Friday, Sept. 16

Tennis Tournament* 1:00 p.m. - 6:30 p.m.
Sponsor: Bemis Corporation
Whether you valley and lose track of the score or strive to win, this mixed doubles round robin match will serve up a good time. Sign up on the registration form.
SAFPAC Golf Tournament* 1:00 p.m. - 5:30 p.m.
You might not play like a pro, but you can still have a lot of fun for a good cause at the 22nd Annual 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.

SAFPAC Ultimate Tennis Tournament* 1:00 p.m. - 4:30 p.m.
Whether you volley and lose track of the score or strive to win, this mixed doubles round robin match will serve up a good time. Sign up on the registration form.

Hotel & Travel
Westin Mission Hills
SAF has a block of rooms set aside for convention registrants at the Westin Mission Hills 71333 Dinah Shore Drive Rancho Mirage, CA 92270
Set on 300 acres, the lush landscaping creates an oasis in the desert where guests of all ages can enjoy golf, tennis, spa and pool.
Room Rates and Reservations
The SAF rate is $199.00 single/double. The rate includes the daily resort fee and provides in-room high speed internet access, complimentary self parking, fitness center and tennis court access, day use of spa facilities, shuttle service within the resort and to the Gary Player Golf Course, local phone calls (within the city of Rancho Mirage) and access charges for credit card and 1-800 number calls (up to 60 minutes). The rate does not include sales tax and hotel tariffs.
Deadline
The cut-off date for guaranteeing the SAF room rate is August 22, 2011. SAF anticipates a sold out convention, so be sure to make your reservations early!
To reserve a room, call (760) 328-5955 or reserve online at www.SAFAnnualConvention.com/hotel. Mention SAF to get the group rate. To cancel your room, do so at least 72 hours prior to arrival.

Climate/Dress
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Flight Arrangements
A great networking opportunity. They will be happy to make your travel arrangements for SAF Palm Springs 2011 at special discounted rates. To make your arrangements, please contact Austin Travel at (800) 796-0071.

Transportation to the Hotel
You can fly into any of three airports. Palm Springs Municipal Airport (PSP) is closest to the hotel, Los Angeles International Airport (LAX) is 110 miles away and Ontario International Airport (ONT) is 80 miles from the hotel.

SAF Convention Hotel
Westin Mission Hills
The Westin Mission Hills is located 6 miles from the Palm Springs Municipal Airport.
If you are not renting a car, taxis and shuttles can provide ground transportation to the hotel. The hotel’s concierge can provide further details and information.

Climate/Dress
Temperatures in the Palm Springs area are in the low to mid 90s in late September. Resort casual is the fashion for Palm Springs 2011 events: casual shirts, slacks, shorts or dresses. The Awards Dinner calls for business dress: collared shirt, tie and jacket for men, pant suit or dress for women. The attire is black tie optional for the President’s Reception and Ball.

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Start Each Day with Inspiration and Fresh Thinking

THURSDAY, SEPT. 15
7:00 a.m. - 9:00 a.m.
Kick-Off Breakfast
Sponsor: BloomNet
The Hunt for Success: Relationship Selling from Africa's Most Successful Predator
Speaker: Kiwi Bernhardt, The Success Tracker
Yes, you read that right! Dr. Kiwi Bernhardt, author of the acclaimed business text Leopardology™, uses chapters of the most successful feline predator on earth as the framework for a captivating exploration of successful sales relationships. Described as a cross between Crocodile Dundee and Jerry McGuire with a yarmulke, Bernhardt is one of the most riveting and entertaining speakers in the world today. With the help of riveting footage, Bernhardt takes you on an exhilarating deep into the African bush, where you’ll capture new paradigms for personal and corporate success.

