WORK ON YOUR BUSINESS — NOT IN IT

SAF Amelia Island 2019
SEPTEMBER 18-21, 2019  135TH ANNUAL CONVENTION / RITZ-CARLTON AMELIA ISLAND

Save $205
REGISTER BY AUGUST 23

Register Now: safnow.org/annual-convention

#safconv
Join hundreds of floral industry professionals for world-class business education, creative inspiration and powerful connections.

World-Class Business Training

Main Stage Keynotes
- State of the Floral Industry — and SAF
- 2020 Floral Trends Forecast Preview
- Forecasting Amidst Expansion, Trade Wars and a Looming Downturn
- Future of Digital and the Experience Economy
- How I Did It

Growth Strategies
- High-Volume Fulfillment
- New Revenue Streams
- Destination Retailing
- Be the Business Worth Buying

Profitable Design
- Advanced Design Techniques
- Mini-demos: Designs Made Easy
- The Price is Right: Or is It?

Trends
- What Consumers Really Want
- Experiential Retailing
- Translating Trends into Everyday Designs

Digital Marketing
- Increasing Click-Throughs and Conversions
- Instagram, Video Tips and Tricks
- Five-Star Customer Service
- Boosting Social Media ROI

Managing Your Team
- Onboarding Best Practices
- Company Culture: Walk the Talk
- Rebooting a Dysfunctional Team
- Time Management Tools

New! Peer-to-Peer Roundtable Discussions
We leave with a ton of new strategies and one or two golden nuggets that take us to the next level.

Rebekah Casey, AIFD, Ballard Blossom, Seattle, Washington

As a first-time attendee, I wasn’t sure what to expect, but once the first day was over, I had gained so much information, I knew it was worth it.

Rebekah Casey, AIFD, Ballard Blossom, Seattle, Washington
“The SAF convention is a tremendous opportunity to learn and to grow your business while making contacts with businesses and suppliers.”
Nathan Johnson, Watson’s Flower Shop, Tempe, Arizona

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 people in the floral industry.

28th Annual SAFPAC Golf Tournament
All skill levels are welcome at this easygoing event. Contact Shawn McBurney, 703-838-5230, smcburney@safnow.org.

AFE Reception and Dinner
Join us for a fun evening with industry colleagues at the AFE 2019 Fundraising & Recognition Dinner. Hear about industry successes, the latest consumer studies, and updates on research funding to produce healthier, longer-lasting flowers and plants. Find out how you can partner with AFE and put these valuable resources to use. We’ll also recognize industry champions who have made contributions to support these programs. Sponsorship opportunities available. Contact AFE at 703-838-5239.

Next-Gen Reception
The industry’s Next-Gen members who are age 40 and under get some real face-time networking with each other at this special happy hour.

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.

SAF President’s Welcome Party
Reconnect with friends and make new ones at the opening reception hosted by SAF President Bill LaFever, PFCI.

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

Sunrise Yoga
Wake up with your industry friends and enjoy a good morning stretch before you begin your day of education.
Where You’ll Stay
The Ritz-Carlton, Amelia Island
4750 Amelia Island Pkwy Amelia Island, FL 32034
Rate: $199/night
Cutoff date: Aug. 28
Call 904-277-1100 and mention SAF Annual Convention to get the group rate or use the hotel link from safnow.org/annual-convention. Make your reservations now. SAF anticipates a sold-out convention.

Flight Arrangements
The convention hotel is a 30-minute drive from Jacksonville International Airport (JAX). Contact the concierge desk at 904-321-5019 for transportation options.

Full Registration
Register by Aug. 23 and SAVE $205!

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<th>Before Aug. 23</th>
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3 Easy Payments
Installment plan available until June 30. See details at safnow.org/annual-convention.

“Convention pays for itself many times over with the increased sales and cost-saving tips I learn.”
David Mitchell, AAF, Mitchell’s Flowers & Events Orland Park, Illinois

“This is the single best forum to connect with the industry, keep in tune with the latest trends and learn new business patterns to bring back to your company.”
Dan Vordale, Ocean View Flowers, Lompoc, California

“The SAF convention is the perfect blend of flower retailers, wholesalers, growers, shippers and transportation companies. We get to see into each other’s world.”
Rodger Callister, Ensign Wholesale Floral, Salt Lake City, Utah

“We are able to connect with so many of our customers and suppliers in many different areas of the industry.”
Corrine Heck, Details Flowers Software, Ormond Beach, Florida

“What a great experience to see all the parts of our floral industry come together! I came home excited with new ideas to implement!”
Jennifer Barnard, Tillie’s Flower Shop, Wichita, Kansas

“The SAF annual convention is the best combination of business, design, and fun, and it’s always in a beautiful location.”
Derek Woodruff, AIFD, CF, CFD, PFCI, Floral Underground, Traverse City, Michigan

Questions? meetings@safnow.org | 703-838-5221
Why Attend?

SAF Amelia Island 2019

September 18-21, 2019 - 135th Annual Convention / Ritz-Carlton Amelia Island

457 Florists, Wholesalers, Importers, Growers & Suppliers from 41 States and 4 Countries*
300 Outstanding Varieties of Flowers, Foliage & Plants*
107 First-Time Participants*
60 Expert Speakers & Panelists*
37 Supplier Expo Vendors*
31 Educational Sessions & Events
16 Sylvia Cup Designers*
8 Networking Events
5 Experience Zones
1 Amazing Professional Experience!

*Based on previous conventions and anticipated numbers for 2019.

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