



# NIFDA

National Independent Flag Dealers Association

## 2021 Annual Convention and Expo Chicagoland - Naperville, IL | Oct. 3-5, 2021

### SUNDAY, OCTOBER 3, 2021

2:00-4:00pm **CONVENTION REGISTRATION** | Hotel Arista Lobby

4:00pm **Uber or Hotel Shuttle to WhirlyBall** (1 mile) | 3103 Odyssey Ct, Naperville, IL, 60563

4:00-7:00pm **WELCOME RECEPTION** | WhirlyBall

*Refreshments Sponsored by Eder Flag & Activities Sponsored by FlagZone*

Get ready for some unadulterated fun and unique networking as we kickoff convention. Reconnect with flag industry friends over a game of HyperBowling or WhirlyBall. Appetizers and drinks included.

7:00pm **EVENING TO EXPLORE ON YOUR OWN** | We suggest checking out Downtown Naperville ([downtownnaperville.com](http://downtownnaperville.com)) or Freedom Commons ([freedomcommons.com](http://freedomcommons.com)) for a delightful mix of diverse restaurants and bars to please any palette or stay and play on campus at Tap-In Pub or Topgolf.

### MONDAY, OCTOBER 4, 2021

7:30-8:30am **BREAKFAST** | Santorini  
*Sponsored by Allied Flag*

8:30am **OPENING CEREMONY, COLOR GUARD PRESENTATION & INTRODUCTIONS** | Grand Ballroom

9:30am **OPENING KEYNOTE | Creating an Epic, Unforgettable Brand**

**Rachael Kay Albers, RKA ink Founder, Brand Strategist & Creative Director**

While the rest of the WWW obsesses over “going viral,” RKA ink is over here building brands that go the distance. Part marketing masterclass, part one woman show: you’ll learn how to build a body of work that builds community AND curiosity — from a business comedian and court jester of online marketing!

11:00am **INDUSTRY DISCUSSION | Sourcing Struggles & Solutions**

Looking for new and reliable resources for purchasing things your business needs? Searching for hard-to-find products? Bring your want list, share favorite sources, and discover sourcing solutions based on the experience and recommendations of fellow NIFDA members.

noon **LUNCH** | Prefunction

1:00pm **PROFESSIONAL SESSION | How to Make the Changes You Know You Need to Make**

**Barry Moltz, Small Business Expert, Consultant & Author**

Many small business owners know they need to change the way they do things to be successful, but when it comes time to make the change, most hesitate or fail to take the necessary action. Based on original research, Barry shows the key steps to breaking this harmful pattern and becoming the “ChangeMaster” your business needs to be successful in the future.

2:15pm **CONCURRENT WORKSHOPS SESSION 1**

- Small Business Tech Solutions | Member Roundtable | Santorini A/B
- How to Stop Being Busy and Be Productive to Get Everything Done | Barry Moltz | Santorini C
- Innovations in Flagpoles, Installation & Repair | Member Roundtable | Mykonos

- 3:30pm **CONCURRENT WORKSHOPS SESSION 2**
- Small Business Tech Solutions | Member Roundtable | Santorini A/B
  - Extreme Makeover: Turn Your Old Website into a Sales Machine | Rachael Kay Albers | Santorini C
  - Innovations in Flagpoles, Installation & Repair | Member Roundtable | Mykonos
- 4:00pm Expo Tables Set-Up (Exhibitors Only) | Grand Ballroom
- 6:00pm **INDUSTRY EXPO & DINNER** | Grand Ballroom  
*Sponsored by Valley Forge Flag*  
 Network with flag industry leaders, manufacturers, and suppliers over dinner and drinks. Visit exhibitor tables to learn about new products and programs while earning poker chips for Casino Night.
- 8:00pm **CASINO NIGHT** | Grand Ballroom  
*Sponsored by Annin Flagmakers*  
 Enjoy an entertaining evening of casino games with professional dealers, including blackjack, craps, and roulette. Feeling lucky? \$1,000 in prizes will be awarded at the end of the night.

## **TUESDAY, OCTOBER 5, 2021**

- 7:45am **Shuttle to FlagSource** | Bus departs from Hotel Arista Lobby at 8:00am.
- 8:30am **100+ ANNIVERSARY CELEBRATION | Breakfast & Factory Tour of FlagSource**  
 951 Swanson Dr, Batavia, IL, 60510  
*Sponsored by FlagSource*
- 11:00am **INDUSTRY SESSION | Manufacturer Show & Tell** | Grand Ballroom  
 Discover new products, resources, and technologies available from our manufacturing members.
- 12:30pm **LUNCH & ANNUAL BUSINESS MEETING | NIFDA Board of Directors**  
*Sponsored by Dixie Flag*
- 1:45pm **INDUSTRY SESSION | The Good Flag Salesman... Fifty Years in the Flag World**  
**James Ferrigan, Consulting Vexillologist**  
 From his early experience as a Cub Scout, to managing the first retail flag store in North America, to serving on the executive board of the North American Vexillological Association, Jim has always had a love of flags. This presentation offers a reflection of how flags, the flag trade, and the broader flag world have changed over time, especially since the American Revolution Bicentennial.
- 3:00pm **KEYNOTE PRESENTATION | Your Customers Are Changing! You Better Be Changing as Well.**  
**David Avrin, Customer Experience & Marketing Consultant, Speaker & Author**  
 In the most competitive business environment in modern history, the winners today are often those who are remarkably easy to do business with. Being better tuned-in to the increasingly unique wants of your customers creates better experiences and increased loyalty. David shines a light on the profound shift in customer expectation, while showing your team everyone's role in eliminating barriers, engaging prospects, and creating customer experiences worth sharing.
- 4:30pm **FREE TIME**
- 6:00pm **Uber to The Moment on Main** (9 miles) | 122 N. Main St, Wheaton, IL, 60187
- 6:30pm **COCKTAIL RECEPTION & NIFDA ANNUAL AWARDS DINNER** | The Moment on Main  
*Reception Sponsored by Atlas Flag & Banquet Dinner Sponsored by Concord American Flagpole*  
 Celebrate our industry and the Betsy Ross Award for Service Recipient, the George Washington Award of Excellence Recipient, and 2021 NIFDA Photo Contest winners.