

rediscover

the power of your business, your customers and yourself!

October 23-25

WF&FSA 2013 Floral
Distribution Conference

Doral Trump Resort

Miami, Florida

look at what you do, but look at it differently



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 2013 Floral Distribution Conference, October 23-25 in Miami, Florida. Our theme, “Rediscover: The Power of Your Business, Your Customers and Yourself!” offers a chance to look at what you do, but look at it differently. The fast-paced, hard-hitting programs are designed to provide you the maximum in education and networking.

We don't want you to simply attend the conference, but to actively participate by directing your own conference experience. With an exciting new opening session format that 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 valuable

connections at our Table Top displays during our extended Opening Reception on Wednesday or enjoy some golf with colleagues at the WF&FSA Golf Outing which returns to our program on Friday.



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.

- Networking – One of the most important reasons to attend is to learn from and share ideas with other wholesalers and suppliers in the industry. Back by popular demand, we will offer a night of hospitality suites offering you a chance to network with industry peers and suppliers in a relaxed atmosphere, all in one night.
- Education – Exploring how to keep up in our ever-changing indus-

networking opportunities

A Rare Look at How Flowers Move Through Miami

Wednesday, October 23
First departure 7:30 am

Tour will last approx. 4 hours

WF&FSA will offer a rare tour of facilities in the flower chain. The tour will give participants a look at how fresh cut flowers move through the airport, importer facility, truckline and bouquet manufacturer in Miami. The tour will be strictly limited based on the number of people that can be accommodated at the facilities that will be visited. Because of security issues there will be no on site registrations.

The tour will begin with a first-hand look at incoming airline facilities and the airport's layout. Next, the tour will visit an importer's warehouse, then on to a truckline warehouse. Finally, the tour will visit a bouquet manufacturer facility to see how the bouquets are handled and processed to be transported to the supermarkets and mass markets.



Table Top Displays

Beginning 5:00 pm Wednesday, October 23, through 12:00 pm Friday, October 25

Starting Wednesday, October 23 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 25 at 12:00 pm.

To register for a table top display, please visit www.wffsa.org or contact Michelle Measel at mmeasel@wffsa.org.

Emerging Leaders After Party

Wednesday, October 23, 2013
8:00 pm

If you are 40 or under, join your colleagues for a casual evening of fun and networking at this event. Widen your circle of contacts this evening!

Hospitality Suites

Thursday, October 24, 2013
5:00 pm - 10:00 pm

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 Spa Suites, in order to keep everyone together and provide even more networking opportunities.

Suite hosts will ensure that all hospitality event activities are conducted in moderation (music, noise, behavior, attire, etc.) with respect for all conference attendees and other hotel guests. If you are unsure that your event plans meet these criteria, please contact us for clarification.

In order to secure your location in the Spa Suites during the Hospitality Suite evening (Thursday, October 24) contact Michelle Measel, WF&FSA Conference Manager for available locations!

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 with your needs and we will help you secure the space.



WF&FSA Golf Tournament

Friday, October 25, 2013
Doral Golf Resort & Spa - Gold Course | 1:00 pm Shotgun Start

Share an afternoon on the links with your WF&FSA colleagues and friends!

PGA Tour legend Raymond Floyd recently redesigned the Gold course to follow a traditional Florida layout, incorporating gently contoured greens, strategic bunkering and water surrounding 16 holes. The course features narrow, tree-lined fairways and finishes with a dramatic par-4 island green on the 18th hole. This course hosted the 1999 PGA Qualifying School finals. The greens were renovated in Summer '09 to feature Tif Eagle Bermuda Grass.

The price of \$160 per person includes greens fees, cart, practice balls, box lunch, and tournament services. Rental clubs are available for \$85 per set as well as shoes for \$25 per pair.

IT'S BACK!

Photos courtesy of Diego Botero, InfoFlora

try and world is an on-going process. Workshops have been designed to provide you the chance to rediscover what you do and how you might look at it differently. Learn from your peers and their experiences.

- Commerce – 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!

Miami, Florida is one of the most important cities in the floral industry, providing both networking and business opportunities. Virtually all of our businesses connect to Miami in some way, shape or form on a daily basis – so a return to Miami for this Conference was an easy decision to make. As a matter of fact, this is our fourth year of a five-year commitment to Doral.

