



SAF

PHOENIX

140th Annual  
Convention

2025



Aug 11-14,

2025

Phoenix, AZ

**Idea Exchange:  
Turning Economic  
Insights Into Action**



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**Turning Economic Insights into Action**

# — DID YOU KNOW?

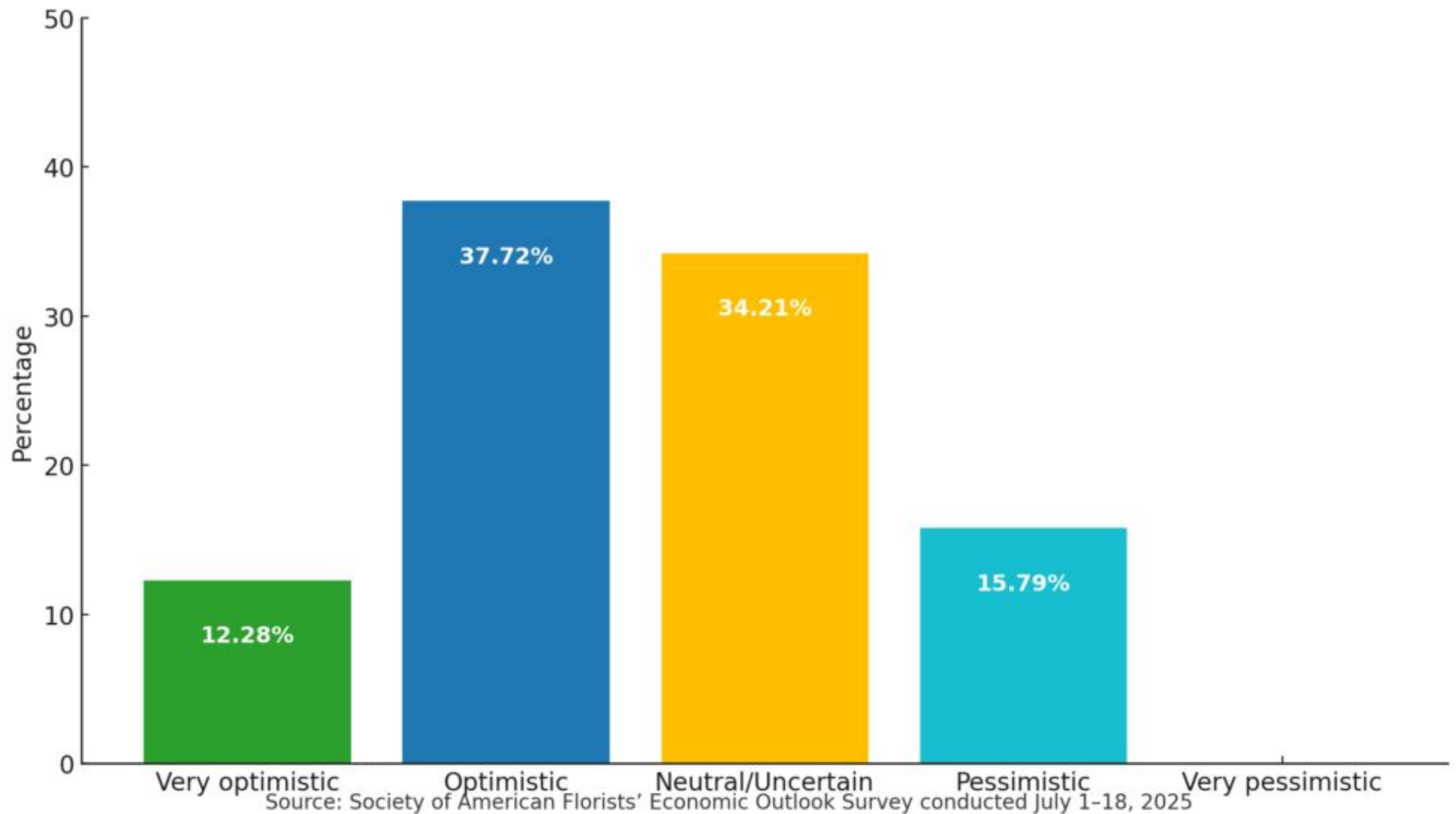
Kangaroos can't hop backwards.



