



**It was an amazing experience! I am hooked and already planning my trip next year!**

Scott Isensee, Frank Adams  
Wholesale Florist, Portland,  
Oregon



**I talked with lawmakers who, when they get to the floor, can stand up and vote for our business.**

Lisa Roeser Atwood, Fifty Flowers,  
Boise, Idaho



**SAVE \$55  
REGISTER BY  
FEB. 23**

**Bring a first-timer with you – for FREE!**

**EXPERIENCE THE POWER OF PERSONAL INVOLVEMENT!**

Join fellow SAF members to learn about the industry's issues and put your personal power to work on Capitol Hill.

Think nobody's listening in Washington?  
**Think again.**



38th Annual  
**SAF**   
Congressional Action Days

MARCH 12-13, 2018  
WASHINGTON, D.C.

SOCIETY OF AMERICAN FLORISTS

[safnow.org/cad](http://safnow.org/cad)



## During the last Congressional Action Days, SAF members successfully:

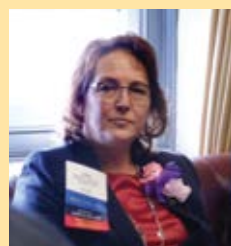
- Put floriculture research funding back in the budget — with a \$250,000 increase!
- Stopped the Border Adjustment Tax in its tracks.
- Renewed the call for comprehensive immigration reform.



### HEAR FROM OUR CAD ALUMNI...

“Nothing is more American than being at the core of our government and being a voice for my business and our industry. I will now and always be more aware of the issues that directly impact our industry.”

Jayson Waits, Bloomtastic Florist, Columbus, Ohio



“I was very excited to learn about the issues and have the opportunity to make our ‘ask’ directly to the people who can make a difference. Great experience!”

Lisa Ambrosio, Wenke Greenhouses, Kalamazoo, Michigan

“This was my first time attending, so I did not know what to expect. The SAF staff was very helpful in showing me where I needed to go and be. I was able to meet a variety of people in the industry and broaden my scope of knowledge. I initially thought that I could not make a difference, but after attending, I realized that I can.”

Jeremy Lohman, Scott’s House of Flowers, Lawton, Oklahoma



## MONDAY, MARCH 12



6:30 – 9:30 p.m.

### SAFPAC RECEPTION AND DINNER\*

Speaker: Major Garrett, CBS News’ Chief White House Correspondent and Columnist at Large for National Journal

Major Garrett has made a career out of being “in the know” about politics. He has covered the major news stories that have affected national policy, and he’s a student of the inner workings of Congress. His dynamic speeches call upon anecdotes from his time on Capitol Hill, well-established relationships with top political players, as well as tales from the presidential campaigns he’s crisscrossed the country covering. He breaks down complex hot-button policy issues and is recognized as balanced, having worked for the White House teams of both CNN and Fox News.



\*There is an additional fee to attend this special event supporting SAF’s Political Action Committee. SAFPAC supports SAF’s 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](mailto:dgruenburg@safnow.org).

“It’s necessary for our senators and representatives to hear our stories about our businesses. By going to Capitol Hill year after year, we establish ourselves as a leading association who takes pride in our industry.”

Karen Fountain, AAF, Flowers ‘n’ Ferns Burke, Virginia

7:30 – 9:00 a.m.

### KICK-OFF BREAKFAST

Speakers: Jim Richards and Todd Webster, Cornerstone Government Affairs

Two strategists on opposite ends of the political spectrum share “point/counterpoint” insights into how Washington works and the issues facing the nation. Find out how we can put our priorities front and center on Capitol Hill with Jim Richards (R) and Todd Webster (D).

9:30 a.m. – Noon

### ISSUES AND ADVOCACY TRAINING

Speakers: Dr. Joe Bischoff, Cornerstone Government Affairs; Shawn McBurney, SAF; Stephanie Vance, Advocacy Associates

Find out how to talk about the key issues affecting the industry in a way that brings it home to lawmakers and their staff. During this informative session, SAF lobbyists explain the issues we’re taking to Capitol Hill and you also get a hands-on lesson in effective Hill communications from professional lobbyist trainer Stephanie Vance.

Noon – 1:00 p.m.

### LUNCH

Meet with participants from your state or region over lunch and talk about how best to tell the industry’s story during your congressional appointments.



1:30 – 4:00 p.m.

### NEWSEUM

During this unique networking event, we return to the Newseum for a conversation-inspiring experience. The Newseum’s interactive exhibits deal with some of the most vital incidents in history, using the incredible work of the free press as its guide. Plus, the 6th floor observation deck boasts amazing views of the Capitol and the National Mall.





TUESDAY, MARCH 13



7:30 – 9:00 a.m.

**GRASSROOTS BREAKFAST**

It's your big day on Capitol Hill. Start with a pep talk from a member of Congress who'll explain why it's important for lawmakers to hear from you.

10:00 a.m. – 5:00 p.m.

**CONGRESSIONAL APPOINTMENTS**

This is your chance to tell lawmakers about how laws and regulations affect your business. Wear comfy dress shoes, and we'll give you a wearable flower 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" participant 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**

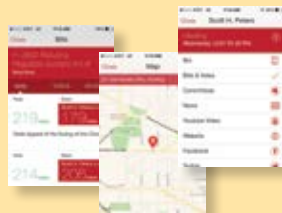
Between appointments, the Capitol Hill Club is your home base. Stop by the hospitality suite to grab lunch or snacks, chat with other attendees, and send thank-you messages to lawmakers and staff you visited. Be sure to share your #safcad experiences on Facebook and Twitter.