FRIDAY, SEPT. 16
7:00 a.m. - 8:45 a.m.
Marketing Breakfast
Sponsor: BloomNet
Flowers Go Social!
Speaker: Tracy Irani, Ph.D., University of Florida
Communicating with today’s consumers “where they are” is important in today’s marketing, especially for the younger set. Recent Generation Y through emotional response and social media is the focus of this eye opening session as Professor Tracy Irani presents results from the study “Not Your Grandmother’s Flowers.” That’s followed by a look at SAF’s new emphasis on social networking to spread the message of flowers and florists like never before. Learn how to capitalize on new information and the industry’s social media efforts to benefit your business. Don’t miss it!

SATURDAY, SEPT. 17
7:30 a.m. - 8:45 a.m.
Industry Business Breakfast
Sponsor: BloomNet, Marketing & Business
SAF Business Session
Be there to cheer as SAF passes the gavel to elected board members and welcomes Williams II, AAF, PFCI, of Smithers-Oasis North American Operations, offers his perspective on what, if anything, can you expect in the future? williams@smithers-oasis.com. John Van Namen, Vans Inc., Alsip, Ill.
“Great way to catch up with people we do business with face to face!”

PLU... Floral Management’s 18th Annual Marker of the Year Award.
Gather fresh sales and promotion ideas from the winner of this year’s top honor in floral marketing. Meet the winner at the follow-up Q&A session.

THURSDAY, SEPT. 15
7:00 - 9:00 A.M.
KICK-OFF BREAKFAST Sponsor: Associates
See left panel for details.

EDUCATIONAL SESSIONS
The Donation Dilemma
Even philanthropist powerhouse Bill and Melinda Gates can’t say yes to every request for a donation. How does a small business like yours balance the desire to support your community with the necessary resources required to stay in business? The financial realities of how much you can afford to give and keeping all the tough questions: How do you choose one request over another? What should you give and when? What can you expect in return? You’ll also learn:
- Organize and manage charitable requests
- Create a donations policy and procedures
- Evaluate and leverage contributions
- Generate business while building goodwill

Choosing and Using the Right Social Media
You have a website, a blog, and a face book page. Should you also have a twitter account? Effective web presence today requires reaching your customers at a broad range of touch points and marketing tactics. The good news: there are tons of options and new ones every day. The bad news: you don’t have time for them all. So how do you choose? Rebecca Segura, SAF chief information officer and web master, will walk you through how to focus and mesh your web energy to build your brand, establish your local identity and drive both online and in-store sales. You’ll learn:
- Which social sites you need and how to prioritize your time between them
- How to use social media as an extension of your website
- What constitutes a successful online presence
- Where to check and how to manage your online reputation

Financial Checkup: Your Personal & Business Benchmarks
Managing a business is not a job for corridors. It takes courage and determination. It’s not so secret that personal finances often dictate how big a business owner can trust the company cash flow. In this practical, informative session, financial advisor Paul Goodman explains how to assess your personal and professional financial fitness. This session examins key financial indicators and warning signs for both. Get fit with:
- Financial business benchmarks
- Personal benchmarks and strategies for managing debt
- How to deal with college expenses
- Tips for cutting and maintaining retirement targets

11:00 a.m. - 12:00 noon
LIVE COMMENTARY AT THE SYLVIA CUP DESIGN CONTEST CITATION
Sponsor: California Cut Flower Commission Prize money provided by Smithers-Oasis North American Operations
Watch the contestants and get the scoop on the action when P&G breaks the fierce competition silence to tell you about the flowers, hardships and design techniques featured in the event. Guests will relate to the heartwarming stories of these skilled designers, and learn how to translate the experience from the show to your show. Participants will hear:
- Trends in succulents, dish gardens and terrarium ideas
- Marketing and sales strategies
- How to attract new business

Count On ‘Em: Web Analytics
Remember those candles that just wouldn’t sell and tossed them to a new owner? Your online store requires that same vigilance to detail - web analytics provides that insight. Find out how pages display affect purchasing patterns and why they change your online shopping cart. See how small changes to your online displays can result in big hits in sales. Web analytics are the

Outstanding Varieties Competition
Thursday, 9:00 a.m. - 5:00 p.m.
Friday, 7:00 a.m. - 5:00 p.m.
Saturday, 7:00 a.m. - 10:30 a.m.
Want to see the best fresh product on the market today? Growers show off their freshest cut flowers, greenery, and unique container plants at this annual event that’s open throughout the convention.

