



# SAF PALM Springs 2018

SEPTEMBER 12-15, 2018 ~ RANCHO MIRAGE, CALIFORNIA ~ 134<sup>TH</sup> ANNUAL CONVENTION

**World-Class Business Training | Powerful Connections | Creative Inspiration**



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

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



**REGISTER BY AUGUST 17 AND SAVE \$205!**

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



**Register Now: [safnow.org/annual-convention](http://safnow.org/annual-convention)**

 Follow #safconv

 **SAF** | SOCIETY of  
AMERICAN  
FLORISTS  
*Your Growth is Our Business*

# World-Class Business Training



SAF conventions are known for top-notch education that explores topics that matter most to your business:

## ★ ATTRACTING TALENT

- Winning the Talent Wars with Culture
- Breeding Future Floriculturists
- Preparing Millennials for Leadership
- Internship Programs that Deliver
- Recruitment Renovation
- HR Hacks that Win Loyalty

## ● BEST PRACTICES

- Smarter Buying Strategies
- Are You Selling Yourself Short?
- Why Emotional IQ Matters at Work
- QuickBooks Workshop
- Nitty Gritty Hacks to Extend Vaselife
- Disarm the Disgruntled
- How to Overcome Transportation Challenges
- Holiday Playbook
- Your Flower Shop Can Earn 20% More This Year. Really!

## 📍 DIGITAL MARKETING

- Defending Your Online Brand
- Managing Online Reviews
- Stand Out on Social Media
- Photos That Sell
- Using Video to Boost Engagement

## + TRENDS & NEW PRODUCTS

- The Future of the Retail Florist
- Between the Petals: What Research Tells Us About Floral Consumers
- Outstanding Varieties Competition
- Supplier Expo
- Premier Products Showcase
- Tech SOS

## \* PROFITABLE DESIGN

- Advanced Design Techniques
- Weddings that WOW
- Age-Appropriate Allure: Fashion Your Flowers to Fit Four Generations
- Rejuvenate Your Yuletide Business
- Holiday Designs Workshop
- Sylvia Cup Design Competition



## NEW Events You Don't Want to Miss!

### EXPERIENCE ZONES

In between educational sessions, enjoy mini-demos of even more best practices:

- How to use Outstanding Varieties flowers in everyday designs
- How to up your engagement on Instagram
- Terrarium bars made easy
- Quick exercises to reduce fatigue and backaches

### DESIGN DEMOS

Speed dating meets design education: You have one hour to rotate through five stations, where an experienced designer demonstrates an advanced technique.

### FIELD TO VASE DINNER — in Palm Springs!

Wishing you could attend the event that fetched Floral Management's 2017 Marketer of the Year Award? Now's your chance: Thanks to Certified American Grown, SAF will bring the Field to Vase experience to you.

### Tech SOS: Ask the Pros

Laptop running slow? Got questions about your hardware, software or POS systems? The tech doctors are in. Bring your laptop, tablet or smartphone and get advice.

### SUNRISE YOGA

Wake up with your industry friends and enjoy a good morning stretch before you begin your day of education.



**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



**Learn More and Register Now: [safnow.org/annual-convention](http://safnow.org/annual-convention)**

# Creative Inspiration

## 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 Amelia Island 2019!

**Suppliers and Growers ... want to exhibit? Go to [safnow.org/expo](http://safnow.org/expo).**

## Premier Products Showcase

Enjoy this fast-paced show-and-tell of floral supplies, gift accessories, fresh product and more led by the industry's top floral educators, the Professional Floral Communicators-International.

**Suppliers and Growers... want to have your products and services showcased? Sign up by Aug. 8. Get the Exhibitor Form at [safnow.org/pps](http://safnow.org/pps).**



## Outstanding Varieties

**See the best products from the world's top growers!**

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.

**Growers ... want to exhibit? Sign up by Aug. 17. Get the entry form at [safnow.org/ov](http://safnow.org/ov).**

## 50th Annual Sylvia Cup Design Competition

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 coordinators — decked out in themed costumes — talk about the featured products and challenge. Winners will be awarded at the Stars of the Industry Awards Dinner.

