

**Don't Miss this Premier Event for Direct Marketing Professionals within the Gardening Industry!**



MGA Summer Convention  
Madison, Wisconsin  
7/10-13/2007  
Madison Concourse Hotel

**MGA 2007**  
summer convention



excellence **starts**  
**here**



*Representing Exceptional Companies  
That Offer Superior Products*

[www.mailordergardening.com](http://www.mailordergardening.com)

**MGA PROMISES TO DELIVER...**

- A Vibrant Learning Community
- Essential Tools & New Ideas
- Stimulating Discussions & Engaging Presenters

**MGA HELPS YOU...**

- Boost Company Performance
- Increase Profits
- Establish New Contacts

# excellence starts here

MGA 2007 Summer Convention  
Madison, Wisconsin  
July 10-13  
Madison Concourse Hotel



*Representing Exceptional Companies  
That Offer Superior Products*

The agenda and speaker faculty of the MGA Summer Convention is designed to appeal to catalogers and Web-based gardening retailers. Your customers are searching, communicating and connecting in new ways.

To succeed, you must engage them at every turn—excite, reward and surprise them! MGA Workshops and Discussion groups will provide you with the latest concepts and marketing tools to achieve the level of success you are striving for.

Cover Photo Credits:

Dane County Farmers' Market, Winter on the Capitol Square, Magnolias in Bloom at the UW Arboretum © William Patterson, Jeff Miller, Zane Williams, Skot Weidemann, Craig Wilson, Parker-Laas Fotografix, courtesy GMCVB

### MGA is a "Resource for Education"

YOU SHOULD ATTEND MGA CONVENTIONS IF YOU ARE INVOLVED IN...

- Corporate Management
- Database Management
- Creative Design
- Merchandising
- Planning & Analysis
- Circulation
- Marketing Strategy
- Catalogs
- Information Technology
- Retailing
- Customer Service
- And much more

## CONVENTION SCHEDULE

### TUESDAY, JULY 10

8:30 am-12:00 noon

#### MGA BOARD OF DIRECTORS MEETING

12:00 noon

#### INFORMAL GOLF OUTING

Jim Zuckerman with Zed Marketing Group is coordinating an informal golf outing at an excellent course in the Madison area.

**www.hawkslandinggolf.com.** Greens fees will be \$75 or less. Projected tee time is 1:00 pm.

All interested members should contact Jim at [jim@zedmarketinggroup.com](mailto:jim@zedmarketinggroup.com) or call him at 405-348-8145.

2:00-5:00 pm

#### REGISTRATION/NETWORK ROOM OPEN

Refreshments sponsored by **Zed Marketing Group, Platinum Sponsor**

### WEDNESDAY, JULY 11

8:00 am-5:00 pm

#### REGISTRATION /NETWORKING ROOM OPEN

Refreshments sponsored by **Zed Marketing Group, Platinum Sponsor**

8:00-9:15 am

#### "JUMP START!" CONTINENTAL BREAKFAST

Sponsored by **Fine Gardening Magazine, Platinum Sponsor**

Guest Presenter, Keith Crotz—"How It All Began... the History of Seed Catalogs"



In celebrating the 100<sup>th</sup> Anniversary of Jung Seed Company, an MGA Member, we have invited Keith Crotz to take us on a trip down memory lane with history on the creation of the "seed catalog" including many references and

stories about some of our long-standing seed company members.

Keith owns a historical bookshop, specializing in old horticultural books. He also operates an heirloom biological seed farm where they preserve old flower and vegetable varieties, which they also use in breeding programs for new varieties. It is a very interesting place and he is a unique guy!

9:15-9:45 am

#### ANNUAL BUSINESS MEETING

All members should attend this important membership meeting.

#### MORNING ROUNDTABLE SESSIONS

Bring your burning questions to this roundtable program. Each table will address a specific topic.

Attendees will have the opportunity to sit at two different tables for approximately 45 minutes each. An industry expert will briefly introduce the session topic and then table participants will shape the session content based on their own specific needs and questions.

10:00-10:45 am Round #1

11:00-11:45 am Round #2 Repeat Sessions

- New Postal Rates /Creative Options other than Reducing Catalog Counts



### MANY THANKS TO OUR CONVENTION SPONSORS!

Your generosity enables MGA members to hear and learn from the best in the industry...You make a difference and our membership knows it!

