



2022

# FLORAL

*Distribution Conference*



**BREAKING BOUNDARIES**  
**BRIDGING DIVIDES**

MARCH 7-9, 2022 | THE DORAL | MIAMI, FL  
WFFSA.ORG



# LETTER FROM THE PRESIDENT



I am excited to invite you to my hometown of Miami, FL and WF&FSA's 2022 Floral Distribution Conference on March 7–9, 2022.

After a complex and interesting year for our industry, I believe that coming together, breaking boundaries and bridging divides, is exactly what we need. We are ready to exchange lessons we have learned, experience we have acquired, and work together as association members to continue improving the floral industry. This year you will see some new highlights to our program. We will be implementing our Wholesaler Discussion Groups as well as a Speed Networking event. Both are great opportunities to catch up with friends and colleagues and also get to know one another better.

I am also incredibly proud of our work in creating, branding, and launching the Flower Movement. Our Marketing and Educational committees, as well as the association, have worked extensively in making this something that will allow us to continue working towards the path of collaboration while also sharing the power of flowers with others. Please take a moment to visit our special display to learn more and get involved with our #OneFlowerFamily.

I believe this is and will continue being a historic year for our industry. Let's use this momentum to push forward, innovate, and collaborate with one another. I look forward to seeing all of you in Miami.

A handwritten signature in black ink that reads "Gabriel Becerra".

WF&FSA President  
Golden Flowers



Learn more about [The Flower Movement](#) and how to become a part of our [#OneFlowerFamily](#) at the 2022 Floral Distribution Conference.

[FLOWERMovement.ORG](https://FLOWERMovement.ORG)

# SCHEDULE OF EVENTS

\* New for 2022

## MONDAY, MARCH 7

7:00 AM – 6:00 PM	Registration Desk Open	DJT Registration
7:00 AM – 2:00 PM	Table Top Set Up	DJT G-L
8:00 AM – 11:00 AM	Board Breakfast & Meeting	Lantana
9:00 AM – 11:00 AM	Wholesaler Discussion Groups*	Juniper (BJ Villa)
9:00 AM – 4:00 PM	Company Meetings	Rose, Gardenia, Ginger, Oak, Cypress, Orchid, Hibiscus, Magnolia
1:00 PM – 2:00 PM	Speed Networking*	DJT A-F
2:30 PM – 3:00 PM	First-Time Attendee Reception	DJT West Foyer
3:00 PM – 5:00 PM	Table Tops Open with Cash Bar	DJT G-L
5:00 PM – 6:30 PM	Opening Party In Table Tops	DJT G-L
6:30 PM	Open Evening	

## TUESDAY, MARCH 8

8:30 AM – 5:00 PM	Registration Desk Open	DJT Registration
9:00 AM – 10:30 AM	Morning Hospitality	DJT North Foyer
9:00 AM – 12:30 PM	Table Tops Open	DJT G-L
9:00 AM – 4:00 PM	Company Meetings	Gardenia, Juniper, Ginger, Oak, Cypress, Lantana, Rose, Orchid, Hibiscus, Magnolia
12:30 PM – 2:30 PM	President's Address, LTK Award & General Session: <i>Reinventing the Floral Retail Market</i>	DJT A-F
2:30 PM – 5:00 PM	Table Tops Open	DJT G-L
7:00 PM – 9:00 PM	Dance Party & Reception	Royal Palm Pool

## WEDNESDAY, MARCH 9

9:00 AM – 1:00 PM	Registration Desk Open	DJT Registration
9:00 AM – 9:30 AM	Attendee Breakfast	DJT A-F
9:00 AM – 4:00 PM	Company Meetings	Juniper, Ginger, Oak, Cypress, Lantana, Rose, Orchid, Hibiscus, Magnolia
9:30 AM – 11:00 AM	WF&FSA Business Session & General Session: <i>Connect More, Convince Less!</i> with Ryan Avery	DJT A-F
11:00 AM – 1:00 PM	Table Tops Open	DJT G-L
1:00 PM	Table Tops Breakdown	DJT G-L

# SESSION & ACTIVITY HIGHLIGHTS



## ► NEW THIS YEAR

**Monday, March 7, 2022**

**9:00 AM – 11:00 AM**

### **Wholesaler Discussion Groups**

Faced with supply chain and logistical challenges, inventory management setbacks, shrinking margins, and e-commerce takeover, we're offering you an opportunity to come together with your floral industry counterparts to discuss these obstacles and how we can all work together to emerge with disruptive innovation to break through these barriers.

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## ► NEW THIS YEAR

**Monday, March 7, 2022**

**1:00 PM – 2:00 PM**

### **Speed Networking**

You asked, we delivered. Gather with your floral industry peers to exchange information and make meaningful connections. This is an extremely valuable and efficient way to accelerate new business contacts and grow your professional network in under an hour.

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**Monday, March 7, 2022**

**2:30 PM – 3:00 PM**

### **First-Time Attendee Reception**

Jumpstart the conference with a networking reception catered to first time attendees. Meet and connect with WF&FSA leadership in an open and unrestricted way. Learn more about the association, what you can expect to glean from attending FDC, and network with other first-timers.

**Tuesday, March 8, 2022**

**12:30 PM – 2:30 PM**

### **President's Address, LTK Award, & General Session: *Reinventing the Floral Retail Market***

Join WF&FSA leadership and your floral industry colleagues for a warm welcome from WF&FSA's President Gabriel Becerra. Hear more about the association and successes happening throughout the floral community.

