Flowers*	R
		Tech SOS: Ask the IT Guys	R GW
5:30 - 6 p.m.		PFCI Toast	R GW
6 - 10 p.m.		Stars of the Industry Awards Reception and Dinner	R GW
10 p.m. - Midnight		Afterglow Party	R GW

*Separate registration required

WORLD-CLASS TRAINING

TOPIC KEY  Sales & Marketing  Design  Talent  Technology  Operations  Networking  Repeat

THURSDAY, SEPTEMBER 7

Kick-Off Breakfast

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



Notter

★ ● Winning the Talent Wars with Culture

Speaker: Jamie Notter, WorkXO

Newsflash: Workplace culture matters more than pay and benefits. But how do you intentionally create culture? Author and culture expert Jamie Notter shares

his research and compelling stories from organizations that have cracked the code on attracting and retaining top talent. (Hint: It's more than foosball tables and free lunches.) He'll also present results from an SAF survey of owners and employees, revealing how your peers define their workplace cultures.

Sponsor:



Association of Colombian Flower Exporters

You'll learn:

- Hallmarks of progressive, innovative and inclusive cultures
- Processes and behaviors that turn culture into a tangible tool
- How to write a playbook for change

9:15 - 10:30 a.m.

THREE CONCURRENT SESSIONS

● The Future of the Retail Florist

Speaker: Renato Sogueco, BloomNet

Imagine you could have prepared for the Internet age. How would you have changed your business? Today, research and analysis on emerging trends are helping businesses plan for what's next. Renato Cruz Sogueco, BloomNet's vice president of digital strategy, and a panel of floral retailers talk about what to do now to adapt to a fast-changing environment.

You'll learn:

- How smaller retailers can compete with the search dominance and customer service expectations set by companies such as Amazon, Google, Samsung and Apple
- Which emerging marketing tools will help florists engage with mobile customers
- Strategies on how to retool your brick and mortar to remain relevant or become the channel of choice for local customers

★ ● HR Hacks that Win

Loyalty

 Friday at 1:30 p.m.

Speaker: Glenna Hecht, Humanistic Consulting LLC

Turnover is a drag. According to a Society for Human Resource Management study, business-

Sponsor:



es spend the equivalent of six to nine months of an employee's salary recruiting and training the replacement. There's also a drop in staff morale when a talented team member leaves. HR guru Glenna Hecht shares best practices to engage employees and keep institutional knowledge in house.

You'll learn:

- Ways to assuage boredom and burnout
- The benefits of ambassadors and mentors
- How to seamlessly make feedback and recognition part of your daily routine

Disarm the Disgruntled

 Saturday at 11 a.m.

Speaker: Sam Bowles, FloralStrategies

After this session, you'll welcome complaints on the phone, in-store or on social media and review sites as constructive criticism that lets you demonstrate your dedication and, ultimately, makes your shop better. Get a rundown of the most common customer complaints and a five-point plan to reach a resolution.

You'll learn:

- Greetings that convey confidence and professionalism
- Smart questions and phrases that solve problems
- Sales techniques that give customers a satisfying shopping experience

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

Sponsor:

★ ● **Breeding Future Floriculturists**



Speakers: Anna Ball, Ball Horticultural; Susan E. Yoder, Seed Your Future
 Despite an apparent epidemic of college graduates struggling to find a job and Americans' growing appetite for plant-based movements, including farm-to-table restaurants and guerilla gardening, interest in horticulture careers lags. What gives? Through industry and public research, Seed Your Future has sought answers. From the research findings, they have developed an education and a PR/marketing plan that promotes horticulture — and floriculture — and encourages people to pursue careers working with plants. Come hear what they've discovered and what they're doing to develop a strong pipeline of future talent.

You'll learn:

- Semantics and imagery that resonate with Millennials and Generation Z and emphasize the positive benefits of careers in horticulture and floriculture
- Creative campaign ideas that emphasize the significance of the art, science, technology and business of horticulture and floriculture
- How you can get involved in the movement to make a long-term difference in the availability of qualified candidates for your business

1:15 – 2:30 p.m.

