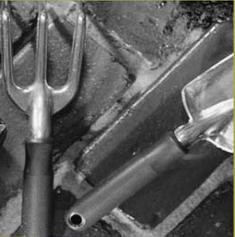


FAST FORWARD

What Does The Future Hold For Your Company?



2007 Winter Convention January 17-19 Swissotel, Chicago, Illinois

- » MGA Conferences are Exclusively for Gardening Direct Marketers and Suppliers
- » Register early and save!!
- » MGA Strives to Identify and Assess Developments Affecting the Mail Order Gardening Industry

MAILORDER
GARDENING
ASSOCIATION



*Representing Exceptional Companies
That Offer Superior Products*

www.mailordergardening.com

FAST FORWARD —

WHAT DOES THE FUTURE HOLD FOR YOUR COMPANY?

Representing Exceptional Companies
That Offer Superior Products

Are you driving your company's future? In order to compete in today's rapidly evolving marketplace, you must stay abreast of the latest trends, strategies and technologies affecting your company operations.

The MGA knows that for many, staying thoroughly informed can be challenging, expensive and time consuming. That's why "Education" is such a large component of the MGA's member benefits. Our educational mission is to sharpen skills, increase competency and keep MGA marketers current on all relevant issues.

The MGA strives to identify and assess developments affecting the mail order gardening industry and present top practitioners in these areas to share their expertise with our members at the MGA Conventions.

We promise to

- » Stimulate Your Imagination
- » Give You New Insight
- » Expand Your Knowledge
- » Unlock the Secrets to Higher Profits

Join your fellow members this January in Chicago!

Wednesday, January 17

10:00 am–12:00 noon

2007 MGA WINTER CONVENTION

SPONSORS

as of 11-9-06

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Horticulture Magazine
Organic Gardening Magazine
Quad/Graphics

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Fine Gardening Magazine
Gardening How-To
LENSER
List Locators & Managers
Marketshare Publications
NewHaven Software
Zed Marketing Group

Gold Level

Berkshire Direct
DMC International BV
Mantis
NextAction
Taction—The Call Center

Silver Level

Chilcutt Direct Marketing

Repeat Program!

"ASK THE EXPERTS" CONSULTATIONS

The "Ask The Experts" Program will take place again at the 2007 MGA Winter Convention in Chicago. The pilot program was so successful in 2006, the board wanted to offer it again.

"Ask the Experts" program provides an opportunity for MGA Catalog members to meet with MGA Allied members for a no-fee private consultation during the Winter convention.

The response from our allied member community has been amazing!

Our Allied members see this as a win-win situation for all involved. Catalog members are able to get help from a fellow member on an issue they find challenging to their business, and Allied members have the potential opportunity to gain some new clients.

Here is how the program will work:

- » Each of our participating Allied companies has been assigned a block of time and a private meeting room.
- » Each Allied company has 4–25 minute time slots.
- » Any interested Catalog members **must contact the Allied member directly** in order to reserve their 25 minute appointment.
- » The Allied member is responsible for reconfirming your appointment.

Reserve Now—the earlybird catches the worm!

| TIME | OUR EXPERTS | AREA OF EXPERTISE |
|-----------------|---|---|
| 10:00 am–Noon | Roberta Simpson-Dolbeare, Brookside Marketing, brookside@adams.net | Advertising, PR, Marketing |
| | Barbara Emerson, Horticulture Magazine, bemerson@hortmag.com | How to Get a Wider Distribution for Your Products |
| | Val Gosset, Evergreen Marketing, val@EvergreenMarketingCo.com | Marketing, Advertising, Media Planning, Enewsletters |
| | Gayle McCuiston, NextAction gayle.mccuiston@nextaction.com | Database Modeling |
| 1:00 pm–3:00 pm | Jim Rudek, Quad Graphics jim.rudek@qq.com | Catalog Design, Photography, Print, Bind, Mailing/Distribution |
| | Lois Boyle, J. Schmid & Assoc., loisb@jschmid.com | Catalog Creative |
| | Ellen Payne, Marketshare Publications, ellen@marketsharepubs.com | Designing a Successful Direct Response Card |
| | Bill Licata, LCH Direct, wlicata@lchdirect.com | Catalog Design, Marketing, Circulation, Testing, Analysis |
| | Ken Lane, Hathaway & Lane, klane@hathawayandlane.com | Inventory Forecasting |
| 3:15 pm–5:15 pm | Tim Johnston, Johnstone Advantage, tim@johnstoneadvantage.com | How to Take Your Successful Business to the Next Level |
| | Geoff Wolf, LENSER, geoff.wolf@lenser.com | Strategic Planning, Marketing |
| | Tom Danner, NewHaven Software, tedanner@newhavensoftware.com | Order Management Software, eCommerce System Integration |
| | Jim Zuckerman, Zed Marketing, jim@zedmarketinggroup.com | New Customer Acquisition—Insert Media, Statements & List Strategies |
| | Jim Foster, DMC International, jfoster@dmc-int.com | Expanding to Europe |
| | Randy Schultz, Schultz Communications, schultz@schultzpr.com | Public Relations and Advertising |

