



AGENDA



Beyond New: Embracing Circular and Sustainable Metrics Sunday 2/9 - Welcome to OFR 2025

3:30pm- 5:30pm
Registration Desk 1

- Registration - Pick up Nametags

4:30pm-5:00pm
Grand Ballroom C
Exhibit Area

- Sponsor and Exhibitor Meeting

5:00pm-5:30pm
Grand Ballroom C
Exhibit Area

- New Attendee Meeting - First Time Attendees

5:30pm-7:30pm
Grand Ballroom B
Theater Area

- Super Bowl Tailgate/Super Bowl Party
Sponsored by IOF
Open Bar

7:30pm - 9:30pm
Grand Ballroom B
Theater Area

- Cocktail Party
Sponsored by Conklin Office Furniture
Open Bar

9:30pm - 11:00pm

- Cash Bar Open

Monday 2/10 - Network / Learn

7:00am-9:00am
Registration Desk 1

- Registration - Pick up Nametags

8:00am-9:30am
Grand Ballroom C
Exhibit Area

- Breakfast Buffet
Sponsored by Omnimax USA

9:00am-11:00am
Grand Ballroom C
Exhibit Area

- Exhibit Booths Open
Sponsored by Business Environments
Pickup Booth Card, have it Stamped by ALL Exhibitors for 3 Chances to Win \$ 400!

10:00am-11:00am
Registration Desk 1

- Registration - Pick up Nametags

11:00am - 12:00pm
Grand Ballroom B
Auditorium

- Opening Keynote Speaker
"AI as a Growth Catalyst: How Organizations Can Thrive in the Age of Intelligence"
Dr. Mehran Basiratmand, FAU Instructor and CIO Strategic Advisor
Zdenka Cumano, PhD. Candidate and Instructor, Florida Atlantic University
Sponsored by COE Distributing/Office Source

12:00pm-1:00pm
Registration Desk 1

- Registration - Pick up Nametags

12:30pm - 1:30pm
Grand Ballroom C
Exhibit Area

- Lunch Buffet
Sponsored by Envirotech

2:00pm-5:30pm
Grand Ballroom C
Exhibit Area

- Exhibit Booths Open
Sponsored by Business Environments
Pickup Booth Card, have it Stamped by ALL Exhibitors for 3 Chances to Win \$ 400!

3:30pm-4:30pm
Grand Ballroom B
Auditorium

- Panel Discussion
How To Squeeze More Margin Out of Products & Services
Moderated by Mark Awtry, President, Office Furniture Center
Sponsored by Carolina Office Solutions

4:00pm-5:00pm
Registration Desk 1

- Registration - Pick up Nametags



Beyond New: Embracing Circular and Sustainable Metrics **Monday 2/10 - Network / Learn**

5:00pm - 7:00pm
Grand Ballroom C
Exhibit area

- Cocktail Party
Sponsored by Duvaltex
- Dinner - On your Own

Tuesday 2/11 - Network / Learn

8:00am-9:30am
Grand Ballroom C
Exhibit Area

- Breakfast Buffet
Sponsored by United Asset Management

9:00am-11:00am
Grand Ballroom C

- Exhibit Booths Open
Sponsored by Business Environments
Pickup Booth Card, have it Stamped by ALL Exhibitors - 3 Chances to Win \$ 400!

11:00am-12:00pm
Grand Ballroom B
Auditorium

- Keynote Speaker
"Sustainable Success: Building Trust, Embracing Change, and Co-Elevating Through Partnerships"
Rick Gallegos, President and CEO, Dale Carnegie Training
Sponsored by Office Furniture Center

12:00pm - 1:00pm
Grand Ballroom C
Exhibit Area

- Lunch Buffet
Sponsored by Refurbiture and Core Office Parts

1:00pm - 1:45pm
2nd Floor Meeting Rooms

- First Education Session
Education Sponsored by Reimagine Office Furnishings

			Choose One of the following Topics:
Location:	Salon 5	1	Selling Sustainability & Circularity: Turning Challenges into Opportunities Rick Gallegos, President and CEO, Dale Carnegie Training
	Salon 6	2	Marketing: Session 1 - Branding from Scratch: Establishing your Brand's Identity Session 2 - Marketing Strategy Essentials: Unleash your Brand's True Identity Session 3 - Media Planning & Creative Brief Essentials Nicole Valentin Alicea, Founder & President, Brand NV
	Salon 7	3	Marketing OFR Metrics that Matter: Advocating for an Industry Standard John (JJ) Jerman, Founder & President, Office Furniture Works
	Salon 8	4	Workplace Culture - Why Getting it Right Matters J.D. Ewing, Chairman and CEO, COE Distributing



Beyond New: Embracing Circular and Sustainable Metrics Tuesday 2/11 - Network / Learn

1:45pm - 2:00pm

- Break

2:00pm - 2:45pm

- Second Education Session - Topics From List Above

2:45pm - 3:00pm

- Break

3:00pm - 3:45pm

- Third Education Session - Topics From List Above

4:15pm - 5:15pm

Grand Ballroom B

- Panel Discussion - Focus Group - OFR National Marketing
Moderated by Bill Adams, President, Reimagine Office Furnishings
Sponsored by Carolina Office Solutions

5:30pm - 7:30pm

Poolside

- Cocktail Party
Sponsored by Davies Office Furniture
DJ & Karaoke
- Prize Drawings for Cash: Booth Cards that were Stamped by all Exhibitors
Drawn by our Sponsor: Robert Jordan, Business Environments
- Dinner - On your Own

Wednesday 2/12 - Play Day

- Breakfast - On your own (Except Golfers - see below)

8:00am-1:30pm

Golf

**NO TRANSPORTATION
BEING PROVIDED**

701 Golfpark Drive
Celebration, FL 34747

- Golf Tournament - Celebration Golf Club
8:00am Shotgun Start, Breakfast to be provided
Sponsored by Nationwide Office Liquidators

Drink Cart Sponsored by OLS Trading
Putting Contest Sponsored by West Michigan Office Interiors

10:45am-2:00pm

Signature 1 Entrance
2600 Lee Road
Winter Park, FL 32789

- Axe Throwing Event
The Axe Trap
Sponsored by Corporate Office Furniture & Panels

4:00pm-til we crown a winner

Pool Deck

- Cornhole Tournament
Sponsored by Open Plan Systems

4:00pm - 6:00pm

Poolside

- Cocktail Party
Sponsored by Sunset Transportation
- Dinner - On your Own