

# CENTENNIAL CELEBRATION 100 YEARS IN FLORISTRY 1921-2021

## FSFA 2021 CONVENTION August 27-29 2021

### Friday, August 27, 2021

8:30am-9:30am	<b>FSFA Board Meeting</b>	Chairman's Boardroom
Noon-5:00pm	<b>TRADE FAIR SET UP (VENDORS)</b>	Global Ballroom A
1:00pm-2:00pm	<b>FERN TRUST CUP</b> Sponsor - Fern Trust Inc. - Seville, Florida Sponsor – Giftwares Co. Inc. Sponsor –Oasis Floral Products	Key West Room
3:00pm-5:00pm	<b>FSFA TELEFLORA SUNSHINE CUP</b> Sponsor - Teleflora	Atrium
6:00pm-9:00pm	<b>OPENING RECEPTION AND MAIN STAGE PRESENTATION FEATURING RUBEN CONSA AIFD CFD PFCI "EVENING IN THE TROPICS"</b> Sponsor – Oasis Floral Products Sponsor - Yola Guz School of Floral Design – Miami, Florida Product Sponsor - Allure Farms - Doral, Florida <b>Opening Reception – Cash Bar – Hors D'oeuvres</b> Sponsor - FTD Sponsor – Pennock Floral – Orlando <b>Opening Reception Entertainment</b> Sponsor - Floriology Institute powered by BloomNet	Global Ballroom B
		Global Ballroom A

### Saturday, August 28, 2021

8:00am-10:00am	<b>Ian Prosser AIFD CFD PFCI 4<sup>th</sup> Annual Bridal Bouquet Competition (Bring Completed Designs to Registration Desk)</b> Sponsor – Botanica International Design and Décor Studio – Tampa, Florida	Registration Desk
9:00am-10:00am	<b>BUSINESS SEMINAR PRESENTATION FEATURING MICHELLE MORGAN &amp; MARTY MCCALL "MARKETING"</b> Sponsor - Kuhn Flowers – Jacksonville, Florida	Global Ballroom B
10:30am-12:00pm	<b>MAIN STAGE DESIGN PRESENTATION FEATURING SANDY SCHROECK AIFD CFD PFCI "TAKING EVERYDAY DESIGN TO THE NEXT LEVEL"</b> Sponsor – Floriology powered by BloomNet Product Sponsor – Floristcentric - Orlando, FL	Global Ballroom B
12:15pm-1:15pm	<b>LUNCH- FSFA ANNUAL MEMBERS MEETING AND ELECTIONS OF OFFICERS</b>	Global Ballroom B
1:15pm-2:00pm	<b>MOTIVATIONAL SPEAKER FEATURING BARRY GOTTLIEB - Author-Speaker-Success Mentor-Trusted Advisor "BUSINESS &amp; PERSONAL SUCCESS"</b>	
2:00pm-3:00pm	<b>TRADE FAIR SHOPPING &amp; FLORIDA FLORIST FUND SILENT AUCTION</b> Commentary by Jenna Sleeman AIFD CFD	Global Ballroom A

<b>3:00pm-4:30pm</b>	<p><b>MAIN STAGE DESIGN PRESENTATION FEATURING CHARLIE GROPPETTI AIFD CFD</b>  <b>“MERCHANDISING” and PORCH VIEW HOME</b>  Sponsor - This Mainstage Presentation is made possible with funding from the Florida Florist Endowed Fund, the AIFD Foundation Grant to the Florida State Florists’ Association partially underwrites this educational program.  Product Sponsor - Jet Fresh Flowers - Miami Florida  Product Sponsor – Porch View Home – Memphis, Tennessee</p>	<b>Global Ballroom B</b>
<b>6:00pm-7:00pm</b>	<p><b>COCKTAIL RECEPTION – CASH BAR</b></p>	<b>Global Ballroom A</b>
<b>7:00pm-11:00pm</b>	<p><b>PRESIDENTS GALA &amp; AWARDS / INSTALLATION OF OFFICERS CENTENNIAL CELEBRATION-100 YEARS IN FLORISTRY 1921-2021</b>  Featuring Décor of Alejandro Figueira AIFD CFD  Product Sponsor - Full Pot of Flowers - Pompano Beach, Florida  Entertainment Sponsor - Floriology Institute powered by BloomNet</p>	<b>Global Ballroom B</b>
<b>SUNDAY, AUGUST 29, 2021</b>		
<b>7:30am-8:30am</b> <b>8:00am-10:00am</b>	<p><b>FSFA BOARD MEETING</b>  <b>HANDS-ON DESIGN CLASS</b>  <b>FEATURING FSFA DESIGNER OF THE YEAR 2021 ANDREW STINSON AIFD CFD</b>  <b>(EXTRA FEE REQUIRED, LIMITED TO THE FIRST 25 REGISTRATIONS)</b>  Sponsor – Florida State Florists’ Association Education Fund  Product Sponsor – Berkeley Florist Supply - Miami, Florida  Product Sponsor – Oasis Floral Products</p>	<b>Chairman’s Boardroom</b> <b>Key West Room</b>
<b>10:30am-11:30am</b>	<p><b>MAIN STAGE DESIGN PRESENTATION FEATURING JENNY THOMASSON AIFD CFD PFCI EMC</b>  <b>“WEDDING BOUQUETS...TO HAVE AND TO HOLD”</b>  Sponsor - Teleflora  Product Sponsor – Orlando Wholesale Florist – Orlando, Florida</p>	<b>Global Ballroom B</b>
<b>12:00pm-12:30pm</b> <b>12:30pm-2:00pm</b>	<p><b>LUNCH</b>  <b>MAIN STAGE DESIGN PRESENTATION FEATURING JACOB MCCALL AAF AIFD CFD FSM D</b>  <b>“BOLD” – THE POWER OF COLOR!”</b>  Sponsor – FTD  Product Sponsor – Knud Nielsen Co. – Evergreen, Alabama  Product Sponsor – Equiflor/Rio Roses - Miami Florida  Product Sponsor – P &amp; F Costa Rica Flower Farm</p>	<b>Global Ballroom B</b>
<b>2:00pm-2:30pm</b>	<p><b>Presidents Closing Remarks and Auction</b></p>	<b>Global Ballroom B</b>