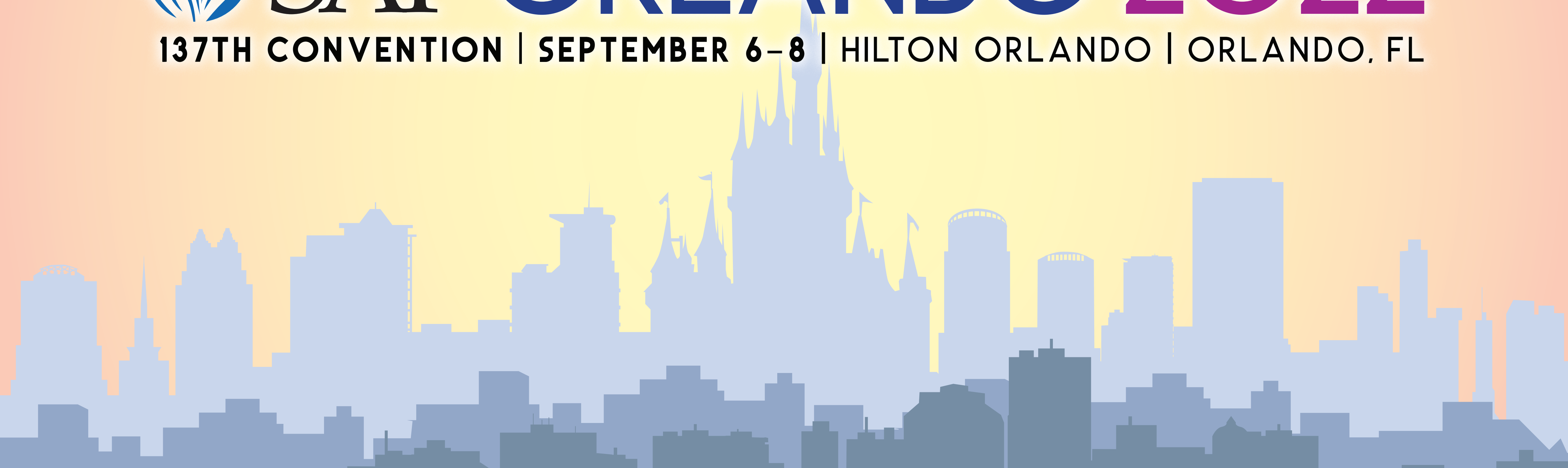




**SAF ORLANDO 2022**

**137TH CONVENTION | SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL**



**WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.**



# SAF ORLANDO 2022

137TH CONVENTION | SEPTEMBER 6-8 | HILTON ORLANDO | ORLANDO, FL

## Business Session/Inspiration Breakfast

Thursday, September 8, 2022 | 7:00 a.m. – 9:00 a.m.

Hilton Orlando | Orlando, FL

WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.



