



2017
FLORAL
Distribution Conference

October 18-20, 2017

Miami Airport Convention Center | Miami, Florida



2017 SCHEDULE *of Events*

TUESDAY, OCTOBER 17

12:00 PM – 9:00 PM Board & Committee Meetings

WEDNESDAY, OCTOBER 18

7:00 AM – 6:00 PM Registration Desk
 7:00 AM – 2:00 PM Table Top Set Up
 8:00 AM – 11:00 AM Board Breakfast & Meeting
 9:00 AM Logistics Tour
 2:30 PM – 3:00 PM VIP Reception
 3:00 PM – 6:00 PM Table Tops Open with Cash Bar
 6:00 PM – 9:00 PM WF&FSA's Havana Nights Casino Party

THURSDAY, OCTOBER 19

8:00 AM – 5:00 PM Registration Desk
 8:00 AM – 8:30 AM Attendee Breakfast
 8:30 AM – 10:30 AM **Opening Session**, LTK Award Presentation & Trends Session with Kris Kratt, AIFD, PFCI
 10:30 AM – 5:30 PM Table Tops Open
 10:45 AM – 12:15 PM WF&FSA UID Workshops
Workshop 1: Crossing the Chasm from Lifestyle Management to Professional Management with Mike Marks
Workshop 2: How DO They Do That? Secret Tech Weapons for Work & Home with Beth Ziesnis
 12:15 PM – 1:30 PM Pick Up Lunch w/ Table Tops
 12:30 PM – 1:30 PM Emerging Leaders Luncheon
 1:45 PM – 3:15 PM WF&FSA UID Workshops
Workshop 3: Managing in Turbulent Times with Mike Marks
Workshop 4: How DO They Do That? Secret Tech Weapons for Sales & Marketing with Beth Ziesnis
 3:30 PM – 5:00 PM How Your Supply Department can be a Profit Center
 6:00 PM Hospitality Suites

FRIDAY, OCTOBER 20

8:00 AM – 2:00 PM Registration Desk
 8:00 AM – 8:30 AM Attendee Breakfast
 8:30 AM – 10:30 AM **Closing Session:** IBM Panel Discussion: Facing the Forces of Change Navigating the Seas of Disruption with moderator Rob Shibata
 10:30 AM – 12:30 PM Table Tops Open
 12:30 PM – 2:30 PM Table Tops Break Down
 12:30 PM – 2:00 PM Board Meeting & Lunch



LETTER FROM THE *President*



Looking forward to seeing you in Miami!

**Santiago Cock-Rada, Liberty Blooms
WF&FSA's President**

Mark your calendar to join me and almost 900 wholesale floral industry professionals for WF&FSA's 2017 Floral Distribution Conference, taking place in beautiful Miami, FL! Building on record attendance last year, this year's program will offer even more networking, education and business possibilities as we all continue to **"Connect, Learn and Grow."**

A Sold Out Exhibit Hall:

Already table tops sales are at record levels with all sides of the floral business in attendance this year. Join us for three days to conduct business with table top exhibitors, including our Opening Party.

Education:

Learn the latest in floral trends as well as the future of the wholesale-distribution chain in today's evolving marketplace. We have also planned sessions on top sales trends, new technologies, and how to make your supply center more profitable. There is a session for everyone at FDC this year and you cannot afford to miss it!

Fun:

It wouldn't be FDC without a party! This year's conference will offer WF&FSA's Havana Nights Opening Night Casino Party as well as even more Hospitality Suites to keep the good times going. The possibilities to network and make real business happen are endless.

No matter what you're looking for, you can find it this year at WF&FSA's Floral Distribution Conference.
Looking forward to seeing you in Miami!

Connect!

