

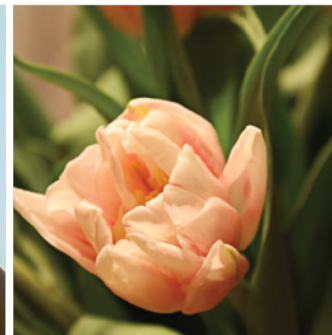


# SAF Leadership Exchange: Mother's Day Debrief

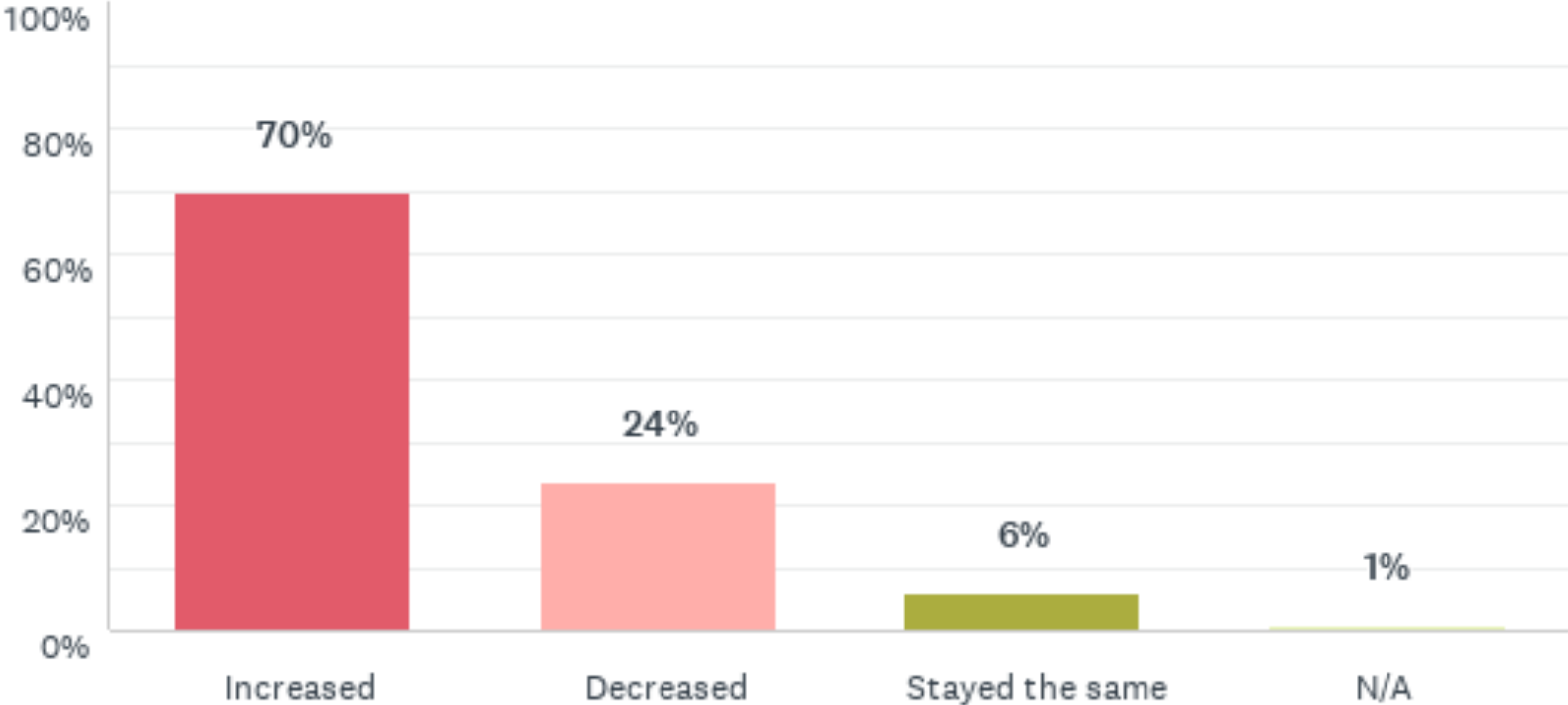
