



Schedule at a Glance

TOPIC KEY ■ Sales & Marketing ■ Trends ■ Design ■ Technology ■ Operations ■ Networking

INTEREST KEY | **R** - Retailers | **G** - Growers | **W** - Wholesalers

Wednesday, September 9

7 a.m. - 8 p.m.	SAF Registration Desk & Resource Center	
5 - 5:45 p.m.	First Timers Reception	R GW
6 - 9 p.m.	SAF President's Welcome Party	R GW



5 - 5:45 p.m.

■ First Timers Reception

New to convention? This private happy hour will make you feel at home. You'll meet other first timers and members of the SAF Volunteer Leadership.



6 - 9 p.m.

■ SAF President's Welcome Party

While overlooking a bluff of dunes and the waters of the Atlantic Ocean, reconnect with friends and make new ones at the opening reception hosted by SAF President Shirley Lyons, AAF, PFCI.

Thursday, September 10

7 a.m. - 5 p.m.	SAF Registration Desk & Resource Center	
7 - 8:45 a.m.	Kick - Off Breakfast What They Want, Baby You've Got It (or do you?) Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	RGW
9 a.m. - 5 p.m.	Outstanding Varieties Competition	RGW
9:15 - 10:30 a.m.	Trend Talkback: A Conversation with Daniel Levine	RGW
9:15 - 10:30 a.m.	Are We There Yet? Economic Recovery and What It Means for Floriculture	RGW
	Would YOU Work for Your Company?	RGW
	Digging for <i>Income</i> on Incoming Orders	R
11 a.m. - 12:15 p.m.	How I Did It	RGW
12:15 - 1:30 p.m.	Networking Lunch on Your Own	R GW
1:30 - 2:45 p.m.	Premier Products Showcase — Under the Big Top!	RGW
	Barely Managing? Start Coaching	RGW
3:15 - 5:15 p.m.	NEW! Supplier Expo	RGW
6 - 9 p.m.	American Floral Endowment Annual Reception and Fundraising Dinner*	RGW

*Separate registration required



Schedule at a Glance

TOPIC KEY ■ Sales & Marketing ■ Trends ■ Design ■ Technology ■ Operations ■ Networking

INTEREST KEY | **R** - Retailers | **G** - Growers | **W** - Wholesalers

Friday, September 11

7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center	
7 a.m. - 5 p.m.	Outstanding Varieties Competition	R GW
7 - 8:45 a.m.	Marketing Breakfast and Floral Management's 22nd Annual Marketer of the Year Award Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	R GW
7 a.m. - Noon	Voting	R GW
9:15 - 10:30 a.m.	Follow that Flower	R GW
	Holiday Hacks to Slash Stress and Boost Profits	RW
	Funeral Directors Tell All	R
11 a.m. - 12:15 p.m.	2016 Floral Trends Preview	R GW
12:15 - 1:30 p.m.	Networking Lunch on Your Own	R GW
1 - 5:30 p.m.	25th Annual SAFPAC Golf Tournament*	R GW
1:30 - 2:45 p.m.	Photography and Video Made Simple	R GW
	How to Be a (Profitable) Bride Magnet	R
	Test Calls Workshop: Raising the Bar on Floral Shop Sales	R
3:15 - 4:30 p.m.	Sales Management for Wimps	RW
	Copy That: Fortune 500 Moves on a Small Biz Budget	R
6:45 - 8:30 p.m.	Networking Reception	R GW

Saturday, September 12

7 a.m. - 2 p.m.	SAF Registration Desk & Resource Center	
7 a.m. - Noon	Outstanding Varieties Competition	R GW
7 - 8:45 a.m.	Keynote Breakfast and Business Session: The Fire Within Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.	R GW
9 - 11 a.m.	48th Annual Sylvia Cup Design Competition	R GW
9:15 - 10:30 a.m.	There's an App for That	R GW
	What a Difference Display Makes	RW
	Maximum Mobility — Reaching Customers On The Go	R GW
11 a.m. - 12:15 p.m.	Demystifying Google	R GW
12:15 - 1:30 p.m.	Networking Lunch on Your Own	R GW
1:30 - 2:45 p.m.	All About AdWords and Analytics	R GW
	Building Blocks of a Better Brand	RW
	Profitable Everyday Designs	GW
3 - 6 p.m.	Afternoon Networking on Your Own	R GW
6 - 10 p.m.	Stars of the Industry Awards Reception & Dinner	R GW
10 p.m. - Midnight	After Glow Party	R GW

*Separate registration required

Register Now: safnow.org/annual-convention