#### Diamond Level

Horticulture Magazine  
Organic Gardening  
Quad/Graphics

#### Platinum Level

Fine Gardening  
Gardening How-To  
LENSER  
NewHaven Software  
Zed Marketing Group  
Seeds by Design  
Planto

#### Gold Level

Berkshire Direct  
DMC International

- How to Get the Most Out of Exhibiting at Consumer Shows and Industry Trade Shows
- Internet Issues including Website Conversions, Shopping Cart, Revamping HomePage & More
- Outsourcing & Managing Call Centers
- Expanding Distribution of Your Products
- A Company's Challenge to Manage the Mix of Retailing & Wholesaling
- Increasing Sales by Product "Bundling" or "Kitting"
- The Future of Gardening, the Customer and the MarketPlace
- Guerilla Marketing Tactics

LUNCH ON YOUR OWN.

12:00–1:30 pm

**LUNCH FOR PAST PRESIDENTS & FIRST TIME ATTENDEES**

*Sponsored by New Haven Software, Platinum Level.*

This is a perfect opportunity for **new attendees** to meet our **association leaders** as well as other members attending an MGA convention for the first time. Our goal is to make you feel welcome and provide you with the opportunity to get the most from your MGA experience!

1:45–3:15 pm

**PRESENTATION—  
“What High Achievers Know—The Excellence Formula”**

**Vicki Hitzges** started out as a reporter and interviewer. That’s where she developed a talent for talking to anyone about anything. The National Press Club recognized her reporting ability with its prestigious Headliner Award. Vicki hosted TV newscasts for NBC in Corpus Christi. She also hosted talk shows, anchored and reported for Fox, CBS and ABC affiliates in Dallas.



From the wonderful world of TV, Vicki headed into public relations. One of her clients was America’s foremost motivational teacher, Zig Ziglar. Zig admired Vicki’s creativity and invited her to be one of the few speakers he has personally mentored.

Since making the transition into public speaking, Vicki has achieved numerous milestones. She was the first female speaker ever invited to address the California Business Leadership Summit. The following year she was invited back as a special guest to meet the second female speaker, former British Prime Minister Margaret Thatcher. She’s spoken to enthusiastic audiences across the United States as well as in Canada, Thailand, Panama and New Zealand.

Some speakers entertain. Some inspire. Vickie does both and more. She makes people laugh, Or cry. She makes them think. She galvanizes, energizes, electrifies. Her inspiration, perspectives and strategies are lasting tools. You won’t be disappointed.

3:15–3:30 pm

**BREAK**

3:30–5:00 pm

**PRESENTATION—“MarketLive: Building the Perfect Shopping Cart”**

The shopping cart is no longer just a vehicle to get customers to and through checkout, it is a merchandising and marketing tool.

Retailers may be developing more sophisticated marketing and merchandising strategies aimed at increasing sales as shoppers move through their websites, but one area they typically neglect to apply their marketing and merchandising acumen to is the shopping cart.

In most cases, retailers view the shopping cart as a utilitarian tool that aids checkout, rather than as a major component of the shopping experience. As a result, the shopping cart does little, if anything, to prevent the shopper from abandoning it.

On average, abandonment rates range from 30% for catalogers to 50% for multi-channel retailers, according to industry experts. Overall 88% of online shoppers have abandoned a shopping cart at least once, according to Forrester Research.

“Retailers need to understand how to use their cart as a merchandising tool that can help engage customers and give them the information they need to complete the sale,” says Ken Burke, CEO of e-commerce solutions provider MarketLive Inc. “The shopping cart is a crucial selling space, but retailers don’t always understand the importance of it in the buying process.”

**Ken Burke** is the founder and CEO of **MarketLive Inc.** Inspired by strategies and business methods from the cataloging and direct marketing world. Burke masterminded the creation of the MarketLive Intelligent Selling System, MarketLive’s enterprise-class e-commerce application designed to optimize all selling opportunities, build solid relationships with customers and give merchants complete control over their online merchandising.

A recognized e-commerce industry pioneer and visionary, Ken writes quarterly columns for Multi-Channel Merchant and Target Marketing magazines, and is often quoted in Internet Retailer and other industry publications.

6:00–7:30 pm

**“WELCOME BACK” SOCIAL**

Say hello to your fellow members and meet some new company contacts too. Light hors d’oeuvres and two complimentary cocktails will be given to each attendee.

