Society of American Florists
1601 Duke Street
Alexandria, VA 22314

SOLUTIONS
A Mini-Conference for Florists
June 22-23, 2011 • Dallas

36 HOURS
That will Change Your Future
ATTENDANCE IS LIMITED. REGISTER TODAY!

That Will Change Your Future

36 HOURS

RETAIL TRENDS
SOCIAL MEDIA ROI
SEO

CUSTOMER SERVICE
WEB SHOPPERS
ADVERTISING

SALES TACTICS
GOOGLE LOCAL
COMPETITION

BEST PRACTICES
ONLINE REPUTATION
WEBSITES

SHOPPING HABITS
MOBILE MARKETING

36 HOURS
That Will Change Your Future
Where are consumers shopping today...for what...and why? How do you get more of them shopping with you?

If you want to start capturing more customers today and keep them down the road, don’t miss this fast-paced, 36-hour mini-conference for florists.

- Find tomorrow’s growth opportunities today.
- Understand today’s shoppers and how to get their business.
- Learn best practices and maximize social media results.
- Take home proven techniques to boost your average sale.
- Find out what creates customers for life.

The State of Retailing: 2011 and Beyond
Speaker: Geoff Wissman, Kantar Retail
Who's that customer who just crossed your store's threshold (brick and mortar or virtual)? What made them decide to shop with you (and why did the other ones pass you by)? The answer today is significantly different than the answer just two years ago — and it's driven by the economy, demographic changes and, of course, technology. Retailing trends expert Geoff Wissman helps you uncover the answers, so you can:
- Understand the broad market changes affecting retailers.
- See how other retailers are adapting to consumers' changing shopping habits.
- Prepare for the challenges and opportunities ahead.

Talk Back: A Conversation with Geoff Wissman
Join the conversation as audience members share reactions to Geoff Wissman’s assessment of retail and consumer shopping trends and explore opportunities for retail florists on the road ahead.

Smarter Selling
Speaker: Tim Huckabee, FloralStrategies, LLC
You have top-notch designs, a friendly staff and a beautiful store — but is your average ticket price still less than what it should be? If you’re not selling many bigger-ticket ($100 and up) non-funeral arrangements every week, your staff may not have the skills they need. National sales and customer service mentor Tim Huckabee shares easy-to-adapt customer care and sales training techniques and much more during this practical, business clinic. Learn how to:
- Help your team identify bigger-ticket sales opportunities and sell comfortably at those price points.
- Supercharge your sales process — no matter how good your staff is already.
- Increase customers' confidence in your shop and its people.

Social Media Best Practices: Finding the ROTI (Return on Time Invested)
Panelists: Georgianne Vinicombe, Monday Morning Flower & Balloon Company, and Rebecca Redman, Windermere Flowers
Moderator: Renato Sogueco, SAF Chief Information Officer
Social media presence is critical to successful marketing today, but when your days are already packed with priorities, how do you justify the time? In this enlightening session, two florists with different levels of social media engagement share what they're doing and how they measure the ROTI. You will learn:
- Best practices for creating and managing your social media presence and reputation.
- Realistic views of the time required and practical ways to fit it into your day.
- How to measure success.

Additional insight will be provided by SAF social media guru and session moderator Renato Sogueco.

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Retail Shop Idea Swap
You never know when you're going to find that "one great idea" that will change your business. This fast, free-flowing exchange for florists is modeled after the wildly popular event at SAF conventions. Bring a tip or two to share about any aspect of your business — people, promotions, deliveries, finances, etc. — and plan to gather plenty of fresh ideas from everybody else.
### SPEAKERS

**Geoff Wissman**  
Vice President, Kantar Retail (formerly Retail Forward)  
Business strategist Geoff Wissman has been helping businesses across the supply chain develop, refine and achieve their market objectives for more than 15 years. As vice president of Kantar Retail, the nation’s largest provider of retail intelligence and strategic consulting, Wissman guides clients toward new business opportunities and improved store performance. A background in research studies tracking the shopping and purchasing behaviors of consumers helps frame and focus his broad market lens.

**Art Conforti**  
President, Beneva Flowers & Gifts/Beneva Solutions  
Raised in the flower business, Art Conforti has spent most of his life retailing flowers. Using a powerful combination of top-quality products, resourceful marketing and superlative service, Conforti and the Beneva team have redefined the price/value equation for their customers and kept the Sarasota, Fla., company’s growth rate at 20 percent for many years. Conforti is also the founder and president of Beneva Solutions, an innovative florists’ consortium offering a variety of marketing services including the first mobile marketing solution for florists, FloralApp.

**Tim Huckabee**  
President, FloralStrategies, LLC  
Tim Huckabee’s fresh approach to sales and service has helped florists of all sizes increase sales through improved communication and practical techniques. He 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. His SAF convention programs pack the room and his webinars earn rave reviews. Industry members also will be familiar with Huckabee as the author of Floral Management magazine’s popular monthly column, CSI Flower Shop.

