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# 75 Years Strong

Serving the Mail Order Gardening Industry

## MGA Winter Conference

January 5-7

Marriott Inner Harbor at Camden Yards  
Baltimore, MD

2008

2009

THE Premier Event for  
Direct Marketing Professionals  
within the Gardening Industry!

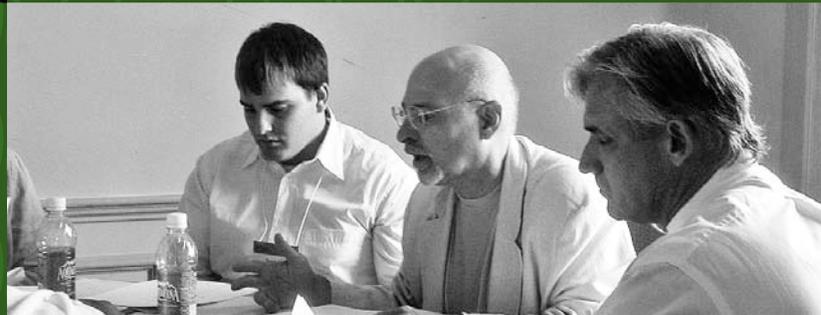


*"My involvement with MGA has given me direct access to top level management of companies in my target market, and helps me keep my finger on the pulse of the industry. I should have come to a conference long before I actually did"*

*—Glenn Stokes, Stokes Tropicals*



Conference Attendees come from large and small companies who sell everything from greenhouses, to bulbs, seeds, fruits, onions, flowers, potatoes, hardgoods and much more.





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## MGA Winter Conference

Monday, January 5–Wednesday January 7  
Marriott Inner Harbor | Baltimore, MD

### MANY THANKS TO OUR CONVENTION SPONSORS!

#### Diamond

Horticulture  
Organic Gardening  
Quad/Graphics

#### Platinum

Gardening How-To  
LENSER

#### Silver

Berkshire Direct  
Fine Gardening Magazine  
Little Wonder/Mantis  
Wiland Direct  
Zed Marketing Group

*"The conference exclusively for Direct Marketers and Suppliers in the Mail Order Gardening Industry"*

### Conference Schedule

#### MONDAY, JANUARY 5

10:00–12:00 N

#### "ASK THE EXPERTS" CONSULTATIONS

The "Ask The Experts" Program will take place again at the 2008 MGA Winter Conference in Baltimore.

This program provides an opportunity for MGA Catalog members to meet with MGA Allied members for a **no-fee private consultation** during the Winter Conference.

Our Allied members see this as a win-win situation for all involved. Catalog/ecommerce 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 early bird catches the worm!**

2:00–5:30 PM

#### Registration/Networking Room Open

Refreshments sponsored by *Zed Marketing Group, Silver Sponsor*

2:00–4:30 PM

#### NEW PROGRAM!!

#### DIRECT MARKETING BOOT CAMP 101

MGA's Direct Marketing "Boot Camp" is an in-depth seminar for beginners and will be a great refresher for seasoned DM professionals. This seminar will provide long time "core proven" concepts that can be applied to your business today...in an easy to understand presentation.

#### ADDED-BENEFIT!

FREE Pre-Convention Workshop included in the price of the convention registration fee!!

Hear it from your industry's "experts." Participants will have opportunities to participate in interactive exercises and ample opportunity to ask questions of this highly qualified panel.

You will be provided with handouts that can be taken back to the office and utilized as a guide to build your marketing plans from.

Many people pay thousands for seminars of this nature and it's yours for the cost of the MGA conference registration fee.

#### Who Should Attend?

- YOU
- Marketing Planners
- Supervisors
- Anyone Who May Benefit from a Better Understanding of the Direct Marketing profession

#### Why Should You Attend?

- Open Your Eyes to Proven Methods in Direct Marketing
- Keep You From Many of the Learning Pitfalls in Your Marketing Efforts
- Speed Up Your Learning Curve