*Sponsored by Organic Gardening, Diamond Sponsor*

**THURSDAY, JULY 12**

8:00 am–5:00 pm

**NETWORKING ROOM OPEN**

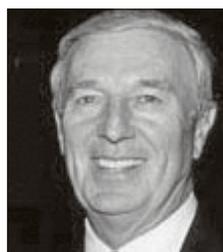
*Sponsored by Zed Marketing Group, Platinum Sponsor*

8:00–8:40 am

**CONTINENTAL BREAKFAST**

*Sponsored by Gardening How-To, Platinum Sponsor*

8:45–10:00 am



**PRESENTATION—  
“Taking Direct Marketing from Seed to Full Bloom”**

**Roy Reiman**, still an Iowa farm boy at heart, started his journalism career in high school writing program reviews for the local

newspaper. From there, the idea juices started flowing and the publishing business he started in the basement of his home grew into one of the largest privately-owned in the nation.

Roy will share his story of how he took his business from seed to full bloom, and where he’s going from here. One piece of advice Roy always stresses to folks he talks to, “If you’re not having fun doing what you’re doing, it’s time to do something else.”

Reiman Publications, when owned by Roy Reiman, published 12, very successful bi-monthly magazines, all of which were free of advertising and supported entirely by subscriptions. Combined circulation for Reiman’s magazines totaled more than 15 million.

In April 2002, Reiman’s Publications was sold to Reader’s Digest Association Inc. for \$760 million in cash, an acquisition that was one of the biggest the magazine industry had experienced at that time.

10:15–11:45 am

**PRESENTATION—  
“The Role of a Website for a Company with Catalog Heritage”**

There is a creative tension that occurs in homepage design. Business must constantly balance the need to see merchandise with the desire to communicate emotional aspects of the brand. Both issues are important. In some companies, the concept of “selling” wins. In other companies, the concept of “branding” wins. In either case, driving profitable sales should be the end result.

Which style drives more business, “selling” or “branding” or both?

**Kevin Hillstrom**, is **President of MineThat Data**, a consultancy that helps CEO’s and Executives understand the complex relationship between Customers, Products, Brands, Advertising and Channels. Kevin will focus on the different homepage designs (Selling Design, Hybrid Design, Branding Design) and the impact of design on conversion rates and sales. He will provide examples of each and provide metrics on the effectiveness of each design.

Multichannel marketing has never been more complicated than it is in 2007. Catalogs, E-Mail Marketing, Search, Affiliates, Banners, Portals and Organic Website traffic all interact with the Online, Retail and Telephone Purchase Channels.

Kevin will also address the impact of catalogs on website performance, the impact of online marketing, search, email campaigns and blogging on website performance.

He will provide a brief introduction to “*Multichannel Forensics*,” a way to evaluate how customers interact with advertising, products, brands and channels.

Prior to starting his own company, Kevin spent nineteen years driving direct-to-consumer sales at leading multichannel retailers, including Nordstrom, Eddie Bauer and Lands’ End.



12:00–5:00 pm

## VISIT TO JUNG SEED COMPANY

MGA Member **Jung Seed Co.** is celebrating its 100<sup>th</sup> anniversary and is also growing a fourth generation to eventually run the thriving business. The seed catalog business was started in 1907 by J.W. Jung from a plot on the family farm. The catalogs were printed in his mother's kitchen.



Today, the company is run by Richard Zondag, a grandson of J.W. Jung. The business has more than 400 employees, runs five garden centers and ships millions of seed catalogs a year. The company celebrated its centennial with a Founder's Day event April 12–15, a birthday celebration May 12 and "Jungfest" July 12–14.

Zondag said it was his grandfather's entrepreneurial spirit that gave the company its initial success and got it through the Depression. Each year, the business distributes 8 million catalogs under nine titles annually. So much mail passes through the doors that the company has its own ZIP code.

Members will enjoy a light snack while riding out to Randolph, WI. Upon arrival around 1:15 pm, members will be greeted with an outdoor barbeque compliments of **Quad/Graphics**.

Jung Seed employees will be on hand to take groups of attendees throughout the grounds, buildings, fields and store.

Be sure to dress comfortably with good walking shoes, cool clothing, a hat and sunscreen.

Expected departure back to the hotel should be around 4:00 pm.

7:00–10:00 pm

## EVENING SOCIAL EVENT

Dress: Business Casual attire. Includes dinner and two complimentary drink tickets. Cash Bar also available.

