

# Let's Make Our Voices Heard Loud and Clear



Join SAF on Capitol Hill to deliver this message:  
**Floriculture matters, and we vote.**

*"We can't affect change if we don't use our voice. The bonus is — it truly is a wonderful experience!"*

Patrick Busch, Len Busch Roses,  
Plymouth, Minnesota



*"Help Congress see a united front of florists arguing for changes that have a substantial impact on our economy."*

Jodi McShan, AAF, McShan Florist,  
Dallas, Texas



*"More SAF members are needed to walk the halls of Congress and visit more representatives."*

Ted Todd, The Blossom Shop Florist,  
Charlotte, North Carolina

40th Annual  
**SAF** 

Congressional Action Days

**MARCH 9-10, 2020**

**WASHINGTON, D.C.**

SOCIETY OF AMERICAN FLORISTS

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

**REGISTER NOW**   
**[safnow.org/cad](https://safnow.org/cad)**

# During the last Congressional Action Days, SAF members successfully:

- Increased funding and expanded reach for the Floriculture Crops Report
- Maintained funding levels for the Floriculture and Nursery Research Initiative
- Opposed a \$15 per hour federal minimum wage
- Vocalized the need for immigration reform

130



Congressional Appointments

91



Florists, Wholesalers, Growers & Suppliers Participating

28



States Represented

16



First-Time Participants

4



Key Issues Presented

1



United Industry

\* Participation numbers from Congressional Action Days 2019.



## HEAR FROM OUR CAD ALUMNI...



“CAD gave me the opportunity to network with peers in the industry, as well as learn about aspects of our government and the floral industry that I didn't know about before, and most importantly, to have a say in issues that affect our industry.”

Cameron Pappas, Norton's Florist  
Birmingham, Alabama



“I love coming to CAD. I enjoy networking with my fellow industry members. I love going on the Hill to talk to members of Congress about our industry. Your voice really gets heard and helps make a difference. Do your part!”

Nicole Palazzo, City Line Florist, Inc.  
Trumbull, Connecticut



# MONDAY, MARCH 9

7:30 – 9:00 a.m.

## KICK-OFF BREAKFAST

**Speaker: Matt Paul, Cornerstone Government Affairs**

Matt Paul is a big player in Iowa politics. In 2011 he joined the Obama administration, and he ran Hillary Clinton's victorious caucus campaign in 2016. No doubt, 2020 candidates will tap him for advice and connections. Fresh off the excitement of Super Tuesday, hear Paul's insider take on how the presidential race is shaping up.

9:30 a.m. – Noon

## ISSUES AND ADVOCACY TRAINING

**Speakers: Dr. Joe Bischoff, Alice Gomez, SAF; Susan Sweat, Todd Webster, Cornerstone Government Affairs**

Find out how to talk about the key issues affecting the industry. During this session, SAF lobbyists and members explain the issues and talking points you'll deliver in your congressional appointments. Plus, a role-playing exercise with lobbyists from both sides of the aisle preps you on effective Hill communications.

Noon – 1:00 p.m.

## LUNCH

Meet with participants from your state or region over lunch and talk about how best to tell the industry's story during your congressional appointments.



1:30 - 4:00 p.m.

## COMMUNITY SERVICE EXPERIENCE

Every Congressional Action Days includes a field trip, an opportunity to network while touring iconic sites such as Arlington National Cemetery or the U.S. Capitol Building. This year, we're stepping up and giving back by spreading flower power and smiles in our nation's capital. Check [safnow.org/cad](https://safnow.org/cad) for updates on this event.



6:30 – 9:30 p.m.

## SAFPAC PARTY\*

Don't miss this pep rally for SAFPAC — the only national political action committee dedicated to advocating for the floral industry. This social dinner event promises lively industry trends conversations and pop-up speakers. Plus 100 percent of your SAFPAC Party ticket is used to help elect floriculture-friendly members of Congress.



*\*There is an additional fee to attend this special event supporting SAF's Political Action Committee.*

*To learn more, contact Katie Butler:*

*703-838-5200; [kbutler@safnow.org](mailto:kbutler@safnow.org).*



**“I love coming to CAD because I get to speak to representatives about issues directly affecting my business.”**

Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses, Towson, Maryland



# TUESDAY, MARCH 10

7:30 – 9:00 a.m.

## GRASSROOTS BREAKFAST

Speaker: Rep. Stacey Plaskett (D)

Start the big day with a member of Congress. U.S. Virgin Islands Rep. Stacey Plaskett (D) is a member of the House Committee on Agriculture and chairs the Subcommittee on Biotechnology, Horticulture and Research — critical to the Floriculture and Nursery Research Initiative. She explains why your conversations with lawmakers are important.

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.

10:00 a.m. – 5:00 p.m.

## HOSPITALITY SUITE

Sponsored by Hortica



Between appointments, the Capitol Hill Club is your home base. Stop by the hospitality suite to grab lunch or snacks, chat with other participants, and send thank-you messages to lawmakers and staff you visited. Be sure to share your #safcad experiences on social media.

5:30 – 7:30 p.m.

## OPEN MIC NIGHT

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

## NEW TO "LOBBYING?"

SAF has you covered. We'll match you up with a "veteran" participant 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!



