



Let's Make Democracy Personal Again.



37th Annual
SAF
Congressional Action Days



MARCH 13-14, 2017
WASHINGTON, D.C.

SOCIETY OF AMERICAN FLORISTS

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safnow.org/cad

You're an individual not a statistic. Your concerns can't be summed up in an opinion poll. You have complex business challenges that affect people you see every day — family, employees, customers, suppliers — everyone who relies on you and your business.

Members of Congress are deluged daily with facts and “expert” opinions on every issue imaginable. What they want — and need — are the personal stories of ordinary citizens about how laws and regulations affect real people's daily lives.

That's something only YOU can tell them.

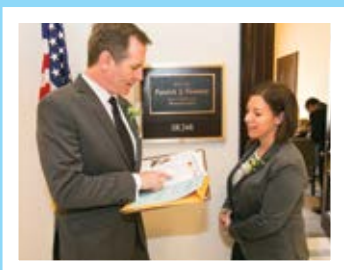
And they need to hear it from you in person and in Washington, D.C.



“It’s a phenomenal event for our industry — a great way to connect with peers, experience Capitol Hill and discuss important legislation that influences our industry.” — Camille Dolloff, Artistic Blossoms Floral Design Studio, Boston, Massachusetts



“CAD is democracy in its best and most basic form. Citizens speaking directly to the legislators they elect to represent them on issues in their Washington offices is what changes the world.” — Lorence Wenke, Wenke Greenhouses, Kalamazoo, Michigan



“Most legislators hear from lobbyists all the time, and they get little input from entrepreneurs. They seem eager to hear our point of view, and it makes a difference when they vote.” — Christopher Drummond, AAF, Plaza Flowers, Norristown, Pennsylvania

MONDAY, MARCH 13



7:30 – 9:00 a.m.

KICKOFF BREAKFAST

Speaker: Chris Cillizza, The Washington Post and MSNBC

One of Washington's most exciting political analysts sets the stage for Congressional Action Days with an objective, insightful and witty look at the high-stakes drama and quirky inner-workings of the nation's capital. Chris Cillizza's unique perspective on the White House, the Administration and Congress will point you toward some surprising conclusions about the future trajectory of politics.

9:30 a.m. – Noon

ISSUES AND ADVOCACY TRAINING

Speakers: Dr. Joe Bischoff and Shawn McBurney, SAF; and Stephanie Vance, Advocacy Associates

Find out how to talk about the key issues affecting the industry in a way that brings it home to lawmakers and their staff. During this informative session, SAF lobbyists explain the issues we're taking to Capitol Hill and you also get a hands-on lesson in effective Hill communications from professional lobbyist trainer Stephanie Vance.

Noon – 1:00 p.m.

LUNCH

Meet with attendees from your state or region over lunch so you can talk about the best way to tell your story during your congressional meetings.

6:30 – 9:30 p.m.

SAFPAC RECEPTION AND DINNER*

Speaker: Andrew Och, "The First Ladies Man"

From Martha Washington to Michelle Obama, "each of our first ladies has been unusual for her time," says award-winning TV producer and historian Andrew Och. He crisscrossed the nation for more than a year to discover and document the untold lives of these extraordinary women for his acclaimed CSPAN series "First Ladies: Influence and Image." Join him at the SAFPAC Dinner for a fascinating look at this unique sisterhood of amazing individuals who helped shape our nation.



**There is an additional fee to attend this special event supporting SAF's Political Action Committee (SAFPAC). SAFPAC supports SAF's lobbying efforts and brings visibility to the floral industry by contributing to the campaigns of federal candidates. To learn more, contact Drew Gruenberg at 703-838-5229; dgruenberg@safnow.org.*

 Chris Drummond
@Chris_Drummond

Following

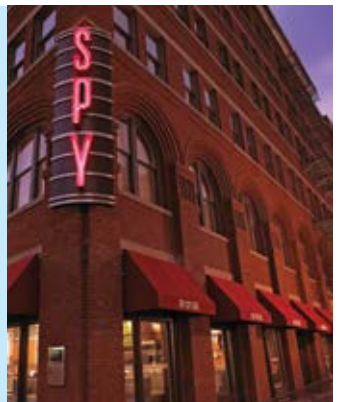
Oregon team of #florists & #flower growers working hard to prepare for their meetings on Capitol Hill. #SAFCAD



1:15 – 3:30 p.m.