# HOW DO YOU FEEL ABOUT BUSINESS PROSPECTS FOR THE REMAINDER OF 2025?

- A) VERY OPTIMISTIC**
- B) OPTIMISTIC**
- C) NEUTRAL/UNCERTAIN**
- D) PESSIMISTIC**
- E) VERY PESSIMISTIC**

## How do you feel about business prospects for the remainder of 2025?



# SOME STATS FROM CHARLIE HALL

- ***CUSTOMER COUNTS DOWN 3% COMPARED TO PAST 3 YEARS AVERAGE – WILL THE TREND CONTINUE?***
- ***INFLATION PSYCHOLOGY/TARIFFS – IF CONSUMERS ARE EXPECTING INFLATION, ARE THEY LOWERING THEIR DISCRETIONARY SPENDING NOW?***
- ***RISING GROWER PRICES - WILL LOWER DEMAND REDUCE FLOWER PRICES OR WILL RISING COSTS INCREASE THE PRICE FLORISTS PAY?***
- ***EFFECTS OF SLOW HOUSING MARKET?***
- ***ANNUAL DEATHS WILL OUTNUMBER BIRTHS IN 2038 – CUSTOMER BASE, LABOR FORCE, SYMPATHY SALES?***
- ***RECESSION INDICATORS – DO YOU THINK WE'RE HEADING TOWARDS A RECESSION IN THE NEXT 12 MONTHS?***

— **WHERE DO YOU SEE  
OPPORTUNITY IN THIS  
UNCERTAINTY?**



**1991**

**2025**

**26,837**

**12,006**

Source: United States Census Bureau & US Department of Commerce/Sundale Research & U.S. Department of Agriculture's National Agricultural Statistics Service 2023 Floriculture Crops Survey



— THIS IS NOT DISCOURAGING.

IT'S A CALL TO ACTION.



**2013**  
**\$150.08**

**2024**  
**\$260.97**

**U.S. PER CAPITA SPENDING**  
**(FLOWERS, SEEDS, AND POTTED PLANTS)**

**\$36.4B**

**\$71.0B**

**TOTAL SPENDING ON FLORAL PRODUCTS**  
**(FLOWERS, SEEDS, AND POTTED PLANTS) IN BILLIONS OF**  
**DOLLARS**

Source: U.S. Bureau of Economic Analysis (BEA) Personal Consumption Expenditures by Type of Product, Flowers, seeds, and potted plants & Annual U.S. Census data, population over the age of 18.

# WHAT WE'RE SEEING

- **REGIONAL DISPARITY**
- **PRICE CONSCIOUS CLIENTS**
- **RISING COSTS**
- **UNITS SALES DECLINE**

# WHAT WE'RE FOCUSING ON:

- REAL-TIME ACTIONABLE DATA
- PERSONALIZED SERVICE
- CUSTOMER RETENTION
- VALUE ARRANGEMENTS
- TOOLS TO IMPROVE COGS
- REVISED STAFF INCENTIVES+CONTESTS
- NEGOTIATING EVERYTHING

# WAYS WE'RE DOING THIS

- **REFINING EMAIL AND SMS FLOWS**
- **TESTING NEW INCENTIVES: DRIVER SAFETY, SALES CONTESTS**
- **REDUCED WEB OFFERINGS TO TOP ~150 ITEMS, CROSS SELLING SKUS**
- **INCREASING DELIVERY PRICING & ADDING FREE DELIVERY ITEMS**
- **TESTING PERSONALIZED DIRECT MAIL CAMPAIGNS TO LAPSED CUSTOMERS**
- **CALLING PREVIOUS CUSTOMERS - REMINDER SERVICE**
- **DESIGNED A RECIPE AND BUDGETING SOFTWARE**

A background image of a desert landscape featuring several saguaro cacti of varying heights. The scene is bathed in a warm, golden-orange light, suggesting a sunset or sunrise. The cacti are silhouetted against the bright sky, with some showing their characteristic arms.