SEED YOUR  
**FUTURE**®



ACCENT DECOR

# Our Mission

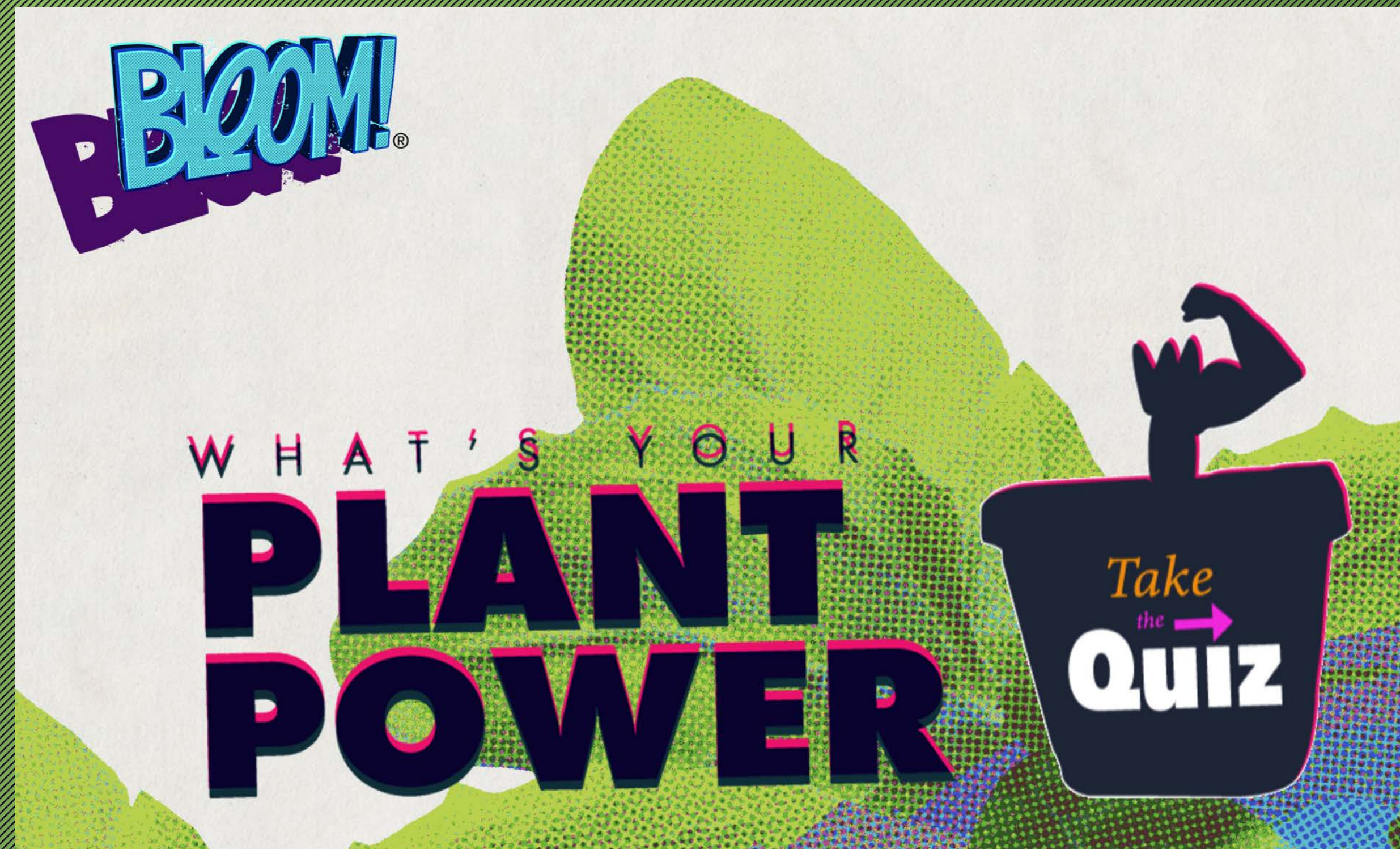


Promote horticulture and inspire people to pursue careers working with plants and flowers.

# Power of Plants & Flowers



What if **you**  
had the power to  
**make people**  
**around you smile?**



# Current Projects

The logo for 'GREEN CAREER WEEK' features a green circular icon with a white hand holding a green plant stem with two leaves. Below the icon, the text 'GREEN CAREER WEEK' is written in a large, bold, black, sans-serif font. A thin green horizontal line is positioned below the text.

**STEM | Business | Design | Logistics | Marketing**

The logo for the American Floral Endowment features a stylized green tree icon. To the right of the icon, the text 'American Floral Endowment' is written in a green, sans-serif font. Below the text, a green rectangular box contains the white text 'Funding the Future of Floriculture'. To the right of this logo is the 'SEED YOUR FUTURE' logo.

The Horticultural Salaries Project is a partnership between Seed Your Future and the American Floral Endowment.

## Welcome to the Horticultural Salaries Project!

Our goal is to alert people to the wealth of job opportunities in horticulture and encourage them to consider horticulture as a career. As much as we are in horticulture due to our love of all things plants, we also need to make a living. As such, we are conducting a salary survey to provide potential students with high, low and average salaries. We understand that every business is unique and hope that you will be able to provide information for the majority of positions in your business in the following survey.

The first page of the survey will be used to sort the data and provide meaningful reports (click here for definitions of horticultural industries). **Please be assured that all information submitted will be confidential and only averages of the data will be released.** The rest of the survey will ask for wages and salaries. For large businesses, be sure to have your HR Director complete the survey.

A vibrant, colorful bouquet of various flowers, including roses, hydrangeas, and lilies, in shades of pink, orange, yellow, and blue.

# How Can You Help?



## Resource Development

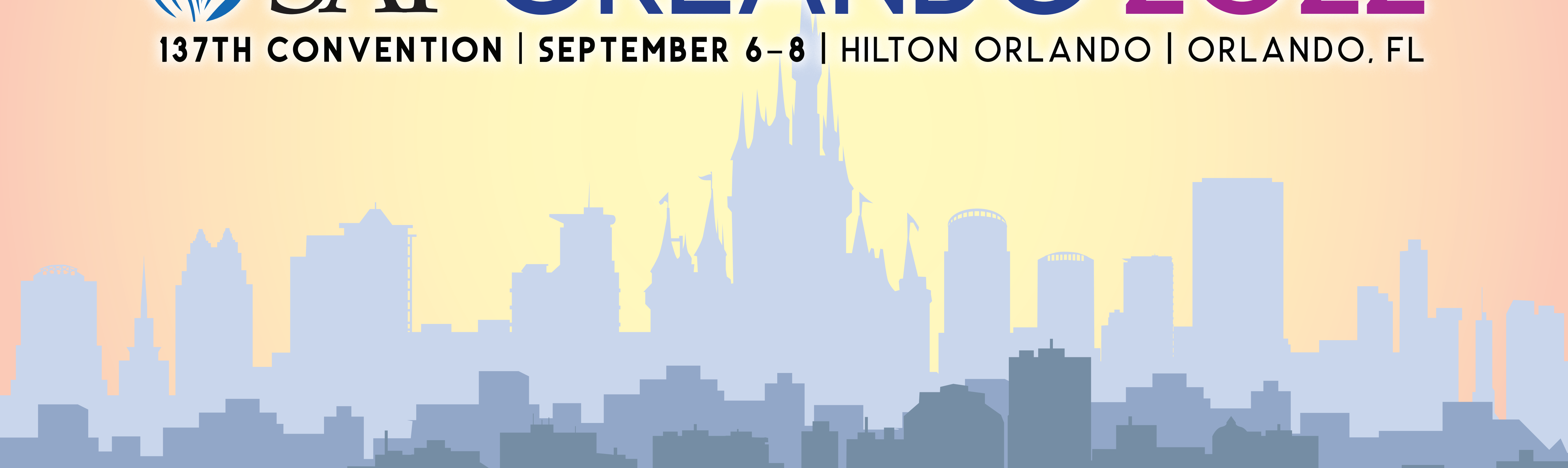
Make a financial pledge to assist with the creation of more resources and tools.





