



PHOENIX 2023

SEPTEMBER 6-9

138TH ANNUAL CONVENTION | WESTIN KIERLAND RESORT & SPA | SCOTTSDALE, AZ

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



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

Payment plan available! Pay 50% now and 50% on August 18.

Learn more at safnow.org/convention



#safconv2023



SAF | SOCIETY of AMERICAN FLORISTS
Your Growth is Our Business

“The energy is electric.”

“Worth every penny and every minute.”

“There’s no other event that comes close.”

These are phrases attendees of SAF’s 2022 convention used when describing their experience at last year’s event. SAF Phoenix 2023 promises to deliver that kind of experience and more, with:

- An educational line-up that’s designed to help you understand the latest **business trends**, discover new **growth opportunities**, increase your **profitability** and inspire your **teams**.
- NEW this year! A **tour to progressive retailers**, more time to connect with fellow attendees, an **expanded Supplier Expo**, a **revamped annual awards experience** and much more.
- Three days of connecting with like-minded, **growth-oriented floral industry entrepreneurs**.

Not sure you have the time? Or the budget? **Come to Phoenix and I guarantee your investment will pay off.**

I know this from experience - not just my own but from the hundreds of our industry peers who attend each year. In fact, I’m so convinced that the ROI is there for anyone who attends, that if you don’t return to the business with at least one idea that will drive more sales and profitability for your business, SAF will refund your money.

So please join me in Phoenix - let’s get OUT of our businesses, so we can work ON our businesses.



Michelle Castellano Keeler

Michelle Castellano Keeler, AAF
Mellano & Company

World Class Business Training.

23 education sessions and workshops provide insights and practical takeaways

OPERATIONS AND STRATEGY TRACK

- State of the Floral Industry
- Operational Tools That Sustain Your Business
- Tour of Progressive Florists
- In Store Experiences Workshop
- Sharing is Caring: How Open-Book Management Drives Sales and Profits
- Sustainability and Floriculture
- What’s Your Exit Strategy?

TEAM DEVELOPMENT TRACK

- Blueprint for Family Business Succession
- What’s Your Team’s North Star?
- Leading with Empathy in Challenging Times
- Idea Exchange: Finding and Keeping Employees
- Harvesting Talent in Local Schools
- Impact of Communication Styles on Morale, Culture, Performance and Results

GROWTH AND PROFITABILITY TRACK

- Reaching Customers in a Crowded Digital Landscape
- Leveraging Third-Party Delivery
- Empowering Innovation: Unlock the Hidden Potential and Performance in Your Team
- Idea Exchange: Tapping New Growth Centers
- Building Brand Loyalty
- The Future of Digital Marketing
- The Future of Logistics
- Leveraging Artificial Intelligence

TRENDS

- 2024 Flower Trends Forecast*
- State of the Industry
- Outstanding Varieties Highlights Tour
- 54th Annual Sylvia Cup Competition
- Hands-on Design Demo and Experience Zone



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 2024, and what SAF is doing to help the industry address them.

2024 Flower Trends Forecast

Speaker: Talmage McLaurin, AIFD; Esmeralda Farms



Need inspiration for your 2024 product lines? Talmage McLaurin delivers. Following home décor and fashion, and working with florists, mass marketers, grocery retailers and professional forecasters like Pantone and The Trend Bible, Talmage's flower-focused forecasts have informed the industry for more than three decades – first, as creative director and publisher at Florists' Review magazine and, for the last decade, as a creative force for Esmeralda Farms and Sunshine Bouquet. Talmage will reveal eight compelling trend directions that will help you better tap into today's consumer and sell more flowers.

Empowering Innovation

Speaker: Brett Culp



With massive shifts happening in every part of our lives, the future feels uncertain. While traditional hierarchies struggle to quickly respond to these changes, breakthroughs of "everyday leadership" are transforming the world: Employees at every level are taking ownership and making the future happen. Through inspiring and humorous stories, documentary filmmaker Brett Culp shows how to unlock and harness the power within ourselves and others to accelerate business performance and spark innovation. This high-energy session will empower you to unleash that potential within your organization.

Leading with Empathy in Challenging Times

Speakers: Kimberley Fernandes & Elle Stella, The Wonderful Company



Empathy has always been important in leadership, but ever more so since the pandemic upended so many lives, elevating stress, anxiety and depression to unprecedented levels. Studies show that workplaces with empathetic leaders have higher retention, more innovative and engaged teams and better work-life balance. Two senior organizational development leaders from The Wonderful Company - a \$5 billion privately-held company with 9,000 employees - show how to navigate the intersection between emotions and professionalism and answer questions such as: What does empathetic leadership look like? Where does empathy belong in a business? How do you make tough decisions in thoughtful ways?

"I attribute a lot of our business growth to attending SAF Convention - it helps me stay ahead of the game. Worth every penny and worth every minute spent! "

Jen Barnard, Tillie's Flower Shop, Wichita, KS



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.



AFE Friends of Floral Reception

Join AFE in celebrating recent accomplishments while networking with peers and industry leaders who partner with the Endowment to fund advancements in all aspects of floriculture-including research, scholarships, internships, and other industry programs.

Stars of the Industry Awards Experience

Join us for a revamped Awards Experience as we honor some of the most accomplished people in the floral industry.

Inspiration.



NEW-Tour of Progressive Retail Operations

Get a behind the scenes look at progressive floral retail businesses in the Phoenix area. Take notes and snap photos of their merchandising, cash and carry, cooler and storage strategies, design bench and other operational processes.



54th 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. 4. Contact sbrady@safnow.org for details.



SAF's Annual Outstanding Varieties Competition

Growers and breeders display more than 200 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. 18. Contact 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 for details.



Where You'll Stay

Convention Hotel

Westin Kierland Resort & Spa

6902 E Greenway Pkwy
Scottsdale, AZ 85254

Phone: 480-624-1000

Rate: \$238 single/double (includes a discounted resort fee of \$19/day, normally \$40/day)

Cutoff Date: August 7, 2023

Call 480-624-1000 and mention SAF Annual Convention to get the group rate or use the hotel link from <https://safnow.org/events-education/annual-convention/#hotel>. Make your reservations now. The SAF room block will sell out.

The rate will be valid 3 days pre and post of the convention dates (September 6-9), depending on availability.

Flight Arrangements

Phoenix Sky Harbor International Airport (PHX) is 19.3 miles away from the Westin Kierland Resort & Spa. Contact 480-624-1000 to inquire about transportation options and fees.

Rate Info

Early bird prices as low as \$895 for SAF Ultimate level members, growers, and suppliers. Payment plan options available! Contact aroberts@safnow.org to set up installments.

See full schedule and register at safnow.org/convention

SAF PHOENIX 2023 PARTNERS AND SPONSORS

(as of May 15)

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SAF
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Guaranteed or SAF
will refund your
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**“The educational content at
SAF’s convention is exceptional,
and the energy is electric. I am newly involved in SAF and can’t wait
until the next event to fill my cup! ”**

Amy Desperito, Natural Flowers, Miami, FL



**“It’s the one place you can
receive a shot of energy, get new
ideas and find new products**

all in one place within just a few days. There is no other event for florists
that even comes close. ”

Dan McManus, TeamFloral