

# SAF 1 DAY PROFIT BLAST

SUNDAY, OCTOBER 8, 2023  
EMBASSY SUITES PORTLAND AIRPORT



Thank you to Frank Adams Wholesale Florist for sponsoring this event.



Satisfaction guaranteed, or your money back!

One day of floral industry expert insights, education and networking with local peers. Come away with new connections and ready-to-implement ideas for your business.

## Finding Your Floral Brand

Derek Woodruff, AAF, AIFD, PFCI, CFD, Floral Underground



The concept of branding is well known, but the idea that your flower shop or studio should have an individual brand presence is new for the floral industry. Does your work stand out to consumers based on branding practices? Does your website and social media content reflect your shop's identity? This design program will break down the meaning of brand awareness and help you identify your own specific brand through flowers and design.

### You'll Learn:

- Trends and design styles to implement, build and evolve your business.
- Exercises to help establish your floral brand.
- New tools and mechanics to make your brand stand out.

## Controlling COGS and Forecasting Sales and Cash Flow

Paul Goodman, MBA, CPA, PFCI, Floral Finance Business Services



Three of the most important aspects of running a profitable flower shop are controlling your cost of goods sold (COGS), forecasting sales, and managing cash flow. Monitoring these variables will allow you to adapt to any economic environment. This session will explain how to control your COGS to maximize profits and accurately forecast so you can plan ahead and be aware of any potential cash shortages.

### You'll Learn:

- Best practices to control COGS in your business.
- Simple ways to forecast business sales.
- How to forecast your cash flow.

## Automate Your Email and Social Media Marketing

Melanie Spilbeler, FreshPath Marketing



Demand is high and there are plenty of flower buyers out there, but with lean teams, how do you find time to capture new customers and drive repeat business? The key is to work smarter, not harder. You can do that, regardless of your team size, by implementing the right systems and automation practices, which are available right at your fingertips.

### You'll Learn:

- How to streamline your promotional planning processes.
- Best practices for automating your email marketing.
- How to use content calendars and other free or low-cost tools to streamline your social media marketing.

## Registration Rates | Early bird rates available until Sept. 15

Rates as low as \$159 for SAF Ultimate Level Members

Non-Member Rate \$209

All Frank Adams Wholesale Florist customers receive the standard SAF member rate of \$159

Bring your team! Additional registrants from the same company only \$99

## Registration Fee Covers

- Educational Sessions
- Refreshment Breaks
- Light Lunch
- Supplier Showcase (viewing only; additional fee for exhibiting)



Register Today! [safnow.org/1-day-profit-blast](https://safnow.org/1-day-profit-blast)



## Portland Program Schedule

11:30 a.m. - 1:00 p.m. **Registration opens along with networking and a light lunch service**

Lunch  
Sponsor

**hortica**  
A brand of the Sentry Insurance Group

1:00 p.m. - 1:15 p.m. **Welcome and Opening Comments**

1:15 p.m. - 2:15 p.m. **Finding Your Floral Brand**

Derek Woodruff, AAF, AIFD, PFCI, CFD,  
Floral Underground

Sponsor **Syndicate** 

2:15 p.m. - 2:45 p.m. **Network and Visit Supplier Showcase**

2:45 p.m. - 3:45 p.m. **Controlling COGS and Forecasting Sales and Cash Flow**

Paul Goodman, MBA, CPA, PFCI, Floral  
Finance Business Services

3:45 p.m. - 4:15 p.m. **Network and Visit Supplier Showcase**

4:15 p.m. - 5:15 p.m. **Automate Your Email and Social Media Marketing**

Melanie Spilbeler, FreshPath Marketing

5:15 p.m. - 5:45 p.m. **Closing Comments, Networking and Visiting the Supplier Showcase**

## Location/Conference Hotel

Embassy Suites Portland Airport  
7900 NE 82nd Avenue  
Portland, OR 97220  
503-460-3000



## Reserve your hotel room:

Call 503-460-3000 or book your online at [safnow.org/1-day-profit-blast](https://safnow.org/1-day-profit-blast)

SAF room rate: \$169/night

Hotel Cut-off date: September 13, 2023

*Always book your SAF hotel rooms using the information posted above.*

**“This event was hands down the best, easiest, lowest-cost thing I have done for my business. It was invigorating, and I walked away with tips I can immediately implement as well as some long term goals.”**

Amber Morgan, Fortin Gage Flowers & Gifts  
Nashua, New Hampshire  
Profit Blast Boston, July 2023

## For More Information:

[safnow.org/1-Day-profit-blast](https://safnow.org/1-Day-profit-blast)  
703-838-5221  
[meetings@safnow.org](mailto:meetings@safnow.org)