INTERNATIONAL SPY MUSEUM

Enjoy an afternoon of networking with fellow attendees — while having some fun immersing yourself in the real lives of clandestine intelligence professionals at the International Spy Museum. It is the only museum in the world offering a global perspective on an all-but-invisible profession that has shaped history and continues to have a significant impact on world events. Within its fascinating, interactive exhibits, you'll find the largest collection of international espionage artifacts ever placed on public display — many for the very first time.



TUESDAY, MARCH 14



“If you want governmental change when it comes to your business, you have to help make it.”

— Jessica Cosentino, AAF, Cosentino's Florist, Auburn, New York

7:30 – 9:00 a.m.

GRASSROOTS BREAKFAST

It's your big day on Capitol Hill. Start with a pep talk from a member of Congress who'll explain why it's important for lawmakers to hear from you. Lobbyist trainer Stephanie Vance will be on hand, too, to answer questions you may have.

10:00 a.m. – 5:00 p.m.

CONGRESSIONAL APPOINTMENTS

This is your chance to tell lawmakers about how laws and regulations affect your business. Wear comfy dress shoes, and we'll give you a wearable flower and take you to Capitol Hill to visit congressional offices as part of your state or regional delegation.

NEW TO “LOBBYING?”

SAF has you covered. We'll match you up with a “veteran” attendee or SAF staff member who'll be with you every step of the way on Capitol Hill.

As you talk about what's important to your business, you'll also:

- **EXPAND** awareness of the floral industry
- **BUILD** support for our most critical issues
- **STRENGTHEN** our foundation for future generations!

10:00 a.m. – 5:00 p.m.

HOSPITALITY SUITE

Sponsored by Hortica
Insurance & Employee Benefits



In between appointments, the Capitol Hill Club is your home base. Stop by the hospitality suite to grab lunch or snacks, chat with other attendees, and send thank-you messages to lawmakers and staff you visited. Be sure to share your @safcad experiences on Facebook and Twitter.

5:30 – 7:30 p.m.

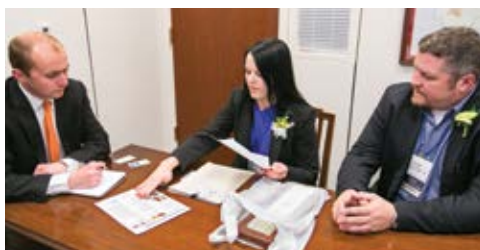
DAY'S END RECEPTION

The Ritz-Carlton Pentagon City

Gather with fellow attendees to unwind, share experiences and frame the events of a very busy day with fascinating personal perspective.

“I always make it a priority to attend.”

— David Boulton, AAF, PFCI, Flowers By George, Inc., Arlington, Washington



“CAD was a great experience! I highly recommend it!”

— Kristen Gainan-Sparboe, Gainan's Floral & Greenhouses, Billings, Montana

ADVOCACYDAY APP



AdvocacyDay

Love your smartphone? Make the most of SAF's AdvocacyDay App:

- Map your route to meetings
- Get alerts if appointments change
- Check out legislator bios, voting records, news, social media pages, and more

Not into tech? No worries if you're not tech savvy; SAF also provides paper materials.



FRESH PERSPECTIVES ON POLITICS, GOVERNMENT

AND YOUR ROLE AS A CITIZEN

DR. JOE BISCHOFF

Dr. Joe Bischoff is one of SAF's lobbyists with Cornerstone Government Affairs, a firm specializing in government relations, strategic consulting and advocacy. He joined the agriculture and natural resources team at Cornerstone Government Affairs following his work in government and regulatory affairs for the horticulture industry where he focused on the intersection of federal programs and science-based solutions to plant health and crop production challenges. Dr. Bischoff has served on a number of scientific committees and review panels including the National Invasive Species Council's Invasive Species Advisory Committee (ISAC), National Clean Plant Network (NCPN) and the National Institute of Food and Agriculture (USDA-NIFA). Previously, Dr. Bischoff was with the USDA's Animal Plant Health Inspection Service (APHIS) where he was National Mycologist and Lead Scientist on the APHIS Intercepted Plant Pathogen Sequence Initiative (IPPSI).



