Supercharge Your Business Growth!

- 30 Business-Building Educational Sessions!
- Interactive Workshops & Demos!
- Exciting Events & Networking!

REGISTER BY AUGUST 15 AND SAVE $50

Get details and register today: safnow.org/annual-convention
Ready. Set. GROW!

Tap into the brainpower of progressive retailers, wholesalers, growers, designers and suppliers from every part of the floral industry.

Enjoy 30 Business-Building Educational Sessions!

Seminar Highlights:
- Increase prom, event and sympathy business
- Energize and motivate staff
- Discover hot new color and design trends
- Strengthen customer relationships
- Find fresh profits
- Learn the latest social media marketing tactics
- Explore technology options

Workshop, Demo Highlights:
- Take the Family Business Challenge
- Experience CSI: Flower Shop — LIVE!
- Soak in the All-Industry Idea Swap
- Shop the Premier Products Showcase

PLUS:
- Outstanding Varieties Competition
- Sylvia Cup Design Competition
- 1:1 Tech Support — and much more!

Open to see the full schedule ➔

“"I learned so much. Thank you for a wonderful experience.””
Sam Crimm II, Crimm’s Florist & Greenhouses, Inc., Tullahoma, Tenn.

“"I always return from the SAF convention with a renewed spirit of optimism.””
Steve Frye, Baisch & Skinner, St. Louis, Mo.

“"I loved learning how to grow our business, remain cost effective and have the best staff.””
Lindsey Gender, Arizona Florist, Phoenix

“"A great conference ...always something in each program to relate to the grower.””
Nora McElroy, Newton Greenhouse, Newton, N.H.

CONVENTION SPONSORS

PARTNERS

SUPPORTERS

Accent Decor, Inc.
Bemis Corp.
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California Cut Flower Commission
Chrysal Americas
DESIGN MASTER color tool, inc.
Floralife, Inc.

Hortica Insurance & Employee Benefits
Smithers-Oasis North America Syndicate Sales, Inc.
**WEDNESDAY, SEPT. 18**

**Registration Desk**
7:00 a.m. - 8:00 p.m.

**THURSDAY, SEPT. 19**

See page 7-9 for program details.

**Registration Desk**
7:00 a.m. - 7:00 p.m.

**SAF Resource Center**
7:00 a.m. - 5:00 p.m.

**Outstanding Varieties**
9:00 a.m. - 5:00 p.m.

**KICK-OFF BREAKFAST**
See page 5 for details.

**New to the SAF Annual Convention?**
This casual event is reserved just for you!

**FIRST-TIMERS RECEPTION**
5:30 p.m. - 6:00 p.m.

**SAF PRESIDENT’S WELCOME PARTY**
6:00 p.m. - 6:30 p.m.

**AMERICAN FLORAL ENDOWMENT ANNUAL FUNDRAISING RECEPTION AND DINNER**
6:30 p.m.
FRIDAY, SEPT. 20
See page 10-12 for program details.

Registration Desk 7:00 a.m. - 2:00 p.m.
SAF Resource Center 7:00 a.m. - 2:00 p.m.
Outstanding Varieties 9:00 a.m. - 5:00 p.m.

MARKETING BREAKFAST
See page 5 for details.

FRIDAY NIGHT CONNECTIONS

SATURDAY, SEPT. 21
See page 13-15 for program details.

Registration Desk 7:00 a.m. - 5:00 p.m.
SAF Resource Center 7:00 a.m. - 5:00 p.m.
Outstanding Varieties 8:00 a.m. - 10:30 a.m.

KEYNOTE BREAKFAST & BUSINESS SESSION
See page 5 for details.

STARS OF THE INDUSTRY AWARDS DINNER
6 - 6:30 p.m. Reception
6:30 - 10 p.m. Dinner, Entertainment and Awards Presentations

AFTER PARTY! 10 p.m. - 12 a.m.
Come have fun with friends at this revitalized closing celebration. Share an evening of fine food, lively entertainment and joyful applause as we honor some of the most accomplished and dedicated people in the floral industry. See page 15.
THURSDAY, SEPTEMBER 19

Kick-Off Breakfast

What’s the Key to Market Success?

