36 HOURS
That will Change Your Future

Society of American Florists
RETAIL growth SOLUTIONS
A Mini-Conference for Florists

June 11-12, 2013 | St. Louis, Mo.
Floral Shop Owners and Managers…

YOU CAN’T AFFORD TO MISS THIS!

“My first SAF conference ... a great experience. I took home a lot of good ideas to grow and improve our shop.”

— Kristen Weiss, Union Street Flowers & Gifts, Westfield, Ind.

“Nice to meet other business owners within the industry. I needed to step out of my small box. Thank you!”

— Kim Sutherland, Mountain High Flowers, Sedona, Ariz.

“Very eye-opening ... relevant and motivating.”

— Lorrie Anderson, Country Florist of Waldorf, Waldorf, Md.
WHERE WILL YOU GROW TOMORROW?

Learn to:

- Engage Your Customers in Exciting New Ways
- Get Moving with Mobile Marketing
- Energize and Motivate Employees to Sell More
- Boost Wedding Business Profits
- Expand Customer Satisfaction and Loyalty
- Increase the Size of Your Average Sale

Explore

The latest productivity options for your shop at the Retail Tech Showcase.

Register now! www.safnow.org/retail-growth-solutions | 800-336-4743
**SCHEDULE**

**TUESDAY, JUNE 11**

7:00 a.m. – 8:00 a.m.  
**Continental Breakfast & Retail Tech Showcase**

8:00 a.m. – 10:00 a.m.  
**The New Rules of Customer Engagement**

10:00 a.m. – 10:30 a.m.  
**Retail Tech Showcase/Networking**

10:30 a.m. – 12:00 p.m.  
**Trend Talkback**

12:00 p.m. – 1:00 p.m.  
**Networking Lunch & Retail Tech Showcase**

1:00 p.m. – 2:30 p.m.  
**Smart Tech: Apps, Tools & Tactics to Engage the Mobile Customer**

2:30 p.m. – 3:00 p.m.  
**Retail Tech Showcase/Networking**

3:00 p.m. – 4:30 p.m.  
**CSI: Flower Shop – Live!**

4:30 p.m. – 5:30 p.m.  
**1:1 Tech Support**

6:30 p.m. – 8:30 p.m.  
**Networking Reception & Dinner**  
Sponsored by Hortica Insurance & Employee Benefits

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**WEDNESDAY, JUNE 12**

7:00 a.m. – 8:00 a.m.  
**Continental Breakfast & Retail Tech Showcase**

8:15 a.m. – 9:45 a.m.  
**A Crazy Compensation Plan — That Works**

9:45 a.m. – 10:15 a.m.  
**Retail Tech Showcase/Networking**

10:15 a.m. – 11:45 a.m.  
**To Have & to Hold Onto Profits: Secrets to Successful, Profitable Weddings**  
Sponsored by Smithers-Oasis North America

11:45 a.m. – 12:30 p.m.  
**Going Forward**

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**Register Now!**

www.safnow.org/retail-growth-solutions  
800-336-4743
EXPAND YOUR HORIZONS & GROW YOUR BUSINESS!
Discover exciting new ways to compete and succeed in today’s marketplace.

TUESDAY, JUNE 11

The New Rules of Customer Engagement
8:00 a.m. – 10:00 a.m.
Tap into a new age of opportunity as internationally-known retail analyst and trainer Jim Dion takes you on a fascinating tour of the exciting new ways retailers are building dynamic, interactive relationships with customers. Learn how those connections are influencing retail business strategies — and changing what customers expect of you. Get a birds-eye view of the latest business, consumer and technology trends before you zoom down to street level to explore new directions in sales, marketing and more at the Trend Talkback.

Learn:
- Surprising new tactics leading-edge retailers are using to solidify their customer base
- How technology will continue to transform the way you do business
- Where customer relationships are going and how to get on the bus

Trend Talkback
10:30 a.m. – 12:00 p.m.
After Jim Dion points out the big-picture, he’ll help you put it into practical perspective as you and fellow attendees brainstorm ways to translate today’s top market trends into fresh opportunities for your florist shop.

