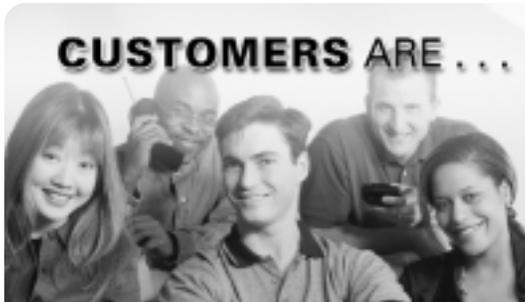


join the **MGA** TODAY!

FIND OUT WHY THIS IS THE BEST TRADE ORGANIZATION FOR YOU



extremely concerned about getting good service. Customers are demanding quality products. Customers want to trust who they are buying from. Customers want their goods and they want them now.

HOW CAN YOU MAKE SURE YOU ARE AN **INDUSTRY LEADER** IN FINDING AND SERVING CUSTOMERS?



obtain the most information on the latest trends in the mail order gardening industry. ONLY IN THE **MGA** can you find educational programs targeted specifically to the mail order gardening industry. ONLY IN THE **MGA** can you find the largest concentration of mail order gardening direct marketers.

Joining the Mailorder Gardening Association and displaying the MGA member logo signifies to your customers your **commitment** to **excellence** and **service**. As you read further, you will discover the excellent opportunities and benefits that the MGA can provide you and your company.



Mailorder Gardening Association mission statement

- To promote the general interests of the mail order business.
- To bring about a closer understanding and a spirit of mutual cooperation.
- To provide open discussion of matters pertaining to the nursery business.
- To protect members against unfair and discriminatory legislation at both the state and national level.
- To warn and protect members against unfair business practices.
- Organized June 26, 1934

BENEFITS OF MEMBERSHIP in

the Mailorder Gardening Association

THE ONLY NON-PROFIT ORGANIZATION SERVING THE NEEDS OF COMPANIES INVOLVED IN MARKETING GARDENING PRODUCTS DIRECT TO CONSUMERS.

education/networking

ANNUAL CONVENTIONS—The Mailorder Gardening Association (MGA) sponsors two conventions annually. The winter meeting is in January; the summer meeting is in July. Both meetings rotate to different locations around the U.S.

Consistently, “networking” is listed as the number one benefit of attending an MGA convention with “education” running a close second. Well attended and well organized with a concise schedule of events, the MGA conventions are the communications vehicle for delivering up-to-date information about industry activities.

The most respected industry leaders share their views about current trends and their visions of the future. Attending the convention meetings is the best investment you can make in expanding your own direct marketing knowledge and in training the people working with you.

achieving excellence

CUSTOMER SHOPPING SURVEY—A major **FREE** benefit to direct marketers and gardening publications is the opportunity to participate in a shopping survey where the member company is shopped “anonymously” from multiple locations around the country in the spring. Catalogs are requested, merchandise is ordered, and customer service related telephone calls are made. Timing, condition of product, accuracy, and service are all monitored and recorded. The tracking of this information year after year proves a useful exercise for MGA members interested in maintaining a high level of performance and customer service satisfaction.

This survey report is a valuable tool and is relied on by management as an excellent means for measuring company performance. Each company participating receives its confidential results in a comprehensive report in July.

exposure

MEMBERSHIP DIRECTORY—The Membership Directory allows MGA members to call upon virtually anyone in the organization for help when needed. It is an important reference tool offering the most notable network of people in the industry. The directory is also available to members only on the MGA website.

exposure

GARDEN CATALOG GUIDE—Direct marketers and gardening publications receive a **free listing** in the MGA Garden Catalog Guide. This publication is made available to the home consumer and to garden writers. Thousands of hard copies are distributed annually and the Garden Catalog Guide is also available on the MGA website, which is located at www.mailordergardening.com.

savings

TELEPHONE AND SHIPPING DISCOUNTS—Members are automatically eligible to receive telephone, DSL and overnight shipping discounts. Through Broadwing Communications your company can receive telephone service discounts through AT&T, MCI and others. You can also take advantage of overnight shipping discounts with Airborne, including free pick-up service. And there are no additional membership fees involved for these services.

The discounted telephone and shipping rates are not available directly from the carriers. They are group volume rates made possible by your affiliation with the MGA and Broadwing Communications.

information

MEMBER NEWSLETTERS AND INDUSTRY UPDATES—The MGA staff and convention speakers keep you updated and informed throughout the year with a wide range of newsletters, survey reports, press releases and legislative updates. Content covers a broad scope of information about current issues relevant to members. Much of this material is distributed to members via e-mail and the MGA website. Members receive the monthly **WEBNEWS**, filled with the latest on members and the industry.

for the **LATEST** in **GARDENING INFORMATION:**

Tune-in to **www.mailordergardening.com**

CATALOG COMPANIES AND GARDENING PUBLICATIONS TAKE NOTE . . .

Your membership in the Mailorder Gardening Association (MGA) entitles you to a **free listing** in the “Gardening Catalog Guide” section of the MGA website. This is like getting **free advertising** space for your company, because it keeps your name in front of hundreds of home gardeners daily who are looking for reputable firms to buy from. Best of all, you can “hot link” directly from your MGA listing to your own company website.

Thanks to the ongoing efforts of the MGA public relations program, the MGA website is continually gaining **great publicity** as one of the **most comprehensive** gardening sites online. It contains the largest group of mailorder and online gardening companies, categorized by the types of products they

provide—annuals, fruit trees, garden supplies, etc. (There are 26 companies listed under “bulbs” alone!) A consumer **just clicks** on a company name and they are able to **view** a short description of the catalog’s offerings, phone number and address. The website also features a helpful **glossary** of gardening words and phrases, **tips** for smart shopping by mail and other gardening-related **information**.

Members can update their listing whenever they want!

ALSO FREE—Members are listed in a **membership directory** on the B to B section of the MGA website. This section enables your company to have a description of services and products, contact names, website address, etc. This exclusive listing enables you to **buy** from, **sell** to, and **speak** with the best in the business.

gain recognition & publicity

Green Thumb Awards Recognize Best New Gardening Products

THE GREEN THUMB AWARDS WERE CREATED IN 1998 by the Mailorder Gardening Association (MGA) to recognize outstanding new garden products available by mail. All types of garden products are eligible for the annual award, as long as they can be **purchased via mailorder**.

“Gardeners love to try new plant and seed varieties, and they’re always looking for great new gardening products that **enhance gardening success** and pleasure,” says Camille Cimino, executive director of the MGA. “Likewise, each year gardening catalogs introduce an impressive variety of new products. The

MGA Green