The conference rate remains competitive which will allow multiple employees from each business to participate. The Doral is a great property with an even better rate of \$144 per night. The best rate you can get at the time of our meeting is \$229 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.

The Conference in October is a perfect time to meet with table-top suppliers in preparation for the upcoming holidays and beyond.

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,
Pat Dahlson



Wednesday, October 23

7:30 am - 12:30 pm
Airport Tour

9:00 am – 8:00 pm
WF&FSA Registration Desk

4:30 pm – 5:00 pm
First Time Attendee Welcome

5:00 pm – 8:00 pm
Table Top Opening Reception

EXTENDED
BY ONE
HOUR!

8:00 pm
Emerging Leaders Event

Thursday, October 24

7:30am – 5:00pm
WF&FSA Registration Desk

7:30 am – 8:30 am
Breakfast

8:00 am – 10:00 am
“WF&FSA Today Show”

10:00 am – 5:00 pm
Table Top Displays

10:00am – 10:30am
Refreshment Break

10:30 am – 12:00 Noon
The WF&FSA “Genius Bar”

12:00 Noon - 1:30 pm
Lunch

1:30 pm – 2:30 pm
Workshops

2:45 pm – 3:45 pm
Workshops

5:00 pm – 10:00pm
Hospitality Suites

Friday, October 25

7:30 am – 1:00 pm
WF&FSA Registration Desk

8:30 am – 9:30 am
Breakfast with Tabletops

9:00 am – 10:00 am
Closing Session

10:00 am – 12:00 Noon
Table Tops

1:00 pm
WF&FSA Golf
Tournament

IT'S
BACK!

commercial opportunities

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 that will enlighten and entertain. Once shown, they will be available on the WF&FSA website.

Conference attendees will vote for their favorite or “Best of the Best” commercial by pre-printed ballot provided in their registration packet. Voting will take place after the Workshops on Thursday afternoon and will end by 4:15 pm that day. The WF&FSA’s Choice Award will be presented to the winning commercial at the Friday morning session.

To sign up for the opportunity to present your commercial, visit www.wffsa.org to complete your application.

WF&FSA Commercial Rules

- Commercials are open to all members of WF&FSA (or all table top exhibitors)
- Commercial slots are available at \$1,000 per 30-second slot. The vendor assumes all costs associated with the creation of the commercial.
- There are only four commercial slots available for the Opening Session on Thursday and one each for four workshops for a total of eight commercials.
- Commercials are limited to 30-second product/service (pre-recorded) presentations. These presentations need to be provided to WF&FSA on a DVD. (There will be no live presentations.)
- Commercials must be provided in a fun and creative way that will be memorable to the WF&FSA audience.
- Commercials must be conducted in a clean, non-offensive manner.
- Commercials must be made using your own staff or non-paid talent.
- Showing times for commercial presentations will be assigned by WF&FSA for either the Thursday Opening Session or Thursday Workshops.
- WF&FSA’s Executive Vice President and the Education Committee will review the commercial presentations to ensure rules and conditions are met prior to acceptance of the commercial. WF&FSA reserves the right to reject any commercial that is deemed to conflict with any rules or for questionable content. WF&FSA will keep all commercials confidential until the date of showing.
- All accepted commercials will become the property of WF&FSA and may be used for WF&FSA promotional purposes.



The theme of this year's conference centers on Rediscovery which simply means to discover something again. This year's program brings you a variety of opportunities to look at your business with new eyes. The program has been designed with a focus on rediscovering the power in your business, with your customers and with yourself. From Sales to Profits to Operations to Personal Skills, this is your chance to take a second look at everything you do and uncover the opportunities that await you.

The 2013 Floral Distribution Conference will provide high-impact, fast-paced educational sessions designed to provide each delegate with impactful take-aways to help them manage their business more efficiently and profitably.

**Opening Session:
WF&FSA Today Show**
Thursday, October 24, 2013
8:00 am – 10:00 am

Join your industry colleagues for breakfast and the "WF&FSA Today Show." (Note: The Table Top program was expanded for one hour on the opening evening to allow all delegates to participate in this program – be sure to be on hand!) This unique program will be presented as a news program, featuring an anchor introducing the WF&FSA stories. This hard-hitting news program will feature a variety of segments designed to help you *rediscover* your business, your customers and yourself with helpful insights. Each news segment will feature a presenter and discussion created to help you connect with colleagues to explore further each topic.