Get ready for a whole new view of your company’s potential as renowned retail analyst Jim Dion explains the real drivers of business growth and long-term market success. “Today’s successful companies deliver phenomenal service because they have a highly trained, motivated workforce and an overall culture that drives results,” says Dion. So before you ask what you need to do to excel in today’s marketplace, ask yourself who will make it happen? Do they have the right skills, motivation and passion for the job, and if not…how do you get them there? If you want to transform your “good” business into a “great” one, with a team that’s ready to achieve and sustain success for the long haul, don’t miss this powerful opening session.

FRIDAY, SEPTEMBER 20

Marketing Breakfast

SAF is using creative social media tactics and unique strategies to spread the word about the benefits of flowers and the expertise of professional florists, all while putting smiles on peoples’ faces. Find out how, as SAF spotlights its newest public relations programs, including partnerships with influential bloggers and charitable organizations, to reach new audiences.

SATURDAY, SEPTEMBER 21

Keynote Breakfast & Business Session

It’s All About the Leadership

Creating a passion for service throughout your organization starts with you and your leadership team. The Ritz-Carlton Hotel Company has a global reputation for gold-star service because management — from the CEO down — expects nothing less from every interaction at every level of the business. Keynote speaker Jennifer Blackmon will share her passion for the company’s brand and the core thinking that drives its culture. Learn how the 12 Ritz-Carlton Leadership Principles can help you propel your team toward a level of service and customer satisfaction far beyond anyone else’s reach.
“As a first timer we were made to feel welcome by so many people! Really enjoyed it.”
Sheila Kirksey, The Rose Bud Flowers & Gifts, Chickasaw, Ala.

WEDNESDAY, SEPTEMBER 18

5:00 p.m. – 5:45 p.m.
First Timers Reception
New to the SAF Annual Convention? Don’t go it alone. Come meet members of the SAF Convention Committee and connect with other first timers at this casual event reserved just for you!

6:00 p.m. – 9:00 p.m.
SAF President’s Welcome Party
Don’t miss SAF’s opening festivities! Savor a beautiful desert evening filled with music and wonderful cuisine as you chat with some of the floral industry’s most innovative and successful retailers, designers, wholesalers, growers and suppliers. Make new connections or reconnect with old friends as you relax and rejuvenate before the convention begins.

THURSDAY - SATURDAY, SEPTEMBER 19-21

OUTSTANDING VARIETIES COMPETITION

See the year’s best products from the world’s top growers!

Thursday:  9:00 a.m. - 5:00 p.m.  
Friday:  9:00 a.m. - 5:00 p.m.  
Saturday:  8:00 a.m. - 10:30 a.m.

Sponsor:  
Chrysal Americas

Take a tour of the best fresh product on the market and discover which varieties earned top honors in SAF’s much-anticipated annual competition, as you explore a magnificent display of growers’ finest fresh cut flowers, greens, potted flowering plants, bedding plants and foliage.
7:00 a.m. – 8:45 a.m.

KICK-OFF BREAKFAST

Sponsor: Asocolflores
See page 5 for details.

9:00 a.m. – 10:30 a.m.

CONCURRENT SESSIONS

Sponsor: FTD

Marketing Plan? Oh that . . .

If you’re like most retail florists, your days are filled with one challenge after another. You barely have a moment to catch your breath for lunch, let alone dedicate precious time to a marketing plan. But to hear 32-year retail veteran Toomie Farris, AAF, AIFD, president and CEO of McNamara Florist tell it, a strategic marketing plan is the roadmap to success. Without it, his Indianapolis-based business would not employ more than 100 people in its eight locations and be ranked in FTD’s Top 20 for the U.S. and Canada. If you’re tired of just “getting it done” and want to get ahead and grow your business, Farris will show you why a strategic marketing plan will get you there — and how to create one, step by step.

