MAKE A DIFFERENCE FOR YOUR BUSINESS AND YOUR INDUSTRY

ONE VOICE. ONE INDUSTRY. YOUR FUTURE.

31st Annual SAF Congressional Action Days

MARCH 14-15, 2011
THE FAIRMONT HOTEL
WASHINGTON, D.C.

WWW.CONGRESSIONALACTIONDAYS.COM

SOCIETY OF AMERICAN FLORISTS
If you want Congress to support your business, help your legislators understand it.

Every spring, SAF members like you come to Washington for Congressional Action Days so they can share their experiences with legislators and bring our issues to their attention.

This year we need you more than ever!

Right now there are 109 freshmen legislators on Capitol Hill. That means 20 percent of the 112th Congress needs to

- learn about your business
- understand the floral industry and its issues
- gather all the tools and information needed to make decisions that can affect you.

To protect our interests, we must bring the newcomers up to speed on our concerns and remind returning legislators why we matter.

**With your help, we can do it.**

Nothing has more impact than the personal story of a constituent who takes the time to come to Washington. Imagine the power when SAF members from every part of the floral industry converge on Capitol Hill on the same day and speak with one voice!

Please join me in Washington March 14-15 for Congressional Action Days. **I promise you will make a difference** for your business and your industry.

David Mitchell, AAF
SAF Government Relations Chairman
Mitchell’s Orland Park and
Frankfort Flower Shop
Orland Park, Ill.

“I’m tired of people complaining... it’s my responsibility, and my right, to come to Washington and tell my congressman what I feel.”
Dottie Pannepacker
Penny’s Flowers, Glenside, Pa.

“Congressional Action Days really makes a difference for the industry because we are back there year after year.”
David Boulton, AAF
Flowers By George, Inc.
Arlington, Wash.

“My congressman told me... in this age of polling, paid lobbyists and sophisticated e-mail, the number one thing affecting his decisions is personal stories from his constituents.”
Chris Drummond, AAF
Get the big picture
Called “the insider's insider” by The New York Times and “the high priest of establishment political journalism” by Politico, Mark Halperin is one of America's most respected political reporters. As the senior political analyst for TIME magazine and the former political director of ABC News, Halperin has covered national politics and government for more than twenty years, including six presidential campaigns. He is also senior political analyst for MSNBC, where he appears regularly on Morning Joe and other programs. Don't miss him at the Kick-Off Breakfast on Monday.

Go Inside the 112th Congress
Judy Schneider is a specialist on the Congress in the Government Division of the Congressional Research Service (CRS) at the Library of Congress and an adjunct scholar at the Brookings Institution. She has served on the professional staff of both Senate and House committees and authored more than 100 papers on congressional organization and operations. Schneider speaks frequently on Congress and legislative procedures and is a member of the faculty for the conference for new members of Congress. Hear Schneider at Monday's Insider Lunch.

Learn to Lobby the Easy Way
Stephanie Vance, the “Advocacy Guru” of Advocacy Associates, teaches essential lobbying skills learned during her 20-year career in congressional affairs. Vance knows lobbying from both sides of the desk, having lobbied for National Public Radio and listened to lobbyists as a congressional staff director. She has authored several books including Government by the People: How to Communicate with Congress, Citizens in Action and the Advocacy Manual: A Practitioner’s Guide. Her work stems from a deep and abiding belief that government is effective only when citizens are active participants. Learn Vance’s tips at the Listen-up Legislators workshop.

Be Inspired to Lead
When the USS Cole came under a suicide attack by al-Quaida in the port of Aden, Yemen, Kirk Lippold, now retired, was its commanding officer. The attack was one of the seminal events of U.S. history. Commander Lippold and his crew distinguished themselves by saving the ship; his unparalleled leadership has served as an example to military personnel around the world and shown civilians the true honor and excellence of our nation's military. Share his experience at the SAFPAC Dinner*

See Washington in a New Light
An expert on energy policy, business economics and the inner workings of government, Thomas Kuhn offers unique perspective on the Administration. Kuhn is president of the Edison Electric Institute, the association of investor-owned electric companies whose members generate and distribute approximately three-quarters of the nation's electricity. He serves on the boards of several energy organizations and the American Council for Capital Formation and is chairman of the Committee of 100 of the U.S. Chamber of Commerce. He also has served on the Secretary of Energy Advisory Board. Kuhn speaks at the SAFPAC Gold Club Luncheon*

* The SAFPAC Dinner is open to supporters of the SAF Political Action Committee who have contributed $150 or more. The Gold Club lunch is reserved for those who have contributed at least $1,000. For more information about SAFPAC, check the box on your registration form.
Monday, March 14

7:30 a.m. - 9:00 a.m.
KICK-OFF BREAKFAST:  2011 AND BEYOND
Speaker: Mark Halperin, Time Magazine
What is President Obama's legislative strategy in 2011? How do senior strategists in both parties view the post-election political landscape? Which Republicans are likely to make a run for the White House in 2012? And how will all these story lines converge? Gather perspective from one of America’s most respected political reporters.

