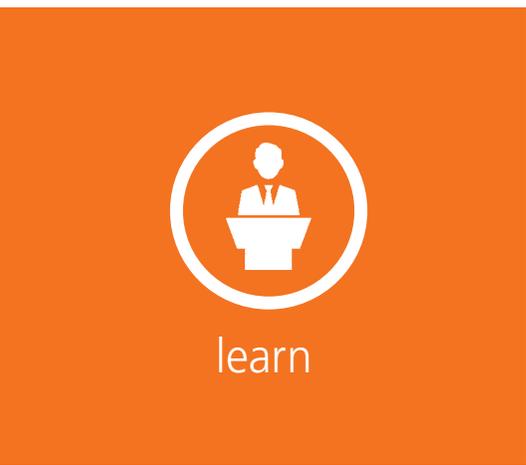


# connect. learn. grow.



connect



learn



grow



2014

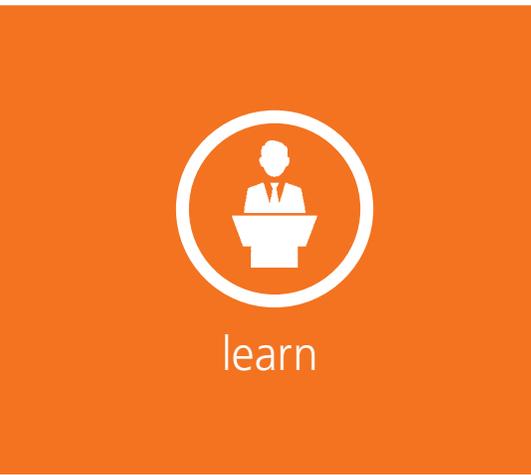


Floral Distribution Conference | October 22-24 | National Trump Doral | Miami, Florida





connect



learn



grow



# welcome

Dear Friends and Colleagues,

As President of WF&FSA – the Wholesale Florist & Florist Supplier Association, I strongly encourage your participation in the WF&FSA 2014 Floral Distribution Conference, October 22-24 in Miami, Florida. Our theme, “Connect, Learn, and Grow” defines three important facets of the Conference – the important and valuable connections you will foster, the variety of informative programs offered and the atmosphere designed to help you grow your business. This fast-paced two and a half day event is designed to provide you high-impact value.

I don't want you to simply attend the conference, but to actively participate by directing your own conference experience. Our high-energy “Today Show” format returns and it is sure to engage all attendees. So much of our program is designed to allow for in-depth discussion among members on topics of timely importance to our industry. Make your valuable connections at our Table Top displays during our Opening Reception on Wednesday or during our Hospitality evening on Thursday.

The mission of WF&FSA is straightforward: to provide networking, business opportunities and education to wholesale distributors and their floral suppliers. WF&FSA has set the stage and we are confident that as a participant you will bring this mission statement to fulfillment during this conference.

Facilitating exchange between members; helping you find new business opportunities is always at the forefront of WF&FSA's mission. Table-top displays will showcase the newest and best available products and services. Meet face to face with your most important suppliers at one location. Engage them in open dialogue throughout the workshops and conference to find out what is important to them – you might just be surprised at the doors it will open!

This year, we will add a New Product Showcase to enhance your Floral Distribution Conference experience.

The conference rate remains competitive which will allow multiple employees from each business to participate. The Doral is newly renovated with an even better rate of \$149 per night. The best rate you can get at the time of our meeting is \$200 and the rates climb from there, so you will experience considerable savings. The Doral is located minutes from the heart of the floral district, making convenience another reason to attend.

WF&FSA's mission is simple: Networking, Business Opportunities, & Education. This conference has been designed as a platform for all three. It is up to you to participate and take the opportunity to improve your business and career.

Hope to see you there,  
*Tom Figueroa, President*



connect



learn

### TABLE TOP DISPLAYS

**Wednesday, October 22 – Friday, October 24**

Starting Wednesday, October 22 at 5:00 pm, come and see the newest product on display during the Opening Reception. A great opportunity for wholesalers to connect with industry suppliers displaying their latest products and services! Visit the table top displays through Friday, October 24 at 12:00 pm.

To register for a table top display, please visit [www.wffsa.org](http://www.wffsa.org) or contact Michelle Measel at [mmeasel@wffsa.org](mailto:mmeasel@wffsa.org).

