



AMELIA 26 ISLAND 26

The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

AI EDUCATION SESSION

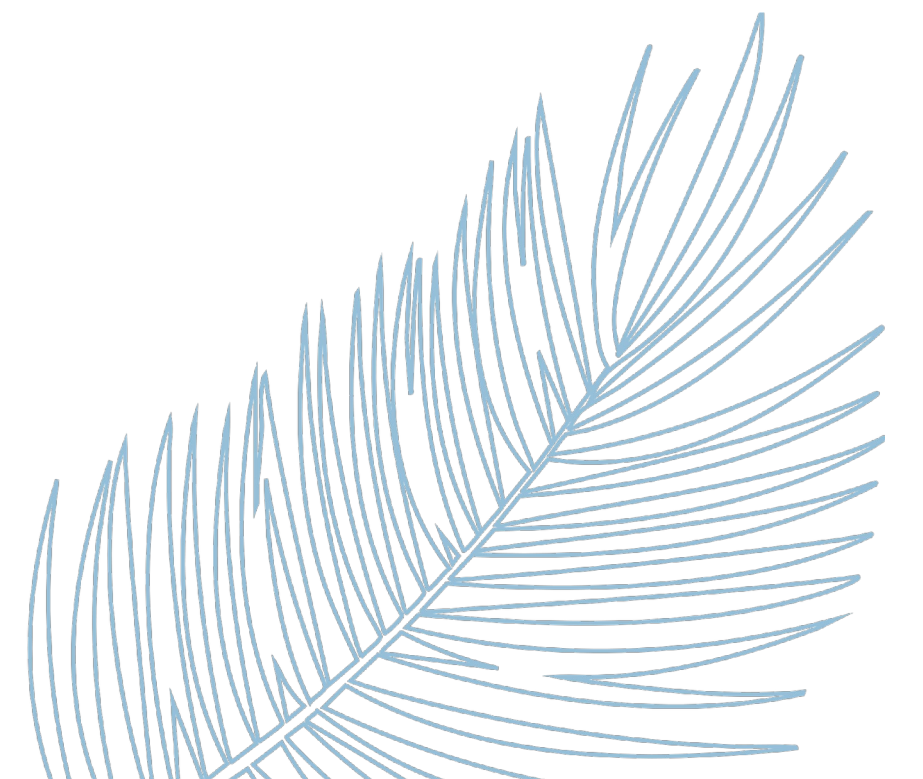
Build Your Shop's AI Brain

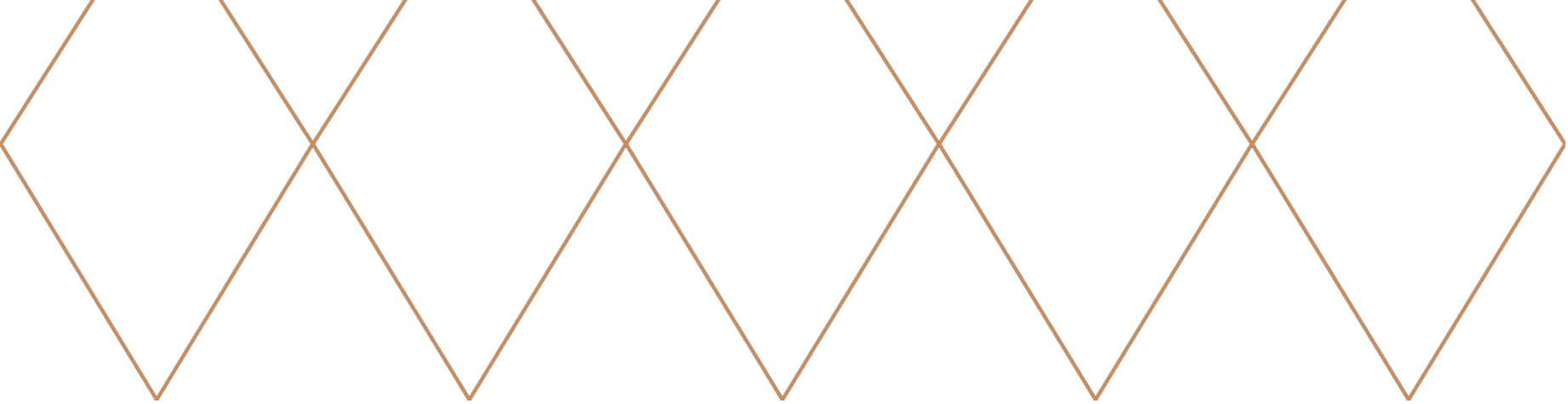
How Norton's Florist turned one person's know-how into a tool the whole team runs on