To complete the "Today Show" theme, WF&FSA offers an exciting, new and fun opportunity for its members – you may reserve your commercial space now. That's right; you can buy a 30-second commercial time slot for just \$1,000. Read the "Commercials" section for details.

The WF&FSA Today Show segments include:

Rediscover the Independent Grocer!

Featuring Brady Lo, Vice President, Penang Nursery, Inc., Apopka, FL; E. Shaunn Alderman, Associate Publisher, Floral Business, Boca Raton, FL

Take a look at your grocery business when you join Brady Lo of Penang Nursery as he focuses on how to effectively sell the independent grocer and small chains. Get tips on effective selling techniques, how to target your customer, source product and much more!

Rediscover the Retail Florist!

Featuring Alvaro Crespo, Director, Lihmil Wholesale Flowers, Kernersville, NC

How do you convince your retailers to adjust their expectations? How do you break into the bouquet market? Alvaro Crespo of Lihmil will share his experience.

Rediscover Your Management Skills!

Featuring Geno Valdes, Director, Calita Farms, Doral, FL

Featuring Geno Valdes of Calita Farms, focus on your management skills and how you can take a self-introspective look at your skills to improve your daily impact with your employees and customers.

Additional segments will feature WF&FSA's annual presentation of the Leland T. Kintzele

Award (LTK) and the WF&FSA/ "Florists' Review" presentation of the Retail Florist of the Year Award to Something New Floral and Events.

Be sure to be on hand to honor our award recipients and to take a look at your business in a new light.

The WF&FSA Genius Bar
Thursday, October 24, 2013
10:30 am – noon

As Apple™ states, the best place to get support for Apple products is at the Apple Genius Bar where Apple Geniuses have extensive knowledge of their products, and they work with you face to face to provide technical support and troubleshoot any problems. This is such a great concept that WF&FSA will bring its Geniuses to you during this session to help solve key industry questions. Delegates will be asked to submit their questions in advance so that our WF&FSA geniuses can weigh in with their thoughts during this unique session. This give and take discussion will feature our industry's own panel of experts including: Bill Lafever, President, Bill Doran Company, Rockford, IL; Dave Garcia, President, Pete Garcia Company/Garcia Group Inc., Atlanta, GA; Tom Figueroa, Vice President, Nordlie Inc., Warren, MI; Kelly A. Cantafo, President, Esprit, Miami, Miami, FL.

Workshops
(Delegates may choose one)
Thursday, October 24, 2013
1:30 pm - 2:30 pm

Margin vs. Markup (It's All About Profitability)

Featuring Rob Shibata, President, Mt. Eden Floral Company, San Jose, CA; Nick Fronduto, Chief Operating Officer, Jacobson Floral Supply, Inc., Boston, MA

Is there a difference? Absolutely. Rob Shibata of Mt. Eden Floral and Nick Fronduto of Jacobson will help you calculate supply and flower margins and provide a clear understanding of margin and mark-up and how they can have drastic impacts on the bottom line. Lowering your shrink, transportation costs and price increases ... see how all of these play into margin. Then, in table groups, you will work on calculation exercises and discussions. You will leave with techniques you can immediately apply upon your return to the office.

Social Media Strategies and Best Practices

Learning how to effectively reach your online audience – and meeting their expectations – grows in complexity and time devoted each year. Join your colleagues to learn how to build an effective, consistent and meaningful delivery of messages to the largest number of devices.

Workshops
(Delegates may choose one)
Thursday, October 24, 2013
2:45 pm - 3:45 pm

Making the Most of Ethnic Markets

Featuring Adrian Capote, Principal/Vice President of Sales, J&C Tropicals, Miami, FL

An ethnic market is a group of consumers that share a common cultural background. Many times an ethnic market has a distinct



tive geographic area. There are a variety of Ethnic Markets – Asian, Latino, Korean, etc. Learn what you can from the wholesale food market as Adrian Capote, Principal/Vice President of Sales, JC Tropicals shares his experience.

The World has Changed – Have You?

