



letter from the President



Hello WF&FSA Members,

FDC is right around the corner, and it is time to register your team for a fantastic few days in Miami! Last year we had a great FDC and this year we are going to do it up even better.

Let me be specific and give you some reasons to come this year:

Reason One — Some Great FDC Highlights:

- Wholesale Discussion Groups a great time to meet with others and discuss key topics. Feedback on this was great last year. Come check it out on Monday morning.
- Speed Networking a quick and fun way to connect with potential suppliers.
- Not one, but TWO great speakers.
- A fun and interactive Flower Movement activity and community outreach.
- Wrap it up with a great WF&FSA After Party.

Reason Two — Learn How to Deal with Uncertainty:

We are in turbulent times with the economy, wage rates, rising interest rates, and difficult-to-predict demand for flowers. FDC is a great time to connect with industry members to learn how others are dealing with uncertainty.

Reason Three — Development of Your Up-And-Coming Staff:

FDC is a great experience for new people in our industry to make connections and learn from others. Supporting your team's development in this way can be really impactful.

Reason Four — Making Connections and Learning from Others:

Send your team. Interacting with other companies and then discussing it with our team has been a winning formula for gaining the most from FDC at Len Busch Roses the past couple of years. It can be hard to arrange, but the learning and connection with your team can really make a difference.

Say "YES" to FDC this year and register today!

Looking forward to a great event and seeing you there,

Patrick Busch WF&FSA President Len Busch Roses



MONDAY. MA	ADCH 6

/:00 AM – 5:30 PM	Registration Desk Open	DJT Registration
7:00 AM - 1:00 PM	Table Top Set Up	DJT G-L
8:00 AM - 11:00 AM	Board Breakfast & Meeting	Lantana
10:00 AM - 12:30 PM	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 - 2:30 PM Speed Networking sponsored by DJT A-B **Smithers-Oasis**

2:30 PM - 3:00 PM VIP 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 7

8:30 AM – 5:00 PM	Registration Desk Open	DJT Registration
9:00 AM – 10:30 AM	Coffee Break	DJT North Foyer/Grand Patio
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 with Lunch: Building an Effective Talent Strategy with Alex Chausovsky sponsored by Continental Flowers	DJT A-F
2:30 PM - 5:00 PM	Table Tops Open	DJT G-L
6:00 PM - 8:00 PM	WF&FSA Party sponsored by Asocolflores (Floral Partner)	DJT Grand Patio

DJT Grand Patio

WEDNESDAY, MARCH 8

8:00 PM - 9:30 PM

9:00 AM – 1:00 PM	Registration Desk Open	DJT Registration
9:00 AM - 9:30 AM	Networking 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: Uncrapify Your Future with Jeff Havens sponsored by Pete Garcia Group	DJT A-F

WF&FSA After Party (Cash Bar)

11:00 AM - 1:00 PM Table Tops Open DJT G-L 1:00 PM Table Tops Breakdown DJT G-L

Networking & Social Activities

Engage at the 2023 Floral Distribution Conference with an abundance of networking and social opportunities. Increase sales, develop new business relationships, and have fun with your industry peers.

sped Networking

Monday, March 6 | 1:00 PM - 2:30 PM Sponsored by Smithers-Oasis

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.

MP Reception

Monday, March 6 | 2:30 PM - 3:00 PM

WF&FSA welcomes all first-time attendees to the 2023 Floral Distribution Conference. Jumpstart the conference with a networking reception catered to you, our special guests. You'll have the opportunity to 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.

opening Party in table tops

Monday, March 6 | 5:00 PM - 6:30 PM

Celebrate a successful first day by gathering with your friends and colleagues for the evening opening party. Enjoy drinks, cocktails, and friendly conversation as you mix and mingle among the crowd. Meet new people, say "hello" to old friends, and let your competitive side shine with a night filled with games and plenty of entertainment.

Coffee Break

Tuesday, March 7 | 9:00 AM - 10:30 AM

Grab a cup of coffee, fruit, and other light fare options before heading into another full and productive day of education, networking, and relationship building.

WF&TSd Party

Tuesday, March 7 | 6:00 PM - 8:00 PM

This is a wonderful opportunity to meet with more of your peers in a relaxed and informal environment. Enjoy great food, good music, and dancing!

NEW THIS YEAR

WF&FSd after Party

Tuesday, March 7 | 8:00 PM - 9:30 PMSponsored by Asocolflores
(Floral Partner)

The party isn't over! Join WF&FSA for the after party to keep the good time going. There will be additional food and a cash bar available.

Floor Plan & table tops



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 6	
3:00 PM - 5:00 PM	Cash Bar
5:00 PM – 6:30 PM	Opening Party
Tuesday, March 7	
9:00 AM – 12:30 PM	Open
2:30 PM - 5:00 PM	Open

Wednesday, March 8 11:00 AM – 1:00 PM Open

Table Top Early Bird Deadline: January 20

Contact Cathy Vick at **cvick@wffsa.org** for information.

Hotel & travel Information

Welcome to the Doral, where legendary golf courses meet exceptional views. The 2023 Floral Distribution Conference will take place at this conveniently located venue just eight miles from Miami International Airport.

The Doral boasts a 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

\$289/night + tax and resort fee of \$15/night **Hotel Reservation Deadline:** February 3, 2023

To book your room at WF&FSA's reduced rate, visit 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

Self parking at the Doral for FDC attendees is \$14 per day. All drivers are encouraged to pre-pay for their parking, the cashier is located at the valet window near the entrance to the Exhibit Hall.

Self parking with unlimited in and out privileges is available for \$18.00 per day and can be arranged at the valet window.

FDC is a member-only event.

Don't forget to renew your dues
in order to attend.

Conference Registration Info Registration Few

	Fees	Deadline
Regular	\$425 (First 5 Attendees) \$375 (6 or More)	February 10, 2023
Late/Onsite	\$575 (For Everyone)	After February 10, 2023

Conference Cancellation Policy

Cancellation with a Full Refund: January 6, 2023

table top Registration Few

	Early Bird Rate Deadline: January 20, 2023	Regular Rate Deadline: After January 20, 2023
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.

Table Top Important Dates

Early Bird Deadline: January 20, 2023

Table Top Cancellation Policy

Cancellation with a Full Refund: January 20, 2023

Cancellation with a Partial Refund: January 21, 2023 – February 6, 2023

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.



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

Private company meeting rooms are available for purchase. Contact Abigail Langford at alangford@wffsa.org to learn more.



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