May 28, 2020

# SAF Staff

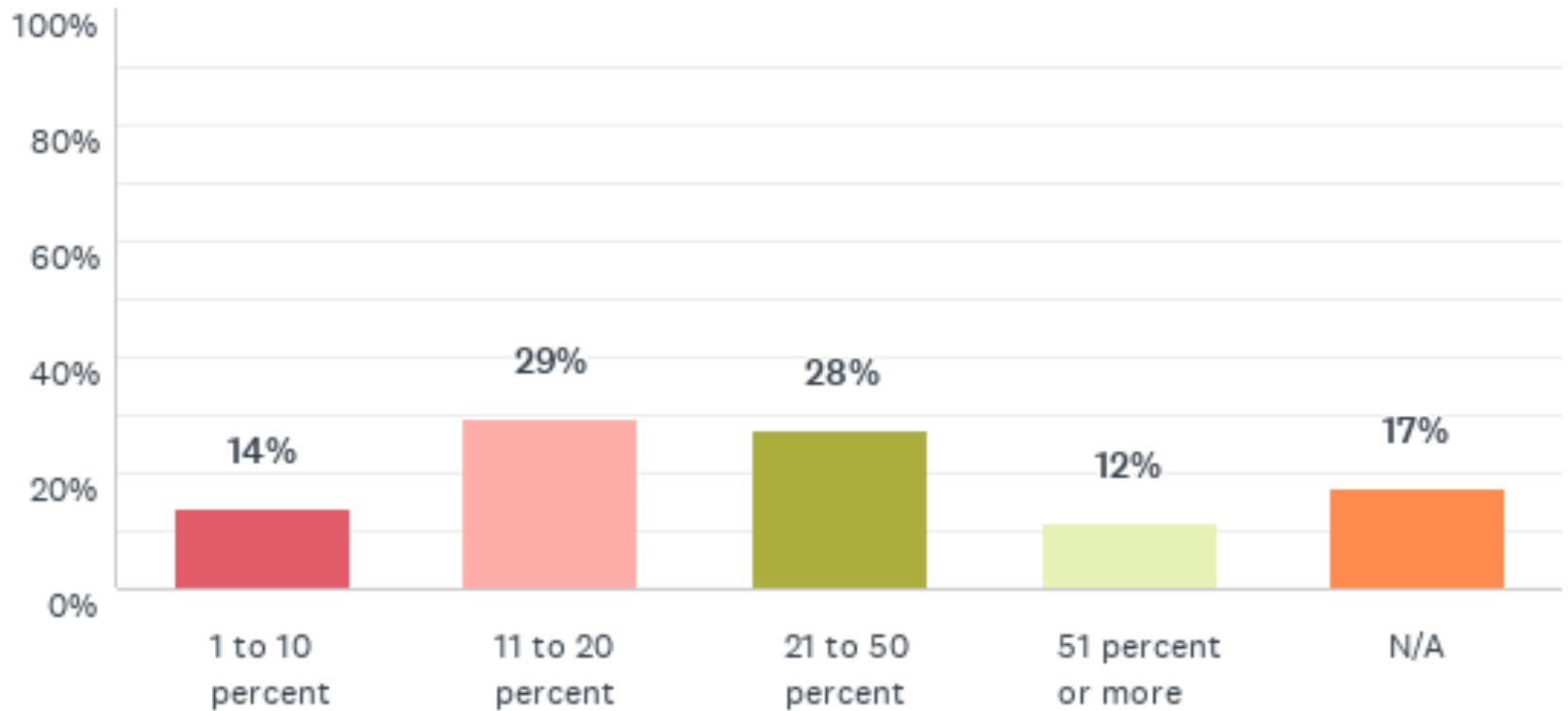
[safnow.org/about-saf/saf-staff/](https://safnow.org/about-saf/saf-staff/)