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# Focus on Profitability

**Forecast Your Future on Career Connection**  
Posted By: Stephanie Brady on: July 13, 2022 In: Business Builder, Floral Industry News No Comments

Where the Floral Community Thrives  
**CAREER CONNECTION** POWERED BY SAF

Forecast Your Future, the Society of American Florists' new series of courses focused on profitability, is available now on Career Connection.

The interactive series, presented by successful floral entrepreneurs Manny and Clara Gonzales, begins with Sales Forecasting, a six-week on-demand course that walks through the process of creating a sales forecast specific to your business. Two other courses in the series, "Cost of Goods" and "Wage C

In addition to weekly videos and worksheets, partic guidance. Additional benefits, such as weekly one-o group — or both — can be added to each course p

Those who want to be part of the peer group for th who want only to take the course or want one-on-o

The courses are \$795 for SAF members and \$1,033. improve margins by 1 percent to start, Manny says, money back to anyone not satisfied with the course

Visit [Career Connection](#) to register.

July 27, 2022 | Past Issues

**DRIVE REVENUE BY WOWING BIG BUDGET BRIDES**



By Sarah Samuison

From new floral trends to a record number of nuptials this year, the wedding and event industry is changing and booming, offering florists new opportunities to generate revenue, experts say.



**New Event Economics**

Amid rising prices and other challenges, experienced event florists are finding new strategies to keep profit margins strong.

BY JULIE MARTENS FORNEY

A record-breaking wedding season and supply chain disruptions combined to create an unforgettable 2021 for event florists. Challenges piled up fast, but business owners faced them with finesse — and learned new ways to drive and maintain healthy profit margins.

"In business, it is very tempting and very easy to get in a rut of 'this is the way I do things' because you see success," says Carolyn Butera, who with her husband, Vince Butera, A.A.F., P.F.C.I., owns Butera The Florist in Sedgwick, Maine. "The point is that the world is changing. The world will keep changing. And business changes."


The Buteras began rethinking their business model during the 2020 shutdowns. Ultimately, they decided to get back to their roots as a wedding-only florist. In 2021 they permanently closed their 42-year-old, full-service retail business in York, Pennsylvania, and relocated to a small, coastal town in Maine that's popular for destination weddings. Along the way, the Buteras refined the way they handle weddings to meet the challenges of today's market.

22 FLORAL MANAGEMENT | May/June 2022 | WWW.SAFNOW.ORG

The magazine of the Society of American Florists (SAF) 23

**Your POS: The Marvelous Marketing Machine**

Posted By: Katie Vincent on: August 03, 2022 In: Floral Industry News, Floral Management No Comments



A retailer's point-of-sale system holds a wealth of information that can inform business decisions and drive marketing. An article in the latest issue of Floral Management shows how a few retailers use their point-of-sales systems to save money, attract clients and market their business.

More likely than not, you have a point-of-sales (POS) system. But are you unleashing its potential? If you're simply using it to record orders, you're missing out on sophisticated data that can steer your marketing, enhance customer service, and improve profitability. In the July/August issue of *Floral Management*, senior content strategist Amanda Jedlinsky shares some POS information that can drive smart business decisions.

# Make Virtual and In-Person Connections



JULY 31 - AUGUST 2 | MIAMI, FL

GROW. CONNECT. LEAD.

Where the Floral Community Thrives  
**CAREER CONNECTION**  
 POWERED BY SAF

**Positioned for Profit: New Event Economics for a Changing Market**

REGISTER (FREE!)

Overview Speaker(s) Contents (1)

Florists need to be more astute than ever with their bottom line due to rapidly increasing costs of goods, new consumer demands and supply issues. Vince and Carolyn Butera of Butera the Florist, long-time retail florist and now event-only florists, will share ideas on how to change and operate as an event florist to control costs of goods, promote their brand and stay profitable.

You'll learn:

- How to price for profit
- How to gain and maximize your client's trust
- Creative ideas for strategic planning


**Pump Up Profits**

REGISTER (FREE!)

Overview Content

With speculation about a recession on the horizon and some florists reporting a slowdown in sales, it's important that your business is ready to pump up profits.

# Tackle Talent Challenges



**SEED YOUR FUTURE**

Join the Movement to Drive Talent to the Green Collar Industry

SeedYourFuture.org | WeAreBloom.org

**Hands On**

**TEAM BUILDER**

## Keep Employee Burnout at Bay

When Brenda Sterk, a business analyst and production supervisor at Eastern Floral in Grand Rapids, Michigan, attended SAF Orlando 2021, she says a frequent topic of conversation was employee burnout. Listening to fellow industry colleagues describe its effects, Sterk realized that she, too, was suffering from burnout. "During the sessions, I remember thinking to myself: That's exactly how I feel," she recalls.

COVID unleashed a host of new challenges on the floral industry — staffing issues, supply shortages, and merchandising shifts, to name a few — with owners and employees striving to keep up. "When we came back from quarantine, we were so excited to be around people again and to still have jobs that we just started taking on extra tasks. But after months went by, too much had piled on," Sterk says of her own experience.