*Featuring Julio Lergier,
International Sales Manager
Perishable Solutions at UPS*

The rest of the supply chain is working collaboratively – are you? Supply chain collaboration is a hot topic today – and no wonder: companies that collaborate effectively across the supply chain have enjoyed dramatic reductions in inventories and costs, together with improvements in speed, service levels, and customer satisfaction.

Take a look at how collaboration between companies can deliver improvement over the long term. Learn how to be creative with different ways of moving your product. Rediscover your supply chain and learn tips on how to work together more efficiently and productively.

Hospitality Suites

5:00 pm – 10:00 pm

Hospitality Suites – Spa Suites

In addition to the great educational program, FDC Conference attendees can take advantage of the extensive schedule of Hospitality Suites between 5:00 – 10:00 pm on Thursday, October 24. Hospitality Suites offer a fun evening featuring relaxed networking opportunities. *All Hospitality Suites will be located in the Spa Building.*

Space is limited. If you are interested in hosting a Hospitality Suite, please read on. In order to secure your location in the Spa Suites during the Hospitality Suite Evening, Thursday, October 24, contact Michelle Measel,

WF&FSA Conference Manager for available location. Suite hosts will ensure that all hospitality event activities are conducted in moderation (music, noise, behavior, attire, etc.) with respect for all conference attendees and other hotel guests. If you are unsure that your event plans meet these criteria, please contact us for clarification. (Ask permission, not forgiveness!)

Closing Session

Friday, October 25, 2013

9:00 – 10:00 am

*Featuring Kevin Ylvisaker AIFD,
PFCI, Floral Trend Consultant*

Kevin will share his views on trends for significant events in life – why is the customer going to buy? How are our products relevant in today's consumer environment?

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 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.

Kevin was a member of the Design Team for the Inauguration of President George Bush Sr. in Washington DC 1989. He was a Design Team Captain for the Inauguration of President Bill Clinton in 1993 also in Washington DC. Kevin has presented international design programs and taught classes in England, Ireland, Japan, Taiwan, Singapore, Canada and Puerto Rico.

Kevin was honored to be a Judge for the 1997 Tournament Of Roses Parade in Pasadena California. In 1999 he was a member of the floral design team for the Fiesta Float Company.

He has worked on both the current Teleflora Selection Guide and the Teleflora Wedding Guide. Kevin has been featured in Teleflora's Flowers & Magazine numerous times. He is a contributor to Smithers Oasis IDEA Magazine and does designs for their international ad campaigns.

registration

Register using the enclosed form or online at www.wffsa.org.

Registration Desk Hours:

Wednesday, October 23
9:00 am – 8:00 pm

Thursday, October 24
7:30 am – 5:00 pm

Friday, October 25
7:30 am – 1:00 pm

what to wear

Daytime temperatures in Miami in Late October average in the low to mid 80s and evening temperatures in the upper 60s to low 70s. Dress for the WF&FSA daytime meeting is business casual. It is recommended that you bring a sweater or light jacket to wear during sessions, as the temperature in meeting rooms is often unpredictable.

time zone

Miami operates on Eastern Time Zone.

sponsorship

**Maximize Your Dollars!
Be A Conference Sponsor**

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! Look for the sponsorship sign-up form in this brochure.

sponsorshipform

WF&FSA FLORAL DISTRIBUTION CONFERENCE . Please check which item you are interested in.

ALL SPONSORSHIPS INCLUDE:

- **Acknowledgement in WF&FSA network**
- **Identification as a sponsor on the event's web page at wffsa.org**
- **On-Site Signage & Recognition from Podium**

ITEM SPONSORSHIP

Includes your logo on the item. Spread your name through give-aways to attendees.

- Lanyards - \$2,500**
- Tote Bags - \$3,000**
- Room Keys - \$3,000**
Your company's logo appears on key cards for all conference attendees staying at The Doral
- Water Bottles - \$5,000**
Your company's artwork would appear as the label on bottled water available throughout the conference.
- Flash Drives - \$6,000**
Your company's logo would appear on the flash drives that would hold conference materials given out to the attendees
- Other Logo Items - \$2,500**
Item of your choice (hats, pens etc.) to be imprinted with your company's name to be distributed to attendees at registration)
- Conference Mobile App - \$10,000**
Sponsor a Mobile App that will house all the conference materials that attendees can download to their phones & tablets with your logo and name linked to your website on the app.