Cameron Pappas, AAF · Dana Larkin, Norton's Florist | Joe Aldeguer, SAF

A lot of the information is in Cameron's head, or not quantified at all.

And a lot of his ordering is based on what his dad used to do, or on his gut feelings.





CAMERON

Identifying the problems



I bought what I could see

I walked the cooler and bought what was in front of me. The bucket we were completely out of, I skipped. Then we had to buy it from Austin.



Buying on feeling, not need

We were operating the business on what we thought we needed, not on what we actually needed.



Money going down the toilet

Between last minute wholesaler runs and waste, nobody sees how much money leaves the building.



The count was an eyeball estimate

My cooler count was never a real number, so everything built on it inherited the guess.





DANA

So we asked one question:

What if everything Cameron knows could live in a system the whole team can use?



JOE

Working with the AI



STEP 1

Pick one problem

Ours: the weekly flower order.



STEP 2

Teach it your business

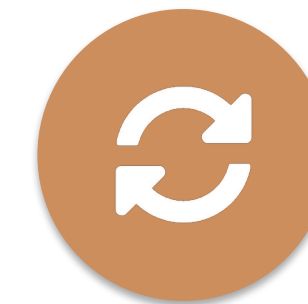
Ours: the checklist, the job description, the data.



STEP 3

Build small, check it

Ours: Cameron checked it against the cooler.



STEP 4

Fix it and repeat

Ours: 15 versions, most fixed same day.

**JUN 10 checklist · JUN 11 the AI's job description · JUN 23-29 what we wanted, and the dealbreakers ·
JUN 30-JUL 3 the shop's real data · JULY built, checked, fixed. 15 versions**

The method is on your handout. Everything you are about to see is these four steps on one real problem.

We used Claude. The method works with any good AI assistant.

JOE

Gathering data for the AI

All of this already existed in the shop. Nothing new to create or type in.



Sales

This year against last year, live



Inventory

What is on hand and what is coming



Waste

What got tossed and what it cost



Purchasing

What to buy, when, and why

The actual files: Flower Manager sales export, 2023 to June 2026 · Komet purchase analysis · Flower Buddy recipe export · recipe builder export · Waste Log responses · Inventory Tracking 2026 · hard goods Count Log · Item Catalog · Local Purchase Log · fresh sales uploads
Ten files became one screen.

Today we walk you through ONE piece, start to finish, so you can do the same.

No code. A conversation.

THE PROMPT · from your handout, word for word

"I run a flower shop and I want your help with one specific problem in it. Do not start solving it yet.

First, interview me. Ask one question at a time, wait for my answer, and push back when an answer is vague. Cover these in order: the problem and what it costs me in a normal week; how I will know it is better; what my shop is and who buys from us; how I decide this today, in my own words; what you must never do; what records I already keep and where they live; and what those records probably cannot tell you.

Hold these rules for the whole project. You recommend, I decide. Every number traces back to a file I can open, and you show me the math when I ask. If the data cannot answer, say so and tell me what would fix it. Do not create new work for my staff. And tell me when the data disagrees with me, because I would rather be corrected than agreed with.

When the interview is done, write it all back to me as one page in my own words, and we will use that page as your standing instructions from now on. Then, before you build anything, walk me through your plan in plain English and tell me what you are assuming about my shop that you should check with me first."

