



SCHEDULE

Sunday, February 25, 2024

12:00 p.m.	Registration Open	Great Room Foyer
1:00 p.m. – 2:00 p.m.	Opening Comments and Get to Know You	Great Room 1-5
2:00 p.m. – 3:15 p.m.	Birth of a Blossom: The Art and Science of Flower Breeding	Great Room 1-5
3:15 p.m. – 3:30 p.m.	Networking Break	Great Room Foyer
3:30 p.m. – 5:00 p.m.	Industry Trends and Challenges Discussion	Great Room 1-5
5:00 p.m. – 7:00 p.m.	Supplier and Product Showcase	Great Room 1-5
7:00 p.m. – 9:00 p.m.	Dinner and Team Design Competition	Great Room 1-5

Monday, February 26, 2024

7:30 a.m. – 8:30 a.m.	Early Morning Mindfulness/Wellness	Great Room 1-5
8:30 a.m. – 9:00 a.m.	Continental Breakfast	Great Room Foyer
9:00 a.m. – 10:15 a.m.	The Empathetic Leader: Strategies for Effective Team Engagement	Great Room 1-5
10:15 a.m. – 10:45 a.m.	Networking Break	Great Room Foyer
10:45 p.m. – 12:00 p.m.	Productivity Unleashed: Embracing Tech for Success	Great Room 1-5
12:00 p.m. – 1:00 p.m.	Lunch and Networking	The Patio
	Choose 1 of 2 Concurrent Digital Marketing Workshop Sessions	
1:00 p.m. – 2:00 p.m.	Seasonal Splendor: Guide to Year-Round Product Development	Great Room 1-5
	Succeed in Sales: Strategies to Build Loyal Customers	Shutters West
2:00 p.m. – 2:30 p.m.	Networking Break	Great Room Foyer
2:30 p.m. – 3:30 p.m.	Pitch-Perfect: How to Propose a New Idea	Great Room 1-5
3:30 p.m. – 4:00 p.m.	Networking Break	Great Room Foyer
4:00 p.m. – 5:00 p.m.	Grower Tour Insights	Great Room 1-5
6:00 p.m. – 9:00 p.m.	“Into the Wild” Offsite Dinner & Networking Event	Kairoa Brewing Company

Tuesday, February 27, 2024

6:00 a.m. – 7:00 a.m.	Continental Breakfast	Great Room Foyer
6:45 a.m.	Board Buses	Porte Cochere
7:00 a.m.	Leave hotel for tours of San Diego International Flower Market, Kendall Farms and Mellano and Company (snacks and lunch provided)	
4:00 p.m.	Arrive back at DoubleTree Hotel and departures	



NEXT GEN LIVE!

FEB. 25-27, 2024 | SAN DIEGO, CA

GROW. CONNECT. LEAD.

Thank You To Our Sponsors

Crown Mogul



Bouquet Big Shot



Corsage Commander



Boutonniere Bud