2:00 pm–5:00 pm

Registration/Networking Room Open

Refreshments sponsored by Zed Marketing Group, Platinum Sponsor

2:00 pm–5:30 pm

MGA Board of Directors Meeting

6:30 pm–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 available to each attendee.

Sponsored by Organic Gardening, Diamond Sponsor

Thursday, January 18

7:30 am–5:00 pm

Registration Room Open

Refreshments sponsored by Zed Marketing Group, Platinum Sponsor

7:30 am–8:45 am

Continental Breakfast & Green Thumb Awards

Sponsored by Gardening How-To, Platinum Sponsor

The Winners of the MGA 2007 Green Thumb Awards will be announced.

8:45 am–10:00 am

STRATEGIC PLANNING SESSIONS

To continue the MGA Strategic Planning Efforts that were established in 2005, we want to move forward with new planning initiatives.

Members will select the topic they are interested in participating in. There will be a facilitator to moderate the roundtable discussion.

Our goal is to brainstorm and review existing MGA programs in the following areas:

- » MGA Website
- » Public Relations Campaign
- » Member Benefits
- » Survey Research
- » Freight & Shipping Issues

Your input is crucial to the success of this effort. At 9:30, a spokesperson from each table will share their thoughts and suggestions with the entire membership. These comments will then be reviewed and discussed by the committees and the board at a later date.

10:10 am–11:00 am

ROUNDTABLE DISCUSSIONS—Round 1

Roundtable discussions will be divided into 4 meeting rooms. Attendees will have the opportunity to sit at two different tables for 50 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.

- » **Succession Planning—Do Prenuptials Protect the Business? How Do You Structure a Buy/Sell Agreement? What Assets Can be Given to Children Who Are Not in the Business?** Nikki Hatton, Attorney with Schwabe, Williamson & Wyatt
- » **Winning Results with Customer Satisfaction Programs**—Randy Anderson, VP of Client Services, Taction

» **Review of new Postal Rate Increases and What Companies can do to Offset the Additional Postage Costs including printing options, co-mailings and more**—Tom Murray, Dir. of Postal Affairs, Banta Catalog Group

» **Printing Options and How to Best Communicate with your Printer**—Tom Benedict, Sr. VP of Sales, Banta Catalog Group

» **Best Practices for Email Marketing Campaigns: What Works to Drive Sales, Increase Loyalty & Improve ROI**—Chuck Davis, VP, BlueHornet

» **Basics of Catalog Page Analysis**—Michele Salmon, Consultant with LENSER

» **New Plant Varieties**—Jerry Brown, New Product Development/Marketing Director, Fisher Farms

» **Web Analytics & How to Use Matchbacks to Optimize Your Circulation Strategies**—Jim Coogan, President, Catalog Marketing Economics

11:10 am–12:00 noon

Round 2

Repeat topics from Round 1.

Noon–1:30 pm

MGA Past President Luncheon with First Time Attendee and New Member Recruiters

Sponsored by New Haven Software, Platinum Sponsor.

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!

Noon–1:30 pm

Members—Lunch on Your Own.

1:30 pm–2:45 pm

PRESENTATION—"How To Market to Web Buyers"

Web Buyers are changing the Catalog World! Catalog circulation managers need accurate data to make decisions. Pure web companies need to understand web buyers. Web buyers are different than traditional mail order buyers.

