



NIFDA
NATIONAL INDEPENDENT FLAG DEALERS ASSOCIATION

2026 Annual Convention and Expo Milwaukee, WI • October 11-13

SATURDAY, OCTOBER 10, 2026 (for early arrivals)

- 5:30pm **SATURDAY NIGHT MIXER SPONSORED BY FLAGZONE** | Solomon's Lounge at The Trade Hotel
A casual gathering spot for early arrivals. Grab a name tag, some appetizers and a drink on us, and connect with fellow members in the hotel bar. *Full restaurant menu available for those wishing to stay for dinner.*

SUNDAY, OCTOBER 11, 2026

- 2:00–4:00pm **CONVENTION REGISTRATION** | The Trade Hotel
- 4:45pm **WALK TO WELCOME RECEPTION** | Oak Barrel Public House
1033 N Doctor M.L.K. Jr Dr, Milwaukee, WI 53203 (0.2 miles away, 6 min walk)
- 5:00–8:00pm **WELCOME RECEPTION SPONSORED BY EDER** | Oak Barrel Public House
We're kicking things off with a laid-back evening to ease into convention week. Feel free to join the fun by wearing your favorite brewery, beer, or spirit-themed shirt. Vintage, local, big brand, or something totally obscure... all are welcome. No pressure to dress up, though! Just a fun way to break the ice and get conversations flowing.

MONDAY, OCTOBER 12, 2026

- 7:00am **BREAKFAST BUFFET** | Founders Ballroom at The Trade Hotel
- 8:30am **OPENING CEREMONY, COLOR GUARD PRESENTATION, & INTRODUCTIONS** | Founders Ballroom
- 9:15am **BUSES DEPART FROM THE TRADE HOTEL TO EDER FLAG**
- 9:30–11:00am **EDER FLAG FACILITY TOUR**
Go behind the scenes at one of the industry's leading manufacturers with an exclusive tour of the Eder Flag facility, offering a firsthand look at the production process, materials, and operations.
- 12:00–3:00pm **MANUFACTURERS MAY USE THIS TIME TO SET UP FOR THE EXPO AT THE TRADE HOTEL**
- 11:15am **BUSES DEPART TO EDELWEISS BOAT CRUISE**
- 11:45–2:00pm **LUNCH** | Edelweiss Boat Cruise
Enjoy a boat tour lunch aboard the Miss Wisconsin, where you'll take in the sights of the beautiful city of Milwaukee while enjoying a picnic lunch buffet courtesy of our host, Eder Flag.
- 3:00–6:30pm **MANUFACTURERS EXPO** | Founders Ballroom at The Trade Hotel
Enjoy drinks and heavy hors d'oeuvres while you network with manufacturers and suppliers, explore exhibitor tables, and learn about the latest products, programs, and technologies shaping our industry. Stick around until 6:30 PM for your chance to win exciting raffle prizes. Raffle & photo booth sponsored by Concord American Flagpole.

TUESDAY, OCTOBER 13, 2026

- 7:00am **BREAKFAST BUFFET** | Founders Ballroom at The Trade Hotel
- 8:30am **ANNUAL NIFDA BUSINESS MEETING** | Founders Ballroom
- 9:00am **INDUSTRY DISCUSSION | State of the Flag Industry**
An open discussion on feedback from manufacturers and dealers, sales strategies, industry challenges, and the future of NIFDA, including how the association can better support members moving forward. The session will also feature a special presentation on the Honor and Remember flag from its creator.
- 10:15am **KEYNOTE SPEAKER | Every Mile Matters: Lessons in Resilience, Business and Life – Dr. Jeffrey Reynolds**
Dr. Jeffrey Reynolds built AmericanFlags.com from a post-9/11 startup into a thriving business and brings decades of leadership experience as a nonprofit CEO. In his keynote, “Battle-Tested and Beating the Odds,” he shares powerful lessons drawn from entrepreneurship, serious illness, and endurance sports, offering NIFDA members practical insights on resilience, leadership, and staying the course when challenges feel overwhelming.
- 11:30am **SESSION | Putting AI to Work – Emma Beckett**
By October, you will have had access to a build your AI assistant course - this session picks up where that leaves off. Emma shows what it looks like when AI stops being a tool you go and use and starts running autonomously. She will build a working web page live in front of the room, start to finish, by talking to her AI operating system and will show you what is possible with an AIOS in your business.
- 12:45pm **LUNCH BUFFET** | Founders Ballroom
- 2:00pm **PANEL | Real Stories of Business Diversification**
Hear from NIFDA members who have expanded beyond flags and flagpoles and created additional revenue streams along the way. From expanding into the boating and garden decor market to selling official NFL merch in-store – we'll be hearing about the unique ways some flag & flagpole business owners have diversified their income streams.
- 3:00-4:00pm **ADVOCACY UPDATE | Legislation & Member-Led Initiatives**
Where does your state stand on American-made flag legislation? Join fellow members from your state for an interactive session featuring a live conversation with South Carolina Representative Chris Wooten, followed by hands-on research and action planning designed to move your state's efforts forward.
- 5:45pm **WALK TO AWARDS BANQUET** | Best Place at the Historical Pabst Brewery
917 W Juneau Ave, Milwaukee, WI 53233 - 0.5 miles away, 11 min walk
- 6:00–10:00pm **COCKTAIL RECEPTION & NIFDA ANNUAL AWARDS DINNER** - Best Place at the Historical Pabst Brewery
Step into an evening inspired by the Roaring Twenties, a time of reinvention, resilience, and bold American enterprise, as we gather to celebrate those same qualities that continue to move our industry forward. Cocktail or 1920s-inspired attire is encouraged. The evening will feature the announcement of the Betsy Ross Award Winner, recognition of outgoing board leadership, the Early Bird and Survey raffle drawings, and the reveal of the 2027 convention location.