

GLFEE SCHEDULE AT A GLANCE

COLOR KEY:

Business Sessions (Green)
Hands-On Classes (Blue)

Main Stage Design Shows (Pink)
Trade Show – (Purple)

***Additional Fee Applies**

FRIDAY, MARCH 1, 2024

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Working Smarter...A Full Day's Journey will help you Map Success in 2024 w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook E/F
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "The Business of Creativity" Hands on Master Class w/Rene Van Rems, Sponsored by: WFC & GLFF & Mayesh	River Overlook A/B
3:00 p.m. - 5:00 p.m.	Design Contest Registration - In partnership with FloraCraft & CalFlowers	Secchia Foyer
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student CF Prep: Fairy Bouquet w/Cara Knapp, Sponsored by: DWF	River Overlook A
7:00 p.m. - 8:00 p.m.	Business Session: Learn How Petal it Forward! w/Stephanie Brady, Sponsored by: Society of American Florists	River Overlook E/F
8:00 p.m. - 10:00 p.m.	Mix and Mingle Sponsored by: DWF	River Overlook Foyer

SATURDAY, MARCH 2, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Midnight Foam is in the "Know" w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Elegant Accents: The Art of Corsage & Pocket Square Crafting w/Michelle Soupley, Sponsored by: Mayesh	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: "Brand Practice" w/Derek Woodruff, Sponsored by: Syndicate Sales	River Overlook C
9:00 a.m. - 10:00 a.m.	Main Stage Design Show: Modus Operandi w/Jerome Raska, Sponsored by: AIFD North Central Chapter	Steelcase Ballroom A
9:00 a.m. - 10:00 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:00 a.m. - 10:00 a.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
10:00 a.m. - 5:30 p.m.	Silent Auction	Steelcase Ballroom A
10:00 a.m. - 4:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 10:30 a.m.	Visit Vendors	Steelcase Ballroom B
10:15 a.m. - 11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off w/Jerome Raska, Sponsored by: FloraCraft & CalFlowers	Steelcase Ballroom A
10:30 a.m. - 2:30 p.m.	"The Grille" for lunch (Cash & Carry)	Secchia Foyer
10:30 a.m. - 11:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
10:30 a.m. - 11:30 a.m.	Business Session: Stand Out! Uniqueness Is Your Competitive Advantage w/Bob Negan, Sponsored by: Whiz Bang	River Overlook F
11:00 a.m. - 11:30 a.m.	Visit Vendors	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: "Bloomed in Love" w/Cindy Tole, Sponsored by: Teleflora	Steelcase Ballroom A
12:00 p.m. - 12:30 p.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
12:30 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Elevating Everyday Floral Artistry for Profit w/Doug Bates, Sponsored by: FloristWare	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Why is Sustainability Blooming? w/Renato Sogueco & Jackie Lacey, Sponsored by: BloomNet	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Floral Event Elegance with Sandy Schroeck w/Sandy Schroeck, Sponsored by: Smithers Oasis	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
3:30 p.m. - 4:30 p.m.	Visit Vendors	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: How to Find, Hire, and KEEP Great People w/Bob Negan, Sponsored by: Whiz Bang	River Overlook E
4:30 p.m. - 5:30 p.m.	Main Stage Design Show: Blooms Unveiled: Deborah's Retail Floristry Revelations w/Deborah De La Flor, Sponsored by: FTD	Steelcase Ballroom A
6:00 p.m. - 7:00 p.m.	President's Reception (Trade Show floor)	Steelcase Ballroom B
7:15 p.m.	*Recognition and Awards Banquet	Steelcase Ballroom A
7:15pm - 7:30pm	Keynote: at Banquet: Petals of Progress: Insights on the State of the Industry w/Kate Penn, Sponsored by: Society of American Florists	

SUNDAY, MARCH 3, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Hand-tied: Bridal Bouquets from Basic to Bountiful w/Lisa VandenMeer CF, Sponsored by: Mayesh	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Event Centerpiece w/Sandy Schroeck, Sponsored by: Smithers Oasis	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: Elements and Principles for PROFITABLE Sympathy w/Doug Bates, Sponsored by: FloristWare	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:30 a.m. - 10:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
10:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Maintain to Sustain: Statements to Events w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	Steelcase Ballroom A
10:30 a.m. - 11:00 a.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
11:00 a.m. - 12:00 p.m.	Visit Vendors	Steelcase Ballroom B
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: Soil to Self: Nurturing Growth, Empowerment, and Blossoming our Roots w/Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	Steelcase Ballroom A
12:45 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: "The Business of Creativity" w/Rene Van Rems, Sponsored by: WFC & GLFF	Steelcase Ballroom A
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: "If it Don't Make Dollars it Don't Make Sense" w/Ace Berry, Sponsored by: Flower Shop Network	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: Foundations for Building Healthy Relationships w. Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	River Overlook F

MONDAY MARCH 4, 2024

9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "Floral Wearables in the World of Photography and Marketing" w/Ace Berry, Sponsored by: Flower Shop Network	Monroe A DeVos Place
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