# KPIs


- **SALES**
- **COGS**
- **LABOR**

# RECIPE SOFTWARE

FAMILY FLOWERS *deliver love* ✕

## Purples in Paris

RTI #:M16PP



Deluxe Adj: +1 roses, +2 dendrobium orchids, +1 robellini Premium Adj: 6x6 cube vase, +1 rose, +2 dendrobium orchids, +1 hydrangea, +1 lilies

REGULAR PRICING			
	Standard	Deluxe	Premium
Price	69.99	89.99	114.99
COGs	22.13%	20.83%	20.92%

### Build Items

STANDARD	
1.00	Basic Supplies -
1.00	Cube 5" Glass - 3060-12 -
3.00	Dendrobium Orchids Pink Bom - Stem
2.00	Hydrangea Tint Purple - Stem
1.00	Lily Starfighter - Stem
1.00	Ribbon Leaf Yard -
2.00	Robellini - Stem
5.00	Rose 40cm Lavender - Stem

DELUXE	
1.00	Basic Supplies -
1.00	Cube 5" Glass - 3060-12 -
4.00	Dendrobium Orchids Pink Bom - Stem
2.00	Hydrangea Tint Purple - Stem
1.00	Lily Starfighter - Stem
1.00	Ribbon Leaf Yard -
3.00	Robellini - Stem
8.00	Rose 40cm Lavender - Stem