U.S. BUSINESS EDUCATION
EDUCATIONAL SESSIONS
How Do You Plant Your Biz Grow?
How to work with aging customers by focusing on areas that stand out from the competition. Some are offering rare or unusual plants that customers won’t see anywhere else. Others are turning to unique containers and packaging or centering marketing campaigns on plant sales. Hear what several florists are doing and how they’ve been able to grow their fresh business without getting stuck with an inventory of new items they can’t move. Session will cover:
- Social media
- What works and what doesn’t
- Trends in cut flowers, foliage and unique containers
- Marketing strategies to attract new business

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How to use social media as an
extension of your website
- Where to check and how to manage your online reputation

May 2015
Nancy Godbout, Jaques Flowers Inc., Manchester, N.H.
55
financial marketing. Meet the winner at the from the winner of this year's top honor in Gather fresh sales and promotion ideas PLUS... Floral Management's capture new paradigms for personal and video footage, he'll take you on a virtual safari captivating exploration of successful sales techniques of the most successful feline predator on earth as the framework for a \[...\]

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SATURDAY, SEPT. 17
7:30 a.m. - 8:45 a.m.
Industry Business Breakfast SAF Business Session Be there to cheer as SAF passes the gavel to its new president, antithetical to the newly elected board members and winners of the winner from this year’s top honor in floral marketing. Meet the winner at the follow-up Q&A session.

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“Fantastic speakers and workshops — inspiring, motivating and invaluable.”
-Berry Edelstein, senior VP, SAF, November 2010
10:45 a.m. - 12:15 p.m.
EDUCATIONAL SESSIONS
New Economy, New Plane: Rethink Your Business Strategy
You don’t need to be an economist or analyst to know that today’s marketplace is radically different than it was just a few years ago. Up and down the supply chain, businesses are rethinking their tactics and taking a fresh look at what’s needed to stay successful. If you don’t have a strategic plan—or if your current plan doesn’t reflect today’s market dynamics, it’s time to do something about it. Don’t get caught without a map. That’s where the wares of a new economy and unique to your business. At this session you’ll learn:
• Demonstratic and economic changes affecting your business
• How to begin creating or updating your strategic plan to help you succeed in today’s marketplace
• Where to find support and coaching resources
• How to put your new plan into action

Become a Mobile Warrior - Get Smart About Smartphones
It’s changed the way millions of Americans talk, play, and shop. It’s revolutionizing the marketplace of commerce and ideas. By 2012 one out of every two mobiles in the U.S. will have a smartphone in their purse or pocket. Armed by a vast array of mobile applications, the marketplace commerce battle. Are you ready? Discover how mobile customers are going mobile and how your smartphone can be a time-saver, moneymaker and buzz-generator for your business. Leave with a full set of mobile warrior armor, including:
• The best apps for small businesses, and gotta-have gear
• Techniques to integrate sales, inventory and HR data into your mobile device
• The latest strategies for optimizing social media, including where, when and what to target your audience.

Meet the Hues of Your Future (repeat)
11:30 a.m. - 1:00 p.m.
EDUCATIONAL SESSIONS
A Walk Through the Winner’s Circle
Ever wonder why a certain variety wins Best in Class in the Outstanding Varieties Competition or why a particular designer takes home the Sylvia Cup? Join a tour with the experts as PFC members make the rounds of the winners and talk about what made them stand out from the crowd.

Dealing with Difficult Customers (repeat)
1:15 p.m. - 2:45 p.m.
EDUCATIONAL SESSIONS
A mobile app can be a time-saver, moneymaker and buzz-generator for your business.

Don’t forget to sign up for the mobile apps and to stay connected for the latest news and updates.