TABLE TOP DISPLAYS

Beginning 3:00 PM Wednesday, October 18, through 12:30 PM Friday, October 20

Starting Wednesday, October 18 at 3:00 PM, come and see the newest products on display at the WF&FSA Table Tops. The WF&FSA Table Tops is THE place to meet with suppliers and wholesalers alike, network and expand your connections with colleagues from around the globe. A cash bar will be open on Wednesday so attendees can toast to another great WF&FSA Floral Distribution Conference! Visit the table top displays through Friday, October 20 at 12:30 PM.

To register for a table top display, please visit www.wffsa.org or contact Jessica Hauser Forte at jforte@wffsa.org.

EMERGING LEADERS LUNCHEON

Sponsored by Mt. Eden Floral Company & Lihmil Wholesale Flowers
Thursday, October 19

12:30 PM – 1:30 PM Ask your toughest industry-specific questions to a panel of peers and veterans in this idea-sharing, growth-encouraging format.

HOSPITALITY SUITES!

The incredibly fun and highly attended hospitality suites are back for 2017! Suites will be open from 6:00 PM until 9:00 PM on Thursday evening, October 19. If you are interested in hosting a suite, please complete the form found on wffsa.org and send to Jessica Hauser Forte at jforte@wffsa.org.

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. The meeting rooms are offered free of charge but any food/beverage or A/V needs will be handled on an individual basis. Please contact WF&FSA Registrar Cathy Vick at cwick@wffsa.org with your needs and she will help you secure the space for your meeting.

Grow!

HELP YOUR COMPANY BLOOM THROUGH ADDED EXPOSURE AT THIS YEAR'S FDC!

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. 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! View the available sponsorship opportunities at wffsa.org and choose yours before they sell out!

Registration

REGISTRATION FEES

Prior to September 12, 2017

Member Registration – First Five (5) Attendees	\$225
Member Registration – all other attendees	\$175
Non-Member Registration – First Five (5) Attendees	\$350
Non-Member Registration – all other attendees	\$300
Logistics Tour	\$50

On or after September 12, 2017

Member Registration – First Five (5) Attendees	\$275
Member Registration – all other attendees	\$225
Non-Member Registration – First Five (5) Attendees	\$400
Non-Member Registration – all other attendees	\$325
Logistics Tour	\$75

TABLE TOP EXHIBIT

Prior to August 21, 2017

Member Single (5' x 10')	\$2,000
Member Double (10' x 10')	\$4,000
Non-Member Single (5' x 10')	\$3,000
Non-Member Double (10' x 10')	\$6,000

On or after August 21, 2017

Member Single (5' x 10')	\$2,500
Member Double (10' x 10')	\$5,000
Non-Member Single (5' x 10')	\$3,500
Non-Member Double (10' x 10')	\$7,000

Learn!

A variety of educational sessions are designed to give you the information you need to help conduct your business in an efficient, productive and profitable manner:

THURSDAY, OCTOBER 19, 2017



OPENING SESSION -FLORAL TRENDS
WF&FSA's Design Trends Program
featuring Kris Kratt, AIFD, PFCI
8:30 AM - 9:30 AM

Whether we are aware of it or not, trends shape our actions, beliefs and habits. Tapping into current trends and understanding how they shape consumer behavior helps businesses better position themselves in their market and plan for the future.

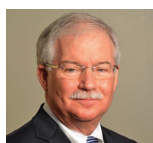
TREND Talks explores what today's consumers crave in not only style and color, but in their ever-accelerating expectations of service. Learn what it takes to stay ahead of what your customer wants next.

Leland T. Kintzele Award - Who will join the ranks of this prestigious award? Find out during our Thursday morning session!

WF&FSA UID-In-A-Day WORKSHOPS



As a sponsor of the University of Innovative Distribution, WF&FSA will introduce you to some of the faculty in these timely and informative sessions. The workshops are scheduled so you can attend both sessions, one in the morning and one in the afternoon - you won't miss anything! They are designed to help you better lead and manage your business. Take advantage of these top-notch presenters right here at WF&FSA!