Preventing burnout at every level of your organization is important to the long-term well-being of your company. Here are some strategies to keep this lurking issue at bay:

- **PROTECT TIME OFF** Foster an atmosphere where lunch, breaks and vacation time are encouraged for mental health and family time.
- **COMMIT TO HIRING** Hiring new staff is time-intensive, but don't let it keep falling to the bottom of your to-do list while piling tasks onto the workloads of existing employees. "Staffing shortages have caused us to get more creative with hiring than we did in the past," notes Sterk. "For example, if your shop is open until 5:30 but your experienced designers want to leave at 4:00 to get home to their families, employ a high schooler to cover that final stretch of the day. He or she can run the shop and fill the cooler for the next morning," Sterk adds.
- **SHOW GRATITUDE** If your staff has risen to the occasion time and time again, either by coming in early or forsaking a day off to meet a wedding deadline, show them that you've noticed. "Little things like bagels in the morning or an employee lunch can go a long way toward showing gratitude for their hard work," says Sterk. "We've also used perks like drawings for prizes and giving staff their birthday as a paid day off."
- **CHECK IN REGULARLY** Start each week with a set of priorities that everyone can work toward as a team. Schedule one-on-one meetings with staff quarterly or as needed to clarify and review their personal work goals. Ultimately, you want to avoid a lack of communication, which leads to the stressor of uncertainty.

Jennifer Sperry is a contributing writer for Floral Management who focuses on lifestyles, florals and interiors.



14 FLORAL MANAGEMENT | January/February 2022 | WWW.SAFNOW.ORG



August 31, 2022 | East Issues

## GREEN CAREER WEEK CALLS ON INDUSTRY TO SHOWCASE JOBS



Dozens of agriculture, floriculture and horticulture companies nationwide will connect with high school students in October to showcase careers within their businesses as part of Green Career Week, a new initiative led by Seed Your Future.



Where the Floral Community Thrives

## CAREER CONNECTION

POWERED BY SAF

### Employee Incentives

[REGISTER \(FREE!\)](#)

Overview Content

Access these resources to help you implement an incentive program to attract and retain labor, as well as motivate your team!





