



Make YOUR Business the Hill's Business

*"I'm here talking with lawmakers,
who, when they get to the floor,
can stand up and vote for our
business."*

Liza Atwood, Fifty Flowers, Boise, Idaho



39th Annual
SAF
Congressional Action Days



MARCH 11-12, 2019
WASHINGTON, D.C.

SOCIETY OF AMERICAN FLORISTS

REGISTER NOW! safnow.org/cad

During the last Congressional Action Days, SAF members successfully:

- Increased Floriculture and Nursery Research Initiative funding by \$1 million
- Reinstated the Floriculture Crops 2018 Summary report
- Included language in the Farm Bill to protect floriculture innovators



HEAR FROM OUR CAD ALUMNI...



“We are able to bring awareness of the great impact the floral industry has on the U.S. economy.”

Jodi McShan, AAF
McShan Florist, Dallas, Texas



“The networking opportunities alone make Congressional Action Days worth it.”

Jayson Waits
Bloomtastic Florist, Columbus, Ohio



“For all the many years I’ve been coming to CAD, there were still a lot of people on Capitol Hill that had ‘aha’ moments on floriculture. So many staffers have never thought about where or how flowers are grown, where product comes from. We made an impression.”

Dr. Marvin N. Miller, AAF
Ball Horticultural Company, West Chicago, Illinois

MONDAY, MARCH 11

7:30 – 9:00 a.m.

KICK-OFF BREAKFAST

Speaker: Reid Wilson, The Hill

One of Washington's most accomplished journalists, once named "The Greatest Political Mind of Our Time" by Comedy Central, cuts through the spin and shares insights on trends and voting demographics. Reid Wilson is one of the few nonpartisan analysts to use visuals, giving a fun look at the political environment.

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 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.

ARLINGTON NATIONAL CEMETERY



Arlington National Cemetery encapsulates America's history — a living tribute to our Nation's past and how it continues to thrive through the service and sacrifice of those willing to dedicate their lives to its ideals. During this special networking event, explore America's rich history with fellow attendees, witness the time-honored ceremonies and take in the scenic grounds and landscapes.

6:30 – 9:30 p.m.

SAFPAC RECEPTION AND DINNER*

Speaker: A.B. Stoddard, RealClearPolitics

Frequently meeting with sources and politicians of all stripes, A.B. Stoddard has her finger on the pulse of Washington, D.C., and offers detailed and smart political and electoral analysis. In a talk as up-to-date as the headlines, she covers the five biggest stories in the news and the latest happenings between Congress and the White House.



**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 Shawn McBurney at 703-838-5230; smcburney@safnow.org.*

“By attending CAD, you will see and hear vital information regarding the floral industry and so much more first hand. To receive first-hand information is priceless — you cannot continue to assume that changes are going to be made without getting involved. Our voices must be heard, and I feel that they are now listening! JOIN US and let's keep our industry alive.”



Cheryl Denham
Arizona Family Florist, Phoenix, Arizona



TUESDAY, MARCH 12

7:30 – 9:00 a.m.

GRASSROOTS BREAKFAST

Speaker: Hunt Shipman, Principal & Director at Cornerstone Government Affairs

Hunt Shipman has a wealth of experience listening to constituents lobby during his days on the staff of Senator Thad Cochran and as a former deputy secretary at the USDA. He shares some of the most memorable moments, revealing what resonates with legislative and regulatory aides and 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.



10:00 a.m. – 5:00 p.m.

HOSPITALITY SUITE

Sponsored by Hortica

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.

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!

ADVOCACYDAY APP



AdvocacyDay

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.



SPEAKER LINEUP



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 a presidential administration, a non-profit and a trade association.



HUNT SHIPMAN

Hunt Shipman has held a variety of positions in government and the private sector. Prior to joining Cornerstone Government Affairs, Hunt was a senior executive for

the largest trade association serving the food and beverage industry. From 2001 to 2003, Hunt served as deputy under secretary for Farm and Foreign Agricultural Services and as the acting deputy under secretary for Marketing and Regulatory Programs at the United States

Department of Agriculture. Hunt also served as the staff director of the Senate Agriculture Committee, professional staff member at the Senate Appropriations Committee, and on the staff of Senator Thad Cochran.



