



2023 Young Professionals Council Calendar

1st Quarter

Personal Leadership Course

Date: January 31-February 9

Location: Online

Speaker: Laura Walsh, Director of Marketing at Smithers-Oasis

New four-session, two-week course to learn more about your unique strengths (and weaknesses) and develop a plan to maximize your professional potential. You will develop the tools necessary to articulate your values and align them with your professional goals through lectures, group activities, and independent exercises.

2nd Quarter

YPC Networking Happy Hour

Date: Thursday, April 20

Location: Online

This will be an informal Zoom meeting for YPC Members to connect, chat, and share updates. AFE will also share an update on current initiatives and opportunities for engagement.

Webinar on Tips for Making Effective Industry Presentations

Date: Thursday, May 25

Location: Online

Speaker: Jackie Lacey Director of Education and Industry Relations at BloomNet

Topics include: Tips for public speaking and combating nerves, How to make an engaging presentation and digest data, Dos and Don'ts at industry events to engage your audiences, How to seek Collaboration

YPC Networking Happy Hour with AFE Board

Date: Thursday, June 22

Location: Online

This will be an informal Zoom meeting for YPC Members and AFE's Board to connect, chat, and share updates. Ask questions and gain insights from leading industry experts.

3rd Quarter

YPC In-Person Meetup at Cultivate

Date: July 15 - 18

Location: Columbus, OH

YPC In-Person Meetup at ASHS Annual Conference

Date: July 31 - August 4

Location: Orlando, FL

Organized lunch or dinner for YPC Members to network.

Webinar on Team Management

Date: Wednesday, September 27

Location: Online

Speaker: Dr. Megan Bowman, Director of Research Operations at Ball Horticultural Company

Topics include: How to be an effective team member, Preparing to step into a management role, Active listening and expressing appreciation to team members, Tips & Tools for Managing People and their Time

4th Quarter

YPC Networking Happy Hour with AFE Board

Date: Friday, October 20

Location: Online

Informal Zoom meeting for YPC Members and AFE's Board to connect, chat, and share updates. AFE will also share an update on current initiatives and opportunities for engagement.

Building Your Personal Brand

Date: Wednesday, November 15

Location: Online

Speaker: Dr. Brian Jackson, North Carolina State University

Topics include: Establishing, building, and maintaining one's Professional Brand for both industry and academia, managing your social media and online presence.

Other Events with AFE:

Floriexpo

Date: May 31 - June 2

Location: Fort Lauderdale, FL

National Floriculture Forum

Date: June 1-4

Location: Fort Collins, CO

Texas Floral Expo

Date: June 23-25

Location: Austin, TX

American Institute of Floral Designers Symposium

Date: July 1-6

Location: Chicago, IL

Society of American Florists Convention

Date: September 6-9

Location: Phoenix, AZ

Association of Specialty Cut Flower Growers Conference

Date: November 6-8

Location: St. Louis, MO

No YPC events are planned for these at this time, but [please let us know if you plan to attend](#), so we can meetup.

Engagement Opportunities for the YPC

- **Serving as a Moderator for [Grow Pro Webinar Series](#)** – Each month, a YPC member serves as moderator for our Grow Pro sessions. This opportunity allows for you to connect directly with industry researchers, network, and ask questions. This is also a chance to practice public speaking and interact with our industry. We will provide everything you need, including a script.
- **Video Creation for [AFE's TikTok and Other Social Platforms](#)** – We encourage you to submit video content highlighting current trends related to floral and/or showcase the amazing work that you do in our industry. This opportunity provides you with expanded audience reach through AFE's social media and a chance to share your voice.
- **Article Submission for [AFE's Communications](#)** – You are invited to write articles highlighting your work, research, industry awards, or more to be added into AFE's newsletters. The articles can also highlight YPC meetups, current trends, or any other topic relevant to the industry which you would like to target. Articles written for AFE are shared across multiple platforms – website, social media, and newsletters with the opportunity for press coverage in other industry publications as well.
- **Serve as a Scholarship Reviewer** – AFE's Undergraduate and Graduate Scholarship programs are the cornerstone of uplifting the next generation of industry leaders. By joining the Scholarship Review Team, you can give your input and thorough consideration to processing applications and awarding scholarships.
- **Peer to Peer Networking Through the [YPC Facebook Group](#)** – All YPC members are invited to join the YPC Facebook group and connect. There you can ask questions, get updates from your peers and AFE, and network. This group is exclusive to the YPC.
- **Promoting [AFE's Campaigns](#)** – During each major fundraising and social media campaign that AFE has, you are invited to help with promotion to your online networks with resources such as sharable social posts. This opportunity allows for you to aid in continuing AFE's mission and supporting future generations with funding.
- **Recruitment & Involvement Contests/Challenges** – We have contests and challenges for you with regards to recruiting new members and content creation for AFE's communications. The contests include prizes for those who recruit the most/create content. You directly aid in building the group and sharing the opportunity of the YPC with your peers.
- **AFE Ambassador at Career Fairs** – You can share AFE's opportunities and resources for students at your local college/university job fairs. We will provide you with materials on our scholarships, internships, and [Career Center](#).

For additional information contact AFE's Manager of Communications & Outreach, Karin Krause, at kkrause@afeendowment.org or [\(703\)-838-5202](tel:(703)838-5202)