



NEXT GEN LIVE!

Schedule at a Glance

Sunday, February 25

12:00 PM

Registration Opens

1:00 – 2:00 PM

Opening Comments & “Get To Know You” Activity

2:00 – 3:15 PM

Birth of a Blossom: The Art and Science of Flower Breeding

3:15 – 3:30 PM

Networking Break

3:30 – 5:00 PM

Industry Trends and Challenges (Cross-Segment Discussion)

5:00 – 7:00 PM

Visit the Supplier & Product Showcase

7:00 – 9:00 PM

Dinner & Team Design Competition

Monday, February 26

7:30 – 8:30 AM

Early Morning Wellness

8:30 – 9:00 AM

Continental Breakfast

9:00 – 10:15 AM

The Empathetic Leader: Strategies for Effective Team Engagement

10:15 – 10:45 AM

Networking Break

10:45 AM – 12:00 PM

Productivity Unleashed: Embracing Tech for Success

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| 12:00 – 1:00 PM | Lunch & Networking |
| 1:00 – 2:00 PM | 2 Concurrent Educational Sessions: <ul style="list-style-type: none"> • <i>Retail Focused: Seasonal Splendor: Guide to Year-Round Product Development</i> • <i>Wholesale/Supplier Focused: Data-Driven Decision Making</i> |
| 2:00 – 2:30 PM | Networking Break |
| 2:30 – 3:30 PM | Pitch-Perfect: How to Propose a New Idea |
| 3:30 – 4:00 PM | Networking Break |
| 4:00 – 5:00 PM | Grower Tour Insights |
| 6:00 – 9:00 PM | Off-Site Evening Event in San Diego |

Tuesday, February 27

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| 6:30 – 7:00 AM | Continental breakfast |
| 7:00 AM – 4:00 PM | San Diego Area Farm Tours (<i>additional fee to attend, lunch & transportation provided</i>) |
| 4:00 PM | Departures |