Crossing the Chasm from Lifestyle Management to Professional Management & Managing in Turbulent Times
Featuring J. Michael Marks, Indian River Consulting Group

Session 1: 10:45 AM - 12:15 PM

Crossing the Chasm from Lifestyle Management to Professional Management

The vast majority of distribution businesses are run by a senior executive who is also the majority shareholder. These owner-operator businesses vary in size from small entrepreneurial firms to those with over one billion in revenue. Many lifestyle managed firms attempt to adopt professional management practices, often with limited success. This course is focused on helping the senior executive to make a distinction between the two approaches and to make an informed choice as to which approach is best in each situation.

Session 3: 1:45 PM - 3:15 PM

Managing in Turbulent Times

This is intended for managers who must make decisions with limited resources in highly uncertain and changing environments. The distribution industry, in many sectors, is a race to the bottom on price with new non-traditional competitors like broad line box movers and Amazon. The session is based on Peter Drucker's work and provides a framework for decision making in uncertainty.



HOW DO THEY DO THAT?
SECRET TECH WEAPONS FOR FLORAL PROFESSIONALS
Featuring Beth Ziesnis, Your Nerdy Best Friend
Session 2: 10:45 AM - 12:15 PM
Session 4: 1:45 PM - 3:15 PM

What if you could schedule a meeting without having to send three dozen emails to find a time everyone could meet? Or automate your little tasks that keep you from your real work? Or pass off annoying projects to someone else --without breaking the bank?

And what if you could pull all this off straight from your mobile device --without an IT degree?

How Your Supply Department can be a Profit Center
3:30 pm - 5:00 pm

Novelty supply department products require a different approach than most everyday supply department items because they cannot be easily described over the phone. Attend this interactive panel discussion and learn how wholesalers who sell novelty items (Christmas, high end ribbon, artificial flowers) run their supply departments as profit centers, not merely as an accommodation for customers.

Panelists:

- Darren Dewberry, Pete Garcia Group
- Alex Shibata, Mt. Eden Floral Company
- Kristine Kratt AIFD, PFCI, Schaffer Designs
- Laurie Nesbitt, Florists Supply, Ltd
- Nick Fronduto -Jacobson Floral Supply, Inc. - Boston, moderator

FRIDAY, OCTOBER 20, 2017

WF&FSA CLOSING SESSION - 8:30 AM - 10:30 AM

2017 RETAIL FLORIST OF THE YEAR - Kennedy's Flower Shop & Gifts
Retail Florist of the Year Presentation - WF&FSA and Florists' Review

Lori Haveman, who began working in the floral industry at age 15, cares so much for not only her plants, but her community and staff as well which leads her to win our 15th annual title presented in partnership with Florists' Review.



IBM Panel Discussion: Facing the Forces of Change; Navigating the Seas of Disruption

WF&FSA Immediate Past President, Rob Shibata, in partnership with a panel of industry leaders, will hold a discussion based on National Association of Wholesaler-Distributors and IBM's recent trend report Facing the Forces of Change: Navigating the Seas of Disruption. Today is a time of great change and even greater opportunity for wholesaler-distributors - this is a do not miss session.

Panelists:

- Mark Youreck, IBM
- Jim Daly, Floralife and OASIS
- Alejandro Perez, Komet Sales
- Tom O'Malley, UPS Air Cargo
- Rob Shibata, Mt. Eden Floral Company, moderator

Event Venue



Miami Airport Convention Center (MACC)
711 NW 72nd Ave, Miami, FL 33126
(305) 261-4200

LODGING
The Doubletree Miami Airport
711 NW 72nd Avenue
Miami, FL 33126
(305) 261-3800

To make your room reservation at the \$176.00 rate, call **1-888-353-1995** or visit **www.wffsa.org**.

WEATHER AND WHAT TO WEAR

They say daytime temperature in Miami in late October averages 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.

To register, visit www.wffsa.org.