You’ll learn:

- Questions you must ask as you develop a plan
- How to assess your current business environment and identify where you want to go
- How to create an actionable marketing plan with measurable steps

Love and Loyalty: Creating a Company Culture That Earns Both

Retailers, wholesalers, growers and suppliers — learn how to nurture a business culture that infuses your company’s brand in each and every customer interaction, whether in person, on the phone or in advertising. Award-winning independent retailer Mary Liz Curtin defied the odds by turning a profit in economically depressed metro-Detroit just four months after opening her business, Leon & Lulu, now a thriving, 15,000-square-foot retail destination in its ninth year in business. Her secret: Create a company culture that values customer interactions, innovation and a good dose of humor above all else, and customers will keep coming back for more. Curtin — not only a business owner but also a noted authority on the latest trends in gifts and decorative accessories — shares what she’s learned from a life in successful retail.

You’ll learn how to:

- Build a thriving brand — anywhere, anyplace
- Combine skillful marketing, terrific product and excellent customer service to attract buyers
- Engrain your company’s unique brand into each and every employee — and how to spot employees capable of the job
- Create a culture that inspires customers to call you their “newest obsession,” and proclaim “AWESOME CUSTOMER SERVICE” and (by yet another Yelp reviewer)”I LOVE, LOVE, LOVE this place”
Delivery: Cha-Ching!
Are you leaving money on the doorstep with every delivery? Consumers today expect to pay a premium for same-day and next-day delivery, so why do so many florists still offer the service at or below cost? Let floral shop financial advisor Derrick Myers, CPA, CFA, of Crockett Myers & Associates, show you how to turn your delivery program from a costly service into a profit center.

You’ll learn:
- How to assess true delivery costs and set your fees accordingly
- How to cut costs with delivery zones and increase efficiency by monitoring driver performance
- When it’s better to wire out an order instead of putting it on the truck

10:45 a.m. – 12:15 p.m.

Concurrent Sessions
Sponsor: FTD

Take the Family Business Challenge!
Buckle your seatbelt! We’re heading down the bumpy road of a family business in this dynamic, case study driven workshop led by Mike Fassler of the Family Business Consulting Group. Working in small groups, you’ll tackle situations common to many family businesses — parents who won’t let go, relatives whose commitment doesn’t match their paycheck, and unclear job responsibilities for family members in the business, to name a few. Each team will present its recommendations to the full group for feedback and discussion.

You’ll learn:
- Challenges other family businesses face — from succession planning to sibling rivalry
- How different family managers respond to challenges you may face in your business
- How to eliminate the family “filter” and assess business-related conflicts objectively

Champagne Tech on a Beer Budget
Does it have to cost a small fortune to have the latest, greatest technology? Not if you know how to upgrade equipment and find free software online. SAF Chief Information Officer Renato Sogueco offers tips for stretching your technology dollars and leveraging the Cloud in this practical session. Bonus: Sogueco will demo his favorite mobile gadgets and apps to help you stay productive on the road.

You’ll learn:
- The pros and cons of upgrading older equipment — and how to do it on a budget
- Free software, where to find it, and why it provides all the functionality you need
- How to secure and share critical data in the Cloud
- Mobile gadgets and productivity apps you soon won’t want to live without

Love and Loyalty: Creating a Company Culture that Does Both (repeat)
1:30 p.m. – 2:45 p.m.

Premier Products Showcase
Enjoy a lightning-speed tour of the latest flowers, foliage and tools of the floral trade, presented with panache by Professional Floral Communicators – International commentators. Vince Butera, AAF, AIFD, PFCl, Butera The Florist; Brian Wheat, AAF, PFCl, Lafayette Florist & Greenhouses, Inc.; Lisa Weddel, AAF, AIFD, PFCl, L. Weddel Design; and Susan Wilke, AAF, PFCl, Karthauser & Sons Wholesale Florist. See dozens of items and collect samples during this fast-paced and fun event.

