As the recession ends, will you be ready to compete in a dramatically changed marketplace?

Prepare now to capture the new American consumer at this fast-paced mini-event for floral shop owners and managers!

**Retail Landscape Redefined**

Speaker: Al Meyers, Retail Forward, Inc.

The economic shocks of the past two years have created new marketplace realities retailers must understand and respond to now. Discover the fundamentals of the post-recession retail landscape and how they will impact both retailers and their suppliers.

You will learn:
- **Who** — new roles for Boomers, Gen X, Gen Y and Millennials in the recovery.
- **What** — new reasons for purchasing and new requirements for successful products and services.
- **Why** — changed buying behaviors and attitudes and the new shopping norms.
- **Where** — new retail shopping patterns and competitive dynamics.

**Talk Back: Conversation With Al Meyers**

So things have changed. What does that really mean to you? Ask questions, explore opportunities and talk about how the new retail landscape impacts florists during this powerful, give-and-take discussion with one of the country’s top retail strategists.

**Network and Exchange Ideas**

Make the most of this fast-paced event. Brainstorm with fellow retailers at breaks and meals. Share what you’ve learned and talk about possible applications at the daily wrap-ups and Wednesday’s Networking Reception and Dinner.

www.SAFGrowthSolutions.com • (800) 336-4743
- Understand new consumer attitudes and expectations.
- Tap into the power of loyalty programs, coupons, social media and more.
- Attract Gen Y and build for the future.
- Build a better online business.
- Find real post-recession growth opportunities.

Capturing the Gen Y Consumer
Speakers: Kate Penn and Jennifer Sparks, SAF

Flowers are ageless, but marketing them is not. Today’s 20-somethings think about and buy flowers very differently than their parents and grandparents. If you want to reach them, you have to think differently too. Explore results from SAF’s Generations of Flowers Study and learn what other retailers are doing to connect with Gen Y customers.

You will learn:
- What Gen Y consumers think about flowers.
- Which designs, merchandising approaches and messages appeal to them.
- The best ways to reach them with your marketing.
- How other retail florists successfully attract Gen Y business.

Generating the New ROI — Return On Involvement
Retail Panelists: Art Conforti, Beneva Flowers & Gifts; Robbin Yelverton, AIFD, PFCl, Blumz by JR Designs; and Kris Wittenauer, Diehl Florist, Inc.

Engaging your customers — getting them actively involved with your business — is a critical element of success today. But how do you make it happen and generate a return on that involvement?

You will learn:
- How to use loyalty programs, social networking, coupons, your Web site and more to engage and captivate consumers.
- What others are doing to build powerful, profitable long-term relationships with their customers.

Attracting and Keeping Customers For Your Online Shop
Speaker: Renato Sogueco, SAF

Your salespeople are the heartbeat of your shop as they interact with customers every day. But does your online store have a pulse? Your ability to drive customers to your online store, get them to buy and come back for more, will determine your success in the post-recession climate.

You will learn:
- How to manage your online shop like the true retail branch it is.
- What brings passers-by “in” to your online store and what makes them stay to see what you have to offer.
- Online sales techniques that turn shoppers into buyers.
- How to find problem spots that are undermining sales.
- How to turn a first-time buyer into a repeat customer.

Hands-On Online Workshop
You’ve heard about key trends. You know more about generational attitudes. You’ve talked strategy, and objectives and purpose. Now bring your laptop and take it to the next step at this hands-on session.

You will learn:
- How to set up a blog, social networking site or loyalty program.
- Simple ways to begin analyzing your Web site with free Google Analytics.
- Why Search Engine Optimization works and how to get started.
Al Meyers  
Senior Vice President, Retail Forward, Inc. 
For 30 years, nationally known retail and brand strategist Al Meyers has helped retailers — including Hallmark Cards, Kirkland Stores, Radio Shack, Wal-Mart and Zales — develop and improve market position, customer focus, competitive appeals and merchandising. Companies such as General Mills, Kodak, Nokia, Pepsi-Cola and Sara Lee have used his expertise in marketing, branding, retail distribution, shopper insights, category management, and new product introduction. Part of Kantar Retail, the world's leading retail insights and consulting business, Retail Forward focuses exclusively on retailers, their customers and suppliers.