Jim Coogan, President of Catalog Marketing Economics will address how web buyers are different, what they respond to and what drives them. He will show attendees how to segment buyers by channel, use different strategies for mailing to web buyers and how to convert web catalog requests.

Jim's company specializes in circulation planning, strategic planning and print buying for mail order catalogs. Jim writes a weekly column for the List & Data Strategies newsletter of Multichannel Merchant. He has clients ranging from the largest web merchant to the smaller start-ups. His special field of interest is in how web buyers are changing the traditional catalog world.

2:45 pm–2:55 pm

Short Break

3:00 pm–4:15 pm

PRESENTATION—"Creating an Annual Contact Plan in a Multi-Channel World"

Even though the environment in which we mail has changed significantly in the last ten years, most catalog companies continue

to perform circulation management with antiquated techniques. With the increased interaction between marketing and ordering channels, it is vital to understand and react to how each drives demand.

Attendees will understand various customer values and contact strategies enhance profitability across these mediums:

1. Understanding the customer value by channel
2. Optimize seasonality to your advantage
3. Understand order curves to maximize revenue
4. Rethinking contacting strategies across all channels
5. How and when to use matchbacks
6. Create an invaluable contact strategy



Geoff Wolf is an experienced executive and entrepreneur with close to 30 years of Retail and Direct Marketing experience. Immediately before joining LENSER in 2002, Geoff served as an executive with the Potpourri Group of catalogs where he managed **Back In The Saddle**, a business he sold to Potpourri in 1998.

Geoff's extensive experience equips him with the sharp ability to fully identify with all the challenges an entrepreneur must achieve to create a growing, profitable business.



Michelle Houston is a seasoned circulation professional with over 14 years of direct marketing experience. She develops comprehensive contact strategies for housefile and prospect programs within a single or multi channel environment.

4:30 pm–5:30 pm

PRESENTATION—"Paid Search Advertising"

An overview of pay per click and sponsored search campaigns.

This seminar will cover the following:

- » Define what pay per click (PPC) and sponsored search is.
- » Explain the role of PPC in the overall marketing plan.
- » Introduce the various services that exist.
- » Summarize the basic elements of creating, maintaining, and budgeting for listings
- » Summarize methods for tracking performance for ROI measurements.



Alisa Keimel has been working for Johnny's Selected Seeds since May 2001. She has a decade of experience in internet marketing that includes planning, programming, creating, managing, and deploying

corporate web sites and both natural and paid search engine marketing projects. As Marketing and Public Relations Manager, Ms. Keimel researches, plans, and manages Johnny's multi-channel marketing efforts encompassing direct mail campaigns, email campaigns, internet promotions, print catalog production, donations and sponsorships, and public relations.

7:00 pm–10:00 pm
RECEPTION & DINNER

A relaxing evening with great food and a beautiful environment atop the Swissotel on the 43rd floor. Join your fellow members for a wonderful evening reacquainting yourself with old friends and colleagues.

Sponsored by Horticulture Magazine and Quad/Graphics, both Diamond Level Sponsors.

10:00 pm–12:30 am

After Hours Karaoke with MGA Members in the Currents Lounge

Still have some energy??? All members are welcome to join us in the Currents Lounge for some fun and cheer.

Sponsored by Fine Gardening Magazine, Platinum Sponsor

Friday, January 19

7:30 am–8:30 am

COFFEE & JUICE BAR

8:00 am–12:00 noon

NETWORKING ROOM OPEN

Refreshments sponsored by Zed Marketing Group, Platinum Sponsor.

8:30 am–9:45 am

PRESENTATION—“Cracking the Creative Code”

How do you plan on taking your catalog to the next level of excellence in this world of ever-increasing competition? Are you using everything in your arsenal to create a selling tool that will increase response, loyalty and your average order? Catalogers take advantage of data collection like no other advertising genre but are you applying the data to your creative executions?

