



# 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.	<b>First-Timer’s Reception</b>
6:00 p.m. – 8:00 p.m.	<b>SAF President’s Welcome Party</b>

### THURSDAY, SEPTEMBER 7

8:00 a.m. – 9:30 a.m.	<span style="color: #00A0C0;">■</span> <b>Kick Off Breakfast: State of the Industry</b>
9:30 a.m. – 5:00 p.m.	<span style="color: #FF9800;">■</span> <b>Outstanding Varieties Competition Opens</b>
9:45 a.m. – 10:45 a.m.	<b>Three Concurrent Educational Sessions</b>
	<span style="color: #00A0C0;">■</span> <b>Operational Tools That Sustain Your Business</b>
	<span style="color: #E91E63;">■</span> <b>What’s Your Exit Strategy?</b>
	<span style="color: #8BC34A;">■</span> <b>Frictionless E-Commerce: Secrets of High Performing Websites</b>
10:45 a.m. – 11:15 a.m.	<span style="color: #8BC34A;">■</span> <b>Networking Break &amp; Experience Zone &amp; Walk Through OV with PFCI</b>
11:15 a.m. – 12:15 p.m.	<span style="color: #FF9800;">■</span> <b>All Industry Session: 2024 Flower Trends Forecast</b>
12:30 p.m. - 1:00 p.m.	<b>Lunch</b>
1:00 p.m. - 5:30 p.m.	<b>Supplier Expo</b>
6:00 p.m. – 7:30 p.m.	<b>AFE Friends of Floral Reception (Open to all attendees)</b>

### FRIDAY, SEPTEMBER 8

8:00 a.m. – 9:30 a.m.	<span style="color: #E91E63;">■</span> <b>Innovation Breakfast: Marketer of the Year + Keynote Presentation : Empowering Innovation</b>
9:45 a.m. – 10:45 a.m.	<b>Three Concurrent Educational Sessions</b>
	<span style="color: #8BC34A;">■</span> <b>Reaching Customers in a Crowded Digital Landscape</b>
	<span style="color: #E91E63;">■</span> <b>What’s Your Team’s North Star?</b>
	<span style="color: #E91E63;">■</span> <b>Blueprint for Family Business Succession</b>
10:45 a.m. – 11:15 a.m.	<span style="color: #FF9800;">■</span> <b>Networking Break &amp; Experience Zone &amp; Walk Through OV with PFCI</b>
11:15 a.m. – 12:15 p.m.	<span style="color: #E91E63;">■</span> <b>All Industry Session: Leading with Empathy in Challenging Times</b>

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12:30 p.m. – 3:00 p.m. ■ **Off Site Experience Tour of Progressive Florists (includes lunch. Limited to 100pp)**

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12:30 p.m. – 2:00 p.m. **Open time to grab lunch and network**

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2:00 p.m. – 3:00 p.m. **Two Concurrent Educational Sessions**

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■ **Idea Exchange: Finding and Keeping Employees**

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■ **Harvesting Talent in Local Schools**

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3:15 p.m. – 4:15 p.m. **Two Concurrent Educational Sessions**

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■ **In Store Experiences Workshop**

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■ **Leveraging Third-Party Delivery**

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5:00 p.m. – 6:00 p.m. **Next Gen Reception**

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6:00 p.m. – 7:00 p.m. **SAFPAC Reception**

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## SATURDAY, SEPTEMBER 9

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8:00 a.m. – 9:30 a.m. ■ **Business Session: State of SAF, Passing the SAF Leadership Gavel + AI Primer**

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9:45 a.m. -10:45 a.m. **Two Concurrent Educational Sessions**

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■ **Building Brand Loyalty**

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■ **Leveraging AI to Revolutionize Your Business**

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10:45 a.m. – 11:15 a.m. ■ **Networking Break & Experience Zone & Walk Through OV with PFCI**

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11:00 a.m. – 1:00 p.m. ■ **Sylvia Cup Design Competition**

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11:15 a.m. – 12:15 p.m. ■ **All Industry Session: Sustainability and Floriculture**

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1:45 p.m. – 2:45 p.m. **Three Concurrent Educational Sessions**

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■ **Impact of Communication Styles on Morale, Culture, Performance and Results**

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■ **Leveraging AI to Revolutionize Your Business (Repeat)**

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■ **Frictionless E-Commerce: Secrets of High Performing Websites (Repeat)**

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2:45 p.m. – 3:15 p.m. ■ **Experience Zone**

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3:15 p.m. – 4:30 p.m. ■ **Idea Exchange: Tapping New Growth Centers  
E-Commerce for Suppliers: B2B Hacks to Drive Online Sales**

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6:00 p.m. – 9:00 p.m. **Stars of the Industry Awards Experience**

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