TWO CONCURRENT SESSIONS

★ ● **Preparing Millennials for Leadership**

Sponsor:



Speaker: Diane Thielholdt, The Learning Café
 Millennials, the largest adult population in history, are no longer the new kids on the block. Representing 35 percent of the U.S. workforce, many are well into their 30s and are increasingly taking on leadership roles. Generations expert Diane Thielholdt provides insight into how to help develop this next generation of leaders. A

panel of Millennial industry members also voice what they want from their careers.

You'll learn:

- How to connect, communicate and reward Millennials, and how older generations can adapt management styles to help them thrive
- How to engage Millennials and guide them into leadership positions
- What Millennials love about the floral industry — and what drives them away

+ * ● ☁ ■ **Premier Products Showcase: In Living Color**



Speakers: Jenny Behlings, AAF, AIFD, PFCI, SDCF, Jenny's Floral; Theresa Colucci, AIFD, PFCI, Meadowscent; Marlin Hargrove, AAF, AIFD, PFCI, Pete Garcia Company; D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF, Bill Doran Company; Susan Wilke, AAF, PFCI, Karthaus & Sons Wholesale Florist; J. Robbin Yelverton, AAF, AIFD, PFCI, CF, MCF, Blumz by...JRDesigns

Wear your favorite color to this illuminating round of show-and-tell by a colorful troupe from Professional Floral Communicators – International. These vibrant experts dish out a “hue-ristic” analysis of tools, accessories, hard goods and fresh products — each a pot of gold! This fast-paced session blazes with bright ideas.

You'll learn:

- Tactics to improve vase life efficiency and more
- Ways to increase your perceived value and profit margin
- The inside scoop on the hottest items

Suppliers and Growers ... Sign up by July 27 to have color commentary on your products and services. Go to safnow.org/pps or contact Jenny Scala at 703-838-5216; jscala@safnow.org.

THURSDAY, SEPTEMBER 7 *continued*



2:30 – 5 p.m.

+ * ● ☁ ■ **Supplier Expo**

Discover new products, tools, services and more. 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 during this fun event. Attend and be entered for a FREE registration to SAF Palm Springs 2018!

You will:

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

Suppliers... want to exhibit? Go to safnow.org/expo or contact Laura Weaver at 703-838-5221; lweaver@safnow.org.

AFE RECEPTION AND DINNER!* (Open to all attendees)

6 – 9 p.m.

■ **For the Love of Flowers!**

Cost: \$175 - *Separate registration is required.*

Use the SAF registration form.



Funding Generations of Progress
Through Research and Scholarships



Join us for a fun evening with industry colleagues at the AFE 2017 Fundraising Dinner. Hear about new programs, the latest consumer studies, and updates on research funding to produce healthier, longer-lasting flowers and plants. Find out how you can put these valuable resources to use! We'll also recognize industry champions who have made contributions to support these programs.

*Contact AFE for sponsorship information at 703-838-5239.

FRIDAY, SEPTEMBER 8

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

+ **Marketing Breakfast**

Speaker: Jennifer Sparks, SAF



Wear your Petal It Forward T-shirt as we count down to the big day — Oct. 11. For the third year in a row, SAF is leading the industry in the feel-good program that reminds consumers and the media how great it feels to both give and receive flowers. Whether

your plans are in motion or you haven't started, you'll learn how you can participate to the benefit of your business. During this pep rally, you'll also hear about SAF's other programs promoting flowers and florists to consumers.



SAF PR FUND



Sparks

Floral Management's 24th 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. Take away 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 who will represent you on the SAF Board of Directors. Find out election results at Saturday's Keynote Breakfast and Business Session.

9:15 - 10:30 a.m.

THREE CONCURRENT SESSIONS

★ **Internship Programs that Deliver**

Speaker: Diane Thielholdt, The Learning Café

Sponsor:



An internship program can bring top talent to

your business, but how do you start? How do you make the most of an intern's time with you? Three floral business owners join Millennial expert Diane Thielholdt for a conversation about internship best practices.

You'll learn:

- Ways in which interns benefit current employees and how an internship program can reduce staffing costs
- Where to find high-caliber interns and how to train them
- How to launch a program using industry resources, including the American Floral Endowment's Internship Programs

FRIDAY, SEPTEMBER 8 *continued*



11:00 a.m. - 12:15 p.m.

THREE CONCURRENT SESSIONS

★● Recruitment Renovation

Does it seem like your want ads aren't getting any bites — or that you're constantly hiring and firing duds? Industry members reveal their strategies for recruiting promising candidates and setting them up for success.