### EMERGING LEADERS LUNCHEON

**Thursday, October 23 | 12:00 Noon – 1:00 pm**

For the career-minded go-getters in the floral industry, this lunch is for you! Come to connect with your peers and spend a relaxed hour discussing topics of concern to you.

### HOSPITALITY SUITES

**Thursday, October 23 | 5:00 pm – 10:00pm**

WF&FSA will continue its popular hospitality suite evening this year after the overwhelming success at past conferences. WF&FSA has reserved rooms in the Bobby Jones Villas (formerly Lodges 9 & 10), in order to keep everyone together and provide even more networking opportunities.

In order to secure your location in the Bobby Jones Villas during the Hospitality Suite Evening, Thursday, October 23, contact Michelle Measel at [mmeasel@wffsa.org](mailto:mmeasel@wffsa.org) for available locations!

### COMPANY MEETING

**Schedule your company meeting in conjunction with the floral distribution conference!**

If you would like to schedule a company meeting in conjunction with this year's Floral Distribution Conference, we are more than happy to assist. Please contact Michelle Measel at [mmeasel@wffsa.org](mailto:mmeasel@wffsa.org) with your needs and we will help you secure the space.

### TODAY SHOW **EXPANDED PROGRAM**

**8:00 am – 11:45 am**

In addition to recognizing the recipient of the 2014 LTK Award and the highlighting of Porterfield's Flowers as the 2014 Retail Florist of the Year, WF&FSA will feature a panel program focused on retail, supermarkets, event planning, e-commerce, social media impact, and more. Hear the latest news. Anchored by entertaining Ramiro Penaherrera, director of Flowers for Kids and Memorial Day Flower Foundation. Additional segments include A "Genius Bar" featuring a wholesale buyers panel. This action packed morning will also feature the WF&FSA commercials and other interviews designed to enlighten and entertain.



### GENERAL SESSION

**1:00 pm – 2:30 pm**

**The Business of You – Double Your Productivity, Reduce Your Stress and Balance Your Life**

**Steve McClatchy, Alleer Training and Consulting**

In this fast paced, interactive and engaging presentation you will learn which decisions bring you success, balance, reduced stress and control and which ones do not. You will also learn how to better manage your to-do list, calendar, contacts, meeting notes and get organized. McClatchy is known for his expertise on tools such as Outlook and his materials will get into how to better leverage those tools.



Steve McClatchy is a speaker, trainer, consultant, writer and entrepreneur who has spoken before thousands of audiences that have been delighted with his entertaining style and powerful stories. Steve founded Alleer Training and Consulting out of his passion for continual improvement and his belief that when we stop growing, learning, gaining experience, achieving goals and improving we stop living. He has worked in sales, sales management, training and consulting for such organizations as The Pillsbury Company, Broderbund Software, Franklin Covey and Forte Systems.

Alleer has worked with Fortune 500 companies, small to mid-size firms, associations, universities, government agencies, unions, non-profits and more. Alleer's client list includes Merck, Disney, Wharton School of Business, Nestle, Microsoft, Campbell's Soup, Ikea, Comcast, Wells Fargo, San Francisco 49ers, BASF, Tiffany & Co., The National Basketball Association (NBA), Independence Blue Cross, Harvard University, Nissan, McKesson, Accenture and Hewlett Packard.

Steve is a frequent guest lecturer at Harvard University, Villanova University, Temple University and the University of Pennsylvania's Wharton School of Business. He has been quoted in *The Wall Street Journal*, *WebMD Magazine*, *Fast Company*, *Entrepreneur*, *Investor's Business Daily* and *Selling Power*





# learn

Magazine. He is the author of the *New York Times* Bestseller *Decide!* released in 2014.

Steve is one of twelve children and grew up outside of Philadelphia. He lives with his wife and four kids in Malvern, Pa. He has his BA in both Finance and Economics and has been involved in the Big Brother/Big Sister program for over 25 years.

## WF&FSA BUSINESS WORKSHOPS

**2:45 pm – 4:00 pm**

You may decide between one of two workshops:

- Low Budget Marketing
- Solution Based Selling

## CLOSING SESSION **BACK BY POPULAR DEMAND**

**Friday, Oct. 24 | 9:00 – 10:00 am**

**WF&FSA's Design Trends Program featuring Kevin Ylvisaker AIFD, PFCI, Floral Trend Consultant**

Kevin will share his trends analysis and take a peek into what consumers will be looking for in the months ahead. His program was a big hit in 2013 and attendees asked that he return to share his expertise and knowledge with WF&FSA delegates once again.