PREMIUM	
1.00	Basic Supplies -
1.00	Cube 5" Glass - 3060-12 -



# WHAT'S THE MOST DANGEROUS PHRASE IN BUSINESS?

**WE'VE ALWAYS DONE IT THIS WAY.**



# CONTROL



# THE CONTROLLABLE

# **BIGGEST CONCERN?**

**1. DECLINING SALES & UNITS**

**2. RISING COSTS: INFLATION, COGS, TARIFFS, INSURANCE, ETC.**

**3. LABOR: FINDING TALENT, RETAINING TALENT, RISING WAGES, AGING OUT**

**4. STRATEGIC POSITIONING: DIFFERENTIATION, UVP, ETC.**

# GROUP DISCUSSION

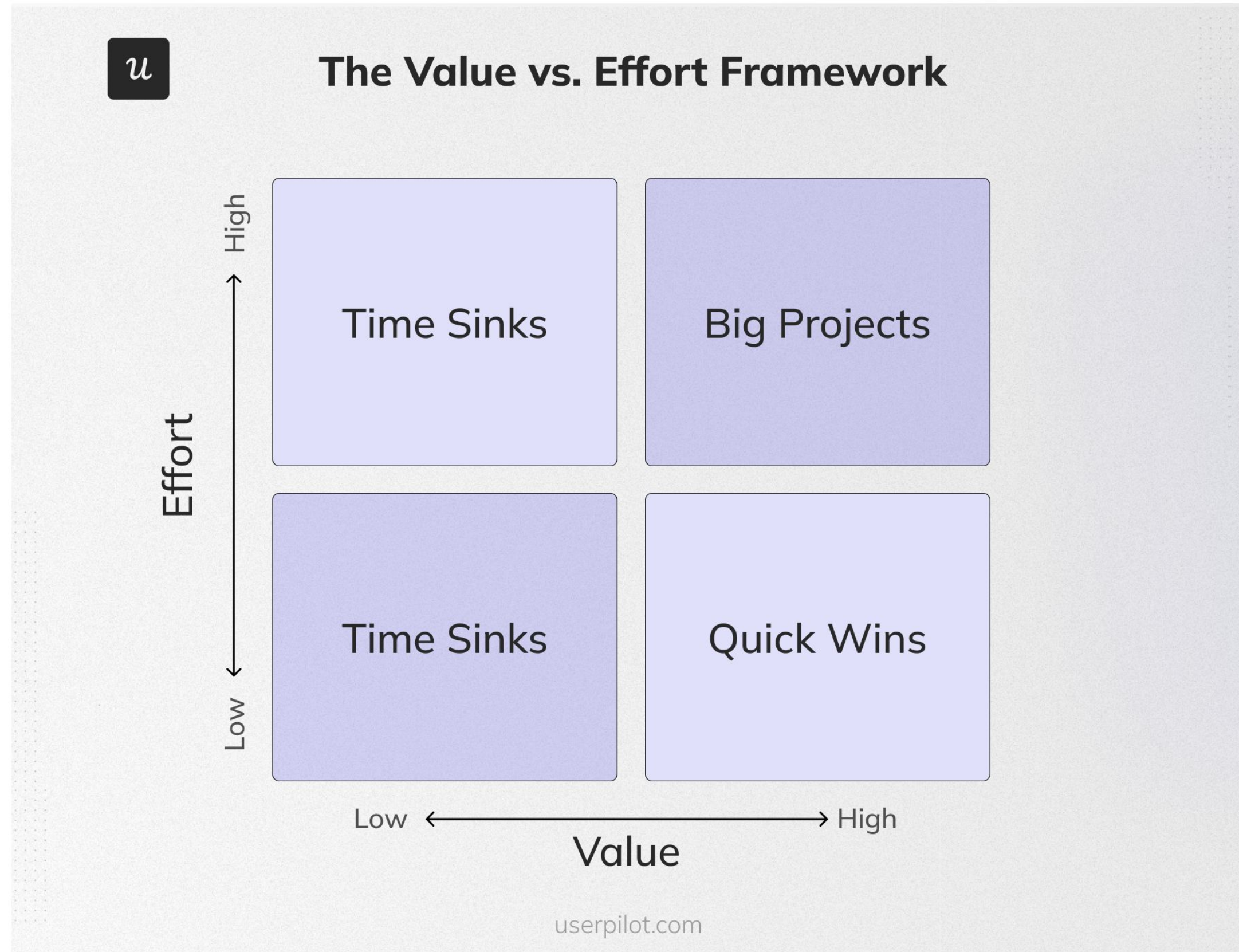
**2 GROUPS**

**1 NOTETAKER**

**1 SPEAKER**

**3 ACTIONABLE IDEAS**

# HIGH VALUE | LOW EFFORT



# REVIEW ACTION ITEMS

WHAT CHALLENGE MIGHT STOP YOU, AND  
HOW CAN YOU OVERCOME IT?

USE S.M.A.R.T. GOALS TO HELP YOU  
IMPLEMENT & SUCCEED

(Specific, Measurable, Achievable, Relevant, and Time-Bound)

A photograph of several saguaro cacti in a desert landscape, bathed in a warm, golden light. The cacti are silhouetted against a bright, hazy background. The overall mood is serene and professional.

# TIPS FROM INDUSTRY LEADERS

# TIPS FROM INDUSTRY LEADERS

ASSURE ALL OUR STAFF THAT WE WOULD NOT HAVE ANY LAYOFFS.

WE HAVE CUT HOURS BACK TO ABOUT 30-35 FOR THE STAFF EACH WEEK.

INCREASE OUR FOCUS ON INCENTIVIZING THE STAFF TO GET POSITIVE SOCIAL MEDIA POSTS AND REVIEWS. THEY GET \$25 PER POSITIVE REVIEW.

MAINTAINED OUR ADVERTISING AND MARKETING BUDGET AT 10% OF SALES.

- MICHAEL PUGH, PUGH'S FLOWERS



**WE WANT  
TO HEAR  
FROM YOU!**

**Leave us a review and get rewarded**

Get **20% off** your next order when you leave a review on Google or Yelp.

Mention the name of the designer or phone team member who helped you and they'll **receive \$25**.

Thank you for supporting Pugh's Flowers!



[Google Review](#)

[Yelp Review](#)

# TIPS FROM INDUSTRY LEADERS

**DON'T WAIT UNTIL YOUR BUSINESS BECOMES UNPROFITABLE!  
BE DILIGENT BY ANALYZING YOUR MONTHLY FINANCIALS.**

**BE PROACTIVE WITH A PLAN IN PLACE WITH A-B-C ACTIONS  
TO KEEP PROFITABLE THROUGH THIS PERIOD OF ECONOMIC  
STRUGGLES.**

**BE DILIGENT WITH WATCHING YOUR COSTS, SUPPORT LOCAL  
BUSINESS AND COMMUNITY TO SAVE ON FREIGHT AND  
ADVERTISING-SURPLUS PURCHASING**

**- LISA HAYS HOLMES, OWNER, TIGER LILY FLORIST**



# TIPS FROM INDUSTRY LEADERS

COGS EDUCATION FOR ALL EMPLOYEES ON STAFF.

TAKING CONTROL OF YOUR COGS REQUIRES EVERY EMPLOYEE.

WE HAVE PRODUCED A PRESENTATION TO OPENLY TALK ABOUT HOW THEIR ROLE EFFECTS COGS AND PROVIDES AN OPEN DIALOG FOR NEW IDEAS.