A.B. STODDARD

A.B. Stoddard is an associate editor and columnist with political news site and polling data aggregator RealClearPolitics, and a contributor and guest host for SiriusXM's

POTUS Channel. She appears regularly on Fox's Special Report with Bret Baier, as well as other shows on Fox News Channel, Fox Business Network, CNN, and MSNBC. She is a former associate editor and columnist for The Hill newspaper. Nonpartisan, Stoddard addresses elections and the political landscape of the day.



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 aide, 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 Capitol 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.



REID WILSON

Reid Wilson is the national correspondent for The Hill newspaper, Washington's most widely-read political publication. Wilson covered politics for The Washington

Post, and he's the former editor-in-chief of National Journal's The Hotline. His work has appeared in The New York Times, RealClearPolitics, Atlantic Monthly, New Republic, and other major news networks, and his expertise is frequently sought-after by MSNBC, CNN, C-SPAN, and radio shows across the nation. He is also the Amazon best-selling author of Epidemic: Ebola and the Global Scramble to Prevent the Next Killer Outbreak.



“You can help be part of the change or you are just going to watch the change happen to you. Make your voice heard. I will be back again!”

Jackie Lacey, AAF, AIFD, CFD, PFCI
BloomNet, Jacksonville, Florida

CONFERENCE HOTEL

The Ritz-Carlton Pentagon City
1250 South Hayes Street
Arlington, VA 22202
703-415-5000

With a Metro stop at its front door, The Ritz-Carlton Pentagon City is nestled in one of the area’s most impressive shopping and dining districts and gives you easy access to Capitol Hill and the National Mall.

ROOM RATES AND RESERVATIONS

Call the hotel at **703-415-5000** and ask for the SAF Congressional Action Days room block rate of **\$239** single/double per night plus local tax. Or use the special hotel room reservation link at **safnow.org/cad**.

Always book your SAF hotel rooms using the information posted by SAF. If you receive a phone call from any company claiming they are a responsible for SAF housing, it is a scam. These companies are not in any way affiliated with SAF and should not be used to make reservations. If you have questions, contact SAF at 703-838-5221; meetings@safnow.org.

DEADLINE The cut-off date for guaranteeing the SAF room rate is **Feb. 18**. Make your reservation early as the hotel sold out in 2018. 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 CAD 2019 is underwritten by:

Platinum Partner



Gold Partners



Special Thanks to



SAF CONGRESSIONAL ACTION DAYS 2019

**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? <input type="checkbox"/> Yes |
| Nickname for Your Badge | _____ | | <input type="checkbox"/> No |
| 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 March 1 | After March 1 |
|-------------------|--------------------------------|--------------------------------|
| 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.

Offer not available online.



Your low registration fee includes:

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

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 _____

Name of Cardholder _____

Signature of Cardholder _____

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.

SAFPAC Reception and Dinner

Yes, I would like to learn about the SAFPAC Reception and Dinner. I understand this event requires an additional fee. Checking this box does not automatically register you for this event. It simply lets us know you are interested. SAF will contact you.

Registration/Refund Policy: Written cancellation requests postmarked before February 29, 2019 will be refunded less a 15 percent handling charge. No refunds after March 4. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.



1001 North Fairfax Street
Suite 201
Alexandria, VA 22314-3406

Join us in Washington, D.C.



“I am surprised how interested the representatives are with the issues that are important to me.”

Brian Kusuda
Jimmy's Flowers
Ogden, Utah



“I learned so many new things about different areas of the industry and was very grateful for this experience. I'm already looking forward to next year.”

Nikki Lemler, AAF
Welke's Milwaukee Florist
Milwaukee, Wisconsin



Who better to educate lawmakers about the floriculture industry?

Bring a first-timer with you for FREE!