

**Sessions Included in your General Conference Registration**  
**Core Curriculum + Guest Speakers**

**Core Curriculum**

***Are You Overlooking Valuable Skills?***

***Kelly Perry of Team Flower***

Human resources are the most valuable asset in your flower growing business (and expensive). Make the most of this investment by tuning into this important session on skill set development. You have been collecting experience your entire life and so has your team or future team. Learn how to put these unique skill sets to work in your business with flowers. In this informative and interactive session, Kelly will do what she does best, help you connect the dots. You'll leave with tools to guide you and your current/future staff through uncovering and utilizing valuable, overlooked skills in your flower growing business. *Practical.*

***My Life with Flowers***

***Kelly Perry of Team Flower***

Learn how Kelly has transferred her skill set, experiences, passions and education into a life in the floral industry. Listen to her story as she designs using her unique design philosophy in front of you. It all comes together one step at a time. *Inspirational.*

***What I Wish My Clients Understood***

***Kelly Perry of Team Flower***

There is a complex network of tasks that run our flower growing businesses and along with this a price tag to compensate for expenses and energy expended to deliver value to clients. In this session we are sharing specific phrases and patterns of thought you can use to communicate this to your clients without ever actually revealing the secrets behind the magic you make. Learn to speak to the priorities of your clients and build trust quickly. *Practical.*

***Bucket Washing and Other Tasks No One Wants***

***Kelly Perry of Team Flower***

In this session we'll address those necessary tasks that make our flower world go round. Bucket washing *just might become* that thing that connects, lifts and motivates you and your team. Create a fun, lively, supportive work environment using specific phrases and exercises we will share, and motivate and inspire both yourself and current/future team using the beauty of true teamwork. *Practical and Inspirational.*

***I'm Tired, Practical ways to manage stress and stay healthy and happy***

***Kelly Perry of Team Flower***

It's true, growing flowers is both mentally and physically taxing. Unfortunately there's more to it than "playing with flowers." Adrenal fatigue, anxiety, muscle spasms and headaches are all common place for floral business owners. In this session we will address how constant movement actually prohibits business growth and guide you through a process for restoring and maintaining balance in your business and life. It *is* possible to find rhythm and balance in the mist of it all. *Practical.*

## Guest Speakers

### ***The Elements and Principles of Design***

***Kelly Perry of Team Flower and James Farmer of James Farmer, Inc.***



Flower growers who understand the principles of design are able to grow with the end product in mind and speak the language of a designer both of which are valuable to today's floral designers. In this session, we will outline and explore the foundational principles as they relate not only to floral design, but a variety of creative endeavors, for example, event and interior design. Photos will accompany this session so you can visualize and grasp the ways these principles are applied in various settings and situations. As a result of this session, you will not only be more aware of what's going through the designer's mind as they purchase flowers, but able to pivot and move — always keeping things fresh! *Practical and Inspirational.*

### ***Floral Arranging with James Farmer - Luncheon*** ***James Farmer of James Farmer, Inc.***

Enjoy lunch and see an arrangement come together, one stem at a time. James will share his thought process for choosing vessels, mechanics and flowers as well as the why and how behind flower placement. This will give flower farmers an inside look at how designers approach arranging. *Practical.*

### ***High Profit Flower Business*** ***J Schwanke of uBloom***

J is a fourth generation florist and managed his family's million dollar flower shop, greenhouses and event business for 18 years. Curious how he did it? J shares the inside scoop and stories to inspire you, and your work with flowers. J is passionate about our flower industry and has traveled the nation filming flower farm documentaries that will make you smile. His new program, J Schwanke's Life in Bloom premieres with PBS - April 2018. *Practical and Inspirational.*

### ***Making Magic with Flowers: Behind the scenes on installations*** ***Rachel and Lauren of Sweet Root Village***

In this session Rachel and Laura will take you behind the scenes of beautiful floral installations and give you the inside scoop on how they dreamed it up, sold it and go it done! This session will help flower growers understand the end product and needs of floral designers in a deeper way. *Practical.*

## **Ticketed Add-ons for Registered Attendees (Priced Individually)**

### **Hands-on Workshop**

#### ***Flower Jewelry, Alternatives to the Traditional Corsage J Schwanke, Host of Fun with Flowers and J on uBloom***

Create a flower accented wrist cuff and flower ring using quick adhesive techniques, no wiring required. Learn to select appropriate materials, proper care and handling of flower and foliage materials, create two beautiful, fashion forward designs, learn to sell and price the finished pieces... and have Fun with Flowers and J! \$150

### **Meal & Networking**

#### ***Flowers in Fashion Dinner Party/Networking Opportunity***

We're all wearing our favorite floral print attire and taking a stroll down the green carpet, champagne in hand. Enjoy a lovely dinner, music and mingling with all your flower friends. Not to be missed! Meet & Greet with Kelly and photos on the green carpet. \$150

#### ***Welcome to the Floral Industry Luncheon Networking Opportunity***

Lunch and meet fellow industry professionals who are in year 1-3 of their floral business or are considering a career in the floral industry. \$65

#### ***Retail Floral Shop Owner Luncheon Networking Opportunity***

Lunch and meet fellow industry professionals who own or would like to own a retail shop. If you are seeking to sell a business in the future you will have the opportunity to distribute your business card. \$65

#### ***Career Change Breakfast Networking Opportunity***

Breakfast and meet fellow industry professionals who have or will soon transition to flowers as a new career. \$65

#### ***Flower Business and Mom with Young Children Breakfast Networking Opportunity***

Lunch and meet fellow industry professionals who run a flower business and are raising young children in the process. \$65

\*While it is unlikely, session topics and speakers may require adjustment due to circumstances outside our control