Kevin comes to the floral industry with a background in art that includes a concentration in sculpture and weaving. He has been in the floral industry for more than thirty eight years. Kevin is a freelance designer with his company KLY Floral International. He is a Teleflora Education Specialist presenting design shows and classes around the country. Kevin is an Oasis Design Director designing for shows, Smithers Oasis publications and Oasis IDEA channel video series. He has also worked on product development and yearly color palette development for Smithers Oasis. He is been an endorsed designer for Design Master Color Tool and Acolyte Technologies. He has worked with Accent Décor to produce designs for their catalogs, their "T2" video series and set up their showrooms across the country.

Kevin is a certified member of the American Institute Of Floral Designers (AIFD) and is also a Past President of AIFD. He is a member of PFCI, the Professional Floral Communicators International. Kevin is a past President of the Wisconsin and Upper Michigan Florists Association (WUMFA).

Nationally he has designed and judged across the country for garden clubs, wholesale houses, state associations, floral organizations and floral wire services. He has presented at several of the Art In Bloom weekends as a guest speaker and judge. Kevin was a presenter at the 2011 Newport Flower & Garden Show "Entertaining Newport Style" in Newport, RI which drew over 10,000 attendees.

Get the latest trends information at this session.



# grow

## NEW PRODUCT SHOWCASE **NEW**

**Increase your exposure at the WF&FSA New Product Showcase**

The WF&FSA New Products Showcase brings the latest in products to attendees at the 2014 Floral Distribution Conference. Want to feature your products in the New Products Showcase? These featured products will be displayed in the Foyer of the Exhibit Hall, providing easy access and great foot traffic! Products will be displayed on a high-boy table with space to display one product. A balloon will draw the attendees to each display in the foyer area. The fee is just \$100 per product.

To provide exhibitors with even more exposure during and after the Show, and for the convenience of buyers interested in the products they see in the Showcase, WF&FSA will provide information for every product entered in the meeting booklet, in addition to the traditional descriptive signs. The signage will be provided for your display table by WF&FSA. Products in the Showcase will be photographed. Photographs will be featured in WF&FSA News, and on the WF&FSA website.

Only table top exhibitors at the WF&FSA Conference are invited to register their products in this showcase. For the purposes of this program, a New Product is defined as one that is manufactured or exclusively distributed by a company exhibiting in this year's WF&FSA Conference and was introduced to the marketplace after last year's WF&FSA Conference (October 2013). These tables will not be manned.

All product entries are \$100 per product if entered by Tuesday, September 30. After September 30, the fee will be \$200 per product. No entries may be submitted on-site. Use the New Products Showcase registration form to reserve your space. Space is limited, so act early!

## BECOME A SPONSOR!

**Increase your exposure and maximize your dollars!**

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. And your target audience is right here at the WF&FSA FDC!

There are a variety of opportunities for you to spread your message during the WF&FSA Floral Distribution Conference. Check out the wide range of events and/or items you can put your name on and sign up now! Contact Michelle Measel for information- [mmeasel@wffsa.org](mailto:mmeasel@wffsa.org)



# schedule

## GET YOUR CREATIVE ON!

### WF&FSA Commercial Opportunities Available

Did you ever want to produce your very own "Super Bowl" commercial for your product, but can't afford the million dollar cost, or can't find your audience? WF&FSA has the answer for you! At this year's Floral Distribution Conference, you have the opportunity to share your 30-second video message with more than 700 attendees in the floral distribution industry. Create your video using in-house personnel – have fun with it! We are looking for fun, creative commercials to enlighten and entertain.

Last year, WF&FSA introduced commercials into the Today Show and the feedback was off the charts! The commercials were creative, fun and entertaining. Here's your chance to get your creative on in 2014!

Commercial slots are available at \$1,000 per 30-second slot. The vendor assumes all costs associated with the creation of the commercial. They are limited to 30-second product/service (pre-recorded) presentations. (There will be no live presentations.) Commercials should be produced in a fun and creative manner that will be memorable to the WF&FSA audience. Think of this as YOUR Super Bowl commercial! Commercials must be produced using your own staff or non-paid talent.