#### Your Panel of Experts



- Michael Allan, Mgr. Of New Business Development, Gardener's Supply

OUR EXPERTS	AREA OF EXPERTISE
<b>12:00–2:00 pm</b>	
<b>Val Gosset, Evergreen Marketing</b> val@EvergreenMarketingCo.com	Marketing, Advertising, Media Planning, Email Marketing/Newsletters, Blogs
<b>Barb Emerson</b> Barbara@havegreenthumb.com	Strategies to Grow Your Business
<b>Bill Licata, LCH Direct</b> wlicata@lchdirect.com	Catalog Web or Email, Circulation, Planning, Direct Response Marketing
<b>2:00–4:00 pm</b>	
<b>Mike Zuckerman, Zed Marketing Group</b> mike@zedmarketinggroup.com	New Customer Acquisition—Insert Media, Market Strategy, List Rental
<b>Ken Lane, Hathaway &amp; Lane Direct</b> klane@hathawayandlane.com	Square Inch Analysis
<b>Monique Vermin, Photostudio Visions</b> Monique@visions.nl	Selecting the Right Picture to Create the Best Image for Your Product
<b>4:00–6:00 pm</b>	
<b>Geoff Wolf, LENSER</b> Geoff.wolf@lenser.com	Where Will the Next Source of Gardening Customers Come From?
<b>Randy Schultz, Schultz Communications</b> schultz@schultzpr.com	Advertising & Public Relations
<b>John Lenser/Michelle Farabaugh, LENSER</b> john@lenser.com	Best Practices Review
<b>Brent Eskew, Wiland Direct</b> beskew@wilanddirect.com	Cooperative Databases & Circulation



• Steve LePera,  
Media Director,  
Schiller-Pfeiffer (Mantis)



• Don Zeidler,  
Marketing Director,  
Burpee Seed Company



• Jim Zuckerman, CEO,  
Zed Marketing Group

2:00–5:00 PM

**MGA Board of Directors Meeting**

6:00–7:30 PM

**“Welcome Back” Social**

Say hello to your fellow members and make 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*

**TUESDAY, JANUARY 6**

7:30 AM–5:00 PM

**Registration Room Open**

Refreshments sponsored by *Zed Marketing Group, Silver Sponsor*

7:45–9:15 AM

**Continental Breakfast & Green Thumb Awards**

The Winners of the MGA 2008 Green Thumb Awards will be announced and recognized for their achievement. A company representative from each winning company should be present to receive their award.

Sponsored by *Gardening How-To, Platinum Level*



9:15–10:00 AM

**Annual Business Meeting and Update on UPS Agreement & Other Shipping Issues**

10:15–11:30 AM

**PRESENTATION—“Tending Your Brand Through Masterful Merchandising”**



As gardeners prepare their soil each season, today’s master merchants need to thoroughly understand two aspects of their “soil;” their customers and their brand’s attributes before they can merchandise successfully.

In this session, you will learn just how to enhance the customer experience through relevant branding and product line development. Merchants and marketers will learn 10 important

tools to assist in planning their convergent merchandising strategies across channels.

We’ll discuss:

- Importance of a Metric Dashboard
- Visuals that Tell a Story
- The Use of Product Fit Charts
- Importance of Editing
- Trends vs. Threads

**Andrea Syverson is President of IER Partners**, a national consulting firm specializing in strategic planning, brand marketing, merchandising, new product development and creative thinking.

By actively and intuitively listening to customers, she has created and developed best-selling products across a variety of categories...from gifts and stationery and books to gourmet food and apparel to spirituality and many in between. Her clients include many large and small giants: Hallmark, Hershey Foods, Ben & Jerry’s, Celestial Seasonings, Wolferman’s and more.

11:30–1:00 PM

**MGA Past President Luncheon with First Time Attendee**

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!

11:30–1:00 PM

**Members-Lunch on Your Own**

1:00–2:15 PM

**PRESENTATION—“Creating a Business Model for a Successful Direct Gardening Business”**

Selling live goods adds an additional complexity that most retailers will never have to encounter. Continuing to follow the same business model as the last several years will not necessarily be successful in these changing and difficult times.

This session will discuss critical components of a successful direct gardening business including infrastructure, how to understand the true cost of goods, developing a multichannel marketing program, measuring channel profitability and the top ten critical components every business must master.



**Michelle Farabaugh, a LENSER Partner**, is an entrepreneurial, creative executive specializing in multichannel retailing and strategic planning and has worked in every aspect of catalog, e-commerce and retail/wholesale marketing. Michelle has served as Sr. VP, Marketing at Smith & Hawken and at West Marine and also served in executive marketing leadership capacities at PETSMART, Webb & Company and more.

2:30–3:15 PM

**ROUNDTABLE DISCUSSIONS—Round 1**

Bring your burning questions to this roundtable program. There are different topics, each at a different table. Attendees will have the opportunity to participate in 2 different topic discussions.

Each discussion is 45–50 minutes in length. At each table, an industry expert will briefly

introduce the session topic and then the table participants will shape the session content based on their own specific needs and questions.