You’ll learn:
- Info about new flowers, containers, tools, add-ons and more
- Expert tips on using the items in your business
- A Premier Products Showcase goodie bag

3:00 p.m. – 4:30 p.m.

CONCURRENT SESSIONS
Sponsor: FTD

Building Big Business with Small Corporate Customers
You don’t need to have Fortune 500 firms in your backyard to have a healthy corporate business. Strategically developed services for small, local firms will build a steady base of loyal, lucrative clients before you know it. Come hear from florists with successful corporate programs and fill your “to do” file with practical, proven tactics to capture more B2B sales.

You’ll learn:
- How to set up employee affinity and discount programs for corporate accounts
- Ideas for customized services, such as branded gift baskets featuring locally-produced products
- What you need in a dedicated website for corporate business
- How to choose the best blend of marketing, sales and key staff to drive your B2B business

3:00 p.m. – 4:30 p.m.

Overcome Your Fear of “Difficult” Blooms
Do you want to distinguish your shop by carrying specialty cut and exotic blooms — but worry about handling the sometimes-finicky flowers? Learn how to give temperamental blooms the right TLC, and get your questions answered about everything from dahlias to delphiniums, through live demos and an interactive Q&A session led by Jim Daly, AAF, of Floralife, Inc., and Gay Smith of Chrysal USA.

You’ll learn:
- Common mistakes and myths about handling exotics and specialty cut flowers like protea, clematis, godetia, poppies, strelitizia, and more
- Proper cutting, conditioning and storage techniques
- How to get maximum longevity from every stem

6:00 p.m. – 9:00 p.m.

American Floral Endowment Annual Reception and Fundraising Dinner*

* Separate registration is required.

Enjoy an evening with industry colleagues and friends at the AFE Annual Fundraising Dinner. For more than 50 years, AFE has funded vital scientific research, scholarships and educational development opportunities promoting the growth and improvement of the entire floral industry. Hear about the latest AFE projects your participation helps support. Cost is $175 per ticket. Use the SAF registration form to purchase tickets, or contact Debi Aker at (703) 838-5211; daker@afeendowment.org.
10 a.m. – 8:45 a.m.

MARKETING BREAKFAST
See page 5 for details.

9:00 a.m. – 10:30 a.m.

CONCURRENT SESSIONS

Social Media Essentials
For rookie social media users
Still struggling to find the value in Facebook, Twitter and other social sites? Kick-start your social media efforts with a quick lesson in the basics. Online marketing experts Jamie Adams of the Flower Shop Network and Ryan Freeman of Strider, Inc., outline essential tasks and tools you need to get up and running on key sites and make social media an integral part of your marketing efforts.

You’ll learn:
- How to get going on “gotta-be-there” sites like Facebook, Twitter, and Pinterest
- Common problems and how to fix them
- Tips for creating effective content and tailoring it for different types of social sites
- Basics of image management – file formats, sizes, how to upload, etc.
- How to build friends and followers and “go viral” with your message

Advanced Social Media — Measuring and Maximizing ROI
For companies with an established social media presence.
You’ve totally bought into social media with an established presence on Facebook, Twitter, Pinterest and even a few other venues. Now you’re starting to reap the benefits of expanding your brand online by engaging customers and capturing sales — but can you get even more value? Join our panel of social media veterans as the session explores best practices for managing your social media buffet and maximizing its return on investment (ROI).

You’ll learn:
- How to minimize the time spent on updates and still keep your sites fresh
- What social media service providers can (and can’t) do to help
- Whether you should advertise and what’s the best way to get started
- Tactics that turn friends and followers into paying customers
- Practical tips and tools for measuring ROI

Color Me Profitable
Color is a critical factor in selling more products to more people more frequently. Join designer, author and founder of the Floral Training Center René van Rems in a dynamic, multi-media exploration of the emotional appeal of color for a good Cause!