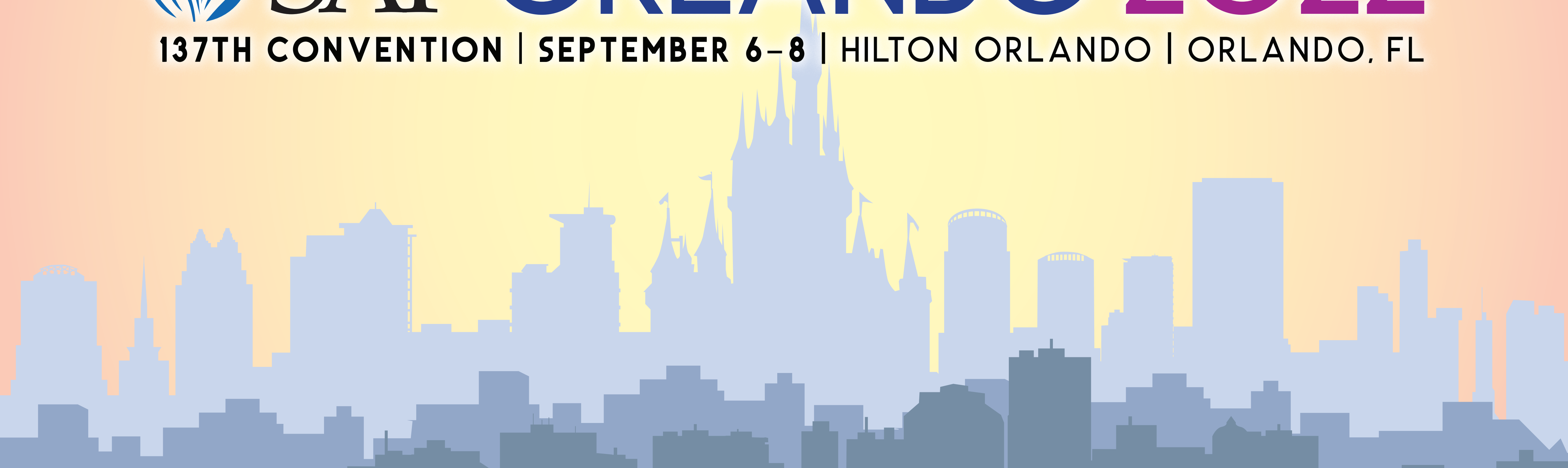
# Ampilfy Your Voice in Washington





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# New SAF Board Members



**Retailer**  
Brian Kusuda  
Jimmy's Flower Shop  
Ogden, Utah



**Wholesaler**  
Anne Stewart  
Smithers-Oasis  
Kent, Ohio

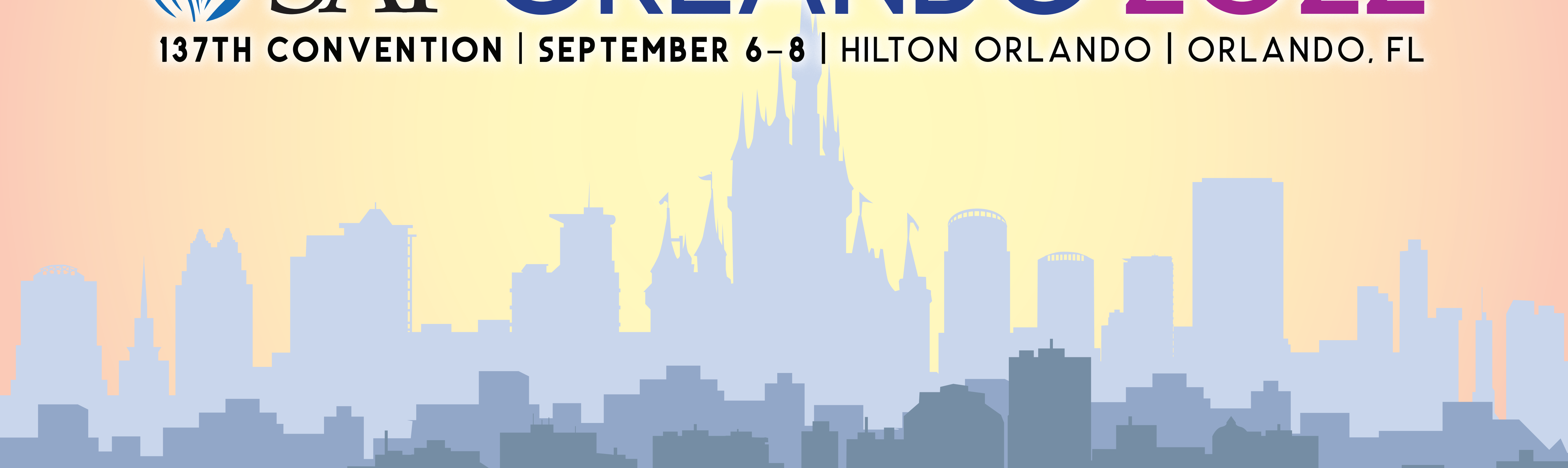


**Grower**  
F.J. Trzusowski  
Continental Floral Greens  
Belfair, Washington



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# 2022 SAF Officers & Board

## Executive Committee

Chris Drummond, AAF, PFCI,  
Chairperson

Michelle Castellano Keeler, AAF,  
President

Oscar Fernandez,  
President-Elect

Michael R. Pugh, AAF,  
Treasurer

Kate Penn, CEO

## BOARD of DIRECTORS

David Armellini

Stacie Lee Banks, AAF

Jennifer Barnard

Austin Bryant

Joaquin de la Torre

Rodi Groot

Stephen Kennicott

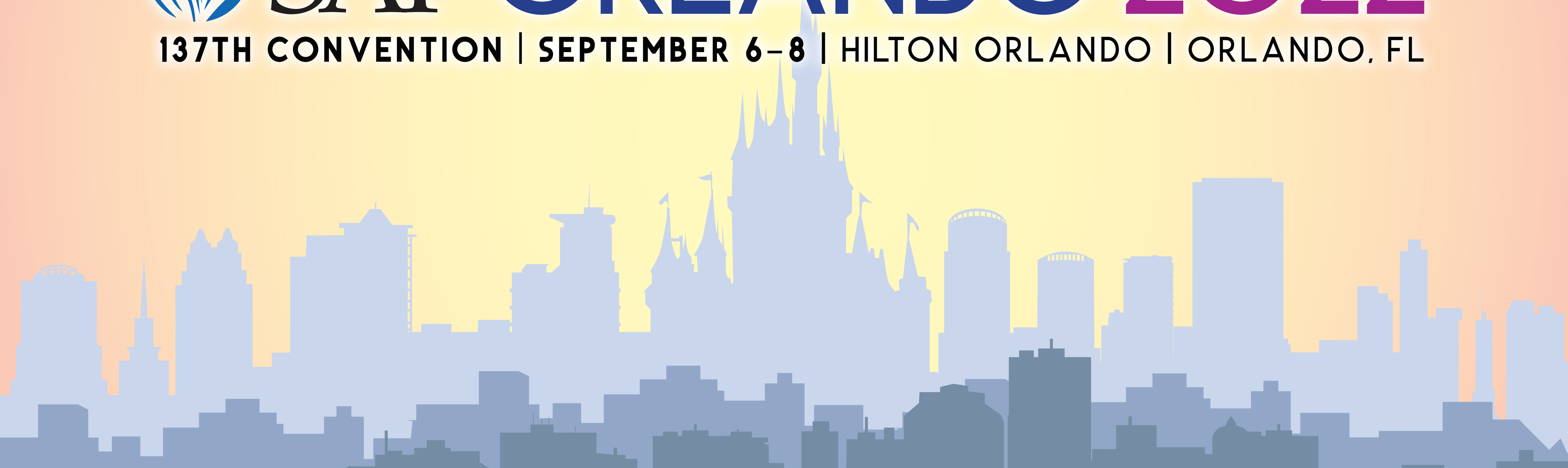
Dave Legge

Liza Roeser



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# New SAF Retailers Council Members