Sponsored by **Horticulture Magazine**, **Diamond Sponsor** and **Quad/Graphics**, **Diamond Sponsor**

## MANY THANKS!—

### Convention Giveaway Sponsor

LENSER, Platinum Level

### Educational Sponsors

*Platinum Level*

Planto

*Gold Level*

Berkshire Direct

DMC International

### Advertising/Insert Sponsor

Planto, Platinum Level

## Friday, July 13

8:00 am–12:00 noon

### NETWORKING ROOM OPEN

Refreshments sponsored by **Zed Marketing Group**, **Platinum Sponsor**

8:00–9:00 am

### COMPLIMENTARY COFFEE

9:00–10:15 am

### PRESENTATION—"MGA Member Panel: Innovative New Marketing Techniques" *What's Working, What Isn't, How to Get Started*

The last few years have brought an explosion of new marketing opportunities that companies large and small can profit from. Join us as a panel of MGA member companies, share their experiences with:

- Online customer reviews and videos
- Blogs
- RSS Feeds
- User Forums
- YouTube and much more.

Learn what these new techniques are, what's working, what isn't and how to take advantage of them. Whether you want practical information that is immediately applicable or if you're looking for new innovations and ideas, you will walk away from this learning session with essential information to sharpen your marketing strategies.



10:30 am–12:00 noon

### FAREWELL BRUNCH WITH PRESENTATION

#### "Tapping Into the Natural Living Trend—How to Market to the Environmentally Conscious Consumer"

One of today's biggest trends is the move towards natural, organic and environmentally-responsible living. With sales of organic products expected to reach \$20 billion this year, we all need to take note of this "green" trend, whether our product lines are strictly organic or not.

A large segment of this market includes younger consumers who may not have grown up gardening, but who nevertheless appreciate fresh, wholesome food. How do we reach out to them and serve their needs?

Natural living expert **Sara Snow** knows these consumers well through her program on The Discovery Channel, **Get Fresh With Sara Snow**. This prime-time program helps viewers make healthier choices in their everyday lives. Sara joins us to share what's she's learned about this growing market segment, what we can do to serve it better and how we can increase our businesses as a result.



Sara comes by her natural lifestyle honestly. Raised in the countryside outside Ann Arbor, Michigan, surrounded by farms and compost heaps, she enjoyed the benefits of one of the most fresh-oriented cities in the country. Sara's dad, Tim Redmond, a pioneer in the natural foods industry, co-founded Eden Foods, American Soy Products (two heavy hitters in the world of organics) and Blue Horizon Organic Seafood Co.

Earlier in her career, Sara worked as a television producer of national cable programming, then as a reporter and anchor on a morning news program. With her Discovery program, she's blended her professional background with her passion for healthy, natural living.

Join us for an informative program designed to help you understand and effectively market to this large and important market.

Sponsored by **Seeds by Design**, **Diamond Sponsor**



*Representing Exceptional Companies That Offer Superior Products*

5836 Rockburn Woods Way  
Elkridge, MD 21075  
Phone: 410-540-9830

[www.mailordergardening.com](http://www.mailordergardening.com)



# general information



*Representing Exceptional Companies  
That Offer Superior Products*

## MGA HOTEL ACCOMMODATIONS

**The Madison Concourse Hotel**  
1 West Dayton Street  
Madison, Wisconsin 53703  
[www.concoursehotel.com](http://www.concoursehotel.com)

Reservations—Call hotel directly  
**1-800-356-8293**

**MGA Room Rate**  
**\$139 Single or Double Room**

## BOOK YOUR RESERVATIONS BY JUNE 18<sup>th</sup>!

**Be sure to mention that you are with the  
Mailorder Gardening Association in order  
to obtain the special discounted room rate!**

The Madison Concourse Hotel is located in the heart of Downtown Madison, approximately one block from Capitol Square and steps from shopping on State Street, University of Wisconsin, Overture Center, Galleries, theaters, lakes and more. The hotel boasts of having the largest sleeping rooms in the state. Guest rooms feature complimentary wireless internet access, voice mail, data ports, coffee makers, iron and ironing boards, hairdryers and cable television.

The hotel is home to two full service restaurants and features a state-of-the-art fitness center, indoor pool, whirlpool and sauna.

Cancellations must be made by 4:00 pm C.S.T. 24 hours prior to arrival in order to avoid a charge for one night's room and tax.

## TRANSPORTATION

Located just 10 minutes from Dane County Regional Airport, the hotel offers complimentary shuttle service. Upon arrival at the airport, go to Baggage Claim and locate the Hotel Shuttle courtesy phone. The Madison Concourse is #1 on the list.