You'll learn:

- How to write a truthful — yet compelling — job description
- How to use current employees to recruit talented help
- Interview questions that reveal prospects' potential

● Identifying and Correcting Financial Mistakes

↻ Saturday at 1:30 p.m.

Speaker: Kyle Brown, Lone Star Bloom

You know your cost targets. You also know your numbers are off. The question: Why? Do you need to renegotiate rent? Let a designer go? Reduce your delivery fleet? Kyle Brown shares his approach to financial decision-making — tips and insight that have helped him keep 13 operations in 11 markets profitable. Brown walks through his approach using three real-world shops and talks about the benefits and challenges of multiple storefronts when it comes to financial analysis.

You'll learn:

- How to use financial data to analyze your business, no matter your size
- Common trouble spots and how to quickly implement changes
- Tactics to leverage data you already have from your POS for a stronger bottom line

+● Down and Dirty: Nitty Gritty Hacks to Extend Vaselife

Speakers: Steve Daum, Floralife; Gay Smith, Chrysal USA

You stake your company's reputation on top product quality. But does everyone on your team understand what it takes to attain it? Join care and handling connoisseurs Steve Daum and Gay Smith for an educational and entertaining journey through the cold chain and how to make

+* Rejuvenate Your Yuletide Business

Sponsor:

oasis
FLORAL PRODUCTS

Speaker: Kevin Ylvisaker, AIFD, PFCI, CAFA, Smithers-Oasis

The competition for consumers' holiday dollars is undeniably fierce. But there's no reason you can't get your piece of the pie — and a generous one at that. Kevin Ylvisaker outlines several ways to attract consumers ISO unique, ready-to-go holiday décor (i.e. your specialty). Make a mid-year resolution to attend this session and end 2017 on a high note!

You'll learn:

- How to entice customers into your shop with special events
- How floral décor packages can pad your bottom line with minimal effort
- Inspirational ideas and products to help you merchandise, market and upsell

+☁ One of a Kind: How to Stand Out on Social Media

Sponsor:



↻ 1:30 p.m.

Speaker: Crystal Vilkaitis, Crystal Media

How are customers researching products and stores in today's world? Online marketing guru Crystal Vilkaitis shows how retailers can stand out from the competition by creating a consistent online brand with graphics, ads and local listings.

You'll learn:

- How to easily take your brand from chaos to cohesive to boost your marketing efforts
- What to include in Yelp and other review site listings, and how to monitor, respond to and optimize these listings
- How to use graphics, video, ads and local listings online to your competitive advantage

26TH ANNUAL SAFPAC GOLF TOURNAMENT*

1 - 5:30 p.m.



*Separate registration required

You might not play like a pro, but you can still have a lot of fun and spend time with your colleagues at the 26th Annual SAF Political Action Committee (SAFPAC) Golf Tournament. All skill levels are welcome at this easygoing event. Check the box on the registration form, or contact

Drew Gruenberg at 703-838-5229, dgruenburg@safnow.org or Shawn McBurney, 703-838-5230, smcburney@safnow.org.

LOOK WHO'S SPEAKING!

Tom Addalia, Rutland Beard Floral Group

Joe Aldeguer, SAF

Mark Anderson, FloristWare

Anna Ball, Ball Horticultural

Jenny Behlings, AAF, AIFD, PFCI, SDCF, Jenny's Floral

Sam Bowles, FloralStrategies

Kyle Brown, Lone Star Bloom

Brian Collins, Rutland Beard Floral Group

Theresa Colucci, AIFD, PFCI, Meadowscent

Art Conforti, PFCI, Bloomerang Solutions

Steve Daum, Floralife

Brad Denham, Arizona Family Florist

Christopher Drummond, AAF, PFCI, Plaza Flowers

Max Duchaine, SAF

Reece Nakamoto Farinas, Beretania Florist

Barry Gottlieb, Coaching the Winner's Edge

Christine Grant, Rutland Beard Floral Group

Marlin Hargrove, AAF, AIFD, PFCI, Pete Garcia Company

Glenna Hecht, Humanistic Consulting LLC

Jackie Lacey, AIFD, CFD, PFCI, Floriology

Bill LaFever, PFCI, Bill Doran Company

Dwight Larimer, AAF, PFCI, Design Master color tool, Inc.