**Rebecca Redman**  
Owner, Windermere Flowers & Gifts  
In addition to managing the Orlando, Fla., shop she purchased in 2008 at the ripe old age of 26, Rebecca Redman is an active social media marketer. She uses her online network and an astute sense of timing to create new flower-giving occasions around local events. One example: a golf-inspired guys’ arrangement became a top seller recently after Redman posted a photo on Facebook — just before the Arnold Palmer Invitational Golf Tournament. Windermere specializes in high-style European designs and tropical arrangements. Redman was born and trained in the U.K.

**Renato Sogueco**  
Chief Information Officer, SAF  
Helping florists reach customers in exciting new ways is Renato Sogueco’s passion. His expertise in communications technologies and talent for translating “geek speak” into plain English draws crowds to his webinars and training sessions at SAF events. He is the author of Floral Management magazine’s acclaimed technology column, Plugged-In, and continuously explores new technologies relevant to the floral industry. Renato also regularly guides florists with practical advice about how to use social media and search engine tactics to create and sustain an effective online presence.

**Georgianne Vinicombe**  
Owner, Monday Morning Flower and Balloon Company  
Google “Georgianne Vinicombe” and she pops up everywhere, along with photos, videos, tweets and blog posts about the company she and husband Kevin founded in Princeton, N.J., 23 years ago. There are more than 250 photos from Monday Morning Flowers’ on MySpace alone… 44 videos on YouTube … a presence on LinkedIn, Facebook, Twitter and foursquare. If it’s social she’s there, working the online crowd with every tactic imaginable. Offline, the social media powerhouse also supervises sales and design staff, and manages the company’s large bridal and event business.

### SCHEDULE

#### Wednesday, June 22

- **7:00 a.m. – 8:00 a.m.** Continental Breakfast/Retail Tech Tabletops
- **8:00 a.m. – 10:00 a.m.** The State of Retailing: 2011 & Beyond
- **10:00 a.m. – 10:30 a.m.** Networking/Retail Tech Tabletops
- **10:30 a.m. – 12:00 noon** Talk Back: A Conversation with Geoff Wissman
- **12:00 noon – 1:30 p.m.** Networking Lunch/Retail Tech Tabletops
- **1:30 p.m. – 3:00 p.m.** Smarter Selling
- **3:00 p.m. – 3:15 p.m.** Networking/Retail Tech Tabletops
- **3:15 p.m. – 4:45 p.m.** Best Practices in Social Media: Finding the Right ROTI
- **4:45 p.m. – 5:00 p.m.** Day’s End Recap
- **6:00 p.m. – 8:30 p.m.** Networking Reception & Dinner  
  **Sponsor:** Hortica Insurance and Employee Benefits

#### Thursday, June 23

- **7:00 a.m. – 8:00 a.m.** Continental Breakfast/Retail Tech Tabletops
- **8:00 a.m. – 9:30 a.m.** Create a Lasting Customer Service Culture
- **9:30 a.m. – 10:00 a.m.** Networking/Retail Tech Tabletops
- **10:30 a.m. – 11:30 a.m.** Retail Shop Idea Swap
- **11:30 a.m. – 12:00 noon** Final Thoughts
MAKE THE MOST OF YOUR TRIP!
See the Dallas Total Home and Gift Market too*

June 22-28, 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 22-28). 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.

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.

New to Dallas Market Center?
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
Dallas/Ft. Worth Airport
Marriott South
4151 Centreport Blvd.
Ft. Worth, TX 76155
Phone: (817) 358-1700

Special Hotel Discount!
Room rate: $109 single/double — includes free shuttle transportation between the Dallas/Ft. Worth Airport and the hotel (which is just 3 miles from the airport).

Deadline: Hotel reservations must be made by May 23, 2011.

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.

Special VIP Offer to SAF Growth Solutions Attendees!
Stay to see the Dallas Holiday & Home Expo and get 1 FREE night at the Hyatt Regency plus free transportation to the Hyatt at the close of SAF Growth Solutions.

This offer has limited availability, so register early. For details go to www.SAFGrowthSolutions.com or contact Laura Weaver at (703) 836-8700 or lweaver@safnow.org.

YOUR REGISTRATION INCLUDES:
All Growth Solutions program sessions, plus continental breakfast, lunch, reception and dinner on Wednesday and continental breakfast on Thursday.

Deadline: Hotel reservations must be made by May 23, 2011.

REGISTRATION
SAF Growth Solutions Conference 2011 • June 22-23, 2011

4 Easy Ways to Register
WEB: www.safgrowth solutions.com
PHONE: (800) 336-4743
FAX: (703) 836-8705
MAIL: 1601 Duke Street, Alexandria, VA 22314

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:
Early Bird (Before May 23) After May 23 on Site
SAF Member $350 $375 $400
Non-Member $375 $425 $475
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 _______________________

Registration/Refund Policy: Written cancellation requests postmarked before June 1, 2011 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 ____________

*Separate registration required.

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