- CHARLES INGRUM, DR. DELPHINIUM

# TIPS FROM INDUSTRY LEADERS

GET TO KNOW YOUR COMMUNITY BY DONATING FLOWERS.  
YOUR OWN PRODUCT IS THE BEST PROMOTIONAL MEDIA.

WE ATTRIBUTE MUCH OF OUR RECENT GROWTH TO DONATING  
FLOWERS.

GET INVOLVED IN YOUR COMMUNITY AND BE THE FACE OF  
YOUR BUSINESS.

- J.P. VARVARIGOS, OWNER, WELLINGTON FLORIST

# TIPS FROM INDUSTRY LEADERS

OVERHAULING OUR COLLECTIONS AND USING FLOWER BUDDY TO BETTER CONTROL COSTS, STREAMLINE RECIPE BUILDING.

EDUCATING CONSUMERS ON THE VALUE OF ORDERING FROM A LOCAL FLORIST.

COMMUNITY SUPPORT—IS ALSO KEY TO STRENGTHENING OUR INDUSTRY.

- CAMERON PAPPAS, NORTON'S FLORIST

# TIPS FROM INDUSTRY LEADERS

WHEN TIMES ARE TOUGH ... I ALWAYS TELL MY STAFF TO  
TURN THEIR FOCUS TO THE CUSTOMER.

FOCUSING ON CUSTOMER RETENTION. RETURNING  
CUSTOMERS SPEND AN AVERAGE OF 67% MORE THAN NEW  
CUSTOMERS, SO WE'RE ALWAYS WORKING ON INITIATIVES  
THAT KEEP THEM COMING BACK.

- ERIN BRUNO, MCNAMARA FLORIST

# TIPS FROM INDUSTRY LEADERS

EMPOWERING EACH MEMBER OF MY TEAM TO BE VERY ENTREPRENEURIAL IN THEIR THINKING AND THEIR ACTIONS.

THEY MUST HAVE GOOD DATA TO MAKE GOOD DECISIONS.

WE ARE PLANNING CUSTOM DATA DASHBOARDS AND BUILDING KNOWLEDGE BASES SO AI BOTS CAN DELIVER SOLUTIONS QUICKLY.

AI ANSWERS ... WILL ALSO FUEL OUR LIVE CHAT ... AND IMPROVE THE SHOPPING EXPERIENCE FOR CUSTOMERS.

- CHRIS DRUMMOND, PENNY'S BY PLAZA FLOWERS

# TIPS FROM INDUSTRY LEADERS

A RISING TOP LINE COVERS A MULTITUDE OF OPERATIONAL SINS, SO WHEN THE TOP LINE STAGNATES, WE FOCUS MUCH MORE ON LABOR, COGS, OVERALL PROFITABILITY.

AS WE SEE A SLIGHT CONTRACTION IN OUR DAILY/“EVERYDAY OCCASIONS” BUSINESS, WE’RE FOCUSING MORE ENERGY ON GROWING SYMPATHY AND EVENT PARTNERSHIPS WITH SOME SUCCESS. PICKING UP A NEW FUNERAL HOME PARTNER OR TWO CAN MAKE A DIFFERENCE INSTANTLY.

- SAM BOWLES, ALLEN’S FLOWERS

# TIPS FROM INDUSTRY LEADERS

ONE OF THE CORE SALES MANTRAS WE TEACH IS: DON'T JUST HEAR YOUR CUSTOMER'S WORDS—*LISTEN* TO THEIR NEEDS, AND SELL ACCORDINGLY. WHEN THIS PHILOSOPHY BECOMES PART OF YOUR STORE CULTURE, THE RESULTS ARE TRANSFORMATIVE.

- TIM HUCKABEE, THE PROFITABLE FLORIST  
[THEPROFITABLEFLORIST.COM](http://THEPROFITABLEFLORIST.COM)



A vertical photograph of several saguaro cacti in a desert landscape, with a warm orange and yellow color palette. The cacti are silhouetted against a bright, hazy sky.

# SO, WHAT ARE YOU GOING TO DO NOW?

*"the definition of insanity is doing  
the same thing over and over  
again and expecting different  
results"*



**ONE MORE THING...**

**GIVE THEM MORE  
THAN THEY EXPECT**



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IT'S GO TIME!