

2010 MGA Winter Conference

Discover & Evaluate How Does Your Company Rank?

January 4–6 • Marriott Inner Harbor at Camden Yards • 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

SPECIAL MGA RATE:

\$125 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/bwih/gardening/> to make your reservations online.

YOU MUST BOOK EARLY!

The cutoff date for reservations is Friday, December 18, 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.

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:

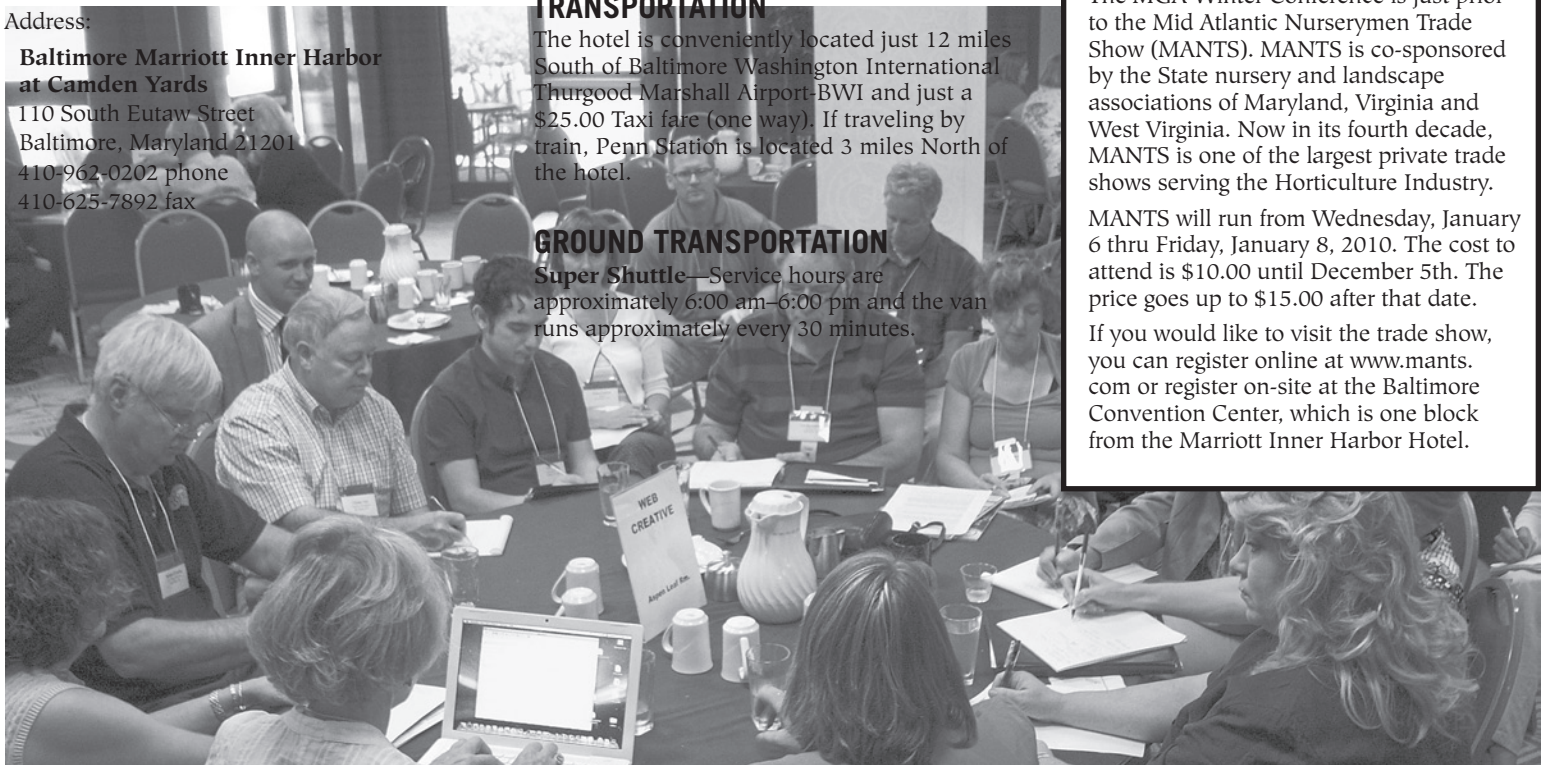
1. The name of the company representative registered at the hotel
2. Guest arrival date
3. Hotel contact: c/o Trisha Fox, Convention Services
4. Packages without proper information on the label will be returned to sender COD.

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 6 thru Friday, January 8, 2010. 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 or register on-site at the Baltimore Convention Center, which is one block from the Marriott Inner Harbor Hotel.



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CONFERENCE SCHEDULE

MONDAY 1/04

9:00 am–5:00 pm	FREE—PRIVATE CONSULTS With Sundeep Kapur— Contact directly for a reservation 803-479-2549, sundeep.Kapur@gmail.com
10:00–2:00 pm	ASK THE EXPERTS Consultation Sessions—Contact Experts directly for an appointment <ol style="list-style-type: none"> Val Gossett, Evergreen Marketing val@EvergreenMarketingCo.com <i>Marketing, Advertising, Media Planning, Email Marketing/Newsletters, Blogs</i> Barb Emerson, Have Green Thumb Barbara@havegreenthumb.com <i>Marketing, Public Relations, Advertising</i> Roberta Simpson Dolbeare, Brookside Marketing brooksids@adams.net <i>Marketing, Public Relations, Advertising</i>
2:00–4:00 pm	<ol style="list-style-type: none"> Mike Zuckerman, Zed Marketing Group mike@zedmktg.com <i>New Customer Acquisition—Insert Media, Market Strategy, List Rental, Printing</i> Ken Lane, Hathaway & Lane klane@hathawayandlane.com <i>Square Inch Analysis</i> Ross Lasley, The Internet Educator ross@theinterneteducator.com <i>Website Reviews/Web Strategy</i> Don Landis, Arandell Corp. hlandis@arandell.com <i>Postal Issues and Challenges</i>
4:00–6:00 pm	<ol style="list-style-type: none"> Bill Licata, LCH Direct wlicata@lchdirect.com <i>Catalog Web or Email, Circulation, Planning, Direct Response Marketing</i> Jeremy Dore, Growing Interactive j.dore@growinginteractive.com <i>Website Development</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

TUESDAY 1/05

7:30 am–5:00 pm	Registration/Networking Room Open
7:45–9:15 am	Continental Breakfast—Let's Thank Our Sponsors!
9:15–9:45 am	Celebrate the Winners of the Green Thumb Awards
9:45–10:15 am	Annual Membership Business Meeting
10:30–12:00N	Presentation— “17 Keys to Effective Email Marketing,” Sundeep Kapur, EmailYogi.com
12:00N–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— “Managing Your Postal Expenses for the Greatest Impact,” Hamilton Davisson, ACMA and Ken Lane, Hathaway & Lane
2:30–4:00 pm	Products & Services Business Showcase
4:00–4:15 pm	Short Break
4:15–5:30 pm	Presentation— “Website Analytics Demystified,” Ross Lasley, The Internet Educator
6:30–8:00 pm	Networking Reception
10:00–12:00 pm	Afterhours in “The Yard” in the Marriott

WEDNESDAY 1/07

8:00–12:00N	Registration/Networking Room Open
9:00–10:15 am	Presentation— “Creating a Phenomenal Customer Experience,” Connie Adcock
10:30 am–12:15 pm	SPECIAL LIVE PRESENTATION! “A Consumer Panel Ordering YOUR Products & Critiquing the Shopping Experience” Moderated by Kip Creel, Standpoint Marketing Research

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