“Telling the customers’ needs

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Barbara Schnurr, Brannon Street Wholesale, San Francisco

EDUCATIONAL SESSIONS
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- Demographic and economic changes affecting your business
- How to begin creating or updating your strategic plan to help you succeed in today’s marketplace
- Where to find support and coaching resources
- How to put your new plan into action

Becoming a Mobile Warrior — Get Smart About Smartphones
It’s changed the way millions of Americans talk, play, and shop. It’s revolutionizing the marketplace of commerce and ideas. By 2012 one out of two people in the U.S. will have a smartphone in their purse or pocket. Armies of professional event planners are mobilizing for the mobile commerce battle. Are you ready? Discover how others are going mobile and how your smartphone can be a time-saver, money-maker and buzz-generator for your business. Leave with a full set of mobile warrior armor, including:
- The best apps for small businesses, and gotta-have gear
- Techniques to integrate sales, inventory and HR data into your mobile device
- The latest strategies for optimizing social media, including where, when and what to tweet

Meet the Hues of Your Future (repeat)
2:00 p.m. - 3:30 p.m.

EDUCATIONAL SESSIONS
A Walk Through the Winner’s Circle
Ever wonder why a certain variety wins Best in Class in the Outstanding Varieties Competition or why a particular designer takes home the Sylvia Cup? Take a tour with the experts as PFCI members make the rounds of the flash mob as 59 items whirled through in barely 90 minutes! See, touch and analyze every facet of the world’s premier floral competition. Learn about new containers, tools, add-ons and more. Find out what’s happened to delicate and diminutive blooms and exactly how the winners and the judges got to this stage in the competition. Expert tips on working with each item presented.

Raiders of the Lost Spark: Excellence is Your Best Defense (repeat)
2:00 p.m. - 3:30 p.m.

EDUCATIONAL SESSIONS
Trends in Event Decor (NEW)
Looking to build your business? Find out what hot new products are on the market and learn about the latest trends in event planning. But the show doesn’t stop there. See all the hottest event trends as we walk through the magnificent decor for the President’s Reception and Ball Trends in Event Decor. Don’t miss it!

1:1 CUSTOMER SERVICE SUPPORT NEW!
Advisor: Tim Huckabee on Customer Service

“Programs are top-notch and timely.”
David Brouton, Flowers by George, Arlington, Wash.

“Good format. Good sessions. Good networking. Well done!”

Don’t wait. Register today!

“READY for fresh ENERGY?”
RECHARGE at
SAF Palm Springs 2011
- Practical, proven ideas
- Exciting new opportunities
- Powerful connections

Don’t wait. Register today!

WEB: www.SAFAnnualConvention.com
PHONE: (800) 336-4743
FAX: (703) 836-8705
MAIL: 1601 Duke Street, Alexandria, VA 22314-3406, USA
Attn: Meetings Department

SPONSORS

ASSOCIATE SPONSORS
Associflowers - Kick-Off Breakfast
Armex Industries, Inc. - Product Transportation
Blackgroundia - Corporate Tennis Tournament
Bloomnet - Marketing Breakfast
California Cut Flower Commission - Sylvia Cup Competition
Chrysal Americas - Outstanding Varieties

FTD, Inc. - President’s Reception and Ball
Mayesh Wholesale Florist - Product Consolation
Smithers-Oasis North American Operations - Pens
Syndicate Sales - Bottled Water
Telephone - Industry Awards Dinner

(Members shown here are as of 5/8/2011)

For more information, visit www.SAFAnnualConvention.com

WEB: www.SAFAnnualConvention.com
PHONE: (800) 336-4743
FAX: (703) 836-8705
MAIL: 1601 Duke Street, Alexandria, VA 22314-3406, USA
Attn: Meetings Department

Sponsored by:

Bloomnet

See other side for more convention details.
REGISTRATION

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

Regarding Fees
- Optional SAFPAC Golf tournament (800) 336-4743 or bgamberini@safnow.org.
- Optional Events not included in fees above.

Full Registration Fee Pricing
- Postmarked by August 15
- Postmarked after August 15

Do you require special accommodations to participate in SAF PALM SPRINGS 2011, such as accessible meeting room, interpreter, or special dietary consideration? If yes, please attach a written description of your needs.