Learn how other catalogers are able to build upon “what they know” and infuse them into a more engaging presentation that motivates customers and prospects alike. In this example-packed session, learn:

- » How to use key marketing metrics that will strengthen your creative presentation, response and average order
- » How to use specific merchandise findings beyond a generic square inch analysis to create a more powerful selling environment
- » How to build an efficient catalog that emotionally engages the reader, creating more selling opportunities



Lois Boyle, President & Chief Creative Officer of J. Schmid & Assoc. Inc. is an award-winning creative catalog strategist, recognized for her analytical approach to catalog design. J. Schmid

& Assoc. Inc. is a full service catalog agency specializing in creative, circulation planning and analysis. Ms. Boyle has been a repeat speaker at the Annual ACC Catalog Conference, the DMA Direct Marketing Conference, the European Catalogue and Mail Order Days, New England Mail Order Assoc., as well as many other local direct marketing groups.

10:00 am–12:00 noon

**BRUNCH & PRESENTATION—
 “Anticipating Trends—How MO Gardening Companies Can Cash-In on the Outdoor Living Market and Recognize the Early Signs of Future Trends”**

Outdoor living is more than just a trend, it’s a lifestyle. Many homeowners don’t consider themselves gardeners—and yet they may work in their yard or on their home landscape. How can mailorder gardening companies—whether they’re selling plants or hard goods—tailor their offers and merchandise mix to maximize sales in this growing market? And, how can mailorder gardening companies anticipate future trends and be the leaders in fulfilling consumer needs and wants.

Attend this exciting panel discussion of the latest trends in outdoor living, anticipated future trends and suggestions for horticultural synergy so your company stays on the cutting edge meeting customer demand.

Some of the confirmed panelists include:



Doug Jimerson, Editor-in-Chief, Garden and Outdoor Living, Better Homes and Gardens Magazine, Special Interest Media



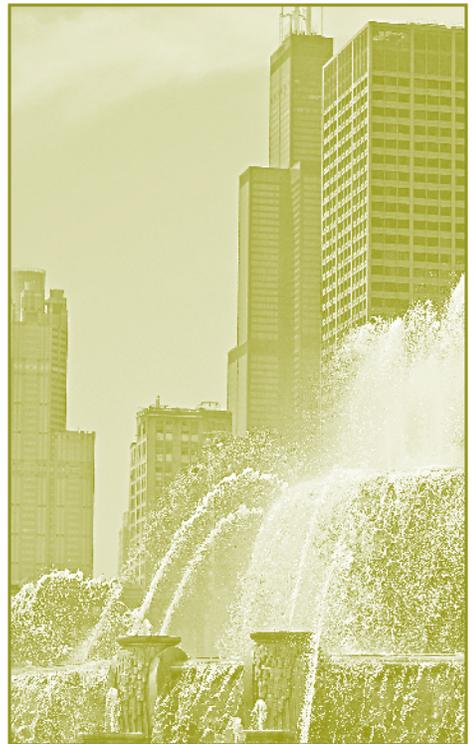
Kristin Grilli, Public Relations Specialist, Garden Media Group



Todd Meier, Publisher, Fine Gardening Magazine, Taunton Press

Brunch sponsored by Marketshare Publications and List Locators & Managers, Platinum Level Sponsor

Please note: Out of respect for our speakers, we ask that all attendees plan to stay through the Brunch Program on Friday.



Many thanks to our Education Sponsors whose generosity helped us put on this great program!

Gold Level

- Berkshire Direct
- DMC International
- Mantis
- NextAction
- Taction

Silver Level

Chilcutt Direct Marketing

Many thanks to LENSER, a Platinum level sponsor, for providing the convention giveaway for all attendees.



GENERAL INFORMATION



*Representing Exceptional Companies
That Offer Superior Products*

ABOUT THE HOTEL

The **Swissotel** is the location for the MGA convention. This stunning, European-style hotel offers breathtaking views of the city and superb amenities. Every room features robes, TV's with movies and music channels, marble bathrooms, multi-line phones with modem connections, voice mail, remote message retrieval and coffee makers and 24 hour room service.

To relieve the stress of travel, the Swissotel has a spectacular Penthouse Health Club and Spa on the 42nd floor including an exercise room, full size swimming pool, sauna, massage, steam room, whirlpool, etc. The legendary Palm Restaurant is also located on the lobby level of the Swissotel where famous celebrities have been known to dine.

Special discounted room rates for MGA members \$124 Single/Double. Reservations must be made on or before DECEMBER 26 because any unused rooms will go back to the hotel's general inventory which means your room rate could be higher!!