CHRIS CILLIZZA

By uniquely viewing politics as a "theatre," or an endless drama of opposing forces, Chris Cillizza now stands as one of Washington's most exciting analysts of campaign politics. With both humor and probing insight, the self-described political junkie speaks to a variety of audiences with great clarity on the nuances of national and local campaign politics. His extensive media appearances, spanning from TV to print to the blogosphere, have led *The Washingtonian* to name him one of the top 50 journalists working in Washington today. Cillizza seamlessly uses his immense reservoir of political knowledge to examine the past and provide insights on the constantly evolving state of Washington politics. His commentary additionally explores the meaning of the current presidency with prodigious depth and a discerning eye for future political trends.



SHAWN MCBURNEY

Shawn McBurney is a lobbyist and joined SAF in 2015 as senior director of government relations. He represents the floral industry on Capitol Hill on issues that impact the broader SAF mem-



bership, such as health care, immigration reform, taxes, minimum wage, overtime and other labor issues. McBurney has worked in the government relations arena since 1993 with positions on Capitol Hill, in the federal government, a non-profit and a trade association.

ANDREW OCH

Andrew Och is an award-winning television and multi-media producer who has traveled the world with his pen, paper and camera. A storyteller from a young age, Och enjoys the art of communication, and will go anywhere in the world for more knowledge, greater understanding and a good story. For the C-SPAN series, *"First Ladies: Influence and Image,"* Och spent over a year traveling to nearly every location that helped tell the stories of every First Lady of the United States. He covered Martha Washington through Michelle Obama. Historians, archivists and enthusiasts agree: Och's project and travels put him in a small and rare group of people. He is responsible for one of the most complete and vast collections of material and information about this unique sorority of women ever assembled. He is the First Ladies Man, and he is excited to share the stories of his adventures. Och is the author of *Unusual For Their Time*.



STEPHANIE VANCE

Professional lobbyist trainer Stephanie Vance founded Advocacy Associates, LLC, to help individual citizens fulfill their right to be heard by their lawmakers. She's been a lobbyist, congressional aid, legislative director and chief of staff on Capitol Hill and builds that first-hand expertise into fast, funny training scenarios to help her audience prepare for whatever comes their way on The Hill. Vance's lively, interactive programs are always full of fresh practical advice. Her sessions always earn top marks from CAD veterans and first timers alike.





“If we don’t speak up, then legislators have every right to pass laws ‘in the dark’ without considering their impact on our industry.”

— Dr. Marvin Miller, AAF, Ball Horticultural Company, West Chicago, Illinois



“It is important to keep our representatives knowledgeable about the floral industry.”

— Robert Kitayama, Greenleaf Brighton, Capitola, California

Registration

Your low registration fee includes:

- Breakfast and lunch on Monday and Tuesday
- Monday’s bus transportation to and from the International Spy Museum and admission
- Tuesday’s Hospitality Suite
- Tuesday’s Day’s End Reception
- Bus transportation from the Ritz-Carlton Pentagon City to Capitol Hill on Tuesday



FEES	Early Bird (before Feb. 21)	Regular (after Feb. 21)
SAF Member	\$295	\$350
Non-Member	\$395	\$450

Bring a first-timer with you - for FREE!

Your registration includes an additional FREE registration* for a second person from your company who has never attended CAD before. Just submit a separate registration form and check the box under “Fees.”

**Second registration must be a first-time attendee. Offer not available online.*

Hotel and Travel Info

CONFERENCE HOTEL

The Ritz-Carlton Pentagon City
1250 South Hayes Street, Arlington, VA 22202
703-415-5000

Located minutes from downtown Washington and Ronald Reagan Washington National Airport (DCA), the Ritz-Carlton Pentagon City is steps away from one of the area’s most impressive shopping and dining districts. With a Metro stop at its front door, the hotel gives you easy access to Capitol Hill and the National Mall.

ROOM RATES AND RESERVATIONS

The SAF rate is **\$229** single/double per night plus local tax. To reserve your room, please call the hotel directly at 703-415-5000 and ask for the SAF Congressional Action Days room block.

DEADLINE The cut-off date for guaranteeing the SAF room rate is **Feb. 17**. Please make your reservations early. Some restrictions on cancellation may apply.