Art Conforti  
President, Beneva Flowers & Gifts 
Raised in the flower business, Art Conforti has spent most of his life retailing flowers and knows quality and marketing go hand in hand. “A great design lacking marketing is as ineffective as a great marketing plan for inferior product,” says the Sarasota, Fla., florist. “We have the most unique industry in the world, and we need to recognize our strengths and build on them.”

Kate Penn  
Vice President of Publishing and Communications; Floral Management Editor-in-Chief, SAF 
Finding and providing the vital information florists need to be successful has been Kate Penn’s mission for more than 20 years. She’s reported on every aspect of floral shop management and shared the best ideas of leading-edge thinkers on topics ranging from marketing, promotions and customer relations to design, staffing and ROI. Kate has brought fresh insight to audiences at major events around the country including the AIFD Symposium, Dallas Market Center, SAF’s annual convention and regional industry gatherings.

Renato Sogueco  
Chief Information Officer, SAF 
Helping florists reach customers in exciting new ways is Renato Sogueco’s passion. An expert in communication technologies with a talent for translating “geek speak” into plain English, he is a popular trainer at SAF conventions and other conferences. He also authors the acclaimed Plugged-In technology column for Floral Management and guides florists with practical advice about how to create and sustain an effective online presence. Renato continuously explores new technologies relevant to the floral industry.

Jennifer Sparks  
Vice President Marketing, SAF 
Corporate communications and public relations expert Jenni Sparks has directed SAF’s national consumer marketing programs since 1991. She manages SAF’s Nationwide Fund for Public Relations, oversees the association’s consumer and industry research programs — including the recent Generations of Flowers Study — and represents the industry to the consumer media. Jenni also conducts SAF’s lauded Media Boot Camp workshops for floral business owners and oversees the industry’s response to negative publicity.

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Robbin Yelverton, AIFD, MCF, PFCI
Vice President, Blumz...by JR Designs

A Michigan Floral Association Retailer of the Year, Robbin Yelverton is co-owner of Blumz...by JR Designs in metropolitan Detroit. He leads the company’s design and its wedding and event sales and makes Blumz top of mind among Detroiter via a vibrant Facebook and Twitter presence. A former AIFD board member, Yelverton has a Masters of Science in Ornamental Horticulture from Mississippi State University.

Kris Wittenauer
Vice President, Diehl Florist, Inc.

A third-generation florist, Kris Wittenauer and husband Jerry have owned her family’s business in Waterloo, Ill., since 1983. She has a passion for establishing and growing relationships with customers and believes that surviving tough times requires “getting out onto the sales floor...or the phones...or the internet...and sharing the wonderful reasons to buy flowers — from us.” The approach must be working: Diehl recently built a new floral shop and greenhouses to accommodate its growth.

SCHEDULE

WEDNESDAY, JUNE 23

7:30 a.m. - 8:00 a.m. CONTINENTAL BREAKFAST
8:00 a.m. - 8:30 a.m. WELCOME AND OPENING COMMENTS
8:30 a.m. - 10:00 a.m. RETAIL LANDSCAPE REDEFINED
10:00 a.m. - 10:30 a.m. Refreshment Break
10:30 a.m. - 12:00 Noon TALK BACK: CONVERSATION WITH AL MEYERS
12:00 Noon - 1:00 p.m. BRAINSTORMING LUNCH - Continue your conversations with fellow retailers and build on the morning’s ideas over lunch.
1:00 p.m. - 2:30 p.m. CAPTURING THE GEN Y CONSUMER
2:30 p.m. - 3:00 p.m. Refreshment Break
3:00 p.m. - 4:30 p.m. GENERATING THE NEW ROI — RETURN ON INVOLVEMENT
4:30 p.m. - 5:00 p.m. DAY’S END EXCHANGE - Share the day’s best “take-aways” with your peers and talk about how you might put them to use.
6:00 p.m. - 9:00 p.m. NETWORKING RECEPTION AND DINNER