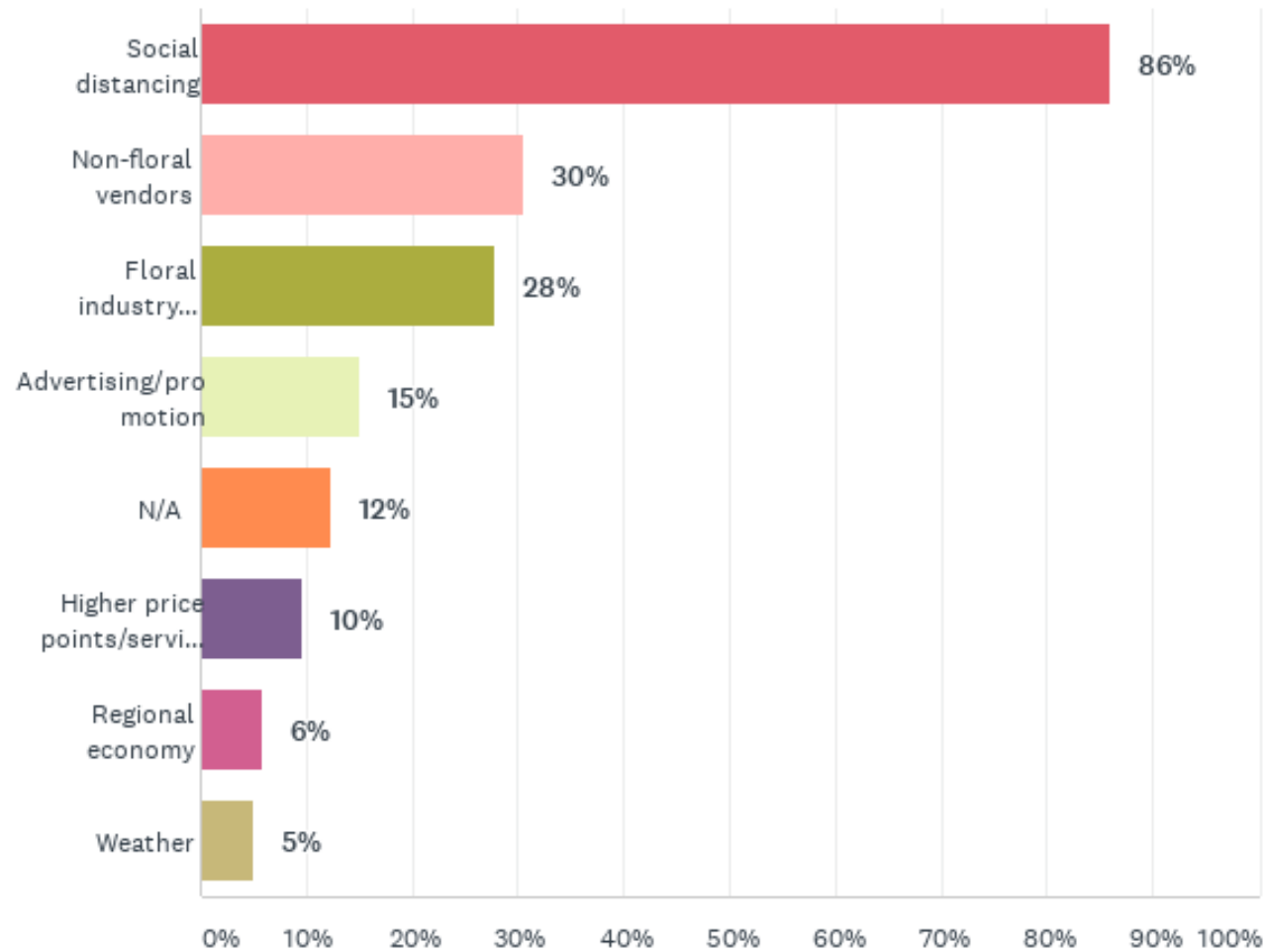
# Mother's Day Sales 2020 vs 2019



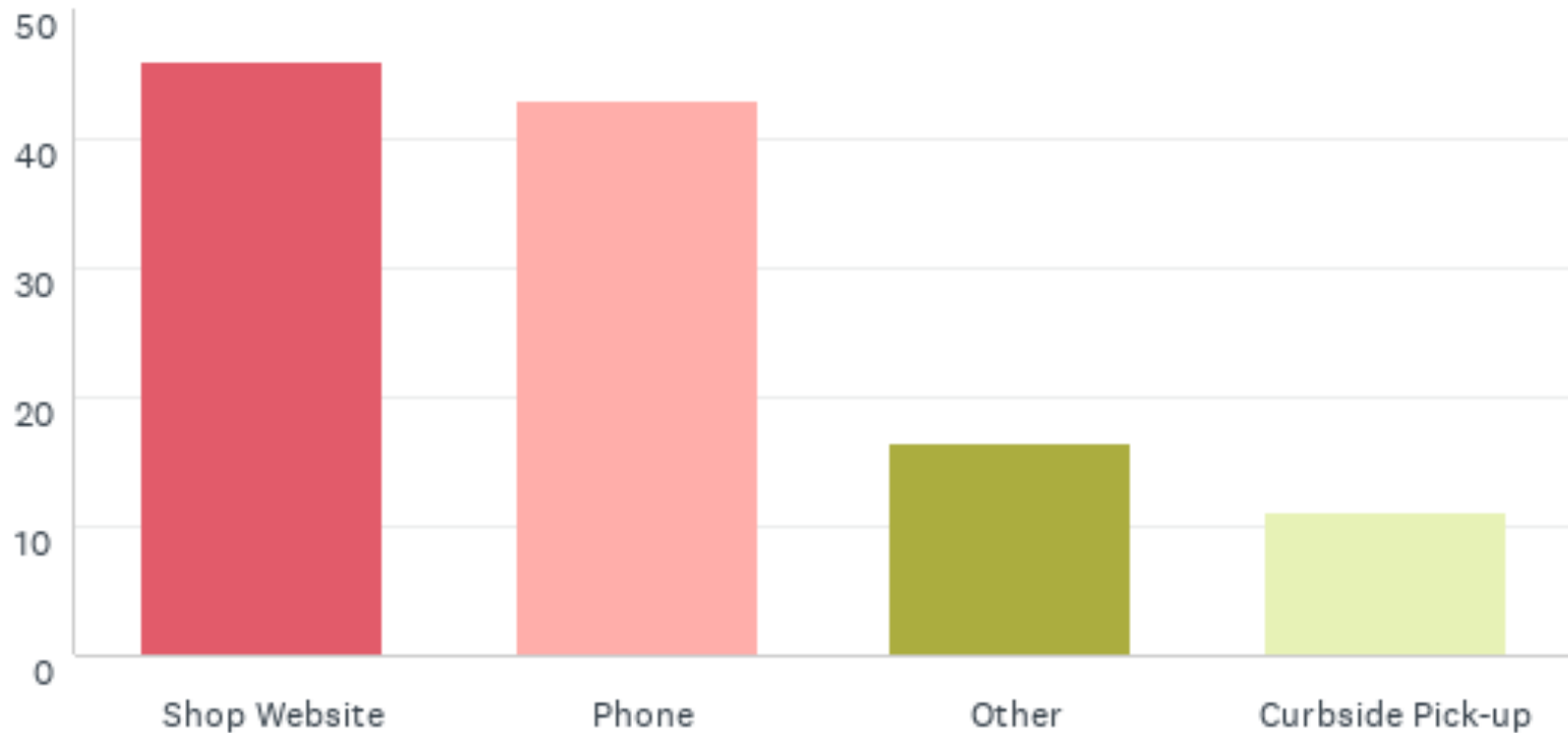
## Sales Increased %: 2020 vs. 2019



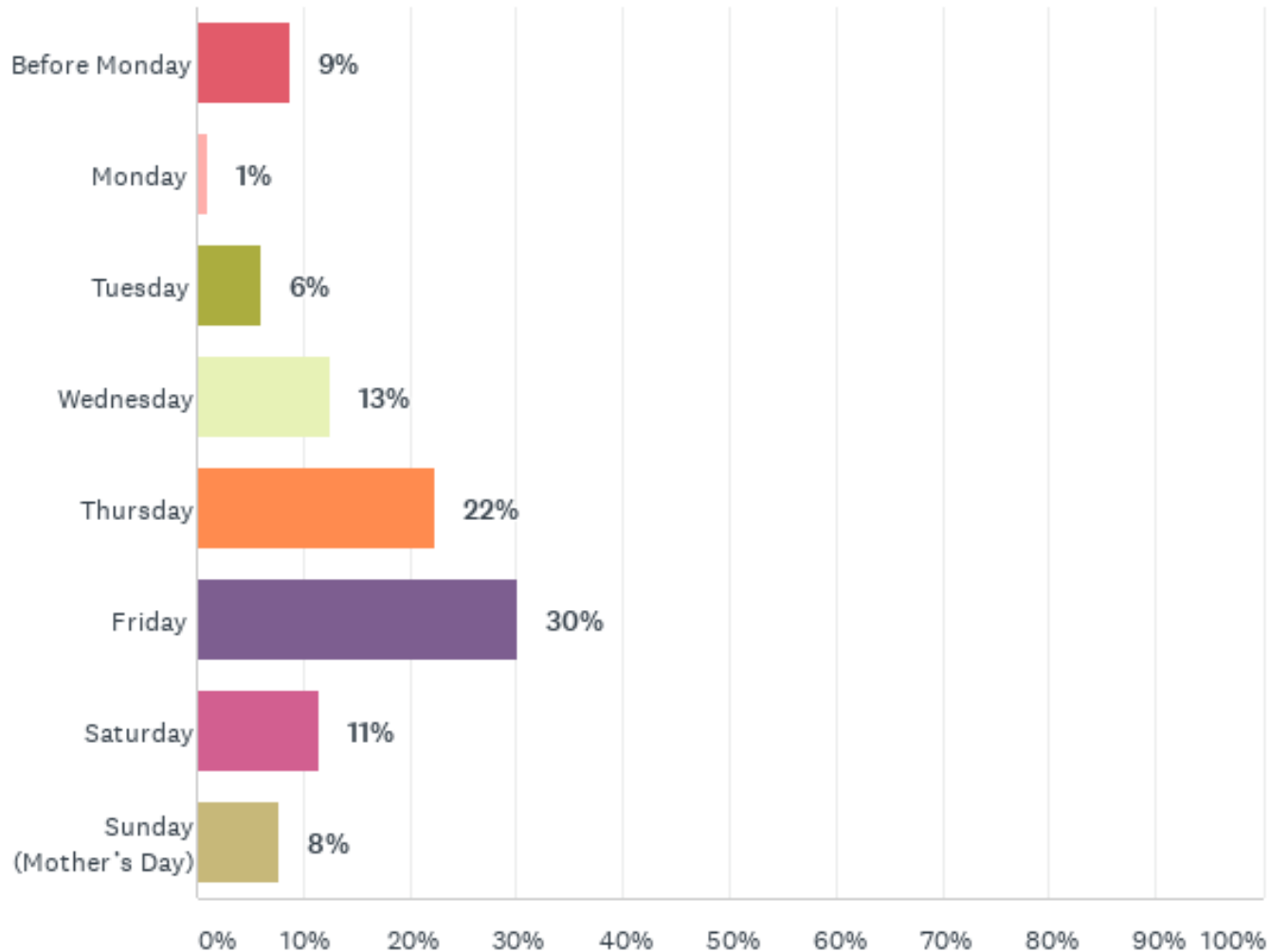