FEES INFORMATION

Full Registration Fee Pricing
- Postmarked by August 15
- Postmarked after August 15

SAF Member Fee $775 $825
Non-Member Fee $925 $975

Optional Events not in included in fees above
- American Floral Endowment Dinner: $150 per person x _________ attendees = $__________
- Tennis Tournament: $75 per person x _________ attendees = $__________

PAYMENT

Registration Payment $
Optional Events Payment $
Total Payment $

Check Visa MasterCard American Express

WHAT YOUR REGISTRATION FEES COVER
- Welcome Reception
- First Timers Reception*
- Kick-Off Breakfast & Keynote
- Outstanding Varioies***
- Educational Sessions
- Sylvia Cup Competition**
- Visa Exchange
- Awards Reception & Dinner
- Marketing Breakfast
- Networking Reception
- State of the Industry Business Session
- President’s Reception & Banquet

*For first-time attendees
**American Express – Visa– MasterCard accepted – American Express and Visa only accepted after August 15
***Students - $225

Optional SAFPAC Golf Tournament
- The tournament is an event for SAFPAC, the floral-industry’s political action committee. For more information, check out or contact SAF’s Brian Gambineri at (800) 336-4743 or bgamberini@safnow.org.

Convention refund information: The registration fee, less 15 percent handling charges, will be refunded if cancellation is received in writing by SAF on or before August 15. There are no refunds after August 15.

Turn over for hotel and travel details. 

Schedule at a Glance

Wednesday, Sept. 14
- 7:00 a.m. - 8:00 a.m. Registration
- 8:00 a.m. - 9:00 a.m. First Timers Reception
- 9:00 a.m. - 10:00 a.m. Opening Reception
- 10:00 a.m. - 12:00 noon American Floral Endowment Fundraising Dinner*
- 2:00 p.m. - 3:00 p.m. Concurrent Educational Sessions
- 3:00 p.m. - 4:30 p.m. Concurrent Educational Sessions
- 4:30 p.m. - 6:00 p.m. Networking Reception
- 6:00 p.m. - 6:45 p.m. Industry Business Breakfast: SAF Business Session
- 7:00 p.m. - 10:00 p.m. Industry Business Breakfast: SAF Business Session

Thursday, Sept. 15
- 7:00 a.m. - 8:45 a.m. Industry Business Breakfast: SAF Business Session
- 9:00 a.m. - 10:00 a.m. Concurrent Educational Sessions
- 10:00 a.m. - 11:00 a.m. Concurrent Educational Sessions
- 11:00 a.m. - 12:00 noon Concurrent Educational Sessions
- 12:00 noon - 1:15 p.m. Concurrent Educational Sessions
- 1:15 p.m. - 2:45 p.m. Concurrent Educational Sessions
- 2:45 p.m. - 4:15 p.m. Concurrent Educational Sessions
- 4:15 p.m. - 6:15 p.m. Concurrent Educational Sessions

Friday, Sept. 16
- 7:30 a.m. - 8:00 a.m. Registration
- 8:00 a.m. - 9:00 a.m. Marketing Breakfast
- 9:00 a.m. - 12:00 noon Outstanding Varieties Competition
- 12:00 noon - 1:30 p.m. Concurrent Educational Sessions
- 1:30 p.m. - 3:00 p.m. Concurrent Educational Sessions
- 3:00 p.m. - 5:00 p.m. Concurrent Educational Sessions
- 5:00 p.m. - 7:00 p.m. Concurrent Educational Sessions
- 7:00 p.m. - 8:30 p.m. Concurrent Educational Sessions

Saturday, Sept. 17
- 7:00 a.m. - 10:50 a.m. Registration
- 10:50 a.m. - 1:00 p.m. Concurrent Educational Sessions
- 1:00 p.m. - 2:00 p.m. Concurrent Educational Sessions
- 2:00 p.m. - 3:00 p.m. Concurrent Educational Sessions
- 3:00 p.m. - 4:00 p.m. Concurrent Educational Sessions
- 4:00 p.m. - 5:00 p.m. Concurrent Educational Sessions
- 5:00 p.m. - 6:00 p.m. Concurrent Educational Sessions
- 6:00 p.m. - 8:00 p.m. Concurrent Educational Sessions
- 8:00 p.m. - 9:00 p.m. Concurrent Educational Sessions
- 9:00 p.m. - 10:00 p.m. Concurrent Educational Sessions
- 10:00 p.m. - Midnight Opening Reception