Follow #safcad   

# SPEAKER LINEUP

## DR. JOE BISCHOFF



Dr. Joe Bischoff is SAF's senior lobbyist and a member of the agriculture and natural resources team at Cornerstone Government Affairs. His work focuses

on the intersection of federal programs and the pursuit of science-based solutions to plant health and crop production challenges. Dr. Bischoff has served on a number of scientific committees including the National Invasive Species Council's Invasive Species Advisory Committee and the National Clean Plant Network. Previously, Dr. Bischoff was with the USDA's Animal Plant Health Inspection Service where he was National Mycologist and Lead Scientist on the APHIS Intercepted Plant Pathogen Sequence Initiative.

## ALICE GOMEZ



SAF lobbyist Alice Gomez is an attorney with Cornerstone Government Affairs and a professional member of the food and agriculture practice group. She represents

producer organizations, international entities, commodity research and promotion programs, food manufacturers and distributors on issues related to the marketing of agricultural products, international trade, and nutrition.

## MATT PAUL



Prior to Cornerstone Government Affairs, Paul joined the Obama Administration as communications director at the U.S. Department of Agriculture. Matt

Paul served as the state director in Iowa for the 2016 Clinton Presidential Campaign and transitioned to be the Chief of Staff for the Vice Presidential Candidate Senator Tim Kaine.

## REP. STACEY PLASKETT (D)



U.S. Virgin Islands Rep. Stacey E. Plaskett serves on the House Transportation and Infrastructure Committee and House Committee on Oversight and Reform. As a member

of the House Committee on Agriculture, she chairs the Subcommittee on Biotechnology, Horticulture and Research. Rep. Plaskett serves in the Democratic Caucus as a Senior Whip. She is also a member of the Congressional Black Caucus, and the New Democrats Coalition where she is the Co-Chair of the Taskforce on Infrastructure.

## SUSAN SWEAT



At Cornerstone Government Affairs, Susan Sweat focuses on higher education, national security, health research, financial services, and appropriations issues. She

has successfully navigated many provisions through the legislative process, utilizing her expertise and experience in devising floor and committee strategies. She served as a senior staffer for Senator Roger F. Wicker (R-MS) during his service in both the U.S. House of Representatives and the U.S. Senate.

## TODD WEBSTER



Prior to Cornerstone Government Affairs, Todd Webster served as the chief of staff to U.S. Senator Chris Coons (D-DE), a member of the Senate Democratic

Leadership, where he acted as the Senator's top advisor on all legislative, leadership, political, and communications matters, overseeing a staff of 30 and an annual budget of \$3 million.



“What we’re doing here is so important. My dream for CAD is to have someone here from every state. My ultimate dream is to have someone from every district.”

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



## CONFERENCE HOTEL

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

With a Metro stop at its front door, The Ritz-Carlton Pentagon City is nestled in one of the area’s most impressive shopping and dining districts and gives you easy access to Capitol Hill and the National Mall.

## ROOM RATES AND RESERVATIONS

Call the hotel at **703-415-5000** and ask for the SAF Congressional Action Days room block rate of **\$244** single/double per night plus local tax. Or use the special hotel room reservation link at **safnow.org/cad**.

Always book your SAF hotel rooms using the information posted by SAF. If you receive a phone call from any company claiming they are a responsible for SAF housing, it is a scam. These companies are not in any way affiliated with SAF and should not be used to make reservations. If you have questions, contact SAF at **703-838-5221; meetings@safnow.org**.

**DEADLINE** The cut-off date for guaranteeing the SAF room rate is **Feb. 12**. Make your reservation early as the hotel sold out in 2019. 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 CAD 2020 is underwritten by:

### Platinum Partner



### Gold Partners



### Special Thanks to



# SAF CONGRESSIONAL ACTION DAYS 2020

## 5 EASY WAYS TO REGISTER

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

E-mail: meetings@safnow.org | Phone: 703-838-5221

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			Is this the first time you have attended Congressional Action Days? <input type="checkbox"/> Yes
Nickname for Your Badge			<input type="checkbox"/> No
Company Name			
Address			
City	State	Zip	
Phone	Cell		
Email			
Emergency Contact	Phone		

Do you require special accommodations to participate, 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.

*This offer not available online.*



### Your low registration fee includes:

- Breakfast and lunch on Monday and Tuesday
- Metro SmarTrip® card
- Bus transportation to Capitol Hill on Tuesday
- Tuesday's Hospitality Suite
- Tuesday's Open Mic Night

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 \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

### 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 \_\_\_\_\_

Representatives with whom you would like to meet \_\_\_\_\_

Senators 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.

### SAFPAC Party

Yes, I want to attend the SAF PAC Party. I understand this is limited to individuals who have contributed \$150 or more to SAF PAC. Checking this box does not automatically register you for this event. It simply lets us know you are interested. SAF will contact you.

**Registration/Refund Policy:** Written cancellation requests postmarked before February 29, 2020 will be refunded less a 15 percent handling charge. No refunds after March 2. 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

**Join us in Washington, D.C.**



**“It’s like coming home. We walked into the office and were greeted so warmly.”**

Liza Roeser  
FiftyFlowers, Boise, Idaho



**“I spoke to legislators and had some effect on government issues that affect me.”**

Kenneth Denton  
Tillie’s Flower Shop, Wichita, Kansas

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

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