

# Event Schedule

## Thursday, September 8

- 12:00 pm—5 pm: Flowers & Supplies arrive. Committee Chairpersons arrive to process and set-up  
6:30 pm **President's Reception—EVERYONE WELCOME!**--Hospitality Suite

## Friday, September 9

- 8:00 am—12:00 pm **Arkansas Cup** Contestants meet and compete—Silver City Ballroom, East  
8:00 am—12:00 pm **Mid America Cup** Contestants meet and compete—Silver City Ballroom, East  
1:00 pm—5:00 pm Move-in for Exhibitors, Staff and Vendors—Silver City Ballroom, East  
1:00 pm—4:00 pm Registration desk open  
6:30 pm **Welcome to the 50's!!!—Silver City Ballroom, West**  
We started in the 50's, let's return for a night of fun! Join in and dress in theme to enjoy an evening celebrating all things 50's!!  
7:30 pm **Designing From the 50's-20's —Silver City Ballroom, West**—Design Panel  
Enjoy the decades of florals!!! Watch as designers showcase their talents in this panel style program.  
Featuring: Alan Masters AIFD-50's, Allison Hobson AIFD-60's, Scott Brents-70's, Lance Shingleur-80's, Kathy Rodocker AIFD-90's, and Tanarah Haynie AIFD-2000's!!!

## Saturday, September 10

- 7:30 am—8:45 am **Hands-On Classes**  
Learn new and exciting techniques to enhance the look of your arrangements  
**1)Armature Class**-Ken Senter AIFD.  
**2) Foliage Manipulation Class**-Kathy Rodocker AIFD.  
9:00 am—4:00 pm Registration desk/Reserve Banquet seating opens-You **MUST RESERVE SEATS!**  
9:00 am—10:00 am **Building your Brand..with today's Marketing**-Renato Sogueco AAF, PFCI  
Silver City 1  
Join him for this fast-paced, quick update on how to build your digital sales. Learn how to employ the best social media strategy and practices to match evolving customer demographics, ensure your website and Google Business Profile are in tip-top shape to rank high in customer searches, take phenomenal photos and videos to best present your floral artistry, and learn to use Google Ads to turn the tables on national advertisers and grow your local business.  
10:30 am—11:30 am **Meet the Mid-America contestants!!!- Silver City I**

- 11:45 am-- AFA Board Meeting—**EVERYONE WELCOME!!**
- 12:15 pm—1:30 pm Lunch (Riverfront Steakhouse Buffet is available for purchase)
- 1:30 pm—2:45 pm **Design...Build...“Brand”**—Gina Thresher Aifd—Silver City 1  
Branding is more than just a logo. In today’s market, you need to design everything you do to build your brand. Style, selection, marketing-all tell your consumer who and what you are about. If it doesn’t, you are missing opportunities. Gina will walk you through how using your style, adjusted to meet your target market, can build your brand. Brand everything you do on social media as well as to the consumer.
- 3:00 pm—4:00 pm Hands on Corsage Class—Alan Maters AIFD
- 5:30 pm-- Board members photographs—Silver City Ballroom, West
- 6:00 pm—6:45 pm **PASSION: Celebrating Our 70<sup>th</sup> Year**  
President’s Reception and Cash Bar—Hotel Lobby Bar
- 7:00 pm-- President’s Banquet, Awards and Recognition—Silver City Ballroom, West

## **Sunday, September 11**

- 7:30 am—9:00 am **Hands-On Classes**  
Learn new and exciting techniques to enhance the look of your arrangements  
**1)Armature Class**-Ken Senter AIFD.  
**2) Foliage Manipulation Class**-Kathy Rodocker AIFD.
- 9:00 am--12:00 pm Registration Desk opens
- 9:00 am—10:15 am **Everyday Artistry**-Silver City I-Cindy Tole AIFD, CFD  
Elevate the level of your daily floral designs to reveal and reflect the artist within your spirit!!
- 10:45 am—12:00 pm **Amer Floral Trends-Forward Thinking Insights**-Silver City I-J. Keith White AIFD  
American Floral Trends is your inspiration portal to the top four color palettes, design elements and styles anticipated to be popular with consumers in the upcoming year. Join Creative Director J. Keith White AIFD as he demonstrates floral design applications from each of the four trends, along with tips for merchandising. The trend report is a collaborative project from the nation's leading designers, floral educators, product developers and influencers that have identified the emerging trends that florists can leverage to attract customers and grow their business.
- 12:00 pm—1:30 pm Lunch (Riverfront Steakhouse Buffet is available for purchase)
- 1:30 pm—3:30 pm **Iron Designer Competition**, 3<sup>rd</sup> Annual Nick Schembra AIFD, AMF , Silver City I
- 4:00 pm—8:00 pm Move-out for Exhibitors, Staff and Vendors—Silver City Ballroom, East

See you in 2023!!!