

# MGA 2008 Winter Conference

Monday, January 7–Wednesday January 9 | Marriott Inner Harbor | Baltimore, MD

(New Dates!)

(New City!)

## General Information

### About the Hotel

The Baltimore Marriott Inner Harbor at Camden Yards offers the perfect central downtown location whether attending business meetings, visiting Baltimore attractions or enjoying the shopping or sporting events. The hotel is just a short walk to the Inner Harbor, National Aquarium, Baltimore Convention Center, Oriole Park at Camden Yards and Ravens M&T Bank Stadium.

Every guest room features direct high-speed internet access, TV/in-room movies, coffee maker, hair dryer, iron/ironing board, luxurious pillow top mattresses and the new Marriott Revive Bed rich with down comforters, custom duvets and custom linens.

The Baltimore Marriott Inner Harbor at Camden Yards has a beautiful hotel fitness club, indoor pool and whirlpool for you to relax and unwind. A Starbucks Coffee can be conveniently found in the lobby when you are ready to re-energize. Café Promenade has an extraordinary contemporary atmosphere featuring Maryland Chesapeake Bay Cuisine. The Whitecap Tavern is a refined and relaxed Baltimore restaurant perfect for business meetings and leisurely meals.

Address: Baltimore Marriott Inner Harbor at Camden Yards  
110 South Eutaw Street  
Baltimore, Maryland 21201  
410-962-0202 phone  
410-625-7892 fax

### How to Book your Room

The MGA special room rate for the Marriott Inner Harbor is \$119.00 for a single or double.

For Reservations, call **410-962-0202** and be sure to tell them you are a member of the MGA

### YOU MUST BOOK EARLY!

**The cutoff date for reservations is Monday, December 17<sup>th</sup>.**

**Please note: The city will be very busy with the Mid Atlantic Nurserymen Trade Show so be sure to book your reservations as soon as possible.**

### Hotel Parking

The Baltimore Marriott Inner Harbor offers self parking in their on-site parking garage at \$22.00 a day + tax and includes unlimited in and out privileges.



### Transportation

The hotel is conveniently located just 12 miles South of Baltimore Washington International Thurgood Marshall Airport-BWI and just a \$25.00 Taxi fare (one way). If traveling by train, Penn Station is located 3 miles North of the hotel.

### Ground Transportation

Super Shuttle—Service hours are approximately 6:00 am–6:00 pm and the van runs approximately every 30 minutes. Tickets are \$13.00 per person, one-way. Guests may pre-arrange for this service by calling 800-258-3826 or online at [www.supershuttle.com](http://www.supershuttle.com). Go to the information desk in the baggage claim area Pier A next to Bag carousel 2 or Pier C between Bag carousels 9 & 10 upon arrival at the airport. Reservations are not required.

### Guest Packages

Any packages being sent to the hotel should be labeled with:

1. The name of the company representative registered at the hotel
2. Guest arrival date
3. Hotel contact: c/o Anne Porter, Convention Services
4. Packages without proper information on the label will be returned to sender COD.



*Representing Exceptional Companies  
That Offer Superior Products*

### Mid Atlantic Nurserymen Trade Show

The MGA Winter Conference is just prior to the Mid Atlantic Nurserymen Trade Show (MANTS). MANTS is co-sponsored by the State nursery and landscape associations of Maryland, Virginia and West Virginia. Now in its fourth decade, MANTS is one of the largest private trade shows serving the Horticulture Industry.

MANTS will run from Wednesday, January 9 thru Friday, January 11, 2008. The cost to attend is \$10.00 until December 7th. The price goes up to \$15.00 after that date.

If you would like to visit the trade show, you can register online at [www.mants.com](http://www.mants.com) or register on-site at the Baltimore Convention Center, which is one block from the Marriott Inner Harbor Hotel.