During this time, we will unveil the 2022 LTK award winner and kickoff our much-anticipated general session, *Reinventing the Floral Retail Market*. This session will bring together retail florists to showcase how they are innovating and creating a completely new relationship with their suppliers, wholesalers, and customers.

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**Tuesday, March 8, 2022**

**7:00 PM – 9:00 PM**

### **Dance Party & Reception**

Close the evening poolside. Meet with your peers in a relaxed and informal environment. Enjoy great food, good music, and dancing.

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**Wednesday, March 9, 2022**

**9:30 AM – 11:00 AM**

### **WF&FSA Business Session & General Session: *Connect More, Convince Less!* with Ryan Avery**

What's costing your team members the sale? The win? In most cases, they are missing relevant connections! They might not know how to weave the communication threads necessary to build the relationships that help to form customers for life. The kind of relationships that not only buy—but also refer. That's where Ryan Avery brings out the game-changers. He challenges sales audiences to stop "convincing" and start connecting with the clients, customers, and prospects that will grow your company to new levels of success.

# FLOOR PLAN & TABLE TOP INFORMATION



## See the Newest Products, Meet with Suppliers and Wholesalers, and Accomplish Business

WF&FSA is pleased to welcome you back to the FDC Table Tops. There will be multiple opportunities to expand your connections, see the latest in floral product and services, and connect with industry wholesalers and suppliers. Table Tops at FDC are member-only. Any non-member exhibitor from previous years will have to apply and be approved for membership to secure a Table Top space.

Only wholesaler WF&FSA members are permitted access to Table Tops. Supplier companies that do not purchase a Table Top will not be permitted access to the Table Top showroom floor.

## Table Top Schedule

### Monday, March 7, 2022

3:00 PM – 5:00 PM      Cash Bar  
5:00 PM – 6:30 PM      Opening Party

### Tuesday, March 8, 2022

9:00 AM – 12:30 PM  
2:30 PM – 5:00 PM

### Wednesday, March 9, 2022

11:00 AM – 1:00 PM

► **Questions? Contact Cathy Vick, WF&FSA Sales Development Manager at [CVick@WFFSA.org](mailto:CVick@WFFSA.org).**

# HOTEL & TRAVEL INFORMATION

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Welcome to the Doral, where legendary golf courses meet exceptional views. The 2022 Floral Distribution Conference will once again take place at this conveniently located venue just eight miles from Miami International Airport.

The Doral boasts a completely redesigned clubhouse with stately event spaces, highly acclaimed restaurants, and villa-style accommodations. As a Forbes Travel Guide four-star hotel, your stay will be an experience like no other.

## Hotel Address

The Doral  
4400 N.W. 87th Avenue  
Miami, FL 33178

## Room Rates

One King Bed/Two Queen Beds \$289/night + tax and resort fee of \$15/night.

**Hotel Reservation Deadline:** February 11, 2022

▶ **To book your room at WF&FSA's reduced rate, visit [WFFSA.org/Conference](https://www.wffsa.org/conference).**

**Hotel Room Cancellation Policy:** Cancellations made within 5 days prior to 4:00 PM local time day of arrival will be assessed a charge of one night plus applicable taxes. All other cancellations are handled on a case-by-case basis. Please call the hotel at 1-305-592-2000 for more information.

## Check-In

**Hotel Check-In:** 4:00 PM EST

**Hotel Check-Out:** 11:00 AM EST

## Parking Information

A 25 percent discount on valet and self-service parking is available for those reserving through the FDC room block.





# CONFERENCE & SHOWCASE REGISTRATION FEES

FDC is a member-only event. Don't forget to renew your dues in order to attend.

## Conference Registration Fees

	Fees	Deadline
Early Bird	\$275 (First 5 Attendees) \$225 (All Other Attendees)	January 7, 2022
Regular	\$350 (First 5 Attendees) \$300 (All Other Attendees)	February 11, 2022
Late	\$425 (First 5 Attendees) \$375 (All Other Attendees)	February 25, 2022
Onsite	\$425 (First 5 Attendees) \$375 (All Other Attendees)	After March 6, 2022

## Conference Cancellation Policy

**Cancellation with a Full Refund:** January 4, 2022

## Table Top Registration Fees

	Early Bird Deadline: January 21, 2022	Regular Deadline: February 25, 2022
Single Table Top (5' x 10')	\$2,500	\$3,000
Double Table Top (5' x 20')	\$5,000	\$6,000

▶ **To register and reserve a Table Top, visit [WFFSA.org/Conference](http://WFFSA.org/Conference).**

## Table Top Important Dates

**Early Bird Deadline:** January 21, 2022

**Regular/Online Deadline:** February 25, 2022

## Table Top Cancellation Policy

**Cancellation with a Full Refund:** January 21, 2022

**Cancellation with a Partial Refund:** February 6, 2022

**Note:** Table Top registration is member-only. Non-members who want to exhibit, or those who have exhibited in previous years, will have to apply and be approved for membership to secure a Table Top. Only wholesaler WF&FSA members will be permitted access to the Table Top area. Supplier companies that do not purchase a Table Top will not be permitted on the show floor.

**COMPANY  
MEETING  
ROOMS**

## Looking for More Ways to Connect with Customers or Host Follow-Up Conversations?

Private company meeting rooms are available for purchase.  
Contact Cathy Vick at [CVick@WFFSA.org](mailto:CVick@WFFSA.org) to learn more.



2022

# FLORAL

*Distribution Conference*

## BREAKING BOUNDARIES BRIDGING DIVIDES

MARCH 7-9, 2022 | THE DORAL | MIAMI, FL

WFFSA.ORG

**WFF&FSA**

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