44th Annual Sylvia Cup Design Competition
- Thursday, Sept. 15: 10:00 a.m. - 12:00 noon
- Live commentary from 11:00 a.m. - 12:00

DON’T MISS THIS!

Sylvia Cup and Miami Design Frenzy
- Exhibition and Cocktail Reception (Resort Casual)
- 6:00 p.m. - 7:00 p.m.

1st-Customer Service Support
- President’s Reception and Banquet (Black-Tie Optional)
- 7:00 p.m. - 8:00 p.m.

*Separate registration fee required.

SCHEDULE AT A GLANCE
Schedule at a Glance

**Monday, Sept. 12**
- 1:00 p.m. - 1:30 p.m. First-time Reception
- 2:00 p.m. - 3:30 p.m. Opening Reception
- 4:00 p.m. - 4:30 p.m. Registration

**Tuesday, Sept. 13**
- 9:00 a.m. - 12:00 noon Industry Breakfast/Small Group Sessions
- 12:00 noon - 1:00 p.m. First-timers Reception
- 6:00 p.m. - 7:00 p.m. Opening Reception

**Wednesday, Sept. 14**
- 9:30 a.m. - 10:45 a.m. Industry Business Breakut: Industry Business Breakfast
- 10:45 a.m. - 12:15 p.m. Industry Awards
- 5:00 p.m. - 5:45 p.m. First-timers Reception
- 6:00 p.m. - 10:00 p.m. President's Reception & Banquet

**Thursday, Sept. 15**
- 9:30 a.m. - 11:00 a.m. Marketing Breakfast
- 12:00 noon - 1:00 p.m. Trends in Christian Gardens & Chritian Garden Tours
- 2:00 p.m. - 3:30 p.m. A Walk Through the Winner's Circle

**Friday, Sept. 16**
- 9:30 a.m. - 11:00 a.m. What Retailers Want from Wholesalers
- 10:45 a.m. - 12:15 p.m. The Outstanding Varieties Competition Exhibition
- 5:00 p.m. - 7:00 p.m. Reception for the 22nd Annual SAF/PAC Golf Tournament

**Saturday, Sept. 17**
- 9:00 a.m. - 12:00 noon Industry Awards
- 10:00 a.m. - 12:00 noon Industry Business Breakfast: SAF Business Event Planners
- 12:00 noon - 1:00 p.m. Industry Awards

**Sunday, Sept. 18**
- 9:00 a.m. - 12:00 noon Industry Business Breakfast: SAF Business Event Planners

**Registration Fee**
- Non-Member Fee: $925
- Member Fee: $825

**Optional Events not included in fees above**
- American Floral Endowment Dinner: $150 per person
- Industry Awards: $200 per person
- Industry Business Breakfast: $250 per person

**Incident of Emergency Contact Number**
- Company Name: [Blank]
- Date: [Blank]
- ID# [Blank]
- Reg # [Blank]
- Init [Blank]

**Payment**
- Total Payment $ [Blank]
- American Floral Endowment Fundraising Dinner*: $250 per person

**Web:**
- [SAF Annual Convention]

**Hotel & Travel**
- Flight Arrangements
- Hotel: The Westin Mission Hills, 71333 Dinah Shore Drive, Rancho Mirage, CA 92270
- Rate: $199/night

**About Smartphones**
- Debi Aker at (703) 838-5211; daker@afeendowment.org.
- Cost is $150 per ticket. Use the SAF registration form to purchase tickets, or contact Austin Travel.
Registration Form Needed for Each Attendee - Individuals are not considered registered until full payment is received. Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