The whole kit, free with your SAF membership: safnow.org/build-your-shops-ai-brain

WHAT ACTUALLY HAPPENS

It interviews you.

One question at a time. It pushes back when an answer is vague.

You just answer.

The way you would train a promising new hire. No technical questions.

It writes the rule book.

Your answers come back as one page, in your words. That page becomes its standing instructions.



Scan for the whole kit.

We picked the weekly flower order.

It happened every single week. It lived entirely in my head. And getting it wrong cost real money in both directions: too much became waste, too little became lost sales.



Why not start with something bigger? Because small and weekly beats big and someday.



What we fed it, and the rules we set



What we gave it

- Years of sales history from the point of sale
- Recent sales trends, the last six weeks
- Our products, tagged by category
- Supplier invoices, so it knows real costs
- Hours of Cameron answering questions about HOW he buys



The rules we set

- It recommends. We decide.
- It must show its work. Every number, traceable to a source.
- If the data cannot answer, it says so. No guessing dressed up as an answer.
- No new busywork for the team. It uses data we already had.



CAMERON · STEP 3 OF 4: BUILD SMALL, CHECK IT

The first version did not know my shop yet.
So I told it what I knew.



I checked its numbers against my cooler, week after week.

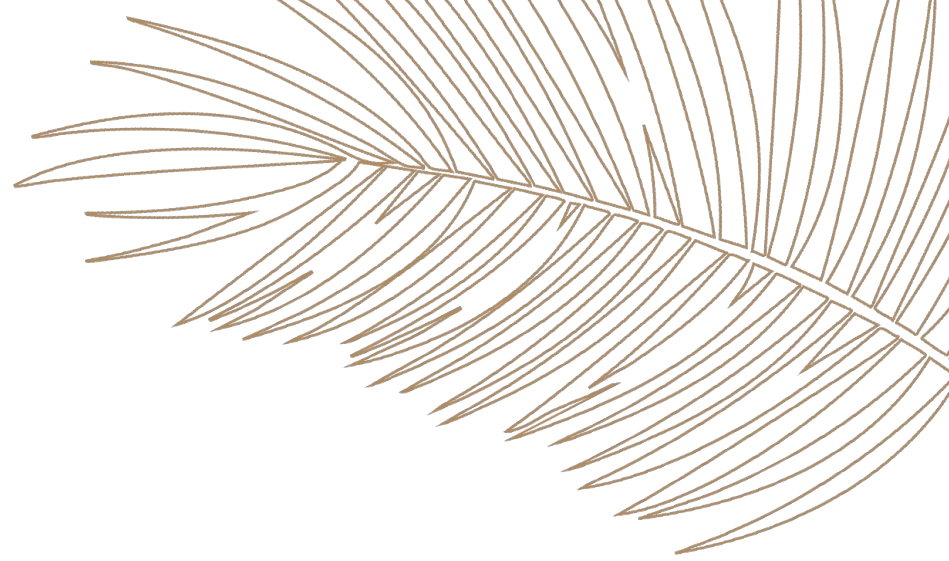


When it did not match, I said why, in florist terms.



Every correction was written down and fed the next version.





JOE · STEP 4 OF 4: FIX IT AND REPEAT

Version 15 just means we fixed it 14 times.

Cameron said what was wrong in florist terms. Joe carried it to the AI. The AI did the technical work. Most fixes shipped the same day.



Once the order piece worked, the same loop added the waste log, arrivals tracking, and the daily prep list.



ALL THREE • LIVE DEMO

See it work

LIVE DEMO

The weekly order screen: recommended quantities, what is in the cooler, what is already on a truck



Show the Math

Every number on screen can explain itself: the formula, the source, the same math you could do on paper. Slower.

"I did not trust a black box either. So it is not allowed to be one."