Conference attendees will vote for their favorite or "Best of the Best" commercial by pre-printed ballot provided in their registration packet. Last year's winner, Pete Garcia Co., had some stiff competition. Let's see what 2014 brings!

## WEDNESDAY, OCTOBER 22, 2014

- 4:30 pm – 5:00 pm First Time Attendee Welcome
- 5:00 pm – 8:00 pm Table Top Opening Reception

## THURSDAY, OCTOBER 23, 2014

- 7:30 am – 8:30 am Breakfast
- 8:00 am – 11:45 am "WF&FSA Today Show"
- 10:00 am – 5:00 pm Table Top Displays
- 10:00 am – 10:30 am Refreshment Break
- 12:00 noon – 1:30 pm Lunch
- 1:00 pm – 2:30 pm General Session
- 2:45 pm – 4:00 pm Workshops
- 5:00 pm – 10:00 pm Hospitality Suites

## FRIDAY, OCTOBER 24, 2014

- 8:30 am – 9:30 am Breakfast with Tabletops
- 9:00 am – 10:00 am Closing Design Session
- 10:00 am – 12:00 noon Table Tops

# registration

## PRIOR TO SEPTEMBER 3, 2014

Member Registration – First Five (5) Attendees .....	\$205
Member Registration – all other attendees .....	\$165
Spouse/Guest Registration – with one full registration .....	\$110
Non-Member Registration – First Five (5) Attendees .....	\$305
Non-Member Registration – all other attendees .....	\$405

## AFTER SEPTEMBER 3, 2014

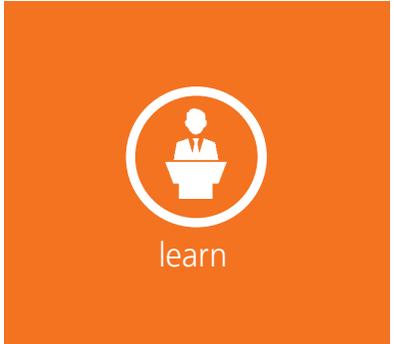
Member Registration – First Five (5) Attendees .....	\$255
Member Registration – all other attendees .....	\$205
Spouse/Guest Registration – with one full registration .....	\$160
Non-Member Registration – First Five (5) Attendees .....	\$355
Non-Member Registration – all other attendees .....	\$455

New Product Showcase .....	\$100
----------------------------	-------





Wholesale Florist & Florist Supplier Association  
 105 Eastern Avenue, Suite 104  
 Annapolis, MD 21403



Floral Distribution Conference | October 22-24 | National Trump Doral | Miami, Florida

**THE NATIONAL TRUMP DORAL**  
**4400 NW 87th Avenue**  
**Miami, Florida, USA 33178**  
**Tel: (305) 592-2000**  
**Fax: (305) 594-4682**  
**Web: [www.doralresort.com](http://www.doralresort.com)**

Trump National Doral Miami has recently joined Trump Hotel Collection's portfolio of spectacular five-star hotels with plans for a multimillion-dollar renovation to restore Trump National Doral Miami to its former grandeur.

Situated on nearly 800 acres, Trump National Doral Miami features newly redesigned guestroom villas, championship golf courses, including the legendary Blue Monster and more than 100,000 square feet of indoor and outdoor venues and luxurious ballrooms. The newly renovated Miami Resort offerings include our new Villa Deluxe Guestrooms, recreational amenities complimented by our new pools, fitness facility, golf practice facility, retail shops, indoor and outdoor

restaurants and bar concepts, a full-service Spa and Salon and children program. Trump National Doral is Miami's iconic golf resort known as host to the PGA TOUR for over 50 years, also home to the World Golf Championships-Cadillac Championships.

**WEATHER AND WHAT TO WEAR**

They say Daytime temperatures in Miami in Late October average in the low to mid 80s and evening temperatures in

the upper 60s to low 70s. But our WF&FSA experience is hot and humid in the day and warm and humid in the evening, with a few tropical showers thrown in! Dress for WF&FSA events is business casual. It is recommended that you bring a sweater or light jacket to wear during sessions, as the temperatures in meeting rooms is often unpredictable.

**TIME ZONE**

Miami operates on Eastern Time Zone.