5:30 – 7:30 p.m.

**DAY'S END RECEPTION**

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

Sponsor:



**ADVOCACYDAY APP**



Download 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 if you're not tech savvy; SAF also provides paper materials.

FRESH PERSPECTIVES ON POLITICS, GOVERNMENT



**DR. JOE BISCHOFF**

Dr. Joe Bischoff is one of SAF's lobbyists with Cornerstone Government Affairs, a firm specializing in government relations, strategic consulting and advocacy. He joined

the agriculture and natural resources team at Cornerstone Government Affairs following his work in government and regulatory affairs for the horticulture industry where he focused on the intersection of federal programs and science-based solutions to plant health and crop production challenges. Dr. Bischoff has served on a number of scientific committees and review panels including the National Invasive Species Council's Invasive Species Advisory Committee (ISAC), National Clean Plant Network (NCPN) and the National Institute of Food and Agriculture (USDA-NIFA). Previously, Dr. Bischoff was with the USDA's Animal Plant Health Inspection Service (APHIS) where he was National Mycologist and Lead Scientist on the APHIS Intercepted Plant Pathogen Sequence Initiative (IPPSI).



**SHAWN MCBURNEY**

Shawn McBurney is a lobbyist and joined SAF in 2015 as senior director of government relations. He represents the floral industry on Capitol Hill on issues that impact

the broader SAF membership, such as health care, immigration reform, taxes, minimum wage, overtime and other labor issues. McBurney has worked in the government relations arena since 1993 with positions on Capitol Hill, in the federal government, a non-profit and a trade association.



**JIM RICHARDS**

Jim Richards is the principal and director of Cornerstone Government Affairs. He served as the appropriations staff for succeeding chairmen of the House

Appropriations Subcommittee on Agriculture, Rural Development, FDA and related agencies, the Director of the Office of Intergovernmental Relations at the United States Department of Agriculture, and the chief of staff to Rep. Steve Pearce (R-N.M.). Prior to government service, Richards was the general manager of a multi-million-dollar wholesale and retail business in New Mexico and a small business owner in Arizona. He also served as an interrogator, linguist and intelligence specialist on active duty in the U.S. Army.



**MAJOR GARRETT**

For 30 years Major Garrett has reported from the front lines of the nation's pressing issues, doggedly chasing and breaking news stories. He began his illustrious journalism

career as a police and general assignment reporter, and has since covered Congress for two major magazines and served as White House correspondent for three television networks. He is the Chief White House Correspondent for CBS News, and was the network's chief political reporter covering the 2016 Republican race for the White House. He traveled the country extensively beginning in the summer of 2015, and covered every GOP debate and significant campaign event for CBS. Major also hosts the CBS News podcast "The Takeout" and serves as Correspondent at Large for National Journal. He has been called "one of the smartest people in the briefing room" by Former White House Press Secretary Robert Gibbs and "a tireless reporter and tremendous addition" to Washington bureaus by CBS News President David Rhodes.



**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 lobby-

ist, 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.



**TODD WEBSTER**

Todd Webster is the senior vice president with Cornerstone Government Affairs, and has been named one of Roll Call's "Fabulous 50: Movers and Shakers on Capitol Hill." Prior to

joining Cornerstone Government Affairs, Webster served as chief of staff to Senator Chris Coons (D-DE), communications director for both Senate Democratic Leader Tom Daschle and Senator Patty Murray (D-WA), and deputy communications director on the Gore-Lieberman campaign.



“As a first-time attendee, I was pretty nervous about the process. SAF provided wonderful preparation for our appointments with lawmakers and staff. It was a truly empowering experience to know my voice as a business owner is being heard!”

Molly Meulenbroek, Studley Flower Gardens  
Rochester, New Hampshire

## Registration

Your low registration fee includes:

- Breakfast and lunch on Monday and Tuesday
- SmarTrip® card for Metro transportation
- Tuesday's Hospitality Suite
- Bus transportation to Capitol Hill on Tuesday
- Tuesday's Day's End Reception



FEES	Early Bird (before Feb. 23)	Regular (after Feb. 23)
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."

\* 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 **\$234** 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. 16**. 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 2018

**5 EASY WAYS TO REGISTER**

**Web:** safnow.org/cad | **Fax:** 703-836-8705

**E-mail:** meetings@safnow.org | **Phone:** 703-838-5221

**Mail:** SAF Meetings, 1001 North Fairfax St., Suite 201, Alexandria, VA 22314

Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

Name \_\_\_\_\_ Is this the first time you have attended Congressional Action Days?  Yes

Nickname for Your Badge \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

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.

REGISTRATION FEE:	Before Feb. 23	After Feb. 23
SAF Member:	<input type="checkbox"/> \$295	<input type="checkbox"/> \$350
Non-Member:	<input type="checkbox"/> \$395	<input type="checkbox"/> \$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.

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 16, 2018 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.

## SAF CAD 2018 is underwritten by:

### Platinum Partner



### Gold Partners