**Eastern Region**  
Zoe Gallina, AAF  
Botanica Florist  
Tampa, Florida



**Central Region**  
Erin Davidson  
McNamara Florist  
Indianapolis, Indiana



**West Region**  
Carma White  
Four Seasons Flowers  
San Diego, California

# New SAF Wholesale Council Members



Stacia Bartlett  
Bill Doran Company  
Rockford, Illinois



Nicholas Chang  
Rosaprima  
Miami, Florida



Patty Sormilich  
Siek Wright Floral  
Products  
Highstown, New Jersey

# New SAF Growers Council Members



Frank Arnosky  
Texas Specialty  
Cut Flowers  
San Antonio, Texas



Pamela Duperly  
The Elite Flower  
Colombia

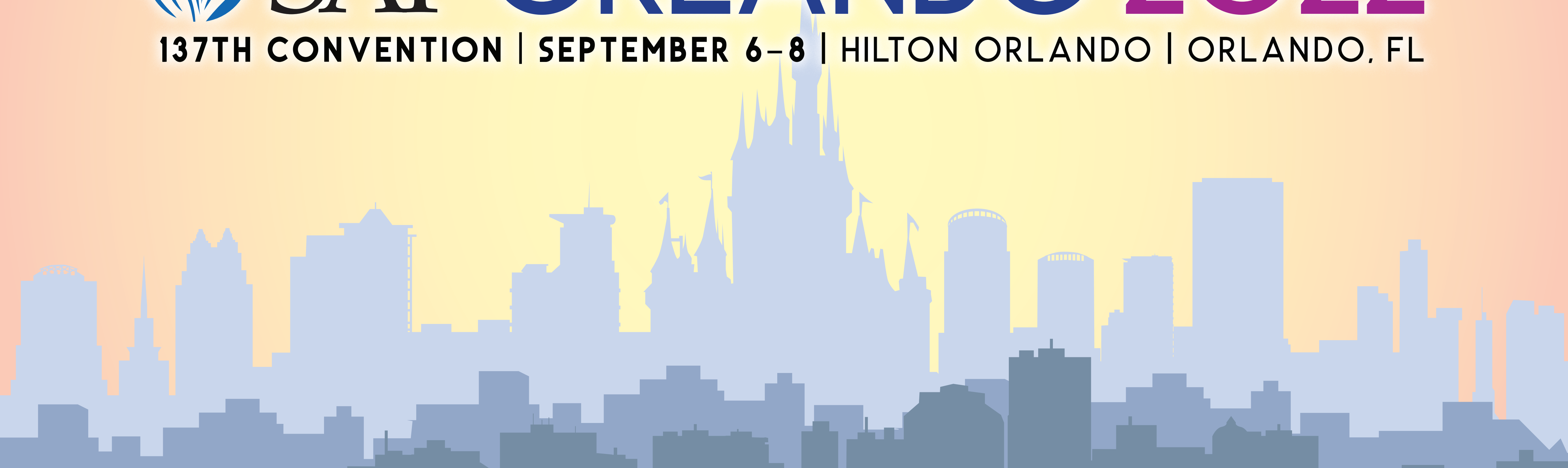


Eric Fernandez  
Continental Flowers  
Miami, Florida



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# Revenue

**Revenue from operations was \$2.9 million.**

**When factoring in investments, the PR fund and SAFPAC, revenue for 2021 was \$3.9 million.**

**This includes a \$250,000 contribution to establish the Herman Meinders Fund.**

# Expenses

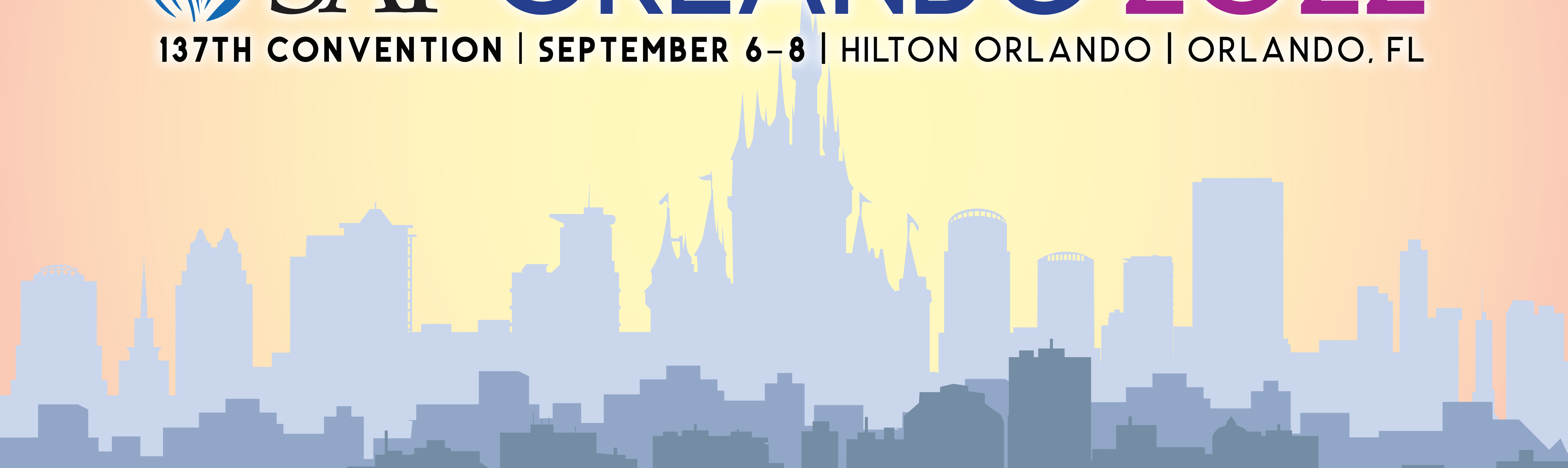
**Operational expenses totaled \$2.89 million, which resulted in a positive change in net assets of \$13,300.**





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# Executive Committee Titles

**Board recommends that the title for the SAF Chairperson be changed to Immediate Past President, and that the SAF President title be changed to President and Chairperson.**

# Executive Committee Term Limits

**Board recommends that total time spent on Executive Committee be reduced from six years to four years.**

# Non-Voting at Large Board Members

**The board recommends that a non-voting at large board seat be created – this seat could be for someone within or outside of the floral industry.**

**The board also recommends that the existing at-large seat that's reserved for a researcher or academia be open to anyone inside or outside of floriculture. Neither at large seat would have voting privileges; both would be subject to Board approval.**