An early departure fee of \$50.00 will be charged to each guest if departure occurs prior to the agreed upon departure date. This day will be verified upon arrival, if changed after check-in, this fee will apply.

Cancellations must be made seventy-two (72) hours prior to arrival in order to avoid a charge for the first night's room and tax.

Reservations should be made by contacting the hotel directly at **888-73-SWISS**.

Be sure you mention that you are with the MGA in order to receive the special discounted room rate!

Hotel Address: 323 East Wacker Drive, Chicago, IL 60601

GROUND TRANSPORTATION

Airport Express—Vans leave O'Hare for downtown every 10–15 minutes from 6:00 am–11:30 pm. Tickets are \$25.00 per person one-way, \$46.00 roundtrip. Further discounts are given for parties of two or more. Call 800-654-7871 or 312-454-7800 for more information. Reservations are not required. \$2 discount coupon available at www.airportexpress.com.

The RTA—The Chicago Transit Authority Subway Train runs from O'Hare Airport to downtown running every 7–10 minutes. The fare is around \$2.00 per person one way. You are dropped off about five blocks from the Swissotel. Take the Blue Line to Clark and Lake. For more information call 312-836-7000.



PORTERAGE FEE FOR GUEST PACKAGES

In order to avoid confusion, any packages being sent to the hotel should be labeled with the name of the company representative attending the conference.

All envelopes and letters (Fed Ex, UPS or mail) will be received by the hotel at no charge. Any incoming or outgoing boxes are subject to a service fee and prices are as follows:

Boxes under 10 lbs.....\$7.50

Boxes 10—20 lbs.....\$15.00

Boxes 20—50 lbs.....\$25.00

Boxes 50 lbs. and over.....\$65.00

\$9.50 service fee for all outgoing UPS parcels.

Boxes and materials sent to the hotel for MGA should not arrive earlier than one week prior to the conference otherwise an extra labor fee for storing and delivering to function room of large shipments of boxes is charged based on amount of time spent by hotel staff in handling these materials.

» Any packages being sent to the hotel should be addressed to your company's representative.

HOTEL PARKING

The Swissotel offers on-site parking, based on availability. MGA is given a limited number of discounted parking passes at a rate of \$39.00 per day. Contact the MGA for availability.