THURSDAY JUNE 24

7:30 a.m. - 8:00 a.m. CONTINENTAL BREAKFAST - Wake up and smell the coffee! Two more eye-opening sessions await you after breakfast.
8:00 a.m. - 10:00 a.m. ATTRACTING AND KEEPING CUSTOMERS FOR YOUR ONLINE SHOP
10:00 a.m. - 10:30 a.m. Refreshment Break
10:30 a.m. - 12:00 Noon HANDS ON ONLINE WORKSHOP
12:00 Noon CLOSING COMMENTS - Assess what you’ve learned, and where you go from here.
MAKE THE MOST OF YOUR TRIP!
See the Dallas Total Home and Gift Market too*

June 23-29, Dallas Market Center

When buyers want the best selection of home and gift products, they head straight to the Dallas Total Home & Gift Market. Categories include: home accessories, home textiles, garden gifts and decor, furniture, holiday and seasonal items, gourmet food, floral, stationery, toys and jewelry/fashion accessories.

Holiday & Home Expo*, the nation’s only tradeshow devoted exclusively to permanent floral, seasonal décor and related decorative accessories, will run in conjunction with the Dallas Total Home & Gift Market (June 23-29). Exhibitors will feature thousands of new Christmas and Spring products including Christmas trees, tree skirts and toppers, ornaments, collectibles, wreaths, containers and baskets, textiles, topiaries, pre-made arrangements, holiday lighting, outdoor décor, ribbon, oversized commercial décor and display props as well as permanent botanicals, foliage and trees.

Home for the Holidays, an exhibit featuring a spectacular 4,200-square-foot home in The Grand Pavilion at the Trade Market, will celebrate Dallas Market Center’s status as the national home of Christmas during the June market.

Holiday & Home Expo will include several seminars and walking tours as well as a cocktail party from 6-7:30 p.m. Thursday, June 24 in the International Floral & Gift Center. Buyers will also have a chance to win in the Big Cash Giveaway Thursday-Saturday of the show.

To register for the Holiday & Home Expo go to:
http://www.dallasmarketcenter.com/buyers/new.aspx

For more information about the Dallas Market Center visit:
www.dallasmarketcenter.com

WHERE YOU’LL STAY
Hilton Anatole Dallas
2201 Stemmons Freeway, Dallas, TX 75207

PLEASE NOTE — SAF will be making your room reservation at the Hilton Anatole. Do NOT call the hotel to make a room reservation. Be sure to complete your hotel arrival and departure information on the registration form. Contact Laura Weaver at lweaver@safnow.org or (800) 336-4743 for more information.

Special Growth Solutions Discounted Room Rates!
- **Stay 3 nights or more**: $139/night includes complimentary round-trip airport shuttle and in-room internet.
- **Stay 1-2 nights**: $189/night.

HOW TO GET THERE
To make flight arrangements to the Dallas area, please call: Austin Travel at (800) 796-0071. Austin Travel offers discounts on all major airlines.

WHAT YOUR REGISTRATION INCLUDES
Your Growth Solutions registration includes continental breakfast on both days, the Brainstorming Lunch on Wednesday and the Networking Reception and Dinner on Wednesday night.
REGISTRATION
SAF Growth Solutions Conference 2010 • June 23-24, 2010

Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

NAME ________________________

NICKNAME FOR YOUR BADGE ________________________

IS THIS YOUR FIRST SAF CONFERENCE? ☐ YES ☐ NO

COMPANY ________________________

ADDRESS ________________________

CITY __________________ STATE ______ Zip ___________

PHONE ______ Fax ______ Cell ______

E-MAIL __________________ Website __________________

EMERGENCY CONTACT Phone __________________

SPECIAL NEEDS: (WHEELCHAIR ACCESS, DIETARY, ETC.) ________________________

REGISTRATION FEES & DEADLINES:

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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

CARD NUMBER __________________ EXPIRATION DATE __________________

NAME OF CARDHOLDER __________________

SIGNATURE OF CARDHOLDER __________________

Hotel Arrival/Departure Information: SAF will be making your room reservation at the Hilton Anatole. Be sure to complete your hotel arrival and departure information. Questions? Contact Laura Weaver at lweaver@safnow.org or (800) 336-4743.

Arrival Date: __________________

Departure Date: __________________

Registration/Refund Policy: Written cancellation requests postmarked before June 1, 2010 will be refunded less a 15 percent handling charge. No refunds after June 14. 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 __________
ATTENDANCE IS LIMITED. REGISTER TODAY!

That will Change Your Future

36 HOURS