Wednesday, Sept. 14
7:00 a.m. - 8:30 p.m. Registration 7:00 a.m. - 10:30 a.m. Opening Reception 7:00 a.m. - 8:45 a.m. First Timers Reception 6:00 p.m. - 7:00 p.m. Opening Registration 7:00 a.m. - 10:30 a.m. American Floral Endowment Fundraising Dinner*

Thursday, Sept. 15
7:00 a.m. - 1:00 p.m. Registration 7:00 a.m. - 9:00 a.m. Kick-Off Breakfast 9:00 a.m. - 1:00 p.m. Outstanding Varieties Competition Exhibition 9:30 a.m. - 11:00 a.m. Concurrent Educational Sessions 11:00 a.m. - 12:00 noon Out-of-Door Activities 11:00 a.m. - 12:00 noon Industry Business Breakfast: SAF Business Session 9:00 a.m. - 10:30 a.m. Concurrent Educational Sessions 10:45 a.m. - 12:15 p.m. Concurrent Educational Sessions 12:30 p.m. - 1:30 p.m. Educational Session 6:00 p.m. - 9:00 p.m. Concurrent Customer Service Support 6:00 p.m. - 9:00 p.m. President’s Reception and Ball (Black-Tie Optional)

Friday, Sept. 16
7:00 a.m. - 10:15 a.m. Registration 7:00 a.m. - 12:00 noon Registration 7:00 a.m. - 8:30 a.m. Voting 7:00 a.m. - 8:30 a.m. Marketing Breakfast 7:00 a.m. - 8:30 a.m. Outstanding Varieties Competition Exhibition 10:00 a.m. - 10:45 a.m. Concurrent Educational Sessions 10:45 a.m. - 12:15 p.m. Concurrent Educational Sessions 10:45 a.m. - 12:15 p.m. Concurrent Educational Sessions 12:30 p.m. - 1:30 p.m. Concurrent Educational Sessions 1:15 p.m. - 2:45 p.m. Concurrent Educational Sessions 3:00 p.m. - 5:00 p.m. Industry Awards Reception and Dinner 6:00 p.m. - 8:00 p.m. Industry Awards Reception and Dinner 6:00 p.m. - 8:00 p.m. Industry Awards Reception and Dinner

SCHEDULE AT A GLANCE

WHAT YOUR REGISTRATION FEE COVERS
• Welcome Reception
• First Timers Reception*
• Kick-Off Breakfast & Keynote
• Outstanding Varieties**
• Educational Sessions
• Sylvia Cup Competition**
• Mike Exchange
• Awards Reception & Dinner
• Marketing Breakfast
• Networking Reception
• State of the Industry Business Session
• President’s Reception & Banquet
• For first-time attendees
* Amenities only
** Save the Date!

Optional Events not included in fees above
• American Floral Endowment Dinner: $150 per person x _______ attendees = _______
• Tennis Tournament: $75 per person x _______ attendees = _______

PAYMENT
Registration Payment $5
Optional Events Payment $5
Total Payment $5

Check Visa MasterCard American Express

American Floral Endowment FY 2009
Contribution Report

Sponsor: Teleflora

44th Annual Sylvia Cup Design Competition Thursday, Sept. 15: 10:00 a.m. – 12:00 noon
Live commentary from 11:00 a.m. - 12:00
Sponsor: California Cut Flower Commission

Dont Miss This!
The Sylvia Cup is the longest running annual live national floral design competition in the industry and draws designers from the American Institute of Floral Designers, winners of state and regional contests, and designers of the year. The winner receives $2,500 and two honorable mentions receive $250 each. All entries will be on display and winners are announced at the SAF Industry Awards Dinner Thursday evening. Sylvia Cup prize money is provided by Smithers-Oasis North American Operations.