9:30 a.m. - 12:00 p.m.
ISSUES BRIEFING
Speakers: Lin Schmale and Jeanne Ramsay, SAF
You don’t have to be an expert to talk about what’s important to our industry. You just need to offer legislators some real-life perspective. Learn why each issue we’ll take to Capitol Hill is important, the key points to get across, and how to tell your story in a way that brings it home.

12:00 p.m. - 1:00 p.m.
INSIDER LUNCH
Speaker: Judy Schneider, Library of Congressional Research Service
As a key player in the orientation of freshman senators and representatives, Judy Schneider has a rare understanding of the individuals on Capitol Hill. Don’t miss this chance to gather some truly unique insider perspective on the backgrounds and personalities of the people who make up the 112th Congress.

1:30 p.m. - 3:30 p.m.
LISTEN-UP LEGISLATORS!
Speaker: Stephanie Vance, Advocacy Associates
With the hectic pace on Capitol Hill, sometimes it’s all you can do to just get legislators to pay attention. In this practical workshop, “Advocacy Guru” Stephanie Vance shows you how to communicate effectively with legislators by knowing what you want, whom to ask, how to ask and how to follow up.

6:00 p.m. - 6:30 p.m.
FIRST-TIMERS RECEPTION
New to Congressional Action Days? Get acquainted with fellow first-timers and chat with SAF veterans about what it will be like on Capitol Hill.

6:30 p.m. - 9:30 p.m.
SAFPAC RECEPTION AND DINNER
(For SAFPAC contributors of $150 or more)
Speaker: Commander Kirk Lippold, USN (Ret.)
Can the leadership style of a warship commander apply to business? SAF Political Action Committee (SAFPAC) supporters can decide for themselves after hearing a first-hand account of the suicide attack on the USS Cole in the port of Aden, Yemen — one of the boldest terrorist acts by al Qaeda prior to Sept. 11, 2001. The Cole’s commanding officer that day was Kirk Lippold, whose leadership had created a crew that was prepared, empowered, able to focus under immense pressure and save the ship from sinking. Learn how his pillars of leadership can bring the best out of your team during a time of constant change and challenge.

“I can’t tell you how impressive it is to have so many people from so many parts of the country (as) a united front for our industry... It’s a momentum that only builds if you attend.”
Kasey Cronquist
California Cut Flower Commission
Santa Barbara, Calif.
“This is the time to make (the 112th Congress) aware of agricultural and small business issues.”
Bob Williams II, AAF
Smithers-Oasis N.A., Kent, Ohio

Tuesday, March 15

7:30 a.m. - 9:00 a.m.
GRASSROOTS BREAKFAST
Hear from a member of Congress about what makes a meeting memorable, and pick up some first-hand tips about visiting a congressional office. There'll be time for your delegation to review your meeting strategy, ask questions and get organized before the buses bring you up to the Hill.

10:00 a.m. – 5:00 p.m.
CONGRESSIONAL VISITS
Visit your representative and senators — they're expecting you! SAF arranges congressional appointments for you unless you prefer to make your own. Remember, others from your state will join you for these meetings, and if you've never lobbied, we’ll make sure an experienced member or someone from the SAF staff is there with you as you tell your story. It’s fun, and SAF provides you with everything you need — including talking points, schedules, maps and directions.

11:30 a.m. - 1:00 p.m.
GOLD CLUB LUNCHEON
(For SAFPAC Gold Club members*)
Speaker: Thomas Kuhn, Edison Electric Institute
This year's event brings top SAFPAC contributors an unusual perspective on the current administration. Thomas Kuhn is president of the Edison Electric Institute, whose members provide most of this country’s energy. He’ll provide his insights on the outlook for the business community in the Obama Administration and talk about our current energy policy, energy challenges facing the country and what to expect in the future.
* SAFPAC contributors of $1,000 or more are invited to this private luncheon.

5:30 p.m. – 7:30 p.m.
DAY’S END RECEPTION
After a busy day on Capitol Hill, wrap up at this relaxing reception where you can exchange notes and stories with fellow delegates.