EVENT SPONSORSHIP

Event will be called by your company name if you sponsor the entire event. Your company will receive three minutes of stage time for each sponsored item.

- Golf Tournament - \$5,000**
- Wednesday Opening Reception - \$7,500**
Drink tickets (one per attendee) will have your company name and logo on it.
- Thursday Breakfast - \$7,500**
- Thursday Lunch - \$7,500**
- Friday Breakfast & Closing Session - \$7,500**
- Commercials - \$1,000**
30 second commercial produced by your company to be aired during the opening session and then throughout the conference outside the exhibit hall.
- Workshop Sponsorship - \$4,000 each**
Thursday, October 24, 2013
Includes iPad giveaway
 - Margin vs. Markup - It's All About Profitability!**
 - Creative & Effective Social Media Strategies**
 - Focus on Ethnic Markets**
 - The World Has Changed - Have You?**
An in-depth look at supply chain collaboration

FLOWER ARRANGEMENT SPONSORSHIPS

\$1000 for sponsorship and \$1000 for professional design plus product. Exclusive showcasing of your company's product. and Table signs recognizing products "provided by your company." Sponsorship fee includes storage, processing, design, and set-up. Does not include shipping expense.

- Opening Reception Flowers**
\$2,000 + product (flowers and/or greens for cocktail rounds)
- Thursday Breakfast Flowers/Meeting Room Centerpieces**
\$2,000 + product (flowers for table rounds/ centerpieces, and podium arrangement)
- Thursday Lunch Flowers/Reception Flower**
\$2,000 + product (flowers for cocktail rounds and tables)
- Friday Breakfast Flowers/Meeting Room Centerpieces**
\$2,000 + product (flowers for cocktail rounds, tables and podium arrangement)

PAYMENT

Company Name: _____

Contact Person: _____ Telephone: _____

E-mail: _____ Fax: _____

Payment Options: Check Enclosed (Payable to WF&FSA) American Express VISA MasterCard Discover

Credit Card #: _____ Expiration Date: _____ CVV: _____



For more information or to reserve your sponsorship please contact

Michelle Measel at mmeasel@wffsa.org, 410-940-6580 or 888-289-3372

registrationform

WF&FSA FLORAL DISTRIBUTION CONFERENCE.

Please complete one form per person.



Member Type: Wholesaler Supplier Importer Grower Other First-time Attendee? Yes No

Registrant Name _____ Badge Name _____

Title _____ Company Name _____

Business Address _____ City _____ State/Province _____ Zip/Zone _____

Phone _____ Fax _____

E-mail _____ Guest Name _____ Badge Name _____

Does anyone in your party have a special need? Yes No Name _____ Condition/Need _____

Full Registration includes Opening Reception, Breakfast Thursday and Friday, Lunch Thursday and Friday and all Educational Sessions.

Event	Registration Fee	Amount		Total
Member Registration – First Five (5) Attendees	\$245 each	\$		\$
Member Registration – all other attendees	\$195 each	\$		\$
Spouse/Guest Registration – with one full registration	\$150 each	\$		\$
Non-Member Registration – First Five (5) Attendees	\$345 each	\$		\$
Non-Member Registration – all other attendees	\$445 each	\$		\$
Airport Tour (10/23)*	\$35 each	\$		\$
Golf Tournament (10/25)	\$160 each	\$		\$
Delegate Handicap/Average _____ I would like to play with: _____				
Rental Clubs (please check one): <input type="checkbox"/> Right <input type="checkbox"/> Left	\$85	\$		\$
Rental Shoes (Size _____)	\$25	\$		\$
Golf Tournament Guest (10/25)	\$160	\$		\$
Guest Handicap/Average _____ I would like to play with: _____				
Rental Clubs (please check one): <input type="checkbox"/> Right <input type="checkbox"/> Left	\$85	\$		\$
Rental Shoes (Size _____)	\$25	\$		\$
TOTAL FEES DUE (No refunds after Sept. 18, 2013)				\$

* For Airport T our, you will need to photocopy (front and back) your picture ID (passport or driver's license) and send along with your registration form.

