



Top Picks for March

Curated SAF Resources for retailers to drive sales and profits this month.



Help the Next Generation Succeed

Join us for a **virtual Idea Exchange on March 19 at 2 PM ET to discuss what the next generation needs to thrive.** Floral peers of all ages offer insights on how leaders can support young floral pros, help them find meaning and develop in their careers.

[REGISTER NOW](#)



Unlock Streaming Potential to Reach Your Target Audience

As ad-supported streaming continues to grow in popularity, so do the opportunities for targeted advertising. In this **short read from Floral Management, find out how you can reach young, affluent audiences** by leveraging over-the-top (OTT) advertising.

[READ STORY](#)



Discover Your Shop's Value

Whether you're considering a sale, purchase, buyout, or estate valuation, this **30-minute course on SAF's Floral Education Hub**, presented by Paul Goodman, MBA, PFCI, covers all the essential steps to determine what your business is worth.

[SEE COURSE](#)

Find more resources at safnow.org