First time on Capitol Hill?
SAF makes it easy — and fun!

Before you set foot on the Hill you will:
Learn the issues and how to tell your story. Practice getting your message across.
Team up and strategize with others from your state or region.

SAF will:
- Make your appointments.
- Give you brief talking points.
- Provide position papers to leave behind.

And...we’ll pair you with an industry veteran so you never have to do it alone!

“When you sit down with legislative staff you realize they’re just people like you are... you can talk to them about things that are affecting you.”
Wilton Lee, CCF
Lee’s Florist & Nursery, Berkeley, Calif.
Registration

Your Low $250 Registration Fee Includes:
- Two breakfasts
- Lunch on Monday
- All briefings
- Bus transportation from the Fairmont to Capitol Hill
- Closing reception

Want to attend SAFPAC events too? If you are not presently contributing to SAFPAC and wish to attend those events, please check the box on the registration form.

Please Register Soon!
The earlier you register, the easier it will be for SAF to coordinate your congressional appointments.

TRAVEL INFORMATION

Stay in the Heart of Washington!
The Fairmont Washington, D.C.
2401 M Street, N.W., Washington, D.C. 20037

The conference hotel is located just two blocks from historic Georgetown and minutes from the Kennedy Center and other cultural sites.

To reserve your room at the Fairmont Washington D.C. please call the hotel direct at (202) 429-2400 and ask for the SAF Congressional Action Days room block. The discounted room rate is $269 single/double per night plus local tax and is guaranteed until February 18, 2011. Please make your reservations early. Some restrictions on cancellation may apply.

How to Get There
To receive the lowest guaranteed airfares, call Austin Travel at (800) 796-0071 and mention SAF.

What to Wear
Mid-March weather can be unpredictable in Washington, so bring a winter coat or jacket. Dress is business casual on Monday. Business attire and comfortable dress shoes are appropriate for Tuesday’s congressional office visits.

For more information about SAFPAC, contact Brian Gamberini at (800) 336-4743; bgamberini@safnow.org

SAFPAC – How One Voice Becomes Many

One personal contribution to a legislator’s campaign is appreciated. Combined contributions from an industry get noticed. When you walk the halls of Congress, many of the senators and representatives you meet are in office with the help of contributions from the floral industry’s political action committee. SAFPAC combines the contributions of many retailers, wholesalers and growers across the country, so the industry’s voice is heard.

“For the time that you invest, the difference that you make is huge. Washington really wants to hear from us as individuals and as businesspeople.”

Dwight Larimer, AAF
DESIGN MASTER color tool, inc., Boulder, Colo.

“It’s an awesome experience that’s not to be missed.”

Maris Angolia, AAF
Karin’s Florist, Inc., Vienna, Va.
Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

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**Registration Fee:** $250 per person

**Total enclosed:** ________________

**Payment Options:**

SAF does not bill for meeting registrations. Please enclose a check (payable to SAF in U.S. funds only) or credit card authorization with this form.

- [ ] Check
- [ ] Visa
- [ ] MasterCard
- [ ] American Express

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**Don’t Forget Your Congressional Appointments**

- [ ] YES. Please make appointments with my senators and representative or their staff. I understand my appointments will be scheduled as a group with other floral industry members from my state who wish to meet with the same congressional leaders.

  - Congressional District ________________________________
  - Senators with whom you would like to meet ________________________________
  - Representatives with whom you would like to meet ________________________________

- [ ] NO. I will make my own appointments. Please contact SAF’s Brian Gamberini if you choose to make your own appointments. We need to keep a record of these contacts. Call (800) 336-4743 or e-mail bgamberini@safnow.org.

**SAFPAC Reception and Dinner**

- [ ] YES, I want to attend the SAFPAC Reception and Dinner. I understand this is limited to individuals who have contributed $150 or more to SAFPAC. (Checking this box does not automatically register you for this event. It simply lets us know you are interested. SAF will contact you, or for more information about SAFPAC, contact Brian Gamberini at (800) 336-4743; bgamberini@safnow.org.)

**Registration/Refund Policy:** Written cancellation requests postmarked before February 1, 2011 will be refunded less a 15 percent handling charge. No refunds after February 8. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.

SAF USE ONLY: Date __________ ID# __________ REG # __________ INIT __________
YOUR VOICE IS CRITICAL.
SPEAK OUT FOR YOUR BUSINESS
AND YOUR INDUSTRY.

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Congressional Action Days

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ONE INDUSTRY.
YOUR FUTURE.