TRANSPORTATION TO THE HOTEL

A taxicab can take you to the CAD hotel, which is a 4-minute drive from Ronald Reagan Washington National Airport (DCA). Another option is to take the Metro subway. DCA is one stop from the CAD hotel at Pentagon City on the Yellow or Blue Lines.

If you require transportation assistance, please call the hotel’s Concierge Services at 703-415-5000.

WHAT TO WEAR March weather can be unpredictable in Washington, so bring a winter coat or jacket. Dress is business casual on Monday. Business attire and comfortable dress shoes are appropriate for Tuesday’s congressional appointments.

SAF Congressional Action Days 2017 is underwritten by:



SAF CONGRESSIONAL ACTION DAYS 2017

5 EASY WAYS TO REGISTER

Web: safnow.org/cad | **Fax:** 703-836-8705

E-mail: meetings@safnow.org | **Phone:** 800-336-4743, ext. 221

Mail: SAF Meetings, 1001 North Fairfax St., Suite 201, Alexandria, VA 22314

Please complete this form for each attendee, including spouses and guests. Photocopies are acceptable.

Name	_____		<i>Is this the first time you have attended Congressional Action Days?</i> <input type="checkbox"/> Yes
Nickname for Your Badge	_____		
Company Name	_____		
Address	_____		
City	State	Zip	
Phone	Cell		
Email	_____		
Emergency Contact	Phone		

Do you require special accommodations to participate in SAF CAD 2017, such as accessible meeting room, interpreter, or special dietary considerations? If yes, please attach a written description of your needs.

REGISTRATION FEE:	Before Feb. 21	After Feb. 21
SAF Member:	<input type="checkbox"/> \$295	<input type="checkbox"/> \$350
Non-Member:	<input type="checkbox"/> \$395	<input type="checkbox"/> \$450



Bring a first-timer with you - for FREE!

Your registration includes an additional FREE registration for a second person from your company who has never attended CAD before. Just copy and submit a separate registration form and check the box below.

FREE bonus registration for first-time attendee.*

**Second registrant must be a first-time attendee. Offer not available online.*

Total enclosed: _____

PAYMENT OPTIONS: SAF does not bill for meeting registrations.

Please enclose a check (payable to SAF in U.S. funds only) or credit card authorization with this form.

Check Visa MasterCard American Express

Card Number	Exp. Date	CVV Code

Name of Cardholder		

Signature of Cardholder		

Don't Forget Your Congressional Appointments

YES. Please make appointments with my senators and representative or their staff.

I understand my appointments will be scheduled as a group with other floral industry members from my state who wish to meet with the same congressional leaders.

Congressional District _____

Senators with whom you would like to meet _____

Representatives with whom you would like to meet _____

At about what time do you plan to leave for home on Tuesday? _____

NO. I will make my own appointments. Please contact SAF's Drew Gruenburg (703-838-5229; dgruenburg@safnow.org) if you choose to make your own appointments. We need to keep a record of these contacts.

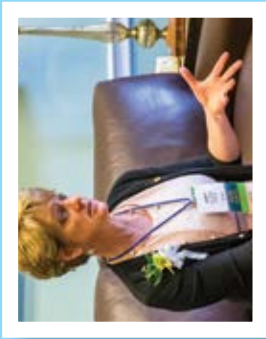
SAFPAC Reception and Dinner

Yes, I want to attend the SAFPAC Reception and Dinner. I understand this is limited to individuals who have contributed \$150 or more to SAFPAC. (Checking this box does not automatically register you for this event. It simply lets us know you are interested. SAF will contact you, or for more information about SAFPAC, contact Drew Gruenburg at 703-838-5229; dgruenburg@safnow.org.)

Registration/Refund Policy: Written cancellation requests postmarked before February 2, 2017 will be refunded less a 15 percent handling charge. No refunds after February 27. Payment must accompany this registration form. Individuals are not considered registered for the conference until payment is received.



1001 North Fairfax Street
 Suite 201
 Alexandria, VA 22314-3406



**“If you don’t
 participate, you are
 really missing out!”**

— Jenny Behlings, AAF, AIFD, PFCI,
 SDCF, Jenny’s Floral, Custer, South
 Dakota



**SAVE \$55
 REGISTER BY
 FEB. 21**

**Bring a first-timer
 with you –
 for FREE!**

**IT’S YOUR BUSINESS.
 REGISTER NOW FOR SAF CONGRESSIONAL
 ACTION DAYS.**