

From: Jim Relles

Subject: Take Advantage of Endless Education Opportunities at SAF's Annual Convention

Dear Jenny:

If you're looking for a place to get quality floral education that will change the way you do business, there's no better place for you and your staff than SAF's annual convention. There's so much information presented during those four days that **even if you adopt just a few of the many ideas you learn, your business will be more profitable.**

Whether you want to get new ideas about marketing, management, design, buying strategies, or finances, SAF's annual convention has something you will appreciate. I always wish I could split myself in two so I can attend all of the interesting educational sessions. In the past, I've attended the event with my wife, but this year, there will be three of us from the shop going—that way, each of us can attend different sessions!

In addition to education, SAF also gives us the opportunity to meet people from all segments of the industry. You can share your experiences with peers, get cutting edge ideas from industry experts, and see the latest design trends presented by floral suppliers.

I encourage you to join me at **SAF Palm Beach 2017**, the 133rd Annual Convention, from **September 6-9 in Palm Beach, Florida**. I guarantee you won't find anything else like it.

Click [here](#) for more information and to register. Use your SAF ID 33810 to receive the special member rate. You can even take advantage of an **Easy Payment Plan**.

Sincerely,

Jim Relles
Owner
Relles Florist
Sacramento, California