

"Mardi Gras – A Floral Celebration Royale"

ARKANSAS FLORISTS ASSOCIATION
59th ANNUAL CONVENTION AND MARKET
AUGUST 18-21, 2011

HOT SPRINGS CONVENTION CENTER
HOT SPRINGS NATIONAL PARK, ARKANSAS
SCHEDULE OF EVENTS

Thursday, August 18

- 12 N – 5 P Flowers and supplies arrive
Committee Chairmen arrive and set up the rooms
- 6-9P President's Reception for Committees and Guests at the Old Mill Wedding Chapel – 2026 Park Avenue
7P Dinner on your own for those who wish

Friday, August 19

- 7A Move-in Staff report to Hall A
- 7A - 5P Exhibitor Move-in, Hall A - Convention Center
- 9A All Arkansas Cup Contestants report to Convention Center – Room 209
- 10A – 2P Food Court open in Trade Market – Hall A *"Café Du Monde"*
- 1P All Mid-America Cup Contestants report to convention center – Room 209
- 1P - 5P Exhibitor Registration South End – Hall A – sponsored by Teleflora
Convention Registration & Banquet Reservations – Main Lobby
- 7P Dinner & Show - Convention Center Hall B – Tickets must be purchased at Registration
8P *"A Floral Celebration"* - by Tom Bowling AIFD. CFD, PFCI sponsored by Teleflora

Saturday, August 20

- 7:30A Vendor Appreciation Breakfast – Trade Market Food Court - sponsored by BloomNet & Betty's Wholesale
- 7:45A All AFA Board Members report to Entrance to Trade Market – Hall A
- 7:50A Ribbon Cutting Ceremony to open Trade Market – Hall A – sponsored by Lion Ribbon
- 8A - 5P Registration Desk Open – Reserve Banquet Seating – Lobby to Hall A - sponsored by Teleflora
- 8A – 5P Trade Market & Convention Center Open - Halls A & B - SHOPPING & SYMPOSIUMS
- 8:15-9A Arkansas Florists Academy –
"Marketing your Business" featuring Bryan Whitehouse - sponsored by FTD - Room 201
"Hands-On Corsage Class" featuring John Hosek AIFD, CFD, PFCI sponsored by Fitz Designs
-Limit 20 – Cost \$20 - Advance Registration & Payment Required – NO REFUNDS Room 209
- 9A – 3P Food Court open in Trade Market – Hall A *"Café Du Monde"*
- 9A Banquet Decorations – Hands-on in the Ballroom – ALL MEMBERS INVITED TO PARTICIPATE
- 9:30-11A Design Panel – Permanent Botanicals sponsored by Mays Wholesale, P R Hughes Trading Company,
Smith Wholesale & TMI Gifts, Décor & More - Hall B
Fresh Designs featuring the Mid-America Contestants including
Bitsy Carter AMF, PCF of Hope, 2010 Arkansas Cup Winner
– Commentator Jamie Adams – Flowershop Network – Hall B
- 11:00A Association Annual Members Meeting – Convention Center – Room 201-202
- 12N Lunch in the Food Court *"Café Du Monde"* and **SHOPPING IN THE TRADE MARKET** – Hall A
- 1-2:30P *"A History of Floral Design"* featuring Bill Taylor AIFD - sponsored by BloomNet - Hall B
- 1-3P Election of Officers for 2012 – Voting – Main Lobby – Hall A
- 1-4 Corsage Bar (Design Your Own) – Julie Hardy - sponsored by Betty's Wholesale

SHOPPING IN THE TRADE MARKET

3-3:45P Arkansas Florist Academy - *"Here Comes the Bride! How to Sell, Market and Keep Brides Coming Back"*
featuring Jo Buttram AAF, AMF. PCF & Shelby Shy
- sponsored by BloomNet - Room 201

"Hands-On Corsage Class" featuring John Hosek AIFD, CFD, PFCI of Fitz Designs
- Limit 20 - COST \$20 - Advance Registration & Payment Required - NO REFUNDS - Room 209

4:00-4:45P Arkansas Florists Academy - *"Social Networking"* featuring Jamie Adams
sponsored by Flowershop Network - Room 201

"Fitz - Fits" featuring Tom Bowling AIFD CFD PFCI
sponsored by Fitz Designs - Room 205

4:45-5P **SHOPPING IN THE TRADE MARKET**

5P Trade Market Closes - Get ready for the banquet - *"Mardi Gras - A Floral Celebration Royale"*

5:30P 2012 Officers & Board Members report to Horner Lobby for Photos

6-7 President's Reception - Cash Bar - Horner Hall Lobby

7P President's Banquet & Awards *"Mardi Gras - A Floral Celebration Royale"*

Sunday, August 21

8A Registration Open - Lobby Hall A sponsored by Teleflora

8A **SHOPPING IN THE TRADE MARKET** - OPEN ALL DAY (All booths remain open until 5P)

8:15-9:30A *"A Wedding Celebration - Fabulous, Fantasy, Fitz-tastic"*
featuring John Hosek AIFD CFD PFCI sponsored by Fitz Designs - Hall B

10-10:40A Arkansas Florists Academy - *"Marketing your Business"* - featuring Bryan Whitehouse
- sponsored by FTD - Room 201
"Fitz - Fits" - featuring Tom Bowling AIFD CFD PFCI
- sponsored by Fitz Designs - Room 205

10:50-11:30A Arkansas Florists Academy - *"Here Comes the Bride! How to Sell, Market and Keep Brides Coming Back"*
featuring Jo Buttram AAF, AMF. PCF & Shelby Shy
- sponsored by BloomNet - Room 201
"Social Networking" featuring Jamie Adams
sponsored by Flowershop Network - Room 205

12 NOON Lunch & SHOPPING IN THE TRADE MARKET - Food Court Open *"Café Du Monde"* - Hall A
Past President's Luncheon - Room 209

12:30-2P *"Translating Trends into Everyday Designs"* featuring Toomie Farris AAF, AIFD
sponsored by FTD - Hall B

SHOPPING IN THE TRADE MARKET - Hall A

2:30-4P Design Panel - Permanent Botanicals sponsored by Mays Wholesale, P.R. Hughes Trading Company,
Smith Wholesale and TMI Gifts, Décor & More
Fresh Designs featuring the Mid-America Contestants including
Bitsy Carter AMF, PCF of Hope, 2010 Arkansas Cup Winner
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SHOPPING IN THE TRADE MARKET

5P Grand Prize Drawings - Eureka Springs & Hot Springs Weekend Packages
and drawing for Bistro Table & Chairs - Convention Ends

"Up Close & Personal" On sight design shows on the Trade Market Floor - Schedule TBA
Immediately following the BloomNet Program on Saturday at 2:30P (30 min)
Immediately following the Fitz Design Program on Sunday at 9:30A (30 min)
Immediately following the Florists Academy on Sunday at 11:30A (30 min)
Immediately following the FTD Program on Sunday at 2P (30 min)

Thanks for coming !!

See you in 2012 for "Diamond Jubilee - Our 60th Anniversary Celebration"