You might not play like a pro, but you can still have a lot of fun for a good cause at the 23rd Annual SAF Political Action Committee (SAFPAC) Golf Tournament. All skill levels are welcome at this easygoing fundraiser for the floral industry’s political action committee. Check the box on the registration form, or contact Brian Gamberini at (800) 336-4743 or bgamberini@safnow.org for details. *Separate registration required
color and how you can use it to influence just how swiftly your fresh product and decorative accessories fly off the shelves.

You’ll learn how to:
- Buy fresh and supply inventory with an eye for color and product trends, not fads
- Sell based on color – and effectively offer substitutions
- Use color in your merchandising to compel buyers to browse and buy

10:45 a.m. – 12:15 p.m.

CONCURRENT SESSIONS

CSI: Flower Shop — LIVE!
Sales and service pro Tim Huckabee puts on his secret shopper hat — just as he does for his popular column in Floral Management — to test the sales skills at shops around the country. You’ll listen in on each live call, then break down the conversation to decide what worked and what didn’t.

Learn:
- Proven phone sales tactics and customer-service tips
- Keywords that signal an add-on opportunity
- Best practices to manage difficult customers and make the most of every call

Build Your Business with Cause Marketing
You want to help every community group and charity that asks, but you can’t. So how do you choose? How much can you afford? How do you fit the extra work into a busy schedule? A focused approach to philanthropy can help you develop mutually profitable partnerships with deserving organizations. Hear from a panel of florists whose cause marketing efforts are good for their communities and great for business.

You’ll learn:
- An organized, less stressful way to manage charitable requests
- How to choose organizations strategically and get measurable results
- How to get the charity to do the “work” and support your business

MORE ➔
1:30 p.m. – 2:45 p.m.

CONCURRENT SESSIONS

- New Lines, Big Profits. Options in Giftware and More
  Candles, scarves, lotions, cappuccinos and home decor are just some of the extended lines generating new revenue streams for enterprising floral business owners. Find out about the hottest add-on items in their inventory, why they chose them, and how to find the best new lines for you.

  You’ll learn:
  - How to select the right mix of products combining giftware, home décor, and holiday
  - Tips on merchandising, both in-store and online, to prompt impulse sales
  - Unusual products and services that can help generate more in-store traffic

- Advanced Social Media — Measuring and Maximizing ROI (repeat)

2:00 p.m. – 4:00 p.m.

- Ask the I.T. Guys — 1:1 Tech Support
  Laptop running slow? Problems uploading your videos to YouTube or images to Pinterest? Flummoxed by Facebook and Google? The tech doctors are in. Bring your laptop, tablet or smartphone and get advice from SAF’s resident geeks: Chief Information Officer Renato Sogueco and Systems Administrator Joe Aldeguer. Sign up for a 15-minute appointment at the SAF Resource Center.

3:00 p.m. – 4:30 p.m.

CONCURRENT SESSIONS

- “Let’s Party!” Capture Your Share of Prom Business
  Be a “guest” at a florist’s Prom Party and find out why interactive events like these are captivating teens and helping make prom the fourth largest floral holiday for enterprising florists who go after it. Dan Fisher of Fitz Design, Shelby Shy, AAF, of Shirley’s Flowers and Gifts, Inc., and acclaimed designer Joyce Mason-Monheim, AIFD, AZMF, PFCI, explain how florists are successfully tapping into this lucrative and fun market.

  You’ll learn:
  - How to organize prom parties and other events to attract teen shoppers
  - Hot prom designs and floral accessories for 2014
  - Where, when and how to connect with teens, and how to “go viral” with your message

- CSI: Flower Shop — LIVE! (repeat)

6:45 p.m. – 8:45 p.m.

FRIDAY NIGHT CONNECTIONS

- Build Your Business Network — and Make Lifelong Friends
  Connecting with long-time customers, suppliers and social media “friends” — it’s the icing on the educational cake of the SAF convention. Some of the best ideas and business opportunities arise through casual conversation with an industry colleague. So take time to relax as you chat with friends and make new business connections.
7:00 a.m. – 8:45 a.m.

