

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, FEBRUARY 28, 2025

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 4:30 p.m.	*Interactive Hands-On Workshop/ Business Session: Buying and Merchandising for Profitable Flower Shops w/Doug Bates and Kelsey Thompson Sponsored by Flower Shop Network	River Overlook A/B
3:00 p.m. - 5:30 p.m.	Design Contest Registration In partnership with FloraCraft & CalFlowers	Secchia Foyer
6:00 p.m. - 8:00 p.m.	* Hands-On "The Art of the Whimsical Wedding" w/Stefanie Rutherford, Sponsored by: DWF	River Overlook A
6:30 p.m. - 8:00 p.m.	* Hands-On "Inspire to Be a Certified Florist" w/Jedidiah Daddow, and Cindy Hall, Sponsored by: GLFF	River Overlook B
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student Prep: "Inspiring Unique Mask Decorating" w/Steve Chase and Laurie Williams, Sponsored by: DWF	River Overlook C
8:00 p.m. - 10:00 p.m.	Mix and Mingle Sponsored by: Mayesh	River Overlook Foyer

SATURDAY, MARCH 1, 2025

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands-On Workshops (choose one)	
	*Hands On: "Inspired Sustainable Wedding Bouquets" w/Gina Thresher, Sponsored by: BloomNet	River Overlook A
	*Hands On: So Fetch (Floral Accessories Workshop) w/Grace Morrow & Kymbra Tucker, Sponsored by: Mayesh	River Overlook B
	*Hands On: Serpentine Serenity: A Celebration of Life Workshop w/Dondi Richardson Sponsored by: FloraCraft	River Overlook C
9:00 a.m. - 9:30 a.m.	Cracking the Code of Floral Certifications w/Jerome Raska, Amber Kirkland, Amanda Rosencrantz Sponsored by: GLFF	Steelcase Ballroom A
9:30 a.m. - 10:00 a.m.	Certified Florist (CF) Tips and Tricks Panel show w/Jerome Raska, Alice Waterous, Amber Kirkland Sponsored by: GLFF	Steelcase Ballroom A
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. - 10:15 a.m.	Visit Trade Show Vendors	
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. - 11:30 a.m.	Business Session: Building Your Dream Team (The Blueprint for Success and Scalability) w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
10:30 a.m. - 11:30 a.m.	Business Session: Building a Brand Through Customer Service w/Derrick Myers, Sponsored by: Crockett Myers	River Overlook F
11:00 a.m. - 11:30 a.m.	Visit Trade Show Vendors	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Triple Play Container Twist "One Vase Three Visions" w/Helen Miller, Sponsored by: Teleflora	Steelcase Ballroom A
12:30 p.m. - 1:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Elevating Sympathy Expressions w/ Neville McKay, Sponsored by: Smithers Oasis	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: FMF Eco-Engagement: Leveraging Sustainability to Drive Floral Sales w/Renato Sogueco & Eric Black, Sponsored by: BloomNet & Syndicate Sales	River Overlook E
2:00 p.m. - 2:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Destination Weddings w/Edward Smith, Sponsored by: FloristWare	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: How to Make a Lasting Impression w/Fayez Radwan, Sponsored by: Great Lakes Floral Foundation	River Overlook E
3:30 p.m. - 4:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: Assume the Sale: Perfecting Consultations That Close Every Time w/Brandee Gaar, Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
4:00 p.m. - 5:00 p.m.	Main Stage Design Show: Wedding Event with Sustainability W/Kelly Shore, Sponsored by: Syndicate Sales	Steelcase Ballroom A
6:00 p.m. - 6:45 p.m.	President's Reception	Steelcase Ballroom B
7:00 p.m. - 9:30 p.m.	*Recognition and Awards Banquet Keynote: Making Sense of Sustainability: How Sustainability can help w/Jackie Lacey, Sponsored by American Floral Endowment	Steelcase Ballroom A

SUNDAY MARCH 2, 2025

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands-On Workshops (choose one)	
	*Hands On: Attainable, Sustainable Floral Design w/Kelly Shore, Sponsored by: Syndicate Sales	River Overlook A
	*Hands On: Embracing Memories, Crafting Memorial Designs w/Neville McKay, Sponsored by: Smithers Oasis	River Overlook B
	*Hands On: Destination Wedding Bouquets w/Edward Smith, Sponsored by: FloristWare	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Assume the Sale: Perfecting Consultations That Close Every Time w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
9:30 a.m. - 10:30 a.m.	Business Session: Cash-in on Collaborative Classes w/Jen Linehan, Sponsored by: Beautiful Blooms by Jen	River Overlook F
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Inspiring Sustainability in Wedding Designs w/Gina Thresher, Sponsored by: BloomNet	Steelcase Ballroom A
11:00 a.m. - 12:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: State of the Industry w/Derrick Myers, Sponsored by Crockett Myers	Steelcase Ballroom A
12:45 p.m. - 1:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Profitable Plants: Beyond the Basket and Bow w/Samantha Bates, Sponsored by: FTD	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Building Your Dream Team: (The Blueprint for Success and Scalability) w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Building a Brand Through Customer Service w/Derrick Myers, Sponsored by: Crockett Myers	River Overlook F
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom A
2:00 p.m. - 2:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Merchandising and Design Techniques for Boosting Sales /Doug Bates and Kelsey Thompson, Sponsored by: Flower Shop Network	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Optimizing Floral Delivery-Shop Driver vs Delivery Service Providers (Uber, Roadie, DoorDash) w/Renato Sogueco, Sponsored by: BloomNet	River Overlook E
3:45 p.m. - 7:00 p.m.	Tear Down/Move Out	