



PFA MEMBERS General Session

Friday, January 18

This schedule of activities is for PFA Members Only.

7:30 am - 9:00 am	Member Breakfast	Grande Ballroom C
9:00 am - 10:30 am	Welcome to San Diego & PFA Annual Member's Meeting	Grande Ballroom B
10:30 am - 10:45 am	Member Morning Refresh	Grande Ballroom Foyer
10:45 am - 11:45 am	Breakout Sessions (see name badge for assigned breakout order)	
	Breakout A: Pioneer Balloons	Marina 6
	Breakout B: giftBEAT Magazine	Marina 2
	Breakout C: First Source Candy	Marina 3
11:45 am - 12:45 pm	Member Lunch	Grande Ballroom C
1:00 pm - 2:00 pm	Breakout Sessions (see name badge for assigned breakout order)	
	Breakout A: Pioneer Balloons	Marina 6
	Breakout B: giftBEAT Magazine	Marina 2
	Breakout C: First Source Candy	Marina 3
2:15 pm - 3:15 pm	Breakout Sessions (see name badge for assigned breakout order)	
	Breakout A: Pioneer Balloons	Marina 6
	Breakout B: giftBEAT Magazine	Marina 2
	Breakout C: First Source Candy	Marina 3
3:15 pm - 3:30 pm	Member Afternoon Refresh	Grande Ballroom Foyer
3:30 pm - 5:00 pm	Hot Spot Session	Grande Ballroom B
6:45 pm - 10:00 pm	Dinner on the USS Midway (Sponsored by Amscan) Buses depart from the Lobby at 6:45pm	Off Site USS Midway

Direct Import Room

Due to the timing of this year's Conference & Trade Show, we decided to host our Halloween Direct Import Room here at our show. The DI Room will be open from 7 am – 9 am before the start of each day of the trade show, as well as during lunch. The following DI vendors will be participating in our trade show and part of the rotation schedule: Cinema Secrets, Fun World, HMS, KBW, Palamon, Rasta Imposta, Seasons, Sunstar, Tinsley Transfers, and Visual Effects. The other DI vendor products will be available to view during any open time or breaks. These include Lindy Bowman, Caretas, Golden Bay, Disguise, J.Marcus. *Subject to change.

Hot Spot

Because of the success of the previous years' HOT SPOT, we will be offering this session again. All the deals and preparation details have been provided in a separate communication to all participants.

Break Out Sessions (see name badge for assigned breakout order)

BREAKOUT A Pioneer Balloons

Room: Marina 6

Presenter: Cam Woody, Executive Art Director of Publications

Session Overview: Join Cam Woody in an informative session on a blend of new products and added value services that your store can provide their customer base to reflect today's trends and social media influences. Get "How-To" guidance on where to invest and offer customers delivery and décor ideas like - using vinyl lettering for personalization within the store. Cam will also discuss how to mix offerings of all Pioneer products to provide the latest wants and needs in balloon décor and delivery opportunities.



BREAKOUT B giftBEAT Magazine

Room: Marina 2

Presenter: Erica Kirkland, Publisher & Editor

Session Overview: Erica Kirkland is an award-winning magazine editor and the current Publisher and Editor of both InStore Magazine (for independent Canadian lifestyle retailers), and Giftbeat which tracks the product trends and best business practices among independent giftware retailers in the United States. Join Erica for an educational roundtable discussion on the state of consumer spending within the gift, entertaining and decorating markets, and how independent retailers can boost their traffic and sales.



BREAKOUT C First Source Candy

Room: Marina 3

Presenter: Carol Ghelarducci, National Business Development Director

Session Overview: Carol will provide key information on First Source Candy, what they do, where they are located, and how they provide product information and ultimately ship to stores. There will be a brief review of the NCA and current statistics about categories, i.e. chocolate, novelty, seasonal, etc. and trends we see in the industry. Join Carol to learn more about First Candy's product assortment and how they communicate new items and promotions. Take further dive into seasonal products, the ordering process, and what customers are looking for - an experience!

