

Schedule at a Glance

TOPIC KEY + Sales & Marketing ▲ Trends * Design ★ Technology ● Operations ❖ Networking

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

C Session repeats

Wednesday, September 21

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



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 soaking in the Maui sunset and the twinkling of the stars, reconnect with friends and make new ones at the opening reception hosted by SAF President Martin Meskers, AAF.

Thursday, September 22

7 a.m. - 5 p.m.		SAF Registration Desk & Resource Center	
7 - 8:45 a.m.	+ ▲	Kick - Off Breakfast State of the Industry Address <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R G W
9 a.m. - 5 p.m.	+ ▲ *	Outstanding Varieties	R G W
9:15 - 10:30 a.m.	+ ▲ ●	Riding Out the Economic Upticks and Downturns	R G W
	+ ▲ ★ ●	Streamlining Your Shop in the Cloud	R W
	●	Dealing with Difficult Employees C 1:15 p.m.	R G W
11 a.m. - 12:15 p.m.	+ ▲ ★ ●	How I Did It: Beginnings	R G W
12:15 - 1:15 p.m.	❖	Networking Lunch on Your Own	R G W
1:15 - 2:30 p.m.	+ ▲ * ★	Premier Products Showcase	R G W
	● ❖	C Dealing with Difficult Employees	R G W
2:30 - 5:30 p.m.	+ ▲ * ★	Supplier Expo	R G W
	● ❖		
6 - 9 p.m.	❖	American Floral Endowment Annual Fundraising Reception and Dinner*	R G W

*Separate registration required

TOPIC KEY Sales & Marketing Trends Design Technology Operations Networking

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Session repeats

Friday, September 23

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - 5 p.m.		Outstanding Varieties	R G W
7 - 8:45 a.m.		Marketing Breakfast and Floral Management's 23rd Annual Marketer of the Year Award <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R G W
7 a.m. - Noon		Voting	R G W
9:15 - 10:30 a.m.		Hawaii-50	R W
		Training New Hires 3:15 p.m.	R G W
		What's Your Exit Strategy?	R G W
11 a.m. - 12:15 p.m.		2017 Floral Trends Preview	R G W
12:15 - 1:30 p.m.		Networking Lunch on Your Own	R G W
1 - 5:30 p.m.		25th Annual SAFFAC Golf Tournament*	R G W
1:30 - 2:45 p.m.		Entrepreneurial Risk-Taking	R G W
		Work Smarter, Not Harder, On Events	R
		AdWords <i>Intermediate</i> 3:15 p.m.	R
3:15 - 4:30 p.m.		Pricing for Profits	R
		AdWords <i>Intermediate</i>	R
		Training New Hires	R G W
6:30 - 8:30 p.m.		Networking Reception	R G W

Saturday, September 24

7 a.m. - 2 p.m.		SAF Registration Desk & Resource Center	
7 a.m. - Noon		Outstanding Varieties	R G W
7 - 8:45 a.m.		Keynote Breakfast and Business Session: Don't Get Caught Doing What Worked Yesterday <i>Doors open and breakfast starts at 7 a.m.; program starts at 7:30 a.m.</i>	R G W
9 - 11 a.m.		49th Annual Sylvia Cup Design Competition	R G W
9:15 - 10:30 a.m.		How to Produce Great Video	R G W
		Motivate Them! Become a Better Sales Coach	R G W
		Incentive Plans That Work	R
11 a.m. - 12:15 p.m.		AdWords <i>Advanced</i>	R G W
		ABCs of Social Media Advertising 1:30 p.m.	R G
		Eventology: The Science of Profitable Events 1:30 p.m.	R
12:15 - 1:30 p.m.		Networking Lunch on Your Own	R G W
1:30 - 2:45 p.m.		Locking in Large Corporate Accounts	R G W
		ABCs of Social Media Advertising	R G
		Eventology: The Science of Profitable Events	R
2:45 - 6 p.m.		Afternoon Networking on Your Own	R G W
5:30 - 6 p.m.		PFCI Toast	R G W
6 - 10 p.m.		Stars of the Industry Awards Reception and Dinner 6 - 6:30 p.m. Corsage & Boutonnière Bar & Reception 6:30 - 10 p.m. Awards Presentations and Dinner	R G W
10 p.m. - Midnight		After Glow Party	R G W

*Separate registration required