# SAFPAC

Society of American Florists  
Political Action Committee

# SAFPAC Party Sponsors

*Presenting Sponsor:*

*Mayesh Wholesale Florists*

*Gold Sponsors:*

*Armellini Logistics*

*Ball Horticultural Company*

*DV Flora*

*FTD*

*Syndicate Sales*

*Teleflora*

*Silver Sponsors:*

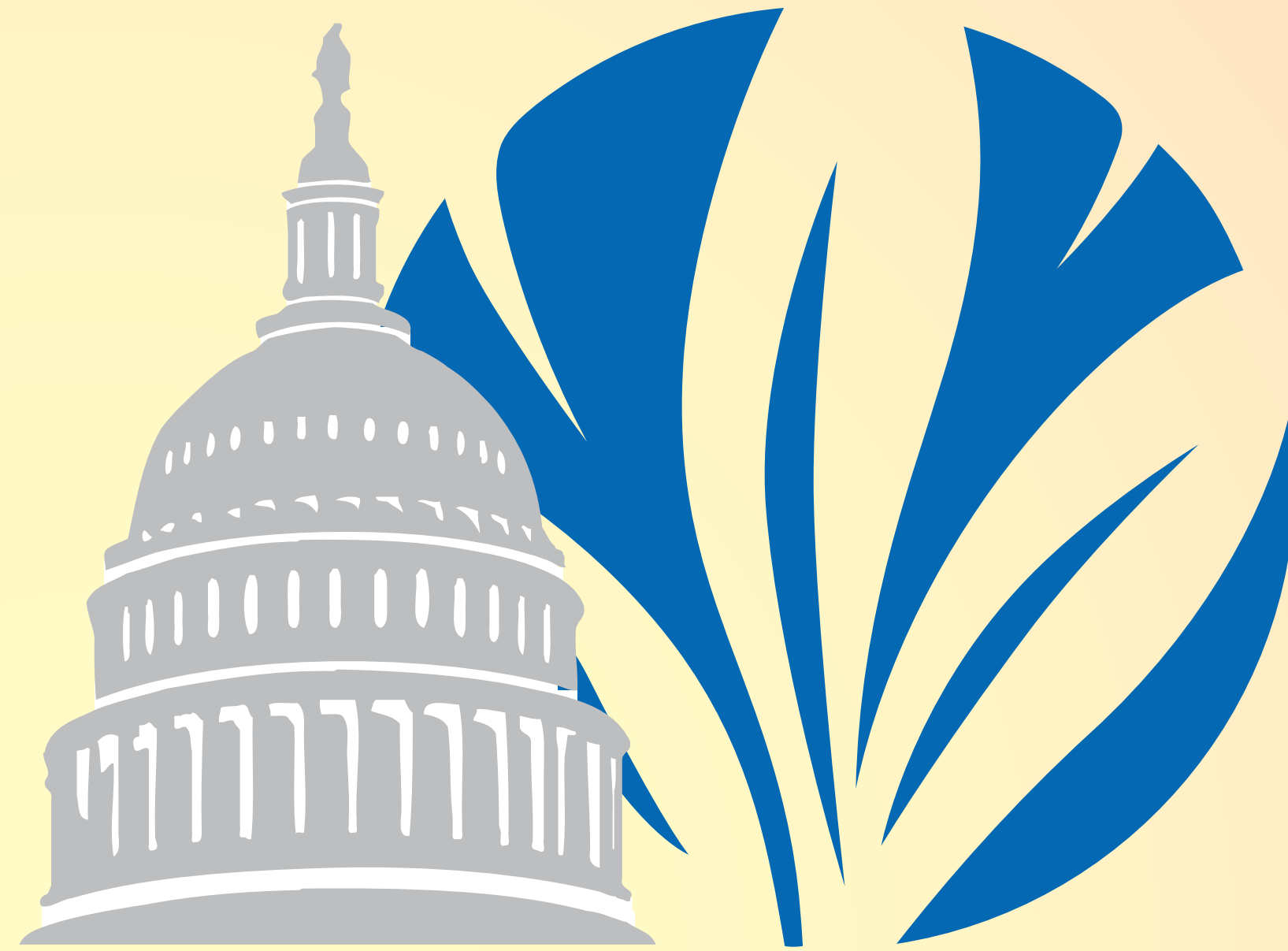
*Kennicott Brothers  
Company*

*Lafayette Florist*

*TieTechnology*

*41st Annual*

**SAF**



**Congressional Action Days**

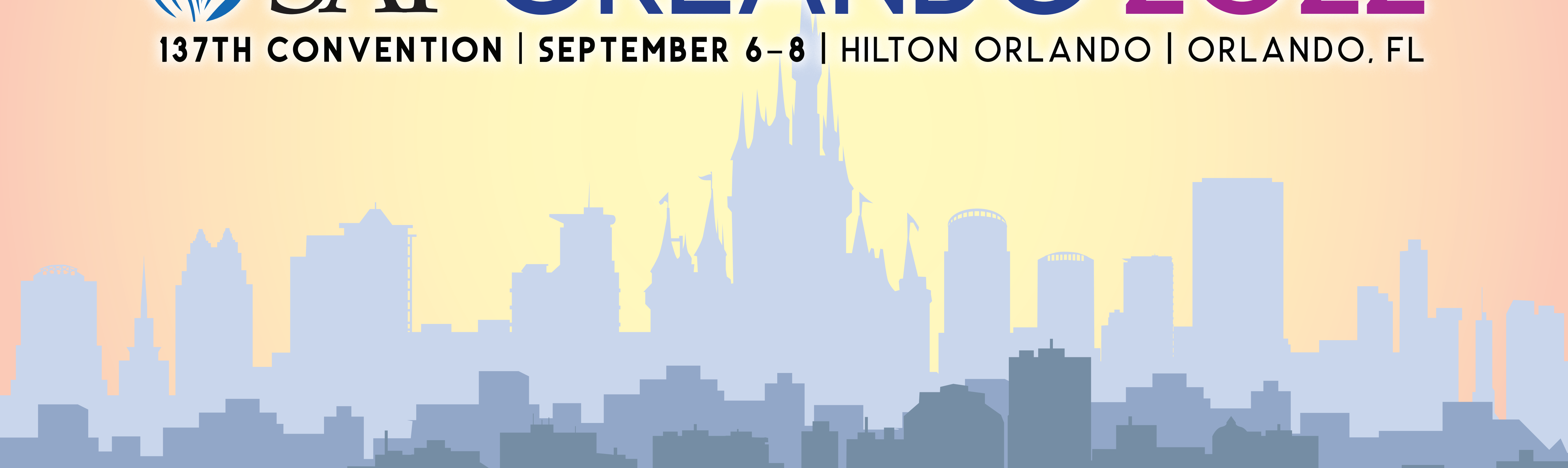
**MARCH 20-21, 2023**

**WASHINGTON, D.C.**



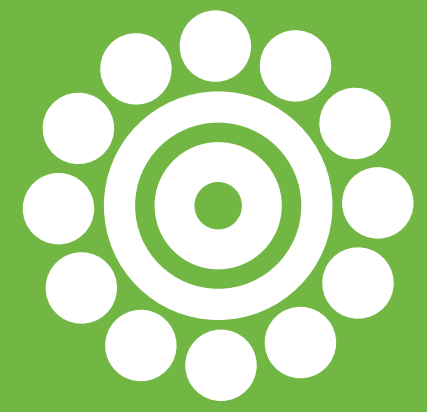
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# PETAL IT FORWARD

## October 19, 2022



**Join  
us**

**Plan your own event  
and make PETAL IT  
FORWARD a nationwide  
phenomenon on Oct. 19!**

[safnow.org/pif](https://safnow.org/pif)