Martin Meskers, AAF, Oregon Flowers, Inc.

Derrick Myers, CPA, CFP, PFCI, Crockett Myers

Jamie Notter, WorkXO

Skip Paal, AAF, Rutland Beard Floral Group

Kate Penn, SAF

Michael Pugh, AAF, Pugh's Flowers

D Damon Samuel, AAF, AIFD, NAFD, NMF, PFCI, Bill Doran Company

Gay Smith, Chrysal USA

Renato Sogueco, BloomNet

Jennifer Sparks, SAF

Diane Thielholdt, The Learning Café

Crystal Vilkaitis, Crystal Media

Susan Wilke, AAF, PFCI, Karthaus & Sons Wholesale Florist

J. Robbin Yelverton, AAF, AIFD, PFCI, CF, MCF, Blumz by...JRDesigns

Kevin Ylvisaker, AIFD, PFCI, CAFA, Smithers-Oasis

Susan E. Yoder, Seed Your Future

sure everyone on your staff embraces it. Get the skinny on how small actions add up to maximize vase life. Take these tips home, make them habits and market a satisfaction guarantee.

You'll learn:

- Unambiguous directions for solution dosages and cooler temperature settings
- Protocol that keeps bacteria at bay
- How to keep make sure key processes don't slip through the cracks

1:30 - 2:45 p.m.

THREE CONCURRENT SESSIONS

★ ● I Feel Ya: Why Emotional IQ Matters at Work

Speaker: Barry Gottlieb, Coaching the Winner's Edge

Did you know that 90 percent of top performers have a high emotional intelligence (EQ)? Author and speaker Barry Gottlieb explains how

FRIDAY, SEPTEMBER 8 *continued*

decades of research shows how EQ is crucial to top performance in the workplace.

You'll learn:

- The four main components of EQ: Self-awareness, self-management, social awareness, relationship management
- Strategies to enhance and improve each component in yourself and your employees
- Performance-busting habits that people with high EQ tend to avoid

HR Hacks that Win Loyalty

One of a Kind: How to Stand Out on Social Media

3:15 - 4:30 p.m.

THREE CONCURRENT SESSIONS

HANDS-ON WORKSHOP: Holiday Designs*

Sponsor:

 **oasis**
FLORAL PRODUCTS

Speaker: Kevin Ylvisaker, AIFD, PFCI, CAFA, Smithers-Oasis

In this interactive workshop, one of the country's most esteemed designers and educators will help you master the mechanics for two creative designs sure to make a big impression this holiday season. Plus, get a supplementary workbook and video to guide you when you're back in your shop.

You'll learn:

- Modern touches to breathe new life into red and green arrangements
- Alpine-inspired aesthetics that enchant sophisticated customers
- Recipes for simple but chic pieces perfect for in-shop design classes

There is an additional fee to participate in this design workshop, and space is limited to the first 24 who sign up. Check the box on the registration form or contact Laura Weaver at 703-838-5221; lweaver@safnow.org

HANDS-ON WORKSHOP: Social Media

Speaker: Max Duchaine, SAF

"BYOD" (bring your own device) to this hands-on workshop where Max Duchaine, SAF's digital strategy manager, offers time-saving tips for

organizing, composing and scheduling posts that will make social media updates feel second nature.

You'll learn how to:

- Develop a content calendar for organized and timely posts
- Use online tools to automate posts
- Curate material from outside sources to alleviate the content-creation burden

HANDS-ON WORKSHOP: QuickBooks

Speaker: Michael Pugh, AAF, Pugh's Flowers

Michael Pugh, Pugh's Flowers' chief financial officer and owner, has used QuickBooks since it came out in 1983 to make smart purchasing, marketing and operational decisions. In this hands-on session, he walks through common pain points, demonstrates little-known functions, and answers questions. Don't wait — email questions to michael@pughs.com and he'll come prepared to tackle them.

You'll learn how to:

- Import daily sales from your POS system
- Create customized reports for different departments and export them to Excel
- Set up automation and permissions for staff input without giving away sensitive information
- Make bank reconciliation easier

4:30 - 5 p.m.