Meet the Speaker
James Dion
President, Dionco, Inc.
Jim Dion is the founder and president of Chicago-based Dionco Inc., an internationally-known consulting and training firm specializing in retail selling skills, store operations, merchandising, retail technology, consumer trends and store optimization strategies. Jim is also the author of several best-sellers filled with practical information on retail sales and management.

“Jim Dion’s presentation was worth the trip. It was one of the best conference programs I’ve ever seen.”
— Bill Ardle, Schneider’s Florist, Springfield, Ohio.
Smart Tech: Apps, Tools & Tactics to Engage the Mobile Customer

1:00 p.m. – 2:30 p.m.

More than half of your customers already interact with favorite retailers through a smartphone or other mobile device. How do you become one of them? Take a tour of today’s top touch points for mobile customer engagement, with SAF CIO Renato Sogueco. Discover the tools and tactics you need to “go mobile” and stay competitive.

Learn:
- How mobile customers want to engage with you
- Popular retail apps and interactive features
- Mobile devices you need and how they work
- Pros and cons of creating your own app
- Tips to manage social media on the move

Meet the Speaker

Renato Sogueco
Chief Information Officer, SAF

Renato Sogueco’s communications expertise and talent for translating “geek speak” into everyday language regularly draw crowds to his webinars and presentations. Plugged-In, his acclaimed column in Floral Management magazine, continually explores new technologies relevant to the floral industry. Renato also regularly guides florists with practical advice on social media and search engine optimization and is committed to helping florists reach customers in exciting new ways.

Talk to reps from leading technology companies and find out about the latest solutions for retail florists.
CSI: Flower Shop – LIVE!

3:00 p.m. – 4:30 p.m.

Go to the front lines of customer engagement with Floral Management magazine’s favorite columnist. Be a fly on the wall as sales expert Tim Huckabee poses as a consumer and calls flower shops around the country to place an order. You’ll hear each conversation — LIVE! — and then help Huckabee dissect the good, bad and ugly of each call.

Learn:
- A list of best practices when talking to a customer
- What you should never say when taking an order
- Commonly missed opportunities to increase the size of the sale
- How to communicate clearly and ensure customer satisfaction

Meet the Speaker

Tim Huckabee
President,
FloralStrategies, LLC

Tim Huckabee’s fresh approach to sales and service has helped floral shops of all sizes increase sales through better communication and practical techniques. Tim has worked with shop owners across North America, the United Kingdom and Ireland and is one of the most sought-after speakers in the floral industry. Tim’s webinars and presentations at SAF events consistently draw rave reviews; and his popular CSI: Flower Shop column is a must-read each month in Floral Management magazine.

1:1 Tech Support

4:30 p.m. – 5:30 p.m.

Lagging laptop? Flummoxed by Facebook or YouTube? The tech doc is in. Stop by and talk to Renato Sogueco for a few minutes of 1:1 personal support.

Networking Reception & Dinner

6:30 p.m. – 8:30 p.m.

Take another look at the Retail Tech Showcase before you settle in for dinner and conversation with fellow attendees and newfound friends.

Sponsored by Hortica Insurance & Employee Benefits
A Crazy Compensation Plan — That Works
8:15 a.m. – 9:45 a.m.

Find out how one retail florist in Charleston, S.C., grew during the recession and today does more wedding business with a smaller sales staff. Manny Gonzales, owner of Tiger Lily Florist, explains the thinking behind his company’s new approach to compensation and training.