# ORLANDO 2022

# STARS OF THE INDUSTRY DINNER

# SAF Orlando 2022 — Thank You Sponsors

## PLATINUM



By:

**asocolflores**

Association of Colombian Flower Exporters



**teleflora**

## SILVER

**Baill**

**bloomnet**

**Syndicate**

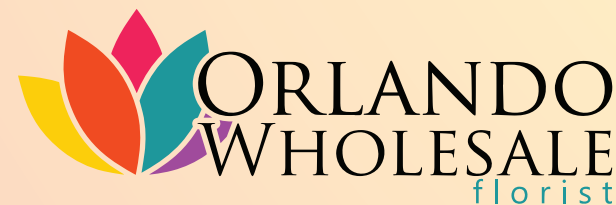
## BRONZE



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## PARTNERS

- American Floral Endowment
- American Institute of Floral Designers
- Armellini Logistics
- Certified American Grown
- Chrysal
- Deliflor Latin America
- DWF Wholesale Florists
- FloraCraft
- Flower Shop Network
- gotFlowers?
- Lovingly
- Seed Your Future
- Team Floral

# Gen Z to Boomers: Working Together for Success



Jeff Kortes

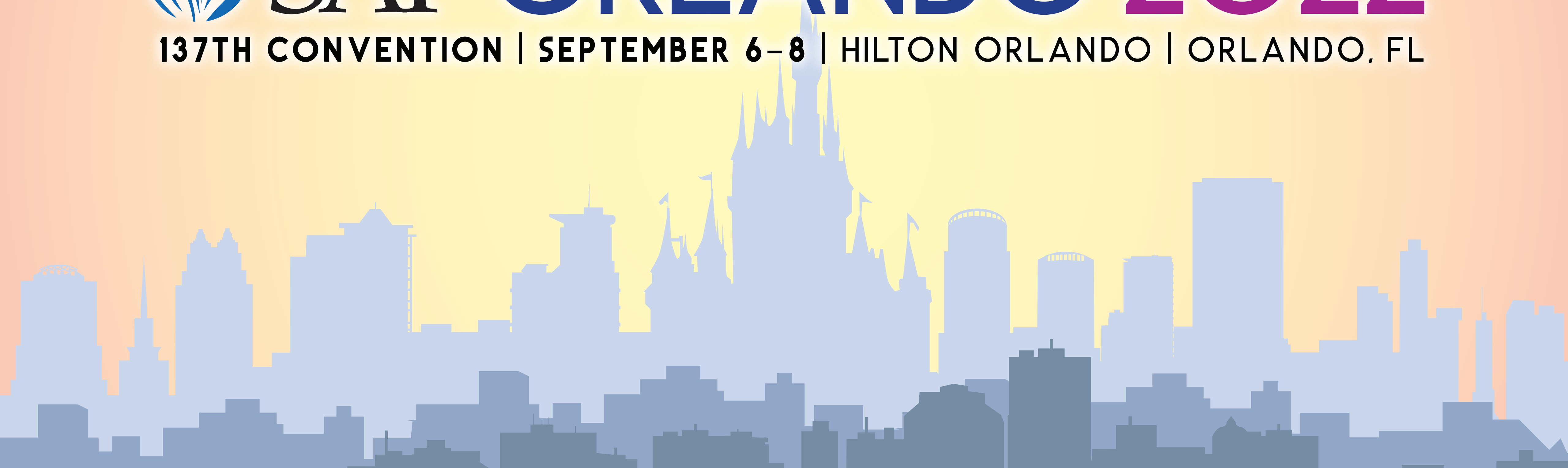


Randy Wilinski



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