



Perks of Your SAF Membership

Vital Industry Knowledge

1. Floral Management magazine
2. Wednesday E-Brief
3. Washington Week in Review
4. Saturday Sales Wake-Up

Sales Builders

5. Listing in NationalFloristDirectory.com
6. Web graphics and floral photography
7. Wedding Flower Calculator
8. Customizable press releases and talking points for media interviews
9. Discounts on SAF products from statement stuffers and postcards to Business-to-Business Portfolios and posters
10. SAF Fund for Nationwide Public Relations raises floral awareness

Bottom Line Improvement

11. Retail Pricing Worksheet
12. Customizable employee handbook
13. Discounts on FedEx shipping, \$500 Vehicle Discount with FCA US LLC (formerly Chrysler), Paychex payroll management services, Ford Fleet Vehicles and more, and access to Association Health Care Insurance Plans administered by Hortica Insurance & Employee Benefits

Education & Networking

14. Free webinars for you and your staff
15. 1-Day Profit Blast
16. Annual Convention

Expert Consultations

17. Contact SAF staff for advice on technology, marketing and more
18. Free 15-minute legal consultation with attorney Paula A. Calimafde with law firm Paley Rothman, and a free test call and analysis with sales trainer Tim Huckabee of FloralStrategies

Industry Watchdog

19. Negative floral publicity response
20. Government advocacy

This is just scratching the surface!



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AMERICAN
FLORISTS

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