**1. Business Modeling—**

*Michelle Farabaugh, LENSER*

**2. Tips for Targeting the Younger Gardener Using the Web—**

*Susan Robbins and Peter Sloan, NGA*

**3. Waterwise—Conservation & Smart Usage—**

*Leon Springer, Lisa Montez, Dripworks*

**4. Affiliate Marketing—**

*Steve LePera, LW Mantis*

**5. Security/PCI—**

*Alisa Keimel, Johnny’s Select Seeds*

**6. Successful Upselling and/or Simple Steps to Increasing Your Average Order—**

*Michael Allan, Gardener’s Supply*

**7. New Intelligent Barcoding,—**

*Joe Schick, Quad/Graphics and Ken Lane, Hathaway & Lane*

**8. Social Marketing—Everything You Always Wanted to Know But Felt Uncool Asking—**

*Lena West, xynolMedia Technology*

3:30–4:15 PM

**ROUNDTABLE DISCUSSIONS—Round 2**

4:15–4:30 PM

Short Break

4:30–5:45 PM

**PRESENTATION—“Developing a Social Media Strategy that Works for Your Business”**



We’ve all heard about blogs, podcasts and social networks, but most of us don’t know how to use these tools strategically to meet business goals.

Some of us have even started using social

media, but are unsure of what to do next. This interactive breakout session will help you nail down the nuts and bolts you need to create your own social media strategy and it will give you the permission to ignore all the social media hype that won’t work for you.

During this working session, you will learn:

- How to link social media with your overall business goals
- The six “slices” of the social media “pie” and which will work best for your goals
- How to integrate social media into your marketing/communications strategies and programs
- How to fit social media into your already busy, deadline-driven schedule
- How to get the right people on your “social media bus”
- How to evaluate social media consultants to ensure that you don’t pick a lemon
- How to measure, when to measure and which metrics to use to track your social media success and ROI

You will leave this workshop with the beginnings of your own social media strategy.

**Lena West** is an award-winning social media consultant, blogger, speaker, journalist and

technologist. She is also the CEO and Chief Strategist at **xynoMedia Technology**, a consulting firm that helps fast-growing Companies secure their place in the social media landscape and effectively navigate the new world of Blogs, podcasts, widgets, online communities and social networks to shorten sales cycles, refine Product development and increase word of mouth. Lena says, "Our mission is simple: Make social media Easy to use, manageable and worthwhile."

She believes that social media is a catalyst to uniting the World's people and will continue to lead businesses and individuals toward greater levels of environmental accountability, social responsibility and corporate transparency—hence, her passion for the medium.

**7:00-10:00 PM**

**RECEPTION & DINNER**

A relaxing evening with great food and an opportunity to network with members and new colleagues.

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

**10:00 PM-12:00 MIDNIGHT**

**After Hours in "The Yard" in the Marriott Inner Harbor**

Still have some energy??? All members are welcome to join everyone at "The Yard" located on the lobby level of the hotel.

**WEDNESDAY, JANUARY 7**

**7:30-8:30 AM**

**COFFEE & JUICE BAR**

Sponsored by *Fine Gardening, Silver Level*

**8:00 AM-12:00 N**

**NETWORKING ROOM OPEN**

Refreshments sponsored by *Zed Marketing Group, Silver Sponsor.*

**8:30-9:15 AM**

**PRESENTATION—"Trends in Today's Consumer Lawn and Garden Market"**



Highlights, market facts, trends and outlook from National Gardening Association's market research and what it means for your business.

**• National Gardening Survey—Do-it-yourself**

lawn and garden participation, sales, product purchases, shopping and demographics

**• Environmental Lawn and Garden Survey—**How "green" are today's lawn and garden consumers? Environmental attitudes, practices, knowledge and forecast.

**• What Gardeners Think—**What garden enthusiasts, casual gardeners, reluctant gardeners and people who just cut the grass really think do and spend.

**• Lawn and Landscape Services and the Value of Landscaping—**How does the market for hiring lawn and landscape services to "do it for me" consumers

compare to the "do it yourself" market and the perceived value of landscaping.

Research Guru, **Bruce Butterfield**, has been the **Market Research Director at the National Gardening Association** since 1978 and is a well-known and respected name in the gardening industry. His Years of experience in the field give him a unique understanding of who gardeners are, what they need and want, why they buy the products they do, where they shop, how gardening trends have changed in the past, and where they are headed in the future.

Each year, Bruce also conducts a number of proprietary research studies for companies in the lawn and gardening industry to help with their business development.

