



NIFDA

National Independent Flag Dealers Association

2019 Annual Convention and Expo

Cincinnati, OH & Covington, KY | Sept. 22-24, 2019

SUNDAY, SEPTEMBER 22, 2019

- 1pm-4pm **NIFDA KICK-OFF PARTY** | The Great American Ball Park
Network with flag industry friends and enjoy the Cincinnati Reds vs. New York Mets game courtesy of our local convention host, The National Flag Company, and Flagsource.
- 4pm-6pm Registration at Hotel Covington
- 6pm-7:30pm **WELCOME RECEPTION** | Courtyard of Hotel Covington with Open Bar & Hors d'Oeuvres
- 7:30pm Evening to explore on your own! We suggest checking out The Over-the-Rhine district (OTR), which is located on the north edge of downtown Cincinnati and boasts some of the hottest restaurants and bars in the region, or Covington's historic Mainstrasse Village, with German food, bourbon bars, and unique shops and galleries.

MONDAY, SEPTEMBER 23, 2019

- 8:30am **Convention Opening Ceremony & Introductions** | Hotel Covington
- 8:45am **OPENING KEYNOTE | Pufferfish Effect: Secrets to Crush Your Competition**
Susan Frew, Motivator and Thought Leader on Business and the Trades
Learn how to be a pufferfish in your community and turn your business into a roaring success. The pufferfish is a fish that naturally makes itself appear bigger than it actually is, thus giving it a bigger presence in the ocean. Apply that same concept to your business through a laser-focused strategy for everything from business plan to marketing. By making your presence bigger, stronger, and more well-known, you'll not only claim a bigger stake in the market and turn your business into a success, but even overcome some of the massive obstacles facing anyone in business.
- 10:15am **PROFESSIONAL SESSION | Strategic Planning**
Special Guest Speaker from the Goering Center of Private and Family Business, University of Cincinnati
With the intent of accelerating business growth and sustaining family and private business harmony, the Goering Center helps business leaders address the unique and critical issues facing firms of all sizes.
- 11:15am **AFFINITY GROUPS: Family-Owned Business | Retail Sales | Online Sales**
NIFDA convention attendees will have a unique opportunity to share "common ground" with professional peers while discussing current trends and issues during these "Affinity Group" Sessions. We will break up into groups, so bring your questions and input to these valuable open-topic exchange sessions and let the conversation begin. Each Affinity Group will be assigned a Moderator to help keep the discussions flowing smoothly.
- 12:00pm Lunch in the Courtyard of Hotel Covington
- 1:00pm **INDUSTRY PANEL DISCUSSION | Let's Talk Flagpoles**
A panel made up of flagpole manufacturers, installers, and service providers will lead the discussion on everything flag pole. The topics may include, but are not limited to: Installation, Service Programs, Permitting & Regulations, Lighting, Shipping, and Current Challenges.
- 2:15pm **PROFESSIONAL SESSION | Using Technology To Grow Your Business**
Susan Frew grew her company 535% in one year by being tech-centric. Completely connected by CRM, review management, email blasts, reminder calls, and call answer routing, her company uses a mix of today's cutting edge tools to out-perform their competition attract young talent. This seminar will give you the step by step tools to take your business from paper to performance. Out with the old, in with the new and on to super profits!

- 3:30 pm **Special Guest Speaker**
- 4:00 pm Exhibit Hall Set-Up (Exhibitors Only)
- 6:00 pm **INDUSTRY NIGHT DINNER & EXPO** | Madison Event Center
 Network with flag industry leaders, manufacturers, and suppliers. Visit exhibit tables to learn about New products and program. Enjoy entertainment, dinner and drinks.
\$500 in cash prizes will be awarded throughout the Business Expo.
- 9:00pm **NIFDA AT NIGHT | Network & Enjoy a Night on the Town**
 Details to come!

TUESDAY, SEPTEMBER 24, 2019

- 8:30am **Breakfast & Business | Annual Business Meeting & Breakfast**
- 9:30am **KEYNOTE PRESENTATION by STEVE McCLATCHY | Leading Relationships: Communicate Effectively, Resolve Conflict, Hold Others Accountable & Lead High Performance Business Relationships**
- Author of the award winning New York Times Bestseller **Decide: Work Smarter, Reduce Your Stress & Lead by Example**, Steve McClatchy has worked with some of the most prominent organizations in the world including Google, Under Armour, Disney, John Deere, Microsoft, NBC, Universal, HP, Tiffany's, Campbell's Soup, and many teams in the NFL, NBA, NHL, and MLB.
- Steve's keynote and workshop will help each of us communicate effectively, work with diverse multi-generational teams, set expectations, give and receive feedback, gain commitment, resolve conflict, and get others to follow through.
- 11:00am **Leading Relationships Workshop | Steve McClatchy**
- 12:30pm **The National Flag Company | 150th Anniversary Celebration, Lunch, & Factory Tour**
 Transportation will be provided from Hotel Covington
- 3:00pm **Honor and Remember Flag Presentation & Ceremony**
- The mission of Honor & Remember is to perpetually recognize the sacrifice of America's military fallen service members and their families. The organization pays tribute to all military lives lost, not only while serving on active duty but also as a result of serving. Military deaths in all wars or conflicts and all branches of service from our nation's inception are recognized. The primary vehicle for perpetual recognition is a specific and dedicated symbol of remembrance created by this organization: the Honor and Remember Flag, which is intended to fly continuously as a tangible and visible reminder to all Americans of the lives lost in defense of our national freedoms.
- 6:30 pm **Cocktail Reception | Downtown Cincinnati, McCormick & Schmicks Seafood & Steaks**
- 7:30pm **NIFDA Annual Awards Dinner| Downtown Cincinnati, McCormick & Schmicks Seafood & Steaks**
 Celebration to honor our industry, our peers, and the 2019 Betsy Ross Award Recipient.