



NIFDA

National Independent Flag Dealers Association

2023 Annual Convention and Expo Scottsdale AZ | Oct. 15-17, 2023

SUNDAY, OCTOBER 15, 2023

2:00-4:00pm **CONVENTION REGISTRATION** | The Scottsdale Resort & Spa Garden Court

4:00-7:00pm **WELCOME RECEPTION** | Garden Court

7:00pm **EVENING TO EXPLORE ON YOUR OWN**

MONDAY, OCTOBER 16, 2023

7:30am **BREAKFAST** | The Scottsdale Resort & Spa Sunset Plaza

9:00am **OPENING CEREMONY, COLOR GUARD PRESENTATION & INTRODUCTIONS** | Arizona Room

10:00am **OPENING KEYNOTE | Leading with Laughter: The Power of Humor in Leadership**
Paul Osincup, Humor & Positivity Strategist Speaker and Content Creator for Happify
This hilarious & content-rich keynote not only provides the foundation of WHY humor is such an effective leadership trait, but also HOW to incorporate humor into your leadership style. You'll leave with techniques for using humor and improv strategies to enhance team communication & connection, improve productivity, and ensure that this year you get the coolest boss' day gift.

11:30am **LUNCH BUFFET ON THE PATIO** | Sunset Plaza

12:45pm **CONCURRENT WORKSHOPS SESSION 1**
Brick and Mortar Store Layouts: Ways to effectively set up your retail store | Arizona I
Get fresh perspectives on effective store layouts and find out how others are strategically directing shoppers to high-priority products, driving impulse sales, managing customer flow, staying organized, and most importantly, creating a positive customer experience.
The Dangers of Business Networking Systems & Ecommerce Systems | Arizona II
Learn to avoid the perils of poorly designed business networking systems, important security considerations, and configuration tips for remote connectivity. Discover the dangers of upgrading to a modernized ecommerce system and how to select the best platform for your business.
Diversifying Your Business: Products you can sell to complement flags/flagpoles | Arizona III
Discover what additional unique and profitable products fellow members are making and selling and share your own experiences selling items that complement your flag and flagpole business.

2:00pm **CONCURRENT WORKSHOPS SESSION 2 – REPEAT SESSION 1**

3:00pm **FREE TIME**

5:00-10:00pm **MANUFACTURERS EXPO AND DINNER** | Coronado 4/5 & Paradise Lawn
Network with manufacturers and suppliers while visiting exhibitor tables to discover new products, programs, and technologies. Then, enjoy an al fresco dinner under the stars, lawn games, and classic rock hits from the 70's and 80's with fellow NIFDA member, Joe Cicero of American Flag & Pole Co., on guitar!



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TUESDAY, OCTOBER 17, 2023

BREAKFAST ON YOUR OWN

- 10:00am **INDUSTRY DISCUSSION | Flagpoles** | Arizona Room
Join fellow NIFDA members in a discussion to share ideas for selling, installing, and repairing flagpoles.
- 11:00am **ANNUAL NIFDA BUSINESS MEETING**
- 11:30am **MCCORMICK RANCH LUNCH BUFFET** | Sunset Plaza
- 12:30pm **KEYNOTE | Stop Working So Hard: The Leaders' Guide to Elevating People, Process, and Performance**
Kristin J. Arnold, MBA, CSP, CPF Master, President and founder of Quality Process Consultants, Inc.
In this fun, upbeat and interactive session, you will learn how to coach your team members to be truly empowered – with minimal intervention from you! You'll increase the quality and quantity of conversations you have with your employees, accelerate their development, and dramatically improve their performance.
- 1:45pm **INDUSTRY DISCUSSION | State of the Flag Industry**
Manufacturers and Dealers - get ready to share your unique perspective during the closing session. Join us for an FMAA update, a review of marketplace trends, and a sourcing discussion. Together, we'll survey the current landscape, identify opportunities, and explore the future outlook for the flag industry.
- 3:00pm **FREE TIME**
- 4:15pm **BUS TRANSPORTATION TO DINNER** | The Scottsdale Resort & Spa McDowell Building
- 5:00pm **COCKTAIL RECEPTION & NIFDA ANNUAL AWARDS DINNER** | Desert Foothills Dude Ranch
Wear your best western gear and get ready for a fabulous sunset in the Arizona desert as we enjoy a cocktail reception followed by a traditional Southwestern meal with our closest NIFDA friends. We will also celebrate our 2023 Betsy Ross Award for Service Recipient!
- 9:00pm **BUSES BACK TO HOTEL**