**Designers... want to compete? Sign up by Aug. 8. Get the entry form at [safnow.org/sylvia-cup](http://safnow.org/sylvia-cup).**



## LOOK WHO'S SPEAKING!

(as of June 1)

**Joe Aldeguer, SAF**

**Mark Anderson, FloristWare**

**Anna Ball, Ball Horticultural**

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

**Sam Bowles, FloralStrategies**

**Loann Burke, AIFD, AAF, CFD, PFCI, Furst The Florist**

**Rakini Chinery, AAF, AzMF, Allan's Flowers**

**Theresa Colucci, AIFD, PFCI, Meadowscent**

**Dana Cook, AAF, Julia's Florist**

**Pat Dahlson, Mayesh Wholesale Florist**

**Steve Daum, Floralife**

**Kate Delaney, AAF, Matlack Florist, Inc.**

**Deborah De La Flor, AIFD, PFCI, CFD, De La Flor Gardens**

**Brad Denham, Arizona Family Florist**

**Christopher Drummond, AAF, PFCI, Plaza Flowers**

**Max Duchaine, SAF**

**Reece Nakamoto Farinas, Beretania Florist**

**Oscar Fernandez, Equiflor/RioRoses**

**Tom Figueroa, AIFD, MCF, Nordlie, Inc./Kennicott Brothers**

**Paul Fowle, DV Flora**

**Nick Fronduto, Jacobson Floral Supply, Inc.**

**Tim Galea, Norton's Flowers & Gifts**

**Kyle Garrison, Bill Doran Company**

**Manny Gonzales, Tiger Lily Florist**

**Barry Gottlieb, Coaching the Winner's Edge**

**Charlie Hall, Ph.D., Texas A&M University**

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

**Glenna Hecht, Humanistic Consulting LLC**

**Tim Huckabee, FloralStrategies**

**Scott Isensee, Frank Adams Wholesale Florist**

**Jim Kaplan, Chrysal Americas**

**Jackie Lacey, AIFD, CFD, PFCI, Floriology**

**Bill LaFever, PFCI, Bill Doran Company**

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

**Jackie Levine, Central Square Florist**

**Shirley Lyons, AAF, PFCI, Dandelions Flowers & Gifts, LLC**

**Jodi McShan, AAF, McShan Florist, Inc.**

**Martin Meskers, AAF, Oregon Flowers, Inc.**

**Mike Mooney, Dramm & Echter, Inc.**

**Derrick Myers, CPA, CFP, PFCI, Crockett Myers**

**Jamie Notter, WorkXO**

**Cameron Pappas, Norton's Florist**

**Kate Penn, SAF**

**Julie Poeltler, AIFD, CAFA, PFCI, Fountain of Flowers & Gifts**

**Michael Pugh, AAF, Pugh's Flowers**

**Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses**

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

**Laura D. Shinall, Syndicate Sales, Inc.**

**Renato Sogueco, PFCI, BloomNet**

**Jennifer Sparks, SAF**

**Diane Thielholdt, The Learning Café**

**Crystal Vilkaitis, Social Edge**

**Heather Waits, Bloomtastic Florist**

**Mary Westbrook, SAF**

**Derek Woodruff, AIFD, CFD, CF, PFCI, Floral Underground**

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

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

**Susan E. Yoder, Seed Your Future**

# Powerful Connections



**First-Timers Reception**



## AFE Reception and Dinner\*

### Shining Stars: Bright Future!

Join us for a fun evening with industry colleagues at the AFE 2018 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.**



**SAF President's Welcome Party**

## Stars of the Industry Awards Reception and Dinner and Afterglow Party

Share an evening of fine food and joyful applause as we honor some of the most accomplished and dedicated people in the floral industry.