## Q6 Factors Behind Sales Increase



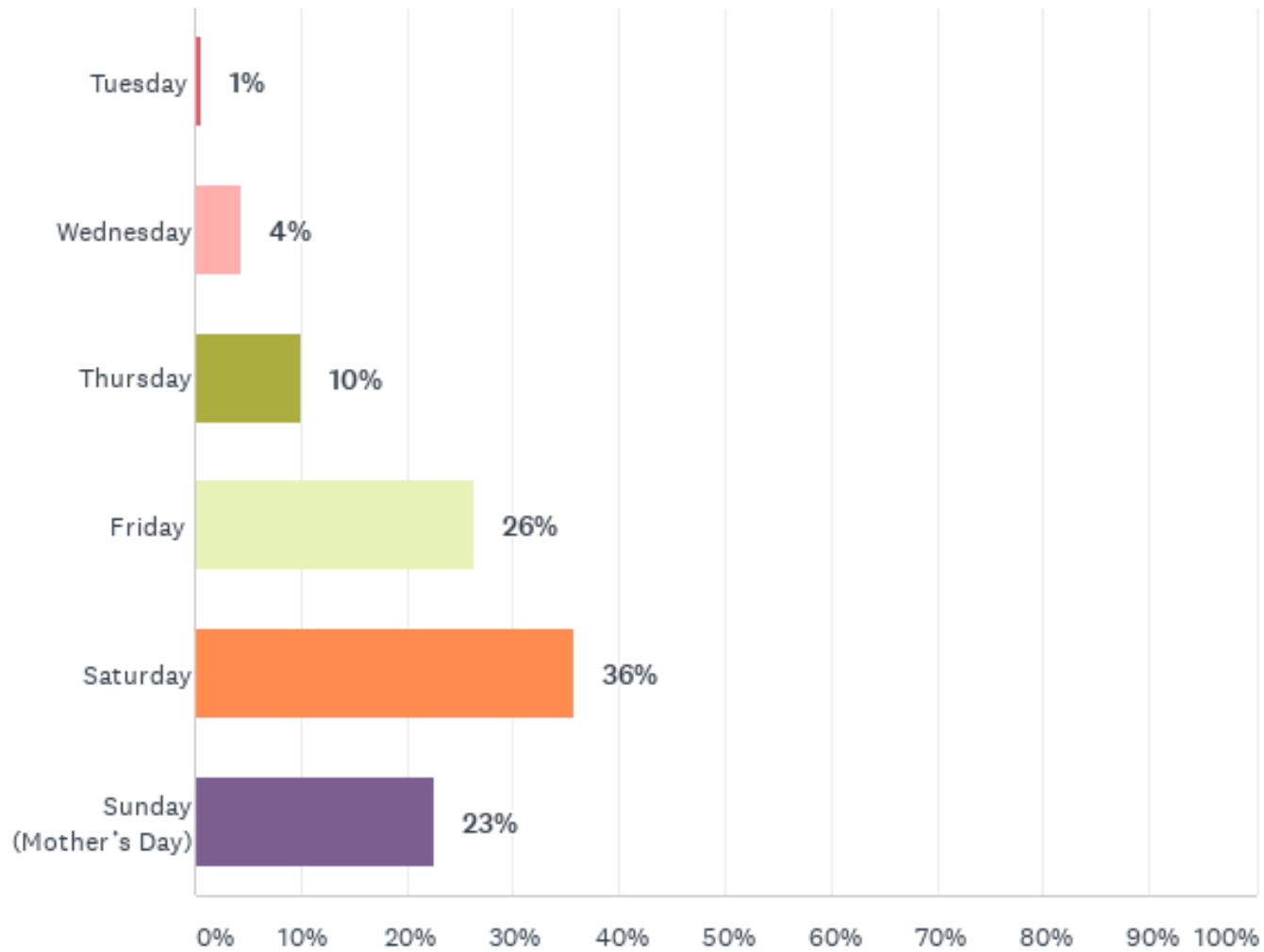
## How Orders Were Received (By Percentage)



## Did You Suspend Incoming Orders?



# Did You Cut Off Orders Completely?





# Questions?

- Click on the question tab and type in your question
- Questions answered at end of session

# Moderator

Chris Drummond, AAF, PFCI, Penny's by Plaza Flowers

# Panelists

Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses

Tim Dewey, DVFlora

Patrick Busch, Len Busch Roses

Liza Roeser, FiftyFlowers

**Questions?**