



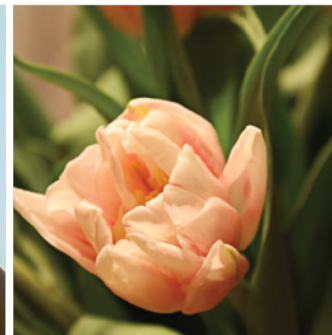
COVID19 Webinar Series
How I'm Doing It:
Leveraging Downtime
While Closed

Presented by:
Nic Faitos, Starbright Floral
Design, New York City

April 28, 2020

SAF Staff

safnow.org/about-saf/saf-staff/



COVID-19 Resources

COVID-19 Updates for the Floral Industry

Stay updated on the latest industry news related to the coronavirus disease (COVID-19).



Industry News

Visit our [Industry News page](#) for timely updates



SAF NOW

Make sure you are receiving SAF's newsletter, **SAF NOW**, every Wednesday. Not getting the newsletter? Email [Sheila Santiago](#).



COVID-19 Webinar Series

Listen to the latest [webinars on COVID-19 best practices](#)

Mother's Day Resources

Marketing, operations, customer service tips and more to plan for a successful **Mother's Day** amidst COVID-19.

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- [Social Media Graphics and Posts](#)
- [Banner Ad Graphics](#)
- [Outreach to Local Editors](#)
- [Best Practices for Promoting Flowers](#)

State Resources

Get information on [state-specific](#) regulations for "essential" businesses and how to apply for an exemption.

- [Examples of Successful Exemption Campaigns](#)
- [Tips for Requesting a Waiver](#)
- [SAF Letter to Governors Requesting a Waiver](#)
- [Sample Letter from a State-Wide Effort](#)

Federal Aid

Learn more about the [types of financial assistance available](#), how to apply, answers to FAQs and more.

- [SBA Overview of Coronavirus Relief Options](#)
- [Paycheck Protection Program Borrower Guidance from Treasury Dept.](#)
- [Find Eligible Lenders for the Paycheck Protection Program](#)
- [Paycheck Protection Program Borrower Application](#)

Industry Response

Find out more about how these groups and SAF partners are responding to the COVID-19 crisis.

State/Regional Groups (coming soon)

National floral networks

- [AFE](#)
- [AFIF](#)
- [AIFD](#)
- [ASCFG trade and consumer-facing site](#)
- [Asocolfiores](#)
- [Calflowfers](#)
- [CCFC](#)
- [Expoflores](#)
- [PMA](#)
- [WF&FSA](#)

COVID-19 State Resources

State Resources

SAF is working hard to provide you with the most up-to-date information on how your state is handling Covid19-related issues such as unemployment, aid, small business assistance, and essential business guidelines. In the event that you are unable to locate the resources you need under your listed state (below), SAF suggests you visit your state government page for further information. Your government page can be found by [yourstatename.gov](#) or [yourstateabbreviation.gov](#). Most pages have a dedicated link for COVID19 where these resources are located.

Navigating Requests for Exemptions from State and Local Jurisdictions

Decisions at the state and local level regarding directives on closures and shelter in place are being made very quickly, with little notice. Provisions for requesting exemptions vary from jurisdiction to jurisdiction. SAF has compiled [tips for requesting a waiver or exemption](#), as well as [examples of successful exemption letters and campaigns](#). Check out your state or local jurisdiction's guidance in the links below.

*Indicates the state has specifies "florists" or floral related businesses as being exempt from certain aspects of business closures or included on the list of essential businesses.

Guidelines "Opening America Again" from the White House website



Alabama

- [Reopening status](#)
- [Stay at Home Order](#)
- [Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

Alaska

- [Reopening status](#)
- [Stay at Home Order](#)
- [Essential/Non Essential Businesses](#)
- [Small Business Resources](#)
- [Alaska Economic Stabilization](#)

*Arizona

- [Stay at Home Order](#)
- [Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

Arkansas

- [Executive Order \(Updated April 13, 2020\)](#)
- [Small Business Resources](#)
- [Guidance on Unemployment Benefits](#)

California

- [Stay at Home Order](#)
- [Essential Infrastructure Workers](#)
- [Office of Small Business Advocate](#)
- [Small Business Resources](#)
- [Guidance on Unemployment for Employers](#)
- [Small Business Finance Center](#)
- [County by County Ordinances](#)

Nebraska

- [Department of Economic Development Business Resources](#)
- [Nebraska Public Health Information](#)
- [Emergency Unemployment Insurance Benefit Relief](#)

*Nevada

- [Stay at Home Order](#)
- [Essential/ Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Small Business Resources](#)

*New Hampshire

- [Stay at Home Order](#)
- [Essential/ Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [NH Small Business Development Center Resources](#)
- [Guidance on Unemployment Benefits](#)

*New Jersey

- [Stay at Home Order](#)
- [Essential / Non-Essential Businesses](#)
- [Additional Exemption Information](#)
- [Resources for Businesses](#)

New Mexico

- [Stay at Home Order \(Updated 4/6\)](#)
- [Essential/ Non-Essential Businesses](#)
- [Economic Development Department Business Resources](#)
- [Resources for Workers and Businesses](#)

