



SAF

Orlando 2021

September 21-23 | Loews Royal Pacific Resort

Reconnect. Recharge. Get Inspired.



Weekday travel

Reduced registration fee

Accessible, affordable destination and room rates

Full compliance with CDC safety protocols

**Register by
July 16, 2021
and save
\$100!**

Register Now
safnow.org/annual-convention



#safconv2021



SAF

**SOCIETY of
AMERICAN
FLORISTS**

Your Growth is Our Business

Capitalize on Today's Best Opportunities

For more than a year, we've been adapting and reimagining our operations to deliver flowers at a time when the world needed them most. Now, we are entering a "new normal" in the post-pandemic world, and we have the opportunity to capitalize on trends that have emerged over the last year:

- A newfound appreciation for flowers and plants among consumers.
- A massive shift towards buying online, which brings new customers and ways to increase revenue.
- New technology tools, marketing strategies and designs that help leverage today's flower and plant buyer.

With every opportunity comes challenges: Is my e-commerce platform robust enough for today's online centric flower-buyer? What new technologies should I leverage? How will COVID influence the future of hiring? How can I adapt to changing consumer buying behavior through my team culture, designs and marketing?

We've assembled a line-up of entrepreneurial voices from inside and outside of the industry to help us tackle these questions and more at SAF Orlando 2021. During two days of educational sessions, roundtables and demos, we'll get the guidance we need to harness today's best opportunities and plan for the future.

I hope to see you there!

Sincerely,



Chris Drummond, AAF, PFCI
SAF President



Reconnect...

...with your floral
community peers at an in-person,
all-industry event. See old friends, meet
new ones, network and exchange ideas.

SAF President's Welcome Party

Reconnect with friends and make new ones at the opening reception hosted by SAF President Chris Drummond, AAF, PFCI.

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.

Next-Gen Reception

The industry's Next-Gen members (age 40 and under) get some real face-time networking with each other at this special happy hour.

Stars of the Industry Awards Reception & 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.

SAFPAC Party

Join us for food, drinks and fun outdoor games as we raise money to support the only national political action committee dedicated to advocating for the floral industry. Plus: 100 percent of your ticket is used to help elect floriculture-friendly members of Congress.

safnow.org/annual-convention

Recharge...

...during education sessions and workshops.
Return home refreshed and prepared to confront challenges
and seize the most promising opportunities.

15+

educational sessions
and workshops will
provide insights and
practical takeaways.



E-Commerce Learning Track

- Best Practices for Paid Search
- Is Your Website Due for an Overhaul?
- Converting Browsers to Buyers
- Upselling and Remarketing
- Advanced Social Media Skills Builders

Trends Learning Track

- Seizing Opportunities Amidst Economic Uncertainty
- Designing and Marketing to the Younger Generation
- Design Demo Experience Zones
- SAF Outstanding Varieties Competition
- 52nd Annual Sylvia Cup Design Competition

Talent Learning Track

- Recruiting in a Post-Pandemic World
- Incentive Plans that Motivate and Retain Teams
- The Business Case for Diversity and Inclusion
- Creating a Culture that Attracts and Retains Talent
- Streamlining Your Teams

“By bringing together a diverse group from every segment, showcasing new products, and keeping us updated on the latest trends, the convention helps me to accomplish two important goals – never becoming stagnant in my business and furthering my commitment to lifelong learning.”



Kurt Schroeder, AAF, AIFD, CFD, PFCI
Cook's Florist Inc.
Runnemede, NJ

Get Inspired...

...by stories of courage
and grit, by the newest product and tech
developments, floral trends and more.

52nd 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. Winners will be revealed at the Stars of the Industry Awards Dinner.

Designers ... want to compete? Sign up by Aug. 6 at safnow.org/sylvia-cup.

SAF's Annual Outstanding Varieties

Growers and breeders display more than 150 varieties of flowers and unique plants to vie for the top prize in one of the industry's biggest flower and plant competitions.

Growers ... want to exhibit? Sign up by Aug. 27 at safnow.org/ov.

Supplier Expo

Browse through dozens of new products and services, and get to know the vendors who can answer your questions and point you toward profitable opportunities for your business.

Suppliers and Growers ... want to exhibit? For details, visit: safnow.org/partnerships.

How I Did It: Profiles in Change, Grit and Perseverance

Industry members share stories of dramatic transformations – to their operations, their teams, culture, their product lines and themselves, personally.

safnow.org/annual-convention

Featured Keynote Presenters

Searching for the End of Uncertainty

*Charlie Hall, Ph.D., Ellison Chair
in International Floriculture,
Texas A&M University*



The uncertainty of COVID forced us to reimagine our business models and implement within months changes that would have taken us years before. We've adapted to these new ways of doing business, but we're in a vastly different economic climate. Driven by research and real examples from the past year, Charlie provides a snapshot of the state of the supply chain, the economic outlook for the post-pandemic world and how the industry will evolve over the coming years, including the changing role of the traditional florist, the increased importance of vertical integration between segments and the consumer behavior trends guiding these insights.

Making Paid Search Pay off

*Nicolas Darveau-Garneau,
Google Chief Search Evangelist*



COVID has unleashed a swath of consumers who are flocking online to buy flowers and plants. What are you doing to direct these eyeballs to your brand? Get insight from Google's top search chief, who parlays the best practices of the world's top e-commerce companies into a paid search playbook you can put to use. He also shows how machine learning is influencing the lifetime value of customers.



Where You'll Stay

Convention Hotel

Loews Royal Pacific Resort

6300 Hollywood Way
Orlando, FL 32819
Phone: 833-243-4729

Rate: \$169 single/double
Cutoff Date: August 20, 2021

Call 833-243-4729 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 20-minute drive from Orlando International Airport (MCO). Contact the concierge desk at 407-503-3000 for transportation options.

Pricing and Registration

	Early Bird (Until July 16)	Regular (after July 16)	On Site
SAF Member	\$595	\$695	\$795
Non-Member	\$895	\$995	\$1,095

Register by
July 16, 2021
and save
\$100!

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LEARN MORE: safnow.org/convention

It's
Happening!

SAF's 136th Annual Convention

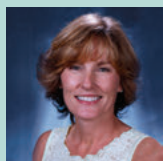
September 21-23
Orlando, FL



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“As much as there has been education available online during the pandemic, it’s completely different when it’s in person. When you get a group of creative minds together amazing things happen. Everyone has a different perspective on product, design, and business and when we are all exchanging ideas, amazing things happen.”



Theresa Colucci, AAF, AIFD, PFCI
Meadowscent
Gardiner, NY

“We’ve already signed up for the convention because I know how my business was affected by the pandemic, but I’m interested in learning what others encountered. I’m looking forward to networking, discovering new ideas and information on issues like the supply shortage.”



Allen Houck
Houck's House of Blooms
Sugar Land, TX