**KEYNOTE BREAKFAST & BUSINESS SESSION**

**Sponsor: BloomNet**

See page 5 for details.

9:00 a.m. – 10:30 a.m.

**CONCURRENT SESSIONS**

■ **Does Your Technology Measure Up?**  
Struggling with how much money to spend on technology? Get beyond the “gotta-have-it-now” hoopla and find out what you need based on your business size. SAF Technology Committee members Charles Ingrum of Dr. Delphinium, and Skip Paal, AAF, of Rutland Beard Florist will break down the essential technologies required to thrive in today’s marketplace for small (1-5 employees), medium (6-10) or large (11+) floral businesses.

**You’ll learn:**
- Where you should — and shouldn’t — spend your technology dollars
- How much money and time you should be investing in social media and your website
- What a company your size needs in terms of POS, delivery, general office technology and IT support in order to remain competitive

■ **A Profitable Approach to Design**  
You have holiday production down to a science — it’s organized, efficient and profitable. What if you applied the same approach every day? Tim Farrell, AAF, AIFD, PFCI, of Farrell’s Florist will

9:00 a.m. – 11:00 a.m.

**Sylvia Cup Design Competition**

**Sponsor: California Cut Flower Commission**

The Sylvia Cup is the longest-running, live, national floral design competition in the industry. Participants include designers from the American Institute of Floral Designers, winners of state and regional contests, and designers of the year. The champion receives the coveted silver Sylvia Cup and $3,000; and cash prizes of $500 and $250 are presented to the first and second runners-up. See all the innovative entries and find out who takes home the prize at Saturday night’s Stars of the Industry Awards Dinner.

**Sylvia Cup prize money is provided by Smithers-Oasis North American Operations**

The competition is coordinated by PFCI

10:00 a.m. - 11:00 a.m.

**LIVE PFCI Commentary!**  
Watch the final hour of the 46th Annual Sylvia Cup Design Competition and be the first to see how some of the country’s top designers interpret this year’s secret challenge. Commentators Vince Butera, AAF, AIFD, PFCI, Butera The Florist; Lisa Weddel, AAF, AIFD, PFCI, L. Weddel Design; and Susan Wilke, AAF, PFCI, Karthaus & Sons Wholesale Florist, talk about the different design ideas competitors are creating using the exact same selection of fresh products and hard goods.

**You’ll learn:**
- Insider tricks on design mechanics, concepts and products
- Innovative design ideas that can set you apart from the competition

MORE →
show you how to translate holiday tactics into everyday best practices to increase efficiency and boost profits year-round.

**You’ll learn:**
- How to develop design “recipes” with your shop’s unique brand and efficiency in mind
- Ways to showcase hard-to-sell blooms in your arrangements
- How to use “nimble” recipes that adapt quickly to special deals and opportunities

**Our Evolving Floral Marketplace — Past, Present & Future**
What can floral market trends of the past 50 years tell us about the next 10? Plenty. Join Jim Daly, AAF, of Floralife for a look at what the changes in the international floral marketplace could mean for your business.

**You’ll learn:**
- What to expect from today’s emerging floral market
- How the supply chain impacts consumption, and vice versa
- Likely challenges and opportunities in the decade ahead

10:45 a.m. – 12:15 p.m.

**CONCURRENT SESSIONS**

**SEO and Search Marketing Decoded**
Inbound links. Location markups. Adwords. Keyword algorithms. If that’s Greek to you, then be sure to attend this insightful session with search marketing experts Jamie Adams of the Flower Shop Network and Ryan Freeman of Strider, Inc. Learn the lingo, tools and tactics of search engine optimization (SEO) and how to use search marketing to boost your ranking in search results.