SCHEDULE AT A GLANCE

MGA 2007 Winter Convention » January

| WED. 1/17/07 | NAME OF FUNCTION |
|----------------------|---|
| 10:00 am–12:00 noon | Free ASK THE EXPERTS Consultation Sessions <i>Advance Registration Required!!</i> Roberta Simpson-Dolbeare, Brookside Marketing—Advertising, PR, Marketing Barbara Emerson, Horticulture Magazine—How to Get a Wider Distribution for Your Products Val Gosset, Evergreen Marketing—Marketing, Advertising, Media Planning, Enewsletters Gayle McCuiston, Next Action—Database Modeling Jim Rudek, Quad/Graphics—Catalog Design, Photography, Print, Bind, Mailing/Distribution |
| 1:00 pm–3:00 pm | ASK THE EXPERTS Consultation Sessions Lois Boyle, J. Schmid & Assoc.—Catalog Creative Ellen Payne, Marketshare Publications—Designing a Successful Direct Response Card Bill Licata, LCH Direct—Catalog Design, Marketing, Circulation, Testing, Analysis Ken Lane, Hathaway & Lane—Inventory Forecasting Tim Johnstone, Johnstone Advantage—How to Take Your Successful Business to the Next Level. |
| 3:15 pm–5:15 pm | ASK THE EXPERTS Consultation Sessions Geoff Wolf, LENSER—Strategic Planning, Marketing Tom Danner, NewHaven Software—Order Management Software Jim Zuckerman, Zed Marketing—New Customer Acquisition, Insert Media, Statements, List Strategies Jim Foster, DMC International—Expanding to Europe Randy Schultz, Schultz Communications—Public Relations and Advertising |
| 2:00 pm–5:00 pm | MGA BOARD MEETING |
| 2:00 pm–5:30 pm | REGISTRATION/NETWORKING ROOM—OPEN Refreshments sponsored by Zed Marketing Group |
| 6:30 pm–7:30 pm | “WELCOME BACK” RECEPTION Sponsored by Organic Gardening |
| THUR. 1/18/07 | |
| 7:30 am–5:00 pm | REGISTRATION/NETWORKING ROOM—OPEN Refreshments sponsored by Zed Marketing Group |
| 7:30 am–8:15 am | CONTINENTAL BREAKFAST Sponsored by Gardening How-To |
| 8:15 am–8:45 am | PRESENTATION of the Green Thumb Awards |
| 8:45 am–9:30 am | STRATEGIC PLANNING SESSIONS i.e. Internet, PR, Membership, Shipping, Research & Evaluation, Youth Gardening |
| 9:30 am–10:00 am | SUMMARY REPORTS from each Facilitator |
| 10:10 am–11:00 am | Round 1—ROUNDTABLES <ul style="list-style-type: none"> • Succession Planning—Do Prenuptials Protect the Business? How Do You Structure a Buy/Sell Agreement? What Assets Can be Given to Children Who Are Not in the Business? Nikki Hatton, Attorney with Schwabe, Williamson & Wyatt • Winning Results with Customer Satisfaction Programs—Randy Anderson, VP of Client Services, Taction • Review of new Postal Rate Increases and What Companies can do to Offset the Additional Postage Costs including printing options, co-mailings and more—Tom Murray, Dr. of Postal Affairs, Banta Catalog Group • Printing Options and How to Best Communicate with your Printer—Tom Benedict, Sr. VP of Sales, Banta Catalog Group • Best Practices for Email Marketing Campaigns: What Works to Drive Sales, Increase Loyalty, & Improve ROI—Chuck Davis, VP, BlueHornet • Basics of Catalog Page Analysis—Michele Salmon, Consultant with LENSER • New Plant Varieties—Jerry Brown, New Product Development/Marketing Director, Fisher Farms • Web Analytics & How to Use Matchbacks to Optimize Your Circulation Strategies—Jim Coogan, President, Catalog Marketing Economics |
| 11:10 am–12:00 noon | Round 2—Repeat Roundtable Topics |
| 12:00–1:30 pm | PAST PRESIDENT LUNCHEON WITH FIRST TIME ATTENDEES and <u>New Member Recruiters (New!)</u> Sponsored by NewHaven Software |
| 12:00–1:30 pm | MEMBERS—LUNCH ON YOUR OWN |
| 1:30–2:45 pm | PRESENTATION “How to Market to Web Buyers” —Jim Coogan, Catalog Marketing Economics |
| 2:45–2:55 pm | Short Break |
| 3:00–4:15 pm | PRESENTATION “Creating an Annual Contact Plan in a Multi-Channel World” —Geoff Wolf & Michelle Houston, LENSER |
| 4:30–5:30 pm | PRESENTATION “Paid Search Advertising” —Alisa Keimel, Johnny’s Select Seeds |
| 7:00–10:00 pm | RECEPTION/DINNER (in hotel) Sponsored by Horticulture & Quad/Graphics |
| 9:30–12:30 pm | AFTERHOURS KARAOKE WITH MGA MEMBERS Sponsored by Fine Gardening Magazine |
| FRI. 1/19/07 | |
| 8:00–12:00 noon | REGISTRATION/NETWORKING ROOM OPEN Refreshments sponsored by Zed Marketing Group |
| 7:30–8:30 am | Coffee & Juice Bar |
| 8:30–9:45 am | PRESENTATION “Cracking the Creative Code” —Lois Boyle, J. Schmid & Associates |
| 10:00–12:00 noon | BRUNCH & PRESENTATION “Anticipating Trends—How MO Gardening Companies Can Cash-In on the Outdoor Living Market and Recognize the Early Signs of Future Trends” —A Panel Discussion <i>Sponsored by Marketshare Publications & List Locators and Managers</i> |
| | ADJOURNMENT |
| Please Note: | Out of respect for our speakers, we ask that all attendees plan to stay through the Brunch Program on Friday. |
| | EDUCATIONAL SPONSORS Gold Level Berkshire Direct DMC International BV Mantis NextAction Taction |
| | Silver Level Chilcutt Direct Marketing Convention Giveaway Sponsored by LENSER, Platinum Level sponsor |