## 27th Annual SAFPAC Golf Tournament\*

All skill levels are welcome at this easygoing event. **Contact Drew Gruenburg at 703-838-5229, [dgruenburg@safnow.org](mailto:dgruenburg@safnow.org) or Shawn McBurney, 703-838-5230, [smcburney@safnow.org](mailto:smcburney@safnow.org).**



**Next-Gen Reception**

**Field to Vase Networking Dinner**

\*Separate registration required

## CONVENTION SPONSORS

### PARTNERS

(as of June 1)



### SUPPORTERS

- Accent Decor
- American Floral Endowment
- Armellini Express Lines
- Berwick Offray/Lion Ribbon
- CalFlowers
- Chrysal Americas

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

## Convention Hotel

### Westin Mission Hills

**71333 Dinah Shore Drive, Rancho Mirage, CA 92270**

The SAF rate is \$185 single/double per night plus local tax. Call the hotel at **877-253-0041** and mention SAF to get the room rate or use the registration link at [safnow.org/annual-convention](http://safnow.org/annual-convention). **The cut-off date for guaranteeing the SAF room rate is Aug. 23.**

The Westin Mission Hills is 6-miles from Palm Springs International Airport (PSP).

### REGISTRATION FEE Register by Aug. 17 and SAVE \$205!

Full Registration Fee Pricing	Before Aug. 17	After Aug. 17	On Site
SAF Member	\$895	\$975	\$1,100
Non-Member	\$1,100	\$1,175	\$1,250

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.



**REGISTER NOW: [safnow.org/annual-convention](http://safnow.org/annual-convention)**

# Schedule at a Glance

+ Trends & New Products 
 \* Profitable Design 
 ★ Attracting Talent 
 ☁ Digital Marketing 
 ● Best Practices 
 ■ Networking 
 ↻ Session repeats

## Wednesday, September 12

7 a.m. - 8 p.m.	SAF Registration Desk & Resource Center
5 - 5:45 p.m.	First-Timers Reception
6 - 8:00 p.m.	SAF President's Welcome Party

## Thursday, September 13

7 a.m. - 5 p.m.	SAF Registration Desk & Resource Center
7 - 8:45 a.m.	★ ● Kick-Off Breakfast: Create a Culture to Attract Top Talent <i>Doors open at 7 a.m. Program starts at 7:30 a.m.</i>
9 a.m. - 5 p.m.	+ Outstanding Varieties
9:15 - 10:30 a.m.	★ ● Preparing Millennials for Leadership
Three Concurrent Sessions	☁ One of a Kind: How to Stand Out on Social Media
	+ * Weddings that WOW
10:30 - 11 a.m.	Refreshment Break
10:35 - 10:55 a.m.	+ * Experience Zone: OV Extravaganza
11 a.m. - 12:15 p.m.	+ ☁ ● The Future of the Retail Florist
	● Are You Selling Yourself Short?
	● Your Flower Shop Can Earn 20% More This Year. Really! ↻ Repeats on Friday at 3:15 p.m.
12:15 - 1:15 p.m.	■ Networking Lunch on Your Own
1:15 - 2:30 p.m.	+ ■ Premier Products Showcase: In Living Color
	★ ● HR Hacks that Win Loyalty ↻ Repeats on Friday at 3:15 p.m.
2:30 - 5 p.m.	+ ■ Supplier Expo
Two Concurrent Sessions	● One-on-One Tech Help Desk
6 - 9 p.m.	■ American Floral Endowment Annual Fundraising Reception and Dinner*

## Friday, September 14

6 - 6:30 a.m.	■ Sunrise Yoga
7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center
7 a.m. - 5 p.m.	+ Outstanding Varieties
7 a.m. - Noon	Voting
7 - 8:45 a.m.	☁ ● Marketing Breakfast & Floral Management's 25th Annual Marketer of the Year Award <i>Doors open at 7 a.m. Program starts at 7:30 a.m.</i>
9:15 - 10:30 a.m.	★ ● Internship Programs that Deliver
	☁ Using Video to Boost Engagement
	+ * Rejuvenate Your Yuletide Business
10:30 - 11 a.m.	Refreshment Break
10:35 - 10:55 a.m.	☁ Experience Zone: Social Media Madness
11 a.m. - 12:15 p.m.	★ ● Breeding Future Floriculturists
12:15 - 1:30 p.m.	■ Networking Lunch on Your Own