**9:15-10:30 AM**

**PRESENTATION—"Look into the Crystal Ball—What will You Be Selling in Five Years Time?"**

What will the future garden/outdoor industry do, operate, sell, believe in and Make money at? What impact will the emerging "green" behavior of your consumer Have on your offer and marketing? How will the changing demographics Impact your communications with the new consumer?

Garden industry business specialist **Ian Baldwin** invites you to peek over his Shoulder as he gets out his crystal ball and gazes ahead!



Retail and marketing consultant Ian Baldwin was born in England and has worked in the nursery industry since he was 16, holding a BS in Horticulture from London University and an MBA from Medway

College in England.

For over 25 years, Ian has consulted for companies in N. America and Europe on garden center layout, marketing, merchandising, "retail detail," strategic planning and the financial criteria necessary for a profitable operation.

For 15 years, Ian has written a regular column for the "Garden Center" magazine, while his "TLC... Think Like Customers" and "Retail Sales Pro" sales motivation programs has helped to increase sales on over 250 retail nurseries.

Throughout all of Ian's work one particular theme prevails. **His goal is to help his customers make more money with less stress, and it works!**

**10:30-12:30 PM**

**BRUNCH & PRESENTATION**



**Patti Moreno, TV's Garden Girl**, is building a city-oriented, green-thumb empire by bringing herbs, produce and helpful tips to the masses. Experimenting, innovating and implementing ways to live more sustainably

in the cities and suburbs is the mission that drives Patti to create on-line how-to videos that chart, step by step, the gardening and yard work she has done in the hopes of making it easier and fun for others.

"Urban Sustainable Living" is a term she coined when trying to explain to friends and neighbors what she was trying to accomplish with the days,

which turned into weeks and then months of experimentation and construction of her garden.

In the last year, Patti has met with the Sundance Channel about hosting some of the cable network's "green" programming and talked with producers at Live with Regis & Kelly about appearing on the show. She's just finishing up her first full season as host of Farmer's Almanac TV for PBS, which will air starting next spring in 270 markets.

She has recently launched her Garden Girl line of DVD's seeds, soil and mulch. The 70 video clips that she has on GardenGirlTV.com has been watched more than 400,000 times.

Patti is eager to meet the owners and representatives of some of her favorite gardening catalogs. She is excited to share with you, her thoughts and advice on marketing to the LOHAS consumer. Research shows that one in four adult Americans is part of this group—nearly 41 million people. These consumers are the future of your business and also the future of progressive social, environmental and economic change in this country. But their power as a consumer market remains virtually untapped.

**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

**Many Thanks to our Education Sponsors Silver**

Berkshire Direct  
Little Wonder/Mantis

**Many Thanks to our Convention Giveaway Sponsor**

LENSER, Platinum Level

**Many Thanks to our Advertising Insert Sponsor**

Wiland Direct, Silver Level

**MAILORDER GARDENING ASSOCIATION**  
1934-2009

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## MGA Winter Conference

Monday, January 5–Wednesday January 7

Marriott Inner Harbor | Baltimore, MD

### 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 highspeed 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 Yard 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 or you can visit: <http://cwp.marriott.com/bwiih/gardening> to make your reservations online.

#### YOU MUST BOOK EARLY!

**The cutoff date for reservations is Friday, December 19, 2008.**

**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 \$24.00 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.

#### 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 7 thru Friday, January 9, 2009. The cost to attend is \$10.00 until December 5th. 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.