Learn:
- How florists fall into the “good employee trap” and why they need to escape
- How to get every member of your staff thinking (and working) like they own the business
- Steps to set up incentive-based compensation and bring your team on board

Meet the Speaker
Manny Gonzales
Owner, Tiger Lily Florist

Manny and Clara Gonzales purchased Tiger Lily in 1996. At the time, the shop was a small, struggling florist with no real direction. Since then, Tiger Lily has become the largest florist in South Carolina and is the florist for Charleston’s finest hotels, restaurants and caterers. Last year the business opened a second location in The Sanctuary Resort on Kiawah Island, S.C. In the wake of the recession, Gonzales revamped the company’s approach to compensation and training and grew the business substantially as a result. Today Tiger Lily does more wedding business with half the sales staff. The shop has been voted “Best Florist in Charleston” every year since 2000 and has also been honored as Charleston’s “Small Business of the Year.” Manny and Clara frequently appear on local television and radio programs.
To Have & to Hold Onto Profits: Secrets to Successful, Profitable Weddings

10:15 a.m. – 11:45 a.m.

Sponsored by Smithers-Oasis North America

Tim Farrell, AAF, AIFD, PFCI of Farrell’s Florist in Drexel Hill, Pa., shows how to create high-impact, high-value wedding arrangements with bigger net profit. Learn how to put yourself in the “driver’s seat” and sell weddings that are easily produced, duplicated — and profitable! See three different wedding themes interpreted in bridal bouquets, a church arrangement and a reception piece.

Learn:
- How to create high-impact designs at a lower cost
- Steps to reduce production time
- Tips for a successful wedding consultation

“Tim made his program very usable to the average shop.”


Meet the Speaker

Tim Farrell, AAF, AIFD, PFCI
Owner, Farrell’s Florist

Tim Farrell is known throughout the country for his beautiful floral compositions. He has designed for the presidential inauguration and the Oscars and represented the United States in the 2007 Teleflorist of the Year Competition in Tokyo. Tim’s mastery of the elements and principles of floral design make him a sought after presenter for retail florist organizations and horticultural schools. He has been a guest speaker for the Pennsylvania Horticultural Society and has judged its competitive classes for several years. Tim is also an Education Specialist for Teleflora.
“This is the kind of information that helps keep us in business.”
— Kathy Ardle, Schneider’s Florist, Springfield, Ohio

“Knowing what the trends are in the world is essential.”
— Faye Wing, Hock’s Flower Shop, Inc., North Tonawanda, N.Y.

“I learned so much!”
— Kathy Dove, Baylor Balloons & Flowers, Waco, Tex.

Where You’ll Stay

**Hotel**
St. Louis Airport Marriott
10700 Pear Tree Lane, St. Louis, Mo.
Phone: 314-423-9700

**Rates and Reservations**
$122 single/double

**DEADLINE:** The cut-off date for hotel reservations is **May 13, 2013**. After that date, SAF cannot guarantee the room rate of $122.

**To reserve your room,** please call the hotel direct at 314-423-9700 and be sure to mention SAF Retail Growth Solutions to get the group rate.

**How to Get There**
To make flight arrangements to St. Louis, please call Austin Travel at 800-796-0071. Austin Travel offers discounts on all major airlines.

**What Your Registration Includes**
All program sessions and the Retail Tech Showcase; continental breakfast, lunch, and the Networking Reception & Dinner on Tuesday; and continental breakfast on Wednesday.

www.safnow.org/retail-growth-solutions
800-336-4743

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

Name

Nickname for Your Badge

Is this your first time attending this SAF conference?  □ Yes  □ No

Company Name

Address

City  State  Zip

Phone  Cell

Email  Website

Emergency Contact  Phone

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

REGISTRATION FEES & DEADLINES:

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Total enclosed:

PAYMENT OPTIONS:

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

☐ Check  ☐ Visa  ☐ MasterCard  ☐ American Express

Card Number  Expiration Date

Name of Cardholder  CVC Code

Signature of Cardholder

Registration/Refund Policy: Written cancellation requests postmarked before May 22, 2013 will be refunded less a 15 percent handling charge. No refunds after June 1. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.

SAF USE ONLY: DATE _____________ ID# _____________