Steps to PFCI Membership

Speaker: D Damon Samuel, AAF, AIFD, NAFD, NMF, PFCI, Bill Doran Company

If you love talking about flowers and presenting programs for garden clubs or industry groups, you're three-quarters of the way to earning the certification you deserve. The only thing left to do: fill out the application for Professional Floral Communicators-International. PFCI Chairman D Damon Samuel explains the application process to become a member of the floral industry's premier speakers organization and what to include in your audition.

6:30 - 8:30 p.m.

Networking Reception

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

SATURDAY, SEPTEMBER 9

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

+ * **Keynote Breakfast and Business Session**

Speakers: Martin Meskers, AAF, Oregon Flowers, Inc.; Christopher Drummond, AAF, PFCI, Plaza Flowers; Bill LaFever, PFCI, Bill Doran Company
 Witness history as SAF President Martin Meskers passes the gavel to Bill LaFever, and meet other new SAF leaders when board and council elections results are announced. The Outstanding Varieties People's Choice honoree, SAFPAC Golf Tournament results, and convention sponsors will be recognized.

Sponsor:



Age-Appropriate Allure: Fashion Your Flowers to Fit Four Generations



Lacey

Speaker: Jackie Lacey, AIFD, CFD, PFCI, Floriology
 Your shop can't survive by serving one consumer group alone. It's crucial to court four generations. Jackie Lacey, Floriology director of education and industry relations, demonstrates how to design the same flowers to appeal to Boomers, Gen X-ers, Millennials and Young Adults (Gen Z), and offers marketing opportunities for each.

You'll learn:

- Generational shopping habits
- Design styles for different age demographics
- Tips on how to market to consumers raised in a digital age

9:15 – 10:30 a.m.

THREE CONCURRENT SESSIONS

+ ☁ **Sales Jolt! Photos That Sell**

Speaker: Reece Nakamoto Farinas, Beretania Florist

Are you showing your shop's custom designs on your website? If not, you should be, according to fourth-generation florist Reese Farinas. This millennial shop manager shows how he has dramatically increased customer satisfaction, web conversion rates and sales — and eliminated complaints — by replacing stock photography with his own on his website.

You'll learn:

- How to build a "Pinterest-worthy" photo studio or backdrop for less than \$100
- Techniques that will make your smartphone shot look like it was captured by a \$700 camera
- Fast, easy and reliable stage tricks that work

Sponsor:



● **Does Direct Buying Add Up?**

With rising costs in all categories of the business, controlling COGS is more important than ever. Buying direct sometimes seems like the most obvious solution, but is it always? Wholesalers and retailers discuss when it makes sense to buy direct, and how to determine whether buying direct saves money.

You'll learn:

- How to negotiate with wholesalers to get the best pricing
- Strategies to streamline the overall purchasing process
- Pitfalls to avoid and advice on how wholesalers and retailers can work together to stay profitable

+ ☁ **Oh, Shoot: Using Video to Boost Engagement**

Speaker: Crystal Vilkaitis, Crystal Media

It's a fact: Video is good for business. It earns you more organic (free) reach, gives a peek at your business's personality and entices users

Sponsor:



SATURDAY, SEPTEMBER 9 *continued*

50TH ANNUAL SYLVIA CUP DESIGN COMPETITION

9 - 11 a.m.



Coordinators: Marlin Hargrove, AAF, AIFD, PFCI, Pete Garcia Company; Jenny Behlings, AAF, PFCI, Jenny's Floral; Theresa Colucci, AIFD, PFCI, Meadowscent; D Damon Samuel, AAF, AIFD, PFCI, NAFD, NMF, Bill Doran Company; Susan Wilke, AAF, PFCI, Karthaus & Sons Wholesale Florist; J. Robbin Yelverton, AAF, AIFD, PFCI, Blumz by... JRDesigns

Watch as some 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 Palm Springs 2018, SAF's 134th Annual Convention. First Runner-Up wins \$500; Second Runner-Up gets \$250. Winners will be announced at the Stars of the Industry Awards Dinner.

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

Designers... want to compete? Go to safnow.org/sylvia-cup or contact Jenny Scala by July 27 at 703-838-5216; jscala@safnow.org.



Sponsors:



to engage. And it's only going to become more valuable: one Facebook executive has said that in five years, Facebook will be video exclusively, with no text.

