



# PHOENIX

140th Annual  
Convention **2025**



**EXPERTISE TO BUILD RESILIENCE AND SUSTAIN GROWTH**

## EDUCATIONAL SESSION CATEGORIES

**OPERATIONAL  
STRATEGIES**

**INSIGHTS FOR GROWTH  
AND PROFITABILITY**

**BUILD STRONGER  
TEAMS**

**FLORAL TRENDS  
AND INSPIRATION**

**NETWORKING RECEPTIONS  
AND OPEN TIME**

### MONDAY, AUGUST 11

12:00 p.m. – 2:00 p.m.	Kick Off Lunch and All Industry Session: 2026 Flower Trends Forecast
2:15 p.m. – 3:00 p.m.	First Timer Attendee Reception and Preview of Supplier Expo
3:00 p.m. – 6:00 p.m.	Supplier Expo
6:00 p.m. – 8:00 p.m.	Presidents Welcome Party

### TUESDAY, AUGUST 12

7:00 a.m. – 9:00 a.m.	State of the Industry Breakfast
9:00 a.m. – 5:00 p.m.	Outstanding Varieties Competition open for viewing
9:30 a.m. – 10:30 a.m.	<b>Three Concurrent Educational Sessions (pick 1 of 3 to attend)</b>
	• Profiles in Color: Turn Trends into Sales
	• Are You Overstaffed, Understaffed or Just Guessing?
	• Positioning Your Business for Growth and Transferable Value
10:30 a.m. – 11:00 a.m.	Networking Break & Experience Zone & Tour of Outstanding Varieties Competition with PFCI
11:15 a.m. – 12:30 p.m.	All Industry Session: Ready for What's Next: Economic Insights to Drive Smarter Decisions
12:30 p.m. – 2:00 p.m.	Open Time
2:15 p.m. – 3:15 p.m.	<b>Three Concurrent Educational Sessions (pick 1 of 3 to attend)</b>
	• Is Your Brand Helping You Grow?
	• Wellness Tools for Personal and Professional Growth
	• Positioning Your Business for Growth and Transferable Value
3:20 p.m. – 3:50 p.m.	Networking Break & Experience Zone

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4:00 p.m. – 5:00 p.m.	Three Concurrent Educational Sessions (pick 1 of 3 to attend)	
		• Idea Exchange: Turn Economic Insights into Action
		• Stop the Shrink: Strategies to Cut Waste
		• You Deserve a Vacation: Build a Business that Doesn't Break Without You
5:00 p.m. – 6:00 p.m.		Next Gen Reception
6:00 p.m. – 7:00 p.m.		SAFPAC Reception
WEDNESDAY, AUGUST 13		
7:00 a.m. – 9:00 a.m.		SAF Business Breakfast & Keynote Address: Unlocking Passion, Performance and Transformation
9:00 a.m. – 3:00 p.m.		Outstanding Varieties Competition open for viewing
9:00 a.m. – 11:00 a.m.		Sylvia Cup Design Competition (9:00 -10:00 a.m. is for competitors only)
9:30 a.m. – 10:30 a.m.	Three Concurrent Educational Sessions (pick 1 of 3 to attend)	
		• The Business of Goodbye: Grow Sympathy Profits with Intention
		• AI in Action: Smarter Sales and Service Training
		• Train to Sustain: Set New Designers Up for Success
10:00 a.m. – 11:00 a.m.		Sylvia Cup Design Competition Open to Viewers
10:30 a.m. – 11:00 a.m.		Networking Break & Experience Zone & Tour of Outstanding Varieties Competition with PFCI
11:15 a.m. – 12:30 p.m.		All Industry Session: Growing Pains and Gains: Real Stories, Real Strategies, Real Results
12:30 p.m. – 2:00 p.m.		Open Time
2:15 p.m. – 3:15 p.m.	Three Concurrent Educational Sessions	
		• The Empowered Team: Fostering a Culture of Innovation and Ownership
		• Idea Exchange: Perks that Work
		• Accelerate with AI: Strategies that Scale
3:20 p.m. – 3:50 p.m.		Networking Break & Experience Zone
4:00 p.m. – 4:30 p.m.		Roundtable: Top Takeaways from SAF Phoenix
5:30 p.m. – 10:00 p.m.		Stars of the Industry Awards Experience
THURSDAY, AUGUST 14		
7:30 a.m. – 12:30 p.m.		Off Site Tour of Progressive Retail Operations (additional fee required)
8:00 a.m. – 12:30 p.m.		From Posts to Profits: Master Social Media Strategies (additional fee required)