

**STAFDA'S 33rd CONVENTION & TRADE SHOW, NOVEMBER 8 – 10, 2009  
GEORGIA WORLD CONGRESS CENTER**

**Saturday, November 7**

7:00 a.m. – 5:00 p.m.	- <b>STAFDA Registration</b>	Level 3 – A Bldg.
7:00 a.m. – 6:00 p.m.	- Exhibitor Move-In	Halls A1-A3

**Sunday, November 8**

7:00 a.m. – 6:00 p.m.	<b>STAFDA Registration</b>	Level 3 – A Bldg.
7:00 a.m. – 5:00 p.m.	- Exhibitor Move-In	Halls A1-A3
7:30 a.m. – Noon	- Manufacturer Meetings	GWCC Rooms
9:00 a.m. – Noon	- <b>Alan Beaulieu</b> on Economic Trends	A412
	- Lunch on Own/Restaurants open at GA World Congress Center	
1:00 – 4:30 p.m.	- <b>Four Concurrent Educational Workshops</b> <i>(Programs run 1:00 – 2:30, break from 2:30 – 3:00, Programs repeat 3:00 – 4:30; McQuiston's program runs 3 hours, no repeat)</i>	
	1. <i>Visual Merch. &amp; Showroom Design</i> – <b>Greg Gorman</b>	A411
	2. <i>Small to Big</i> – <b>Steve Strauss</b>	A404-405
	3. <i>How to Soar Like an Eagle</i> – <b>Robert Stevenson</b>	A402-403
	4. <i>Creating a Marketing Plan</i> – <b>Dan McQuiston</b> (runs 3 hours)	A412
1:00 – 3:00 p.m.	- <b>Spouse/Companion Program</b> <i>Chef Kevin Rathbun: Cooking Demo &amp; Darryl Wiseman: Creating an Attractive Floral Centerpiece</i>	A315
6:30 – 9:30 p.m.	- <b>STAFDA/Georgia Aquarium Party</b>	GA Aquarium

**Monday, November 9**

7:00 a.m. – 6:00 p.m.	- <b>STAFDA Registration</b>	Level 3 – A Bldg.
8:00 – 8:30 a.m.	- General Session Seating	Thomas Murphy Ballroom
8:30 – 11:00 a.m.	- <b>General Session:</b> State of the Industry reports and <b>Keynote Speaker: Herman Cain, Leadership is Common Sense</b>	Thomas Murphy Ballroom
11:00 a.m. – Noon	- Exhibitors/Reps in Hall for final show prep	Halls A1-A3
	- Lunch on Own/Restaurants Open at GA World Congress Center	
12:00 – 6:00 p.m.	- <b>Trade Show</b>	Halls A1-A3
Evening	- Open to Associate Hospitality	

**Tuesday, November 10**

7:00 a.m. – 3:00 p.m.	- <b>STAFDA Registration</b>	Level 3 – A Bldg.
9:00 a.m. – 4:00 p.m.	- <b>Spouse/Companion Tours</b>	Depart Conv. Ctr.
9:00 a.m. – 3:00 p.m.	- <b>Trade Show</b>	Halls A1-A3
	- Lunch on Own/Restaurants Open at GA World Congress Center	
5:00 – 6:30 p.m.	- <b>Closing Party</b>	Thomas Murphy Ballroom
3:00 – 11:45 p.m.	- <b>Exhibitor Move Out</b>	Halls A1-A3

**Wednesday, November 11**

7:00 a.m. – Noon	- <b>Exhibitor Move Out</b>	Halls A1-A3
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