You'll learn:

- How to identify video-worthy content
- Easy tools for filming and editing video
- How to increase video views on social media

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

THREE CONCURRENT SESSIONS

+ ● **Are You Selling Yourself Short?**

Speakers: Mark Anderson, FloristWare; Derrick Myers, CPA, CFP, PFCI, Crockett Myers

Mark Anderson breaks down pricing models that revolutionized the travel, restaurant and entertainment industries and offers easy tips to appease bargain hunters without cannibalizing full-price sales. Derrick Myers explains when and why it's OK to deviate from a cost-plus formula and how to track these strategies so your accountant won't have a heart attack.

You'll learn:

- Why tiered-pricing choices and bundles please a broad demographic
- How to employ selective discounting
- Ways to increase your perceived value to attract an affluent clientele

+ ☁ **Defending Your Brand Online**

In this panel discussion, three florists divulge what they do to stake their cyber turf so that consumers find their shop online, as well as what they do to protect their online reputation in customer reviews.

You'll learn:

- How to set up a Google AdWords campaign to thwart deceptive advertisers
- How to use directory service listings to grow your wedding business
- Best practices for responding to online reviews

+ ↻ **Disarm the Disgruntled**



“Anyone who wants to improve their business should attend and see what new things you can learn.”

— Robert Bryant, AAF, AIFD, Flowers By Robert Taylor, West Covina, California

1:30 - 2:45 p.m.

THREE CONCURRENT SESSIONS

+ ● **High-Volume Fulfillment for All**

Speakers: Skip Paal, AAF, Christine Grant, Brian Collins, Tom Addalia; Rutland Beard Floral Group

Filling a high volume of incoming orders can be profitable with the right set-up — and the model isn't just for large florists. The team at Rutland Beard pulls back the curtain on their process and explains how it can work for shops of all sizes.

You'll learn:

- Principles that apply in Rutland Beard's production facility and retail stores, and how the business converts from normal to holiday operations
- Techniques for differentiating in-wire orders from high-end, local brand orders
- Profitable production tactics from large shops that smaller operations can scale down

+ ☁ ● **Analyze This: Google Analytics**

Speaker: Art Conforti, PFCI, Bloomerang Solutions

Think of Google Analytics as an MRI for your business. Let it probe your website, social media accounts and email campaigns to diagnose what's working and what needs attention. Data junkie Art Conforti, who used Google Analytics to advance his Sarasota, Florida shop and now helps florists around the country do the same, breaks down the program into bite-sized fragments.

You'll learn how to:

- Recognize your top traffic sources
- Test alternative versions of a web page or email message
- Use data to improve your Google AdWords campaigns

● ↻ **Identifying and Correcting Financial Mistakes**

SATURDAY, SEPTEMBER 9 *continued*



3:15 - 4:30 p.m.

TWO CONCURRENT SESSIONS

* HANDS-ON WORKSHOP: Body Flowers*

Crowns, floral necklaces, pocket squares, wrist and ankle bands — your ability to provide distinctive designs for weddings and proms can set you apart from the competition and add significantly to your bottom line. Learn the latest tips, techniques and mechanics for creating stunning body flowers -- and create one for yourself (or your date) to wear to the Stars of the Industry Awards Reception and Dinner.

Sponsor:

Syndicate
Sales Inc.

You'll learn about:

- Must-use mechanics and tools for creating stable, long-lasting pieces
 - Low-labor, high-impact florals and foliage
- * There is an additional fee to participate in this design workshop, and space is limited to the first 40 that sign up. Check the box on the registration form or contact Laura Weaver at 703-838-5221; lweaver@safnow.org.

☁ Tech SOS: Ask the I.T. Guys

Speakers: Joe Aldeguer, Max Duchaine, SAF
Laptop running slow? Problems uploading videos to YouTube? Got a question about hardware? Security? Can't figure out Facebook or Instagram? The tech doctors are in. Bring your laptop, tablet or smartphone and get advice from SAF's resident geeks: Director of IT Joe Aldeguer and Digital Strategy Manager Max Duchaine.

PFCI TOAST

5:30 - 6 p.m.



Members of Professional Floral Communicators - International get together to congratulate their newest members.

STARS OF THE INDUSTRY AWARDS RECEPTION AND 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 – 6:30 p.m.

Awards Reception

Mix and mingle before the celebration begins, and take a close look at all the Sylvania Cup entries.

6:30 – 10 p.m.