# Schedule At A Glance

Date/Time	NAME of FUNCTION	
<b>MONDAY 1/07</b>		
8:00 AM	REGISTRATION/NETWORKING ROOM	
10:00–12:00 N	ASK THE EXPERTS Consultation Sessions	
	Roberta Simpson-Dolbeare, Brookside Marketing Val Gosset, Evergreen Marketing Bill Licata, LCH Direct Jim Zuckerman, Zed Marketing Group Carol Worthington-Levy, LENSER	<i>brooks@adams.net</i> <i>val@evergreenmarketingco.com</i> <i>wlicata@lchdirect.com</i> <i>jim@zedmarketinggroup.com</i> <i>Carol.Worthington-levy@lenser.com</i>
1:00–3:00 PM	ASK THE EXPERTS Consultation Sessions	
	Ken Lane, Hathaway & Lane Lilliane LeBel, The Millard Group Geoff Wolf, LENSER Michael Heeney, Groware Wendy Weijdema, Elburg Botanic Media	<i>klane@hathawayandlane.com</i> <i>llebel@millard.com</i> <i>Geoff.wolf@lenser.com</i> <i>Michael@groware.com</i> <i>wweijdema@elburgbotanicmedia.com</i>
3:15–5:15 PM	ASK THE EXPERTS Consultation Sessions	
	Todd Kinzle, Wiland Direct	<i>tkinzle@wilanddirect.com</i>
2:00–5:00 PM	MGA BOARD MEETING	
2:00–5:30 PM	REGISTRATION/NETWORKING ROOM—OPEN	
6:00–7:30 PM	“WELCOME BACK” RECEPTION	
<b>TUESDAY 1/08</b>		
7:30 AM–5:00 PM	REGISTRATION/NETWORKING ROOM—OPEN	
7:30–8:15 AM	CONTINENTAL BREAKFAST	
8:15–8:45 AM	PRESENTATION of the Green Thumb Awards	
8:45–9:30 AM	STRATEGIC PLANNING SESSIONS i.e. Internet, PR, Membership, Shipping, Research & Evaluation, Youth Gardening	
9:30–10:00 AM	SUMMARY REPORTS from each Facilitator	
10:10–11:00 AM	<b>Round 1—ROUNDTABLES</b> <ul style="list-style-type: none"> <li>• “No Match” Social Security Numbers</li> <li>• Making the Most of Your HotSpots: Harder working front and back covers and “red carpets”—Carol Worthington-Levy, LENSER</li> <li>• Merge Perge—Importance of List Hygiene/Better Use of Database—Michele Salmon and Geoff Wolf, LENSER</li> <li>• Imagination—The Impact of Photography/Using Digital vs. 35mm—Richard Smit, Photostudio Visions, BV</li> <li>• Tips &amp; Tricks on Motivating Seasonal Employees, Using Sales Incentive Programs—Michael Allan, Dutch Gardens</li> <li>• Promoting Products &amp; Product Line Improvements—Rick Pontz, Lawn &amp; Garden Performance Group</li> <li>• Importance of Public Relations—Howard Kaplan, Mantis/Little Wonder</li> <li>• Leveraging Web 2.0 to Reach New Consumers—Steven Plous, Direct Message Lab</li> <li>• Social Computing—Online Marketing—Judith Roberts, estrategyfirst</li> </ul>	

Date/Time	NAME of FUNCTION
11:10–12:00 N	Round 2—Repeat Roundtable Topics
12:00–1:30 PM	PAST PRESIDENT LUNCHEON WITH FIRST TIME ATTENDEES and New Member Recruiters
12:00–1:30 PM	MEMBERS—LUNCH ON YOUR OWN
1:30–2:30 PM	PRESENTATION—“Rich Internet Application, Widgets and Desktop Applications” Steve Plous, Direct Message Lab
2:35–3:45 PM	PRESENTATION—“How Many Ways Can You Screw in a Light Bulb? Selling Your Products in New and Proven Ways” Carol Worthington-Levy, LENSER
3:45–4:00 PM	SHORT BREAK
4:00–5:30 PM	PRESENTATION—“Social Computing: Online Marketing in a Connected World” Judith Roberts, estrategyfirst
7:00–10:00 PM	RECEPTION/DINNER (in hotel)
10:00–12:00 PM	AFTERHOURS IN THE WHITE CAP TAVERN
<b>WEDNESDAY 1/09</b>	
8:00–12:00 N	REGISTRATION/NETWORKING ROOM OPEN
7:30–8:30 AM	Coffee & Juice Bar
8:30–9:20 AM	PRESENTATION—“Rural Surcharges, Consolidators, Rate Increases—What’s a Shipper To Do In Order to Exist 20 Years From Now?” Ken Lane, Hathaway & Lane
9:30–10:30 AM	PRESENTATION—“Gardening Trends Discovered from the MGA Fall Online Customer Survey” Lilliane LeBel, Decision Direct Research, a division of The Millard Group
10:30 AM–12:30 PM	BRUNCH & PRESENTATION – “Where Have All the Gardeners Gone? Maintaining Relevance With Tomorrow’s Customers” Kip Creel, Standpoint Marketing
ADJOURNMENT	
<p><b>Please note: Out of respect for our speakers, we ask that all attendees plan to stay through the Brunch Program on Wednesday.</b></p> 	

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