DANA

What mornings look like now



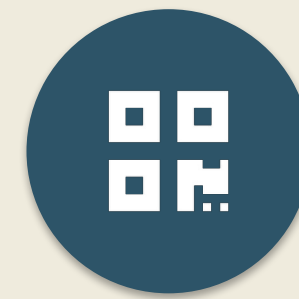
Prep list

What to make and how many,
before the day starts



Arrivals

What is coming in and when, no
surprise boxes



Waste log

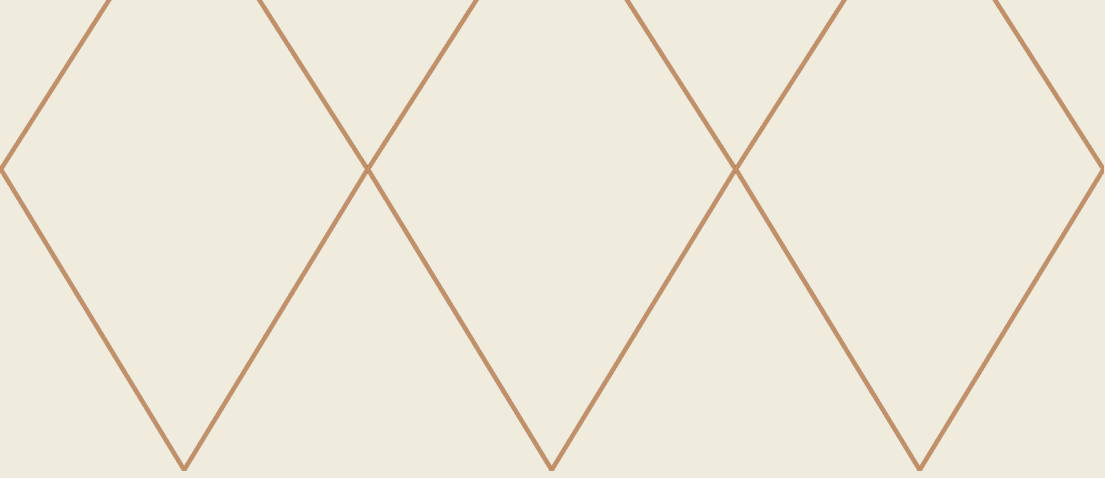
Scan, log, done. The cost adds
itself up



Sales at a glance

This year against last year,
every day

This was one piece at a time, each one the same four steps.



CAMERON + DANA

What it is already doing for us

The weekly order now starts from data, not memory. I placed this week's flower order with it.