# MGA Winter Conference

Monday, January 5–Wednesday January 7 | Marriott Inner Harbor | Baltimore, MD

## Schedule at a Glance

Date/Time	NAME of FUNCTION
<b>MONDAY 1/05</b>	
10:00–2:00 pm	<b>ASK THE EXPERTS Consultation Sessions</b> <b>1. Val Gossett, Evergreen Marketing</b> val@EvergreenMarketingCo.com Marketing, Advertising, Media Planning, Email Marketing/Newsletters, Blogs <b>2. Barb Emerson, Have Green Thumb</b> Barbara@havegreenthumb.com Strategies to Grow Your Business <b>3. Bill Licata, LCH Direct</b> wlicata@lchdirect.com Catalog Web or Email, Circulation, Planning, Direct Response Marketing
2:00–4:00 pm	<b>1. Mike Zuckerman, Zed Marketing Group</b> mike@zedmktg.com New Customer Acquisition-Insert Media, Market Strategy, List Rental <b>2. Ken Lane, Hathaway &amp; Lane</b> klane@hathawayandlane.com Square Inch Analysis <b>3. Monique Vermin, Photostudio Visions</b> Monique@visions.nl Selecting the Right Picture to Create the Best Image for Your Product
4:00–6:00 pm	<b>1. Geoff Wolf, LENSER</b> Geoff.Wolf@lenser.com Where Will the Next Source of Gardening Customers Come From? <b>2. Randy Schultz, Schultz Communications</b> Schultz@schultzpr.com Advertising & Public Relations <b>3. John Lenser, Michelle Farabaugh, LENSER</b> john@lenser.com Best Practices Review <b>4. Brent Eskew, Wiland Direct</b> beskew@wilanddirect.com Cooperative Databases & Circulation
2:00–4:30 pm	<b>Direct Marketing Boot Camp 101</b>
2:00–5:00 pm	<b>MGA BOARD MEETING</b>
2:00–5:30 pm	<b>REGISTRATION/NETWORKING ROOM—OPEN</b>
6:00–7:30 pm	<b>“WELCOME BACK” RECEPTION</b>
<b>TUESDAY 1/06</b>	
7:30 am–5:00 pm	<b>REGISTRATION/NETWORKING ROOM—OPEN</b>
7:45–9:15 am	<b>CONTINENTAL BREAKFAST &amp; PRESENTATION of the Green Thumb Awards</b>
9:15–10:00 am	<b>ANNUAL BUSINESS MEETING and Update on UPS Agreement and other Shipping Issues</b>

Date/Time	NAME of FUNCTION
<b>TUESDAY 1/06 (continued)</b>	
10:15–11:30 am	<b>PRESENTATION—“Tending Your Brand Through Masterful Merchandising”</b> Andrea Syverson, IER Partners
11:30 am–1:00 pm	<b>PAST PRESIDENT LUNCHEON WITH FIRST TIME ATTENDEES and New Member Recruiters</b>
11:30 am–1:00 pm	<b>MEMBERS—LUNCH ON YOUR OWN</b>
1:00–2:15 pm	<b>PRESENTATION—“Business Model for a Successful Direct Gardening Business”</b> Michelle Farabaugh, LENSER
2:30–3:15 pm	<b>Round 1—ROUNDTABLES</b> <b>1. Business Modeling—</b> Michelle Farabaugh, LENSER <b>2. Tips for Targeting the Younger Gardener Using the Web—</b> Susan Robbins and Peter Sloan <b>3. Waterwise—Conservation &amp; Smart Usage—</b> Leon Springer Lisa Montez, Dripworks <b>4. Affiliate Marketing—</b> Steve LePera, LW Mantis <b>5. Security/PCI—</b> Alisa Keimel, Johnny’s Select Seeds <b>6. Successful Upselling and/or Simple Steps to Increasing Your Average Order—</b> Michael Allan, Gardener’s Supply <b>7. New Intelligent Barcoding—</b> Joe Schick, Quad and Ken Lane, Hathaway & Lane <b>8. Social Marketing—Everything You Always Wanted to Know But Felt Uncool Asking—</b> Lena West, xynoMedia Technology
3:30–4:15 pm	<b>Round 2—Repeat Roundtable Topics</b>
4:15–4:30 pm	<b>SHORT BREAK</b>
4:30–5:45 pm	<b>PRESENTATION—“Developing a Social Media Strategy that Works for Your Business”</b> Lena West, xynoMedia Technology
7:00–10:00 pm	<b>RECEPTION/DINNER (in hotel)</b>
10:00–12:00 Mdnt	<b>AFTERHOURS IN “THE YARD”</b>
<b>WEDNESDAY 1/07</b>	
7:30–8:30 am	<b>Coffee &amp; Juice Bar</b>
8:00–12:00 Noon	<b>REGISTRATION/NETWORKING ROOM—OPEN</b>
8:30–9:15 am	<b>PRESENTATION—“Trend’s in Today’s Consumer Lawn and Garden Market”</b> Bruce Butterfield, National Gardening Association
9:15–10:30 am	<b>PRESENTATION—“Look into the Crystal Ball—What Will You Be Selling in Five Years Time?”</b> Ian Baldwin, Horticultural Consultant
10:30 am–12:15 pm	<b>BRUNCH &amp; PRESENTATION—</b> Patti Moreno, Garden Girl TV and the Host of Farmers Almanac TV for PBS in 2009
<b>ADJOURNMENT</b>	
Please note: Out of respect for our speakers, we ask that all attendees plan to stay through the Brunch Program on Wednesday.	