

# 2018 FLORAL *Distribution Conference*

## WF&FSA'S WORLD OF FLOWERS

October 16- 18, 2018 • Miami Airport Convention Center • Miami, Florida







# President's Letter

**Marla O'Dell**

CSS Industries, Inc. (*Berwick Offray and Hampshire Paper brands*)  
WF&FSA 2017/2018 President

This year's WF&FSA's Floral Distribution Conference (FDC) is shaping up to be our BEST one yet with 900 wholesale floral industry professionals expected to head to Miami! More than 100 wholesalers have already registered for this year's conference, which is significantly higher than previous years at this date, with many more expected to join us in the coming months. During two and a half exceptional days, attendees will have the opportunity to learn about the latest trends in the industry, while they network with peers as well as current and prospective clients and suppliers. There is something for everyone at FDC, so I encourage you to bring more of your team this October to experience all it has to offer.

**More Wholesalers:** You asked, and we listened - this year, WF&FSA's board made a concerted effort to ensure more wholesalers attend FDC. As a result, WF&FSA ran a promotion through July where for every paying wholesaler, you could register another colleague for free. The result is more wholesalers walking the floor ready to conduct business with our suppliers. A win-win for everyone.

**Industry Education:** In addition to an exceptional Floral Trends presentation, WF&FSA is also pleased to bring you a panel discussion with industry leaders on the latest in Global Floral Production which will surely affect your business and the industry at large in the near future. This is a "CAN'T MISS" event with experts on hand from California, Africa, China, Holland and South America.

**New Exhibitors:** Be ready to check out the diverse group of exhibitors represented in the Table Tops from hard goods to transportation to greens, bulbs and flowers from around the WORLD! Make new connections like never before.

**Great Networking:** WF&FSA is known for its networking and this year is no exception - in addition to WF&FSA's Flowers Around the World Party you can again enjoy outstanding hospitality suites to make sure you have every opportunity to make those valuable business connections.

So really the question becomes, can you afford NOT to attend FDC this year? There is no better opportunity to meet with so many wholesalers, suppliers and business contacts than at WF&FSA's FDC. Think about what it would cost to fly to visit each existing, and potential, customer and supplier. Instead we bring them all to you, under one roof. In my opinion, that is well worth the prices of admission.

Thanks so much and I look forward to seeing you at this year's Floral Distribution Conference!



# SCHEDULE OF EVENTS

## MONDAY, OCTOBER 15

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

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## TUESDAY, OCTOBER 16

7:00 AM – 6:00 PM Registration Desk Open  
7:00 AM – 2:00 PM Table Top Set Up for Exhibitors  
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 Flowers Around the World Party

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## WEDNESDAY, OCTOBER 17

8:00 AM – 5:00 PM Registration Desk Open  
8:00 AM – 8:30 AM Attendee Breakfast  
8:30 AM – 10:00 AM President's Address & Business Session, LTK Award Presentation, Retail Florist of the Year Award Presentation  
10:00 AM – 12:30 PM Table Tops Open  
12:30 PM – 2:30 PM Keynote Session: Trends in International Floral Production (Includes Lunch)  
2:30 PM – 5:00 PM Table Tops Open  
5:00 PM – 6:00 PM Emerging Leaders Hospitality Suite  
5:00 PM Hospitality Suites

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## THURSDAY, OCTOBER 18

8:00 AM – 2:00 PM Registration Desk Open  
8:00 AM – 8:30 AM Attendee Breakfast  
8:30 AM – 10:30 AM Floral Trends Session  
10:30 AM – 12:30 PM Table Tops Open  
12:30 PM – 2:30 PM Table Tops Break Down



# Keynote Session:

## TRENDS IN GLOBAL FLOWER PRODUCTION



**Wednesday, October 17**

12:30 PM – 2:30 PM (lunch provided)



**J**oin us for this dynamic presentation by renowned international flower experts as they discuss global trends in the industry. During this 90-minute session, you will

hear about production on a global scale in the U.S., South America, Europe, Africa and Asia and will learn firsthand how this affects wholesalers worldwide.

### SPEAKERS:



**Jim Daly**

Floralife

*Overview & Moderator*



**Heidi Wernett**

China Horticultural Business Services  
*Asia*



**Joaquin de la Torre**

Ball Seed

*Latin America*



**Neil Hellings**

Oserian Development Company  
*Africa*



**Steven van Schilfgaarde**

Flower Auction of Holland

*Europe*

**Learn more about the  
speakers at [www.wffsa.org](http://www.wffsa.org)!**

# WF&FSA'S 2018 FLORAL TRENDS SESSION

**Thursday, October 18 • 8:30AM-10:30AM**

Presented by Derek C. Woodruff, AIFD, CFD, CF, PFCI



A trend is identified as a general direction in which something is developing or changing. In the floral industry, trends are cyclical, highly unpredictable, and can change rapidly or linger for a curiously long time. In

this industry-researched and influenced program, Derek Woodruff will cover macro trends such as color palettes, emerging tech, and buying habits, as well as micro trends, including social movements, new practices, and sourcing. You won't want to miss it!



