



# ORLANDO

## 2022

137TH  
CONVENTION

SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL



**Join more than 400 floral peers from all industry segments for two days of world class business training, connections, and inspiration.**

**REGISTER BEFORE** **JUNE 30**  
FOR EARLY BIRD PRICING

See full schedule and register at [safnow.org/convention](https://safnow.org/convention)



#safconv2022



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

# It's been a year.

We're as busy – and as challenged – as we've ever been, perhaps in our entire careers. Sometimes it seems like there aren't enough hours in the day.

## And that's exactly why we need to step away from our business for a few days.

It might sound illogical, but hear me out. We need to give ourselves the time and headspace to absorb and address what are arguably the most important existential questions our businesses have ever faced:

- Given the seismic shifts in buying behavior, **what changes should we make to what we sell and how we sell it?**
- **How do I adapt my operations to ensure sustainable profits** amidst inflationary pressures and supply chain disruptions?
- **Is our company culture helping – or hurting** – our ability to attract and retain productive employees?
- **What decisions should we make today** to ensure we're still around in another two, five or 10 years?
- **How do I leverage technology** to address all of the above?

I can think of no better environment to consider these critical issues and dig into the solutions than SAF's 137th annual convention, where we'll sit alongside peers from every segment of the industry: retailers, wholesalers, growers, and suppliers. At SAF Orlando 2022, we'll enjoy dynamic keynote speakers, interactive roundtable chats, panels featuring some of the industry's most successful operators, networking and social events.

Join us to prepare your business for what's next!



*Michelle Castellano Keeler*

Michelle Castellano Keeler, AAF  
Mellano & Company

“My very first convention after spending some 30 years in the industry. Glad to see what SAF is doing for our industry. What a way to connect with the industry – whether it be colleagues or even your competition.”



Andrew Lee  
Ball Seed Company

“(At SAF's 2021 convention), we gained so much information about the floral industry as a whole. We learned how to best use some of the emerging social media to promote the shop. We met several new suppliers. We saw old friends and made new friends while we all enjoyed learning, networking and having fun. We will certainly return!”



Carla Fussell  
Cullman Florist

“We made some important business decisions and set plans in motion as a direct result of sessions we attended and people with which we were able to network.”

Heidi Tietz De Silva  
Petersen & Tietz Florists &  
Greenhouses, Inc.

# World Class Business Training.

20+ education sessions and workshops provide insights and practical takeaways



## OPERATIONS TRACK

- State of the Floral Industry
- Attracting and Retaining Today's Flower and Plant Buyers
- Operational Tools that Sustain Your Business
- Win-Win Vendor-Buyer Partnerships

## PROFITABILITY TRACK

- Digital Marketing Do-Over
- Driving Revenue with Reviews
- Lean Retailing
- Refining Your Brand
- Idea Swap: Marketing Hacks



## TALENT TRACK

- 5 Generations Under One Roof: Working Together for Success
- Creating a Pipeline of Talent Through Schools
- Is Your Culture Attracting or Driving Away Talent?
- Empowering Tomorrow's Leaders
- Wellness and Mindfulness for Teams
- Idea Swap: Staff Incentive and Retention Hacks

## FLORAL TRENDS TRACK

- 2023 Flower Trends Forecast
- Profitable, Trend-Forward Everyday Designs
- Wedding Trends
- 53rd Annual Sylvia Cup Competition
- Outstanding Varieties Competition
- Design Demo Experience Zones

## Featured Keynote Presenters

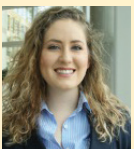
### State of the Industry



SAF CEO **Kate Penn** tees up the convention with a high-level overview of the state of the floral industry. Based on the most recent floral industry data, SAF member surveys and dozens of

interviews with industry leaders across all sectors, Penn details the high and low points of the past year, challenges and opportunities going into 2023, and what SAF is doing to help the industry address them.

### Great Expectations: Attracting and Retaining Today's Flower and Plant Buyers



Most would agree: As an industry overall, we're selling more flowers and plants. How is today's flower-buying consumer different than five years ago? What about generational shifts? How has the flow of fresh product into and within the U.S. evolved? Most importantly, how should all of this influence what and how we sell moving forward?

Consumer and market research expert **Melinda Knuth, Ph.D.**, North Carolina State University, answers these questions and more, and then joins three other industry leaders for an "armchair analysis" of how to apply the information to a business's operational plans moving forward.

### 5 Generations Under One Roof: Working Together for Success



We are at a historic time in the dynamics organizations face. We now see five generations working together in the workplace. This presents an incredible opportunity for organizations to capitalize on the strengths of having a diverse group of

generations in their workplace. It also creates challenges that have never been experienced before. **Jeff Kortes** and **Randy Wilinski** present new strategies to turn your organization into a finely oiled machine using the talents of each generation without the clashes.

Through humorous anecdotes, live action role play, real-life stories and interactive participation, participants will learn what it takes to bring out the best in the generations and leave with actionable takeaways.