**You’ll learn:**
- How adwords, keywords, location tags and other search marketing tools work, and tips to use them effectively
- How to tap into the viral potential of social media to increase your site’s visibility
- When and where to tweak your SEO tactics to keep your ranking high

**Your Rx for Health Care Compliance**
The new health care law — the Affordable Care Act (ACA) — goes into effect January 1, 2014. Are you ready? The law is complex, containing new terms and requirements that even the most seasoned business owner may not understand. SAF’s small business lobbyist Corey Connors gives a detailed prescription for what you need to do to comply regardless of how big or small your business is.

**You’ll learn:**
- How to determine your number of full time employees — and why it’s important
- How to navigate the complex and often confusing rules and regulations
- What the law means for you and your employees

1:30 p.m. – 2:45 p.m.

**CONCURRENT SESSIONS**

**Life of the Party — How to Be Event Vendors’ Favorite Florist**
“Who would you recommend for the flowers?” Why do some florist shops get a constant stream of referrals from party planners, caterers, hotels and other companies offering event services? Discover the secret behind those relationships and how you can become the
Celebrate Our best and brightest

Have fun with friends as we close SAF’s 129th Annual Convention with this energized celebration. Share an evening of fine food, lively entertainment and joyful applause as we honor some of the most accomplished and dedicated people in the floral industry. Cheer for the Sylvia Cup champion and toast AAF and PFCI inductees. Experience the building excitement as the winners of SAF’s Alex Laurie Award, Paul Ecke Jr. Award and other top honors are revealed; and finally, feel the room fill with emotion as the recipient of the industry’s most prestigious award, Floriculture Hall of Fame, is announced and accepts his or her award.

(Business attire)

You’ll learn:
- Tips for networking and building relationships within your local event community
- What event planners, caterers, hotels and other party vendors need from a florist and how to market your services to them
- How to establish a “presence” so that everyone at the party — from the guest of honor to the serving staff — connects your shop with those gorgeous floral designs

A Celebration of Life — Trends in Sympathy Design

Sponsor: Syndicate Sales

Sympathy flowers and memorial tributes, like the rest of our industry, have changed drastically over the past few years. “It’s no longer a funeral, it’s a Celebration of Life!” says Jerome Raska, AIFD, PFCI of Blumz...by JRDesigns. Find out about the latest market trends, promotional and marketing ideas, new containers and merchandise, as well as creative designs that sell when dealing with a bereaved family.

You’ll learn:
- Which non-floral add-ons are growing in popularity, from wind chimes to stepping stones
- How to market yourself as a source for both flowers and other event-related needs of memorials and funerals
- Important questions to ask and how to train new staff to work with bereaved families and funeral directors with sensitivity and confidence

3:00 p.m. – 5:00 p.m.

It’s Back! All-Industry Idea Swap

Some of the most practical take-homes from any SAF convention are those unexpected “Aha” moments when you hear how somebody solved a similar problem or found a simpler way to get a job done. During this fast-paced exchange, attendees offer their best tips to help boost sales, engage customers, find and motivate staff, strengthen partnerships, cut costs, increase profits and more. Share a few of your own bright ideas, or just sit back and absorb the combined brainpower of some of the most creative, effective businesspeople in the floral industry.

6:00 p.m. – 10:00 p.m.

Reception (6:00 p.m.) Dinner, Entertainment and Awards (6:30 p.m.)

Celebrate Our Best and Brightest

6:00 p.m. – 12:00 a.m.

After Party

Continue the celebration with music and dancing — a perfect finale for SAF’s 129th Annual Convention.
Where You’ll Stay

Sheraton Wild Horse Pass
5594 West Wild Horse Pass Blvd.
Chandler, AZ 85226

Located in the heart of the Gila River Indian Community, the Sheraton Wild Horse Pass Resort & Spa was designed to be an authentic representation of the area’s heritage and culture. The architecture, design, art and legends of the Pima (Akimel O’otham) and Maricopa (Pee Posh) tribes are celebrated in every detail imaginable, indoors and out. Guest rooms are a masterpiece of interior design where every element — from the artwork and bedspreads to the tile and petroglyph-engrained furniture — has cultural significance to the tribes. Rooms feature panoramic views including the Sierra Estrella and South Mountain ranges, the Gila River and two championship golf courses from a private patio or balcony. You may even see the wild horses roaming across the desert. The property also features four pools with cascading waterfalls, a spa, tennis courts and jogging trails.