## PARKING

Underground parking is available for \$7.00 per day for overnight guests. Other guests may use the underground parking ramp if space is available.

## ABOUT MADISON

You will find the best of all worlds in Wisconsin's vibrant capital city and picturesque surrounding towns: natural beauty and outdoor recreation, stimulating cultural offerings, distinctive restaurants and shops, and an irreverent spirit of fun. In 1996, *Money* magazine dubbed it "the best place to live in the United States."



At the heart of the city is Wisconsin's majestic State Capitol and its luxuriant grounds, the perfect setting for many local events. Home to the Dane County Farmers Market on Saturday mornings and Art Fair on the Square, this epicenter of Madison is a lively gathering place in the summer months. There are also countless other weekly happenings and live entertainment to enliven the streets.

The Madison area was formed by retreating glaciers approximately 13,000 years ago. Built on an isthmus between lakes Monona and Mendota, The city is renowned for its beautiful scenery. A total of five area lakes and over 200 parks provide an abundance of summer outdoor activities, from hiking and biking on an extensive network of bicycle paths and trails to swimming and sailing in the more than 15,000 acres of lakes.

Urban culture, natural beauty, and small town charm—the greater Madison area offers it all!

## IDEAS FOR SIDE TRIPS AND ACTIVITIES FOR THE FAMILY

**Explore a fascinating variety of attractions in  
Madison and the surrounding communities.**

From the family-friendly Henry Vilas Zoo and Madison Children's Museum to the historic University of Wisconsin—Madison campus to the natural beauty of Olbrich Botanical Gardens and the UW-Arboretum, there is something for everyone, right here in the city. But that's only part of the picture!

Venture out in any direction from Madison and, amid the rolling green landscapes, you'll encounter charming ethnic enclaves, fascinating artistic communities and some of the state's most interesting tourist attractions.

**For more information on what to do  
and see in and around the City of  
Madison, contact:  
Greater Madison Convention and  
Visitors Bureau**

800-373-6376 [www.visitmadison.com](http://www.visitmadison.com)

## Art Fair on the Square

Saturday, July 14—9:00 am–6:00 pm  
Sunday, July 15—10:00 am–5:00 pm

Art Fair on the Square has been Madison's signature cultural event for over forty-five years, enlivening the scenic grounds of the city's Capitol Square during the second weekend of July. Each summer over 200,000 enthusiastic fairgoers gather for this spectacular event. The unique and large selection of fine, handcrafted work includes ceramics, fiber, glasswork, graphics, jewelry, leather, mixed media, painting, photography, sculpture, and wood. In addition to the displays of nearly 500 artists from across the country, live music and a host of free kids' activities round out the event's offerings. Rated among the top fine art fairs in the country, Art Fair on the Square is also the most important fundraiser for the Madison Museum of Contemporary Art, with all proceeds supporting the museum's free exhibitions and programs.

## Dane County Farmers Market

Temporary location during Art Fair  
Wilson St. at MLK, Jr. Blvd.—near  
Monona Terrace  
[www.madfarmmkt.org](http://www.madfarmmkt.org)

Saturday, July 14—6:30 am–2:00 pm

You'll find the season's best bounty of vegetables, flowers, and specialty products from approximately 300 vendors. All of the agriculturally-related items are produced in Wisconsin. The DCFM is reported to be the largest producer-only farmers' market in the country! Arts, crafts, great food, friendly vendors, music and more...

## Olbrich Botanical Gardens

3330 Atwood Ave.  
Madison, WI 53704  
(608) 246-4550  
[www.olbrich.org](http://www.olbrich.org)

Explore the mystery and beauty of nature at Olbrich Botanical Gardens. Stroll through 16 acres of outdoor display gardens including Olbrich's award-winning Rose Garden and Thai Pavilion and Garden. Outdoor gardens are open daily and free to the public.

Enjoy a tropical paradise year-round in Olbrich's Bolz Conservatory, a glass pyramid filled with exotic plants, bright flowers, a rushing waterfall, fragrant orchids and free-flying birds.