1 - 5:30 p.m.	■ 27th Annual SAFPAC Golf Tournament*
1:30 - 2:45 p.m.	+ ● Down and Dirty: Nitty Gritty Hacks to Extend Vaselife
Three Concurrent Sessions	★ ● I Feel Ya: Why Emotional IQ Matters at Work
	★ ● Defending Your Online Brand
2:45 - 3:15 p.m.	Refreshment Break
2:50 - 3:10 p.m.	● ■ Experience Zone: Health and Wellness
3:15 - 4:30 p.m.	+ * HANDS-ON WORKSHOP: Holiday Designs*
Three Concurrent Sessions	★ ● ↻ HR Hacks that Win Loyalty
	↻ ● Your Flower Shop Can Earn 20% More This Year. Really!
4:30 - 5 p.m.	★ ● Steps to PFCI Membership
5 - 6 p.m.	■ Next-Gen Reception
6 - 8 p.m.	■ Field to Vase Networking Dinner

## Saturday, September 15

6 - 6:30 a.m.	■ Sunrise Yoga
7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center
7 a.m. - Noon	+ Outstanding Varieties
7 - 9:15 a.m.	Keynote Breakfast and Business Session <i>Doors open at 7 a.m.; program starts at 7:30 a.m.</i>
	+ * Age-Appropriate Allure: Fashion Your Flowers to Fit Four Generations
9 - 11 a.m.	+ * ■ 50th Annual Sylvia Cup Design Competition
9:15 - 9:45 a.m.	Refreshment Break
9:45 - 11 a.m.	☁ Sales Jolt! Photos that Sell
	● Holiday Playbook
Three Concurrent Sessions	● How to Overcome Transportation Challenges
11 - 11:30 a.m.	Refreshment Break
11:05 - 11:25 a.m.	+ * ■ Experience Zone: Terrarium Mania
11:30 a.m. - 12:45 p.m.	★ ● Recruitment Renovation
	● Disarm the Disgruntled
Three Concurrent Sessions	☁ Managing Online Reviews
12:45 - 2 p.m.	■ Networking Lunch on Your Own
2 - 3:15 p.m.	● HANDS-ON WORKSHOP: QuickBooks
Three Concurrent Sessions	● Does Direct Buying Add Up?
	+ Between the Petals: What Research Tells Us About Floral Consumers
3:30 - 4:30 p.m.	+ ● ■ Tech SOS: Ask the I.T. Pros
Two Concurrent Sessions	+ * Advanced Design Techniques
6 - 6:30 p.m.	■ Corsage & Boutonnière Bar & Reception
6:30 - 10 p.m.	■ Stars of the Industry Awards Dinner
10:00 p.m. - Midnight	■ After Glow Party

\*Separate registration required

**Register by  
Aug. 17  
and save  
\$205!**



My mom and I wouldn't miss an SAF convention for the world!

—Nicole Palazzo, City Line Florist  
Trumbull, Connecticut




**SAF** *PALM Springs* 2018

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**Why Attend?**

- |   |   |   |   |   |   |  |   |   |   |
|---|---|---|---|---|---|--|---|---|---|
| <b>1</b>  | <b>4</b>  | <b>5</b>  | <b>20</b>   | <b>25</b>   | <b>51</b>   | <b>58</b>  | <b>88</b>   | <b>250</b>  | <b>410</b>  |
|  |  |  |  |  |  |  |  |  |  |
| Amazing Professional Experience!  | NEW Experience Zones  | Key Educational Tracks  | Networking Events   | Sylvia Cup Designers*   | Educational Sessions & Events   | Expert Speakers & Panelists  | First-Time Participants*  | Outstanding Varieties of Flowers, Foliage & Plants*                                   | Florists, Wholesalers, Growers & Suppliers from 41 States and 4 Countries*            |

\*Based on previous conventions and anticipated numbers for 2018.

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