WORKSHOPS, THURSDAY, OCTOBER 24:

Select one of the following morning workshops:

- Workshop 1 – Margin vs. Markup (It's All About Profitability)
 Workshop 2 – Social Media Strategies and Best Practices

Select one of the following afternoon workshops:

- Workshop 3 – Making the Most of Ethnic Markets
 Workshop 4 – The World has Changed – Have You?

PAYMENT: (Must accompany registration form.)

- Check enclosed (Payable to WF&FSA)
 MasterCard VISA American Express Discover

Cardholder Name: _____

Cardholder Address: _____

Card Number: _____

Exp. Date: _____ Verification Code: _____

Signature: _____

BY MAIL TO: WF&FSA, 105 Eastern Ave., Ste. 104, Annapolis, MD 21403

ONLINE AT: www.wffsa.org

QUESTIONS: 410-940-6580 or 888-289-3372

FAX RETURNS TO: 410-263-1659

ATTENDEE REGISTRATION POLICIES:

Please make a photocopy of

this form and submit one copy for each company representative attending the 2013 WF&FSA Floral Distribution Conference. Mail or fax by September 3, 2013 to obtain the early bird registration discount. After September 3, 2013, registration will be on a space available basis.

CANCELLATION POLICIES:

In order to obtain a refund for convention

registration fees, written notice of cancellation is required, to be received at the WF&FSA office, by the dates noted below:

By September 3, 2013 – for Full Refund

By September 16, 2013 – for 50% Refund

After September 16, 2013 – No Refund

TOUR CANCELLATION POLICY:

The airport tour is subject to cancella-

tion if minimum enrollments are not met. Registrants will receive notification, if possible, and full refund if tour is cancelled by WF&FSA. Refunds will be issued by November 29, 2013. If a member wishes to cancel a tour registration, written notification must be received by the WF&FSA office no later than September 16, 2013, for a full refund. Tour Refunds will be issued for cancellation requested received after September 16, 2013, although another attendee may substitute for the registered individual.



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

rediscover
 the power of your business,
 your customers and yourself!

WF&FSA 2013 Floral
 Distribution Conference

October 23-25

Doral Trump Resort
 Miami, Florida



miami nice

WF&FSA 2013 Floral Distribution Conference | October 23-25, 2013 | Doral Trump Resort | Miami, FL

The Doral

4400 NW 87th Ave.
 Miami, FL 33178
 Tel: 305-592-2000
 Fax: 305-594-4682
www.doralresort.com

Located minutes from the heart of the Miami Floral District and surrounded by green fairways and shimmering water, the Doral, is an oasis in the South Florida sun. Guest rooms and suites situated in intimate lodges near the main clubhouse, around the resort's 650 beautiful tropical acres, and in the serene surroundings of The Spa at Doral reflect the colors, beauty,

and relaxed ambiance of South Florida's natural landscape.

With 45 years of tradition, expertise and experience, the Doral offers you championship golf, spectacular cuisine, luxurious accommodations, extensive conference facilities, a superb tropical climate, and a dedicated professional staff.

Air Transportation

The Miami International Airport (MIA) is the closest airport to the convention hotel. Home to all major airline carriers, Miami International Airport offers convenience at an affordable price.

Driving Directions

from Miami International Airport (approx. 7.74 miles)
 Go east on NW 21st St. toward NW 37th Ave./Douglas Rd. Turn left onto NW 37th Ave./Douglas Rd. Turn left onto NW 25th Street. Turn right onto NW 42nd Ave./N Le Jeune Rd./FL-953 N. Turn left onto NW 36th ST./Doral Blvd./FL-948 W. Continue to follow Doral Blvd. Turn right onto NW 87th Ave./Galloway Rd. Make a U-turn at NW 52nd ST onto NW 87th Ave./Galloway Rd. The Doral is on the right.

Ground Transportation

Taxicabs and SuperShuttle:
D, E, F, H Lower Arrival Level
 Taxicabs and SuperShuttle (305) 871-2000 vans are available only on the arrival (ground) level of the airport, outside of the baggage claim areas. Taxis and shuttle service are approximately \$17 - \$20 one-way to the host hotel.

Car Rental Shuttles: D, E, H, J Upper Departure Level
 Hotel shuttles pick up and drop-off areas are located on the upper (departure) level of the airport.