

CENTENNIAL CELEBRATION 100 YEARS IN FLORISTRY 1921-2021

FSFA 2021 CONVENTION August 27-29 2021

Friday, August 27, 2021

Noon-5:00pm	TRADE FAIR SET UP (VENDORS)	Global Ballroom A
1:00pm-2:00pm	FERN TRUST CUP Sponsor - Fern Trust Inc, Seville, Florida	Key West Room
3:00pm-5:00pm	FSFA TELEFLORA SUNSHINE CUP Sponsor - Teleflora	Atrium
6:00pm-9:00pm	OPENING RECEPTION AND MAIN STAGE PRESENTATION FEATURING RUBEN CONSA AIFD CFD PFCI Sponsor - Yola Guz School of Floral Design Product Sponsor - Allure Farms, Doral, Florida Fun Night – Cash Bar – Heavy Hors D’oeuvres	Global Ballroom B Global Ballroom A

Saturday, August 28, 2021

8:00am-10:00am	Ian Prosser AIFD CFD PFCI 4th Annual Bridal Bouquet	Registration Desk
9:00am-10:00am	BUSINESS SEMINAR PRESENTATION FEATURING MICHELLE MORGAN & MARTY MCCALL “MARKETING” Owners of Kuhn Flowers – Jacksonville, Florida	Global Ballroom B
10:30am-12:00pm	MAIN STAGE DESIGN PRESENTATION FEATURING SANDY SCHROECK AIFD CFD PFCI “TAKING EVERYDAY TO THE NEXT LEVEL” Sponsor – Floriology powered by BloomNet Product Sponsor – Floristcentric, Orlando, FL	Global Ballroom B
12:15pm-2:00pm	LUNCH- FSFA ANNUAL MEMBERS MEETING AND ELECTIONS OF OFFICERS MOTIVATIONAL SPEAKER FEATURING BARRY GOTTLIEB - author-speaker-success mentor-trusted advisor “BUSINESS & PERSONAL SUCCESS”	Global Ballroom B
2:00pm-3:00pm	TRADE FAIR SHOPPING & FLORIDA FLORIST FUND SILENT AUCTION Commentary by Jenna Sleeman AIFD CFD	Global Ballroom A
3:00pm-4:30pm	MAIN STAGE DESIGN PRESENTATION FEATURING CHARLIE GROPPETTI AIFD CFD “MERCHANDISING” and PORCH VIEW HOME Sponsor - The Mainstage Presentation is underwritten through a grant awarded by the AIFD Foundation with funding made possible from the Florida Florist Fund Product Sponsor - Jet Fresh Flowers, Miami Florida	Global Ballroom B
6:00pm-7:00pm	COCKTAIL RECEPTION	Global Ballroom A
7:00pm-10:00pm	PRESIDENTS GALA & AWARDS CENTENNIAL CELEBRATION-100 YEARS IN FLORISTRY 1921-2021 Featuring Décor of Alejandro Figueira AIFD CFD	Global Ballroom B

Product Sponsor - Full Pot of Flowers, Pompano Beach, Florida

SUNDAY, AUGUST 29, 2021

8:00am-10:00am	HANDS ON DESIGN CLASS FEATURING FSFA DESIGNER OF THE YEAR 2021 ANDREW STINSON AIFD CFD (EXTRA FEE REQUIRED, LIMITED TO THE FIRST 25 REGISTRATIONS) Sponsor – Florida State Florists’ Association Product Sponsor – Berkeley Florist Supply, Miami, Florida	Key West Room
10:30am-11:30am	MAIN STAGE DESIGN PRESENTATION FEATURING JENNY THOMASSON AIFD CFD PFCI EMC Sponsor - Teleflora Product Sponsor – Orlando Wholesale Florist	Global Ballroom B
12:00pm-2:00pm	LUNCH WITH MAIN STAGE DESIGN PRESENTATION FEATURING JACOB MCCALL AAF AIFD CFD FSMD “BOLD” – THE POWER OF COLOR! Sponsor - FTD Product Sponsor – Equiflor/Rio Roses, Miami Florida	Global Ballroom B
2:00pm-2:30pm	Presidents Closing Remarks	Global Ballroom B