Outdoor Display Gardens 8:00 am–8:00 pm  
Conservatory and Gift Shop—10:00 am–4:00 pm

# glance schedule at a

Date/Time	NAME of FUNCTION
<b>TUESDAY 7/10/07</b>	
8:00 am–2:00 pm	MGA staff to set up registration room
8:30 am–12:00 noon	MGA BOARD OF DIRECTORS MEETING
1:00–5:30 pm	Golf Outing at Hawks Landing (informally coordinated by Zed Marketing Group)
2:00–5:00 pm	CONVENTION REGISTRATION/ NETWORKING ROOM Refreshment Sponsor: Zed Marketing Group, Platinum Level
<b>WEDNESDAY 7/11/07</b>	
8:00 am–5:00 pm	CONVENTION REGISTRATION/ NETWORKING ROOM OPEN Sponsor: Zed Marketing Group, Platinum Level
8:00–9:45 am	JUMP START CONTINENTAL BREAKFAST Sponsor: Fine Gardening, Platinum Level
	8:30–9:15 AM PRESENTATION—“Historical Perspective on Seed Catalogs” Speaker: Keith Crotz, Historian
	9:15–9:45 am ANNUAL BUSINESS MEETING
10:00–10:45 am and 11:00–11:45 am	ROUNDTABLES (Rounds 1 & 2) 45 minute sessions <ul style="list-style-type: none"> <li>■ New Postal Rates /Creative Options other than Reducing Catalog Counts</li> <li>■ How to Get the Most Out of Exhibiting at Consumer Shows and Industry Trade Shows</li> <li>■ Internet Issues including Website Conversions, Shopping Cart, Revamping HomePage &amp; More</li> <li>■ Outsourcing &amp; Managing Call Centers</li> <li>■ Expanding Distribution of Your Products</li> <li>■ A Company's Challenge to Manage the Mix of Retailing &amp; Wholesaling</li> <li>■ Increasing Sales by Product “Bundling” or “Kitting”</li> <li>■ The Future of Gardening, the Customer and the MarketPlace</li> <li>■ Guerilla Marketing Tactics</li> </ul>
12:00 noon	LUNCH ON THEIR OWN
12:00–1:30 pm	LUNCH FOR PAST PRESIDENTS AND FIRST TIME CONVENTION ATTENDEES Sponsor: NewHaven Software, Platinum Level
1:45–3:15 pm	PRESENTATION “What High Achievers Know—The Excellence Formula” Speaker: Vicki Hitzges
3:15–3:30 pm	BREAK
3:30–5:00 pm	PRESENTATION “Building the Perfect Shopping Cart” Speaker: Ken Burke, MarketLive
6:00–7:30 pm	WELCOME RECEPTION Sponsor: Organic Gardening, Diamond Level

Date/Time	NAME of FUNCTION
<b>THURSDAY 7/12/07</b>	
8:00 am–12:00 noon	REGISTRATION/NETWORKING ROOM OPEN Refreshment Sponsor: Zed Marketing Group, Platinum Level
8:00–8:40 am	CONTINENTAL BREAKFAST Sponsor: Gardening How-To, Platinum Level
8:45–10:00 am	PRESENTATION “Taking Direct Marketing from Seed to Full Bloom” Speaker: Roy Reiman, Founder of Reiman Publications
10:15–11:45 am	PRESENTATION “The Role of a Website for a Company with Catalog Heritage” Speaker: Kevin Hillstrom, MinethatData
12:00–1:00 pm	Visit to Jung Seed Company in Randolph, WI (Snacks provided on the bus)
1:00–4:00 pm Return to hotel around 5:00 pm	Lunch upon arrival. Sponsor: Quad/Graphics, Diamond Sponsor Tours of Facility, grounds and store will be available to members
7:00–10:00 pm	EVENING SOCIAL EVENT Sponsors: Horticulture and Quad/Graphics, Diamond Sponsors
<b>FRIDAY 7/13/06</b>	
8:00 am–1:00 pm	REGISTRATION/NETWORKING ROOM OPEN Refreshment Sponsor: Zed Marketing Group, Platinum Level
8:00–9:00 am	Coffee Service
9:00–10:15 am	PRESENTATION—“MGA Member Panel: Innovative New Marketing Techniques—What's Working, What Isn't How To get Started”
10:30 am–12:00 noon	FAREWELL BRUNCH/PRESENTATION Sponsor: Seeds by Design, Platinum Level “Tapping Into the Natural Living Trend—How To Market to the Environmentally Conscious Consumer”
<p><b>Convention Giveaway Sponsor</b> LENSER, Platinum Level</p> <p><b>Educational Sponsors</b></p> <p>Platinum Level Planto</p> <p>Gold Level Berkshire Direct DMC International</p> <p><b>Advertising/Insert Sponsor</b> Planto, Platinum Level</p>	