Awards Presentations and Dinner

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 Sylvania Cup champion, and toast inductees of the American Academy of Floriculture and Professional Floral Communicators – International. Experience the excitement as the winners of the Alex Laurie Award, Paul Ecke Jr. Award and other top honors are revealed including the industry's most prestigious award, Floriculture Hall of Fame.

10 p.m. – Midnight

Afterglow Party

Continue the celebration with music and dancing — a fun finale for SAF's 133rd Annual Convention.

Sponsor:

teleflora.





“You will learn, connect with others and have fun in the process! In the end, you will take that positive energy and new knowledge back to your business — priceless.”

— Nancy Godbout, Jacques Flowers, Manchester, New Hampshire



Where You'll Stay

The Breakers

One South County Road
Palm Beach, FL 33480
877-602-8182

Room Rates and Reservations

The SAF rate is \$215 single/double.

The Breakers is a one-of-a-kind destination, situated on 140 acres of incomparable oceanfront property in the heart of Palm Beach. A tropical oceanfront oasis with stunning vistas of the Atlantic Ocean, lush colorful gardens and charming courtyards along with 36 holes of championship golf, family entertainment center, luxury spa, nine distinctive restaurants, on site boutiques, plus much more.

To reserve a room, please call the hotel at **877-602-8182** and mention SAF Annual Convention to get the group rate. Or use the hotel link from safnow.org/annual-convention.

Deadline: The cut-off date for guaranteeing the SAF room rate is **Aug. 11**. Please make your reservations early. SAF anticipates a sold-out convention.



Travel Arrangements

The Breakers is about a 15-minute drive from the Palm Beach International Airport (PBI).

Transportation to the Hotel

Please contact The Breakers to inquire about transportation options.

Climate/Dress

Average early September temperatures in Palm Beach are in the high 80s. Resort casual is the fashion for convention: casual shirts, slacks, shorts or dresses. The Stars of the Industry Awards Dinner calls for business attire: collared shirts, ties and jackets, pantsuits or dresses.



SAF Palm Beach 2017 REGISTRATION FORM

5 EASY WAYS TO REGISTER

Web: safnow.org/annual-convention | **Phone:** 703-838-5221
E-mail: meetings@safnow.org | **Fax:** 703-836-8705
Mail: SAF Meetings, 1001 North Fairfax Street, Suite 201, 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 Register by 8/9 and SAVE \$205!

Full Registration Fee Pricing	Postmarked by 8/9	Postmarked after 8/9	On Site
<input type="checkbox"/> SAF Member	\$895	\$975	\$1,100
<input type="checkbox"/> Non-Member	\$1,100	\$ 1,175	\$1,250

Additional Events not included in fees above * Space is limited.

- American Floral Endowment Dinner: \$175 per person x _____ attendees = \$ _____
- HANDS-ON WORKSHOP: Holiday Designs*: \$30 per person x _____ attendees = \$ _____
- HANDS-ON WORKSHOP: Body Flowers*: \$30 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 monthly payments**)

**Each payment = 1/3 of total; First payment charged with registration; Second Charge on July 31; Third charge on Aug. 31.

Card # _____

Exp. Date _____ CVC Code _____

Cardholder Name _____

Cardholder Signature _____

Optional SAFFAC Golf Tournament

All skill levels are welcome at this easygoing fund-raiser for the floral industry's political action committee. For information, check here or contact Drew Gruenberg at 703-838-5229, dgruenberg@safnow.org or Shawn McBurney, 703-838-5230, smcburney@safnow.org.

Registration Fee covers:

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

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

Registration/Refund Policy: Written cancellation requests postmarked before August 21, 2017 will be refunded less a 15 percent handling charge. No refunds after August 21. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.

**Register by
Aug. 9
and save
\$205!**










“You can feel the pulse and positive direction of our industry.”

— Brian J. Wheat, AAF, PFCI
Lafayette Florist, Gift Shop and Garden Center

World-Class Business Training ~ Powerful Connections ~ Creative Inspiration

Snapshot from SAF's 2016 Convention

13	38	39	88	184	410	5,066
						
Sylvia Cup Designers	Educational programs & workshops	Expert speakers & panelists	First-time attendees	Varieties of flowers, foliage & plants	Attendees from 41 states and 4 foreign countries	Miles traveled most distant U.S.-based attendee (Waldoboro, Maine)