## **WF&FSA'S FLOWERS AROUND THE WORLD PARTY**

**Tuesday, October 16  
6:00 PM - 9:00 PM**

Surround yourself with beautiful flowers and delicious foods from around the world. Catch up with friends and peers while making new industry connections as we end the first day of WF&FSA FDC with a bang!

“

WF&FSA is a great educational and professional connecting event in our industry that pays off every year. It's a great investment in your own business and people for the long run.”

**-Peter Sessler, VP of Operations, Mayesh**

“Every year, I learn something that makes me very happy that I attended! I like to be where my flower friends are, and WF&FSA is the place!”

**-Lani Callister, Fresh Flower Manager & Buyer  
Ensign Wholesale Floral**





# Table Top Displays



**TUESDAY, OCTOBER 16**  
3:00 PM – 6:00 PM (with cash bar)



**WEDNESDAY, OCTOBER 17**  
10:00 AM – 12:30 PM;  
2:30 PM – 5:00 PM



**THURSDAY, OCTOBER 18**  
10:30 AM – 12:30 PM

WF&FSA Table Tops is THE place to see the newest products and meet with suppliers and wholesalers. There will be multiple opportunities to network and expand your connections with colleagues from around the globe.

To register for a table top display, please visit **[www.WFFSA.org](http://www.WFFSA.org)** or contact Jessica Hauser Forte at **[jforte@wffsa.org](mailto:jforte@wffsa.org)**.

## EMERGING LEADERS HOSPITALITY SUITE

Wednesday, October 17  
5:00 PM – 6:00 PM

Ask your toughest industry-specific questions to a room of peers and veterans in this idea-sharing, growth encouraging format.

## HOSPITALITY SUITES

Wednesday, October 17  
5:00 PM

Create a unique and impactful experience for your clients and VIPs by hosting them at your exclusive hospitality suite at FDC 2018. Interested in hosting a suite? Complete the form found on **[www.WFFSA.org](http://www.WFFSA.org)** and send to Jessica Hauser Forte at **[jforte@wffsa.org](mailto:jforte@wffsa.org)**.

## COMPANY MEETING ROOMS AVAILABLE

Interested in hosting your company sales meeting at WF&FSA FDC 2018? Rooms are available for companies interested in accomplishing multiple goals during this year's event. The meeting room is offered free of charge. Food/beverage and A/V will be handled on an individual basis. Contact Cathy Vick at **[cvick@wffsa.org](mailto:cvick@wffsa.org)** for more information.



## MAXIMIZE YOUR VISIBILITY

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 **[www.wffsa.org](http://www.wffsa.org)** and choose yours before they sell out! Contact Beth Hiltabidle at **[bhiltabidle@wffsa.org](mailto:bhiltabidle@wffsa.org)** for more information.

# Welcome Back to MIAMI



## **Miami Airport Convention Center (MACC)**

711 NW 72nd Ave, Miami, FL 33126 • (305) 261-4200

## **HOTEL**

### **The Doubletree Miami Airport**

711 NW 72nd Avenue • Miami, FL 33126 • (305) 261-3800

To make your room reservation at the \$183.00 rate visit [www.WFFSA.org](http://www.WFFSA.org).

## **FLORAL DISTRIBUTION CONFERENCE 2018 FEES**

Please note that new in 2018, ALL FDC attendees and table top exhibitors MUST be a current member of WF&FSA. To join, email Courtney Stewart at [cstewart@wffsa.org](mailto:cstewart@wffsa.org).

### **Registration**

Prior to September 14

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

After September 14

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

### **Table Tops**

Prior to August 20

Single (5' x 10')	\$2,000
Double (10' x 10')	\$4,000

After August 20

Single (5' x 10')	\$2,500
Double (10' x 10')	\$5,000

### **Cancellations**

In order to obtain a refund for conference registration fees, written notice of cancellation must be received at the WF&FSA office, by the dates noted below. If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations.

- By September 10, 2018 – for Full Refund
- After September 10, 2018 – No Refund, with the exception of a medical emergency to be received in writing at the WF&FSA office.

**To register, visit [www.WFFSA.org](http://www.WFFSA.org).**

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Miami Airport Convention Center  
Miami, Florida

*Register Now!*

Learn more at [www.WFFSA.org](http://www.WFFSA.org)

**Don't miss the highly anticipated sessions and networking events at FDC 2018!**

- Keynote Session: Trends in International Floral Production
- WF&FSA's Flowers Around the World Opening Party
- Table Top Exhibits
- Industry Trends Session
- Hospitality Suites
- Logistics Tour

## KEY DEADLINES

Early Bird  
Regular

## Registration

September 14, 2018  
October 16, 2018

## Table Top Exhibits

August 20, 2018  
October 16, 2018



### Wholesale Florist & Florist Supplier Association

105 Eastern Avenue, Suite 104  
Annapolis, MD 21403  
1-410-940-6580; 1-888-289-3372  
[info@wffsa.org](mailto:info@wffsa.org)  
[www.WFFSA.org](http://www.WFFSA.org)