



AMELIA 2026

ISLAND 26

141st Annual Convention
August 18-20, 2026

EDUCATIONAL SESSION CATEGORIES

OPERATIONAL STRATEGIES	INSIGHTS FOR GROWTH AND PROFITABILITY	BUILD STRONGER TEAMS	FLORAL TRENDS AND INSPIRATION	NETWORKING, RECEPTIONS, AND OPEN TIME
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TUESDAY, AUGUST 18		
7:00 a.m. – 8:00 p.m.		SAF Registration Desk & Resource Center
12:00 p.m. – 2:00 p.m.		Kick Off Lunch and 2027 Flower Trends Forecast Keynote Presentation
2:15 p.m. – 5:15 p.m.		Supplier Expo
5:30 p.m. – 6:00 p.m.		First Time Attendee Reception
6:00 p.m. – 8:00 p.m.		Presidents Welcome Party
WEDNESDAY, AUGUST 19		
7:00 a.m. – 5:00 p.m.		SAF Registration Desk & Resource Center
7:00 a.m. – 9:00 a.m.		State of the Industry Keynote Breakfast & 32 nd Annual Marketer of the Year Announcement
9:00 a.m. – 5:00 p.m.		Outstanding Varieties Competition open for viewing
9:30 a.m. – 10:30 a.m.		Three Concurrent Educational Sessions (Choose 1 of 3 to attend)
		• Dominate Your Local Flower Market Online
		• Build Your Shops AI Brain
10:35 a.m. – 11:05 a.m.		• Stuck in the Middle: Turn Managers into Confident Leaders
		Networking Break & Experience Zone & Tour of Outstanding Varieties Competition with PFCI
11:15 a.m. – 12:30 p.m.		Keynote Presentation: Economic Reality Check: Leading Through Uncertainty
12:30 p.m. – 2:00 p.m.		Open Time for Networking and Lunch
2:05 p.m. – 3:05 p.m.		Three Concurrent Educational Sessions (Choose 1 of 3 to attend)
		• Bringing Wedding Trends to Life
		• Faster, Better, Smarter: A Modern Approach to Training
3:15 p.m. – 3:45 p.m.		• Cash Flow Confidence
		Networking Break & Experience Zone

		Two Concurrent Educational Sessions (Chose 1 of 2 to attend)
3:50 p.m. – 4:50 p.m.		When Customers Want It Now: Systems that Make it Work
		Growth Through Acquisitions: When to Buy, When to Walk Away
4:00 p.m. – 5:30 p.m.		Design Workshop: Flower Forward: Armatures That Highlight Star Varieties (Extra Fee to Attend)
6:00 p.m. – 7:00 p.m.		SAFPAC Reception: The 60-Second Showdown (Ticket required)
7:00 p.m. – 8:00 p.m.		Next Gen Reception
THURSDAY, AUGUST 20		
7:00 a.m. – 3:00 p.m.		SAF Registration Desk & Resource Center
7:00 a.m. – 8:15 a.m.		Sylvia Cup Pre-Competition Meeting (For competitors only)
7:00 a.m. – 9:00 a.m.		SAF Business Session Breakfast & Keynote Presentation: Lead Through the Noise
9:00 a.m. – 10:00 a.m.		57 th Annual Sylvia Cup Design Competition begins (for competitors only)
9:00 a.m. – 3:00 p.m.		Outstanding Varieties Competition open for viewing
		Three Concurrent Educational Sessions (Choose 1 of 3 to attend)
9:30 a.m. – 10:30 a.m.		Data Without Drowning: Turning Numbers into Better Decisions
		Are You Getting What You Pay For? A Guide to Digital Marketing Metrics
		The Conversation You're Not Having (But Should Be)
10:00 a.m. – 11:00 a.m.		57th Annual Sylvia Cup Design Competition Open for Viewers
10:35 a.m. – 11:05 a.m.		Networking Break
11:15 a.m. – 12:30 p.m.		All Industry Session: Mastermind: The Future-Ready Mindset
12:30 p.m. – 2:00 p.m.		Open Time for Networking and Lunch
		Three Concurrent Educational Sessions (Choose 1 of 3 to attend)
2:15 p.m. – 3:15 p.m.		Your Next Employee Might Be in Your Backyard
		Everyday Stems, New Possibilities
		Managing Ownership Transition
3:15 p.m. – 3:45 p.m.		Wrap Up Roundtable: Top Takeaways from SAF Amelia Island
5:30 p.m. – 9:00 p.m.		Stars of the Industry Awards Ceremony & Dinner
9:00 p.m. – 10:00 p.m.		Sparkling Send-Off
FRIDAY, AUGUST 21		
6:15 a.m. – 4:00 p.m.		Behind the Scenes: A Rare Look Inside Two Premier Foliage Growers (Off-site Tour, Additional Fee Required)
11:00 a.m.		Community Floral Activation with Asocolflores and That Flower Feeling