Room Rates and Reservations
The SAF rate is $229 single/double.

To reserve a room, please call 602-225-0100 and mention SAF Annual Convention to get the group rate.

Deadline: The cut-off date for guaranteeing the SAF room rate is August 23. Please make your reservations early. SAF anticipates a sold-out convention.

Flight Arrangements
Austin Travel is SAF’s official travel company. They will be happy to make your travel arrangements for SAF Phoenix 2013 at special discounted rates. To make your arrangements, please contact Austin Travel at (800) 796-0071.

Transportation to the Hotel
The Sheraton Wild Horse Pass is a 15 minute ride from the Phoenix airport and 11 miles from downtown Phoenix. Taxis and shuttles can provide ground transportation to the hotel. For additional details and transportation pricing, please call the hotel: 602-225-0100.

Climate/Dress
September temperatures in the Phoenix area range from daytime highs in the mid 90s to the low 70s at night. Resort casual is the fashion for convention events: casual shirts, slacks, shorts or dresses. The Awards Dinner calls for business dress: collared shirt, tie and jacket for men, pantsuit or dress for women.

Yes, wild horses really do roam the desert around the Sheraton Wild Horse Pass.
Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

Name
Nickname for Your Badge

Is this the first time you have attended the SAF Convention? □ Yes □ No

Company Name
Address
City State Zip
Phone Fax Cell
Email Website

Emergency Contact Phone

Do you require special accommodations to participate in SAF PHOENIX 2013, such as accessible meeting room, interpreter, or special dietary considerations? If yes, please attach a written description of your needs.

FEE INFORMATION

Full Registration Fee Pricing Register before 8/15 and save $50
Postmarked by 8/15 Postmarked after 8/15 On Site

☐ SAF Member $775 $825 $875
☐ Non-Member $925 $975 $1,000

Optional Event not included in fees above
☐ American Floral Endowment Dinner: $175 per person x _________ attendees = $__________

PAYMENT

Registration Payment $  
Optional Event Payment $ 

Total Payment $ 

SAF does not bill for meeting registrations.

☐ Check enclosed. Please make check payable to SAF (in U.S. funds only)

Charge my credit card: □ Visa □ MasterCard □ American Express

Credit card payment options:
☐ Charge the full amount now (1 payment)
☐ Easy Payment Plan (3 payments*)

*Each payment =1/3 of total; First payment charged with registration; Second charge on Aug. 1, Third charge on Sept. 1.

Card Number
Expiration Date CVC Code
Name of Cardholder
Signature of Cardholder

Optional SAFPAC Golf Tournament
☐ All skill levels are welcome at this easygoing fund-raiser for the floral industry’s political action committee. For more information, check here or contact SAF’s Brian Gamberini at (800) 336-4743 or bgamberini@safnow.org.

Registration/Refund Policy: Written cancellation requests postmarked before September 7, 2013 will be refunded less a 15 percent handling charge. No refunds after September 7. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.

NEW! Easy Payment Plan — 3 Installments (for credit card payments only)

Registration Fee covers:
☐ All Business Education Sessions and Workshops
☐ President’s Welcome Party
☐ First-timers Reception*
☐ Kick-Off Breakfast
☐ Outstanding Varieties**
☐ Premier Products Showcase**
☐ Marketing Breakfast
☐ Friday Night Connections
☐ Keynote Breakfast and Business Session
☐ Sylvia Cup Design Competition**
☐ Stars of the Industry Awards Dinner and After Party

* for first-time attendees  ** viewing only; additional fee for exhibiting

[4] EASY WAYS TO REGISTER

Web: safnow.org/annual-convention  Phone: 800-336-4743  Fax: 703-836-8705

SAF USE ONLY: DATE __________ ID# __________ REG # __________ INIT __________