New York

- [Stay at Home Order \(Updated 3/18\)](#)
- [Essential/ Non-Essential Businesses](#)
- [Small Business Services Assistance and Guidance](#)
- [Request for Designation as an Essential Business](#)

#GivingTuesdayNow

The screenshot shows the American Floral Endowment website with a green navigation bar. The main content area features a large pink graphic with the text "Give Flowers on GivingTuesdayNow May 5" and an image of hands holding a bouquet of flowers. Below this, there are sections for "Campaign Promotes Giving Flowers on #GivingTuesdayNow", "Participating in the Giving Flowers on #GivingTuesdayNow campaign is easy and a great way to boost your pre-Mother's Day sales", and "A few other ideas:" which includes a list of suggestions like taking photos to share, encouraging recipients to post on social media, offering discounts, and thanking customers. A "Latest News" sidebar on the right contains articles such as "AFE is Working for the Industry - Today and Tomorrow", "Laser Focused on the Future", "Career Center Gift Card Winner", and "#InThisTogether".



[Endowment.org/GivingTuesday](https://endowment.org/GivingTuesday)

Questions?

- Click on the question tab and type in your question
- Questions answered at end of session

Starbright Floral Design



Nic Faitos
Starbright Floral
Design
NYC

Starbright Floral Design



History

Starbright Floral Design



Marketing Philosophy

Remaining Relevant



YOUR CONTINUED VITALITY IS OUR
CONTINUED VITALITY

When the rooms are full we
all thrive!

starbrightnyc • Follow
New York, New York

@wnoteis
@wnytimesquare
@wnyunionssquare
@timesquareedition
@timesquarenyc
@newyorkpalace
@renttimesquare
@renhotels
@mo_newyork
@gramercyparkhotel

2w

hgminnyc @roberoz
2w Reply

hgminnyc Thank you Nic and Stephen and team for all you do for the hospitality community!
2w 1 like Reply

35 likes
APRIL 7
Add a comment...

Starbright Floral Design
607 followers
59m • 🌐

+ Follow ...

It's fun to stay at the....

You have to like this post if you sang these flower letters in your head ...see more

Videos

The other day, we had a thought... and we turned that t...

67 6

91 28

42 2

See All

COVID-19 Challenges

Limited Services

Virtual Solutions

REACH OUT AND TOUCH SOMEONE!

**NYC FLOWER DELIVERY
SEND SMILES TWICE!**

The Governor has deemed that floral deliveries must cease operation for the health and well-being of our community. We fully agree that the more we obey the stay at home rules and we support the greater good. We must all fully comply.

We believe that creating smiles for our friends, family and loved ones is essential! We must all find ways to reach out and touch someone and give everyone a reason to smile.

Send smiles twice! One virtual bouquet now and another to celebrate the end of COVID-19 when the ban is lifted. Select any bouquet from our site. We will send your sentiments by email and a photo of the bouquet you selected. When we are open again and able to deliver, we will send your recipient their actual bouquet at no additional charge. Let them know how much you care. This is the time to make someone smile.

USE Discount Code **VIRTUAL** for a 20% discount. Offer valid as long as we cannot hug our loved ones personally.

Forever grateful,
Nic Faitos — Senior Partner

SEND SMILES TWICE!

Stephen Faitos

Because Two Smiles Are Better Than One

Dear friends,

We celebrate our 25th year and we would like to express our immense appreciation for your trust and confidence in us. We have grown with you and we are who we are because of you.

In the past month we are living in an upside-down world that is changing by the day. Decisions about our services constantly evolve. We fully support the New York State Governor's PAUSE directive. All non-essential businesses are closed and currently we are unable to deliver in the traditional ways we are known for. We hope to contribute to the health and safety of our community as well as the speediest possible elimination of COVID-19.

Send smiles twice! Creating smiles for our friends, family and loved ones is essential! Reach out and touch someone.

Visit our website (www.starbrightnyc.com) and send a virtual bouquet now along with your sentiments. As soon as the ban is lifted, we will send the actual bouquet to your special friend or loved one at no additional charge.

Show how much you care. This is the time to make someone smile.

USE Discount Code **VIRTUAL** for a 20% discount . Our offer is valid as long as in-person hugs are banned.

We are grateful to know you and honored to be at your side. Please stay safe. Stay healthy and focus on wellness. Remember to remain in your cabin and keep the blues at bay.

Our warmest wishes,
Nic along with the Partners & Staff at Starbright.

Starbright floral design

A Virtual Gift For You

Hello Kerry!

**WE HAVE BEEN ASKED
TO DELIVER YOUR GIFT!**

Happy Birthday!
xoxo, Maggie

To comply with the New York State "stay at home" directive and to protect everyone, we are unable to deliver at this time. We are sending you this note as a virtual greeting with a photo of the flowers that were selected for you.

When the days of the virus and the quarantines are over, we will contact you and make arrangements for you to receive your actual flowers.

Starbright Floral Design | 140 West 26th Street | New York City
212.229.1610 | www.starbrightnyc.com



A BOUQUET OF FRIENDS

DUNJA RADIN
KYMA RESTAURANTS



Think Outside the Floral Industry



Questions?



*Nic Faitos
Starbright Floral Design
New York City*

April 28, 2020