### 2023 Flower Trends Forecast



**Talmage McLaurin, AIFD** has been reporting on trends to florists for more than three decades, but in 2002 he conceptualized the American Floral Trends Forecast and maintained an active role in its publication until 2014. After his departure from print publishing, his obsession with trend watching never subsided.

For the past eight years Talmage, Creative Director for Esmeralda Farms, has curated a yearly trend forecast that informs and inspires mass market floral buyers. By following home décor and fashion, working with florists, and consulting professional forecasters like Pantone, Formex and The Trend Bible, Talmage's flower-focused forecasts have been the springboard for numerous bouquet programs for nearly a decade. During his presentation Talmage will reveal six of the most compelling trend stories that can help you sell more flowers in 2023.

# Connections.



## SAF President's Welcome Party

Reconnect with friends and make new ones at the opening reception hosted by SAF President Michelle Castellano Keeler, AAF.

## 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.

## SAFPAC Party

Join us for food, drinks and fun 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.



## Funding The Future of Floriculture & AFE Reception

Jumpstart your SAF experience by attending the American Floral Endowment's Funding the Future of Floriculture session! As the floral industry's leading charitable organization, join AFE in celebrating over 60 years of accomplishments while networking with peers and recognizing industry champions who have helped support AFE's research, scholarships, and other industry programs.

## 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.

# Inspiration.



## 2023 Flower Trends Forecast

Tracking consumer preferences and attitudes is more valuable than ever for the floral industry. Breeding, growing, supplying, and selling flowers that are on-trend and in line with consumer expectations can transform products from a commodity into an affordable luxury and leaves buyers feeling fashionable, stylish and in the know.



## 53rd 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. 5. Contact [sbrady@safnow.org](mailto:sbrady@safnow.org) for details.*



## SAF's Annual Outstanding Varieties Competition

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.

*Grower and breeders - want to exhibit? Sign up by Aug. 17. Contact [sbrady@safnow.org](mailto:sbrady@safnow.org) for details.*



## 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.

*Vendors, want to exhibit? Contact [ssantiago@safnow.org](mailto:ssantiago@safnow.org) for details.*



## Where You'll Stay

### Convention Hotel

#### Hilton Orlando

6001 Destination Parkway  
Orlando, FL 32819

Phone: 407-313-4300

Rate: \$179 single/double, plus \$10 per day/room resort fee (discounted from \$35 per day/room)

#### Cutoff Date: August 11, 2022

Call 407-313-4300 and mention SAF Annual Convention to get the group rate or use the hotel link from [safnow.org/events-education/annual-convention/#hotel](https://safnow.org/events-education/annual-convention/#hotel). Make your reservations now. The SAF room block will sell out.

The rate will be valid three days pre and post convention dates (September 6-8), depending on availability.

### Flight Arrangements

Orlando International Airport (MCO) is 11 miles away from Hilton Orlando. Please contact the concierge desk at 407-313-4300 to inquire about transportation options and fees.

### Rate Info

Early bird prices as low as \$695 for SAF Ultimate level members. Payment plan options available! Contact [aroberts@safnow.org](mailto:aroberts@safnow.org) to set up installments.

See full schedule and register at [safnow.org/convention](https://safnow.org/convention)

## SAF ORLANDO 2022 PARTNERS AND SPONSORS

(as of May 11)

### PLATINUM

**asocolflores**

Association of Colombian Flower Exporters

**teleflora**

### SILVER

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Ready. Set. Grow.

 SAF  
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**2022** 137TH  
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WORLD CLASS BUSINESS TRAINING.  
CONNECTIONS. INSPIRATION.

**September 6 - 8, 2022**  
Hilton Orlando  
Orlando, FL

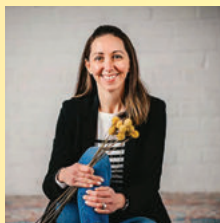
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**“The 2021 SAF Convention** provided me with  
some of the **BEST** networking that I have ever done, at any convention, anywhere!  
That alone is worth the price of admission! **”**

Renee Tucci, Renee Tucci Creative LLC

**NEW!**



**GROW. CONNECT. LEAD.**

**July 31- Aug. 2 Miami, FL**

REGISTER  
BEFORE **JULY 18**  
FOR EARLY BIRD PRICING

**For the rising stars on your team who can't get away in  
September, send them to SAF's new event, designed for  
floral pros 45 and under from all industry segments.**

**Education**

Concurrent learning  
tracks focused on  
leadership and  
productivity, plus all-  
attendee roundtables  
and "life of a flower"  
industry overview.

**Experience**

See how flowers move  
through Miami airport, from  
the plane, through U.S.  
Customs and the importing  
and trucking facilities. See,  
touch, and test out new  
products at the Supplier  
Showcase.

**Connections**

Share advice, opportunities,  
and ideas with peers  
during networking  
breaks, receptions, and  
a team-building design  
competition.

**See full schedule and register at [safnow.org/nextgenlive](https://safnow.org/nextgenlive)**