



PHOENIX

SEPTEMBER 6-9
2023 WESTIN KIERLAND
RESORT & SPA
138th ANNUAL CONVENTION

SCHEDULE AT A GLANCE

Learning Track Key: ■ Strategic/Operational ■ Growth/Profitability ■ Team Development ■ Trends

WEDNESDAY, SEPTEMBER 6

- 5:15 p.m. – 5:45 p.m. **First-Timer’s Reception**
- 6:00 p.m. – 8:00 p.m. **SAF President’s Welcome Party**

THURSDAY, SEPTEMBER 7

- 8:00 a.m. – 9:30 a.m. ■ **Kick Off Breakfast: State of the Industry**
- 9:30 a.m. – 5:00 p.m. ■ **Outstanding Varieties Competition Opens**
- 9:45 a.m. – 10:45 a.m. **Three Concurrent Educational Sessions**
 - **Operational Tools That Sustain Your Business**
 - **What’s Your Exit Strategy?**
 - **Blueprint for Family Business Succession**
- 10:45 a.m. – 11:15 a.m. ■ **Networking Break & Experience Zone**
- 11:15 a.m. – 12:15 p.m. ■ **All Industry Session: 2024 Flower Trends Forecast**
- 12:30 p.m. – 5:30 p.m. **Supplier Expo & Lunch**
- 3:30 p.m. – 5:15 p.m. ■ **Outstanding Varieties Highlights Tour**
- 6:00 p.m. – 7:30 p.m. **AFE Friends of Floral Reception (Open to all attendees)**

FRIDAY, SEPTEMBER 8

- 8:00 a.m. – 9:30 a.m. ■ **Innovation Breakfast: Marketer of the Year + Keynote Presentation**
- 9:45 a.m. – 10:45 a.m. **Two Concurrent Educational Sessions**
 - **Reaching Customers in a Crowded Digital Landscape**
 - **What’s Your Team’s North Star?**
- 10:45 a.m. – 11:15 a.m. ■ **Networking Break & Experience Zone**
- 11:15 a.m. – 12:15 p.m. ■ **All Industry Session: Leading with Empathy in Challenging Times**
- 12:30 p.m. – 3:00 p.m. ■ **Off Site Experience Tour of Progressive Florists (includes lunch. Limited to 50pp)**

[Continued →](#)

Learning Track Key: ■ Strategic/Operational ■ Growth/Profitability ■ Team Development ■ Trends

12:30 p.m. – 2:00 p.m.	Open time to grab lunch and network
2:00 p.m. – 3:00 p.m.	Two Concurrent Educational Sessions <ul style="list-style-type: none">■ Idea Exchange: Finding and Keeping Employees■ Harvesting Talent in Local Schools
3:15 p.m. – 4:15 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none">■ In Store Experiences Workshop■ Leveraging Third-Party Delivery■ Sharing is Caring: How Open-Book Management Drives Sales and Profits
5:00 p.m. – 6:00 p.m.	Next Gen Reception
6:00 p.m. – 7:00 p.m.	SAFPAC Reception

SATURDAY, SEPTEMBER 9

8:00 a.m. – 9:30 a.m.	■ Business Session: State of SAF, Passing the SAF Leadership Gavel
9:45 a.m. -10:45 a.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none">■ Building Brand Loyalty■ The Future of Digital Marketing■ The Future of Logistics
10:45 a.m. – 11:15 a.m.	■ Networking Break & Experience Zone
11:00 a.m. – 1:00 p.m.	■ Sylvia Cup Design Competition
11:15 a.m. – 12:15 p.m.	■ All Industry Session: Sustainability and Floriculture
1:45 p.m. – 2:45 p.m.	Three Concurrent Educational Sessions <ul style="list-style-type: none">■ Hands-on Design Session (Limited to 50pp)■ Impact of Communication Styles on Morale, Culture, Performance and Results■ Sharing is Caring: How Open-Book Management Drives Sales and Profits (REPEAT)
2:45 p.m. – 3:15 p.m.	■ Experience Zone
3:15 p.m. – 4:30 p.m.	■ Idea Exchange: Tapping New Growth Centers
6:00 p.m. – 9:00 p.m.	Stars of the Industry Awards Experience