



Invest in a partner that can help you grow.



See what membership can do for you. Visit pma.com/floral.

“If you’re looking for a global community that truly focuses on the floral industry, then you’ll find it with PMA. Not only will you realize an impressive ROI, you’ll consider PMA a key strategic partner.”

—Joe Don Zetsche
Director of Floral
H-E-B



In the floral industry, you work with a lot of partners. But when you’re planning for the future of your business, one stands out: PMA.

You can count on us to provide networking opportunities with industry leaders, a unified voice advocating for industry issues and the latest floral research and resources from around the globe.

Boost your profitability and nurture your network for as low as \$730/year.



GLOBAL CONNECTIONS

We link floral professionals with global contacts, new markets and insights.

Take your business to the next level:

- Discounts to attend/exhibit at Fresh Summit and Fresh Connections
- Customized contact lists connect buyers and sellers



FLORAL RESOURCES

We have a sharp focus on the issues impacting the floral industry. We conduct research with *Iconoculture*, *The Hartman Group*, *Euromonitor* and more.

Stay in the know with:

- Global consumer, industry and technology research and trends analyses
- A community of floral professionals to share ideas and best practices



SCIENCE & TECHNOLOGY

We’re translating innovations in science and technology into real-world solutions you can apply to your business.

Get the latest information on:

- UPC barcodes
- GTIN identifiers
- Labeling guidelines
- Supply chain efficiencies
- Emerging technologies



INDUSTRY TALENT

The PMA Foundation for Industry Talent works to attract, develop and retain talent for our members worldwide—the talent you need to innovate and drive consumer demand.

Take advantage of:

- Talent development programs for every stage of professional growth
- Networking and training events
- Recruitment research and tools



Grow your experience at Fresh Summit.

Fresh Summit attracts global buyers and suppliers across the floral supply chain looking to bolster relationships, find sales-building ideas and showcase products. Attend dynamic general sessions, floral specific workshops and gain the insights and ideas that will propel your business into the future. Don't forget to explore our largest Floral Pavilion to date. Learn more at freshsummit.com.

Become a volunteer.

As a volunteer-driven community, we thrive on the passion, vision and commitment of our members. In exchange for their time, PMA Floral Council volunteers establish themselves as industry visionaries helping to shape the future. Learn more at pma.com/about/volunteer.

PMA FLORAL COUNCIL MEMBERS

- **Joe Don Zetzsche**
Chair
H-E-B
- **Kathleen Martin**
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Sam's Wholesale Club
- **Robert Bruno**
Rocket Farms, Inc.
- **Bill Byland**
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- **Erin Caird**
Por La Mar Nursery
- **Debora Woods-Coleman**
Albertsons/Safeway
- **Steven Daum**
Smithers-Oasis
- **Robert DeBellis**
World Class Flowers
- **Rebecca Eckblad**
Roundy's Supermarkets
- **Kevin Edwards**
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- **Eric Fernandez**
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Distributing Co.
- **Kelvin Frye**
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- **Lisa Higaki**
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- **Scott Hill**
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Company
- **Sean Kelly**
Robinson Fresh
- **Kelly Krutz**
Ahold USA, Inc.
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- **Jason Levin**
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- **Bernie Llewellyn**
Whole Foods Market
- **Lauree Lincoln**
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Dummen Orange
- **Cindy Rapshus**
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- **Saralyn Revello**
Freshdirect
- **Teri Rose**
The Kroger Co.
- **Randy Schenauer**
Flower Transfer Logistics
(division of Delaware
Valley Floral Group)
- **Brad Smith**
Sakata Seed America, Inc.
- **Noam Temkin**
Temkin
International, Inc.
- **Tracy Terrace**
Aerial Bouquets
- **Mike Tucker**
Target Stores
- **Yun Yi**
Save Mart Supermarkets
- **Debbie Zoellick**
Wal-Mart Stores, Inc.

Grow smarter. Tap into the future of floral with PMA.



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