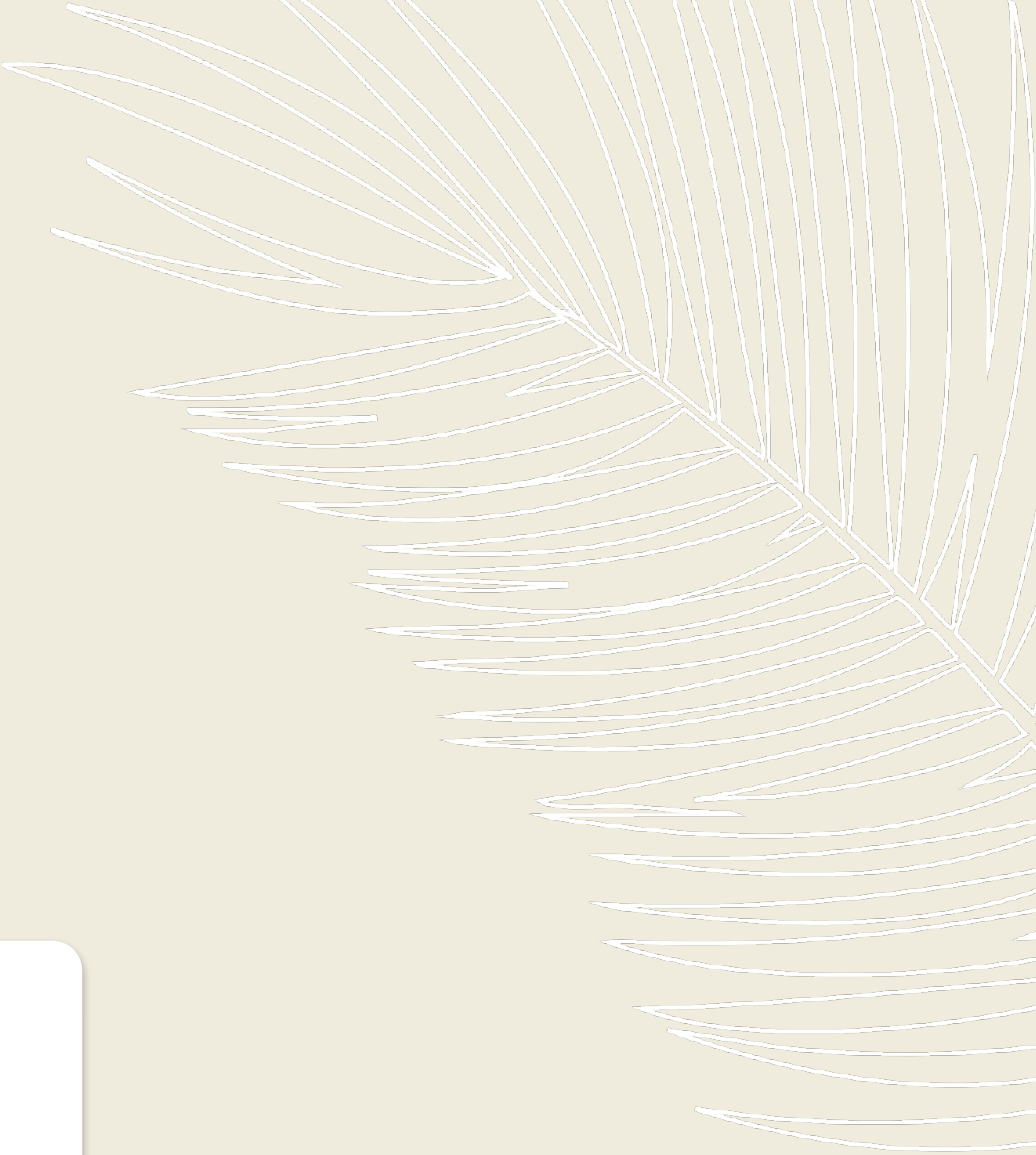
Fewer mid week shortages and designer scrambles.

Waste finally has a number attached to it.

The shop's know-how is written down. It no longer lives in one head.



Still in trial. Cameron checks every recommendation against the cooler. That is the point: it recommends, we decide.



JOE

Your first step this week

Norton's Florist Project / Floral invoice parse

floral_invoice_parse.zip

ZIP

look at this

Read 8 files, ran 4 commands, used a skill

The smoke tests pass in the sandbox. Before I give you an assessment, let me check this against the project's current state per the journal protocol.

Read 2 files, used 2 tools

Write a message...

+📎👤Manual

Fable 5High

Claude is AI and can make mistakes. Please double-check responses. [Give us feedback](#)

Progress9 of 9

Outputs33

PROJECT-JOURNAL.md

OPEN-ITEMS.md

2026-07-17-PROJECT-JOURN...

2026-07-17-OPEN-ITEMS.md...

rebuild_pipeline.py

serve_dashboard.py

app.js

2026-07-17-incremental-sales...

DATA-INVENTORY.md

2026-07-17-serve_dashboard....

2026-07-17-rebuild_pipeline.p...

Context

Ai Brain Data

Connectors

Google Drive

Skills

nortons-ai-brain-handoff

docx



CAMERON CLOSES

The time you put in comes back.

We are florists. We built this by talking about our shop, not by writing code. You can too.





AMELIA 26 ISLAND 26

The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

Thank you

Cameron Pappas · Dana Larkin · Joe Aldeguer
Questions welcome



Everything from this session, free with
your SAF membership.
safnow.org/build-your-shops-ai-brain