Sunday, Sept. 17
7:00 a.m. - 10:30 a.m. Outstanding Varieties Competition Exhibition 7:10 a.m. - 10:30 a.m. Registration 7:10 a.m. - 8:45 a.m. Industry Business Breakfast: SAF Business Session 9:00 a.m. - 10:30 a.m. Concurrent Educational Sessions 9:00 a.m. - 10:30 a.m. Concurrent Educational Sessions 10:45 a.m. - 12:15 p.m. Concurrent Educational Sessions 12:30 p.m. - 1:30 p.m. Concurrent Educational Sessions 6:00 p.m. - 8:00 p.m. Outstanding Varieties Competition Exhibition

4th Annual Sylvia Cup Design Competition Thursday, Sept. 15: 10:00 a.m. – 12:00 noon Live commentary from 11:00 a.m. - 12:00
Sponsor: California Cut Flower Commission

Dont Miss This!
The Sylvia Cup is the longest running annual live national floral design competition in the industry and draws designers from the American Institute of Floral Designers, winners of state and regional contests, and designers of the year. The winner receives $2,500 and two honorable mentions receive $250 each. All entries will be on display and winners are announced at the SAF Industry Awards Dinner Thursday evening. Sylvia Cup prize money is provided by Smithers-Oasis North American Operations.

Note: The Sylvia Cup competition will be held on Thursday, Sept. 15

Make Friends and Have Fun!

Build powerful relationships with fellow importers and growers.

Wednesday, Sept. 14
First-Timers Reception 5:00 p.m. - 6:45 p.m. (Rancho Caucal) First time at an SAF Convention? Come meet other newcomers and SAF volunteer leaders who can help you get the most out of the convention.

Opening Reception 6:00 p.m. - 7:00 p.m. (Rancho Caucal) Relax and enjoy the lovely desert evening as you meet new people and connect with old friends.

Thursday, Sept. 15
Industry Awards Reception and Dinner 6:00 p.m. - 10:00 p.m. (Business Attire)
Sponsor: Teleflora

Enjoy a delightful dinner and entertainment as you celebrate the accomplishments of some of our industry’s most outstanding citizens. Share the thrill as recipients of the industry’s most prestigious awards are announced, and cheer for the recipient of the SAF Floriculture Hall of Fame, our highest honor.

American Floral Endowment DI 2009
Contribution Report

Sponsor: Teleflora

Enjoy an evening with industry colleagues. AFE Annual Fundraising Dinner: For more has funded vital scientific research, school opportunities promoting the growth and these projects via AFE. The cost is $150 per ticket. Use the SAF registration.

Debi Aker at (703) 838-5211; daker@afee.org

Don’t Miss This!

The Sylvia Cup is the longest running annual live national floral design competition in the industry and draws designers from the American Institute of Floral Designers, winners of state and regional contests, and designers of the year. The winner receives $2,500 and two honorable mentions receive $250 each. All entries will be on display and winners are announced at the SAF Industry Awards Dinner Thursday evening. Sylvia Cup prize money is provided by Smithers-Oasis North American Operations.

Thursday, Sept. 15
Industry Awards Reception and Dinner 6:00 p.m. - 10:00 p.m. (Business Attire)
Sponsor: Teleflora

Enjoy a delightful dinner and entertainment as you celebrate the accomplishments of some of our industry’s most outstanding citizens. Share the thrill as recipients of the industry’s most prestigious awards are announced, and cheer for the recipient of the SAF Floriculture Hall of Fame, our highest honor.

American Floral Endowment DI 2009
Contribution Report

Sponsor: Teleflora

Enjoy an evening with industry colleagues. AFE Annual Fundraising Dinner: For more has funded vital scientific research, school opportunities promoting the growth and these projects via AFE. The cost is $150 per ticket. Use the SAF registration.

Debi Aker at (703) 838-5211; daker@afee.org

Don’t Miss This!

The Sylvia Cup is the longest running annual live national floral design competition in the industry and draws designers from the American Institute of Floral Designers, winners of state and regional contests, and designers of the year. The winner receives $2,500 and two honorable mentions receive $250 each. All entries will be on display and winners are announced at the SAF Industry Awards Dinner Thursday evening. Sylvia Cup prize money is provided by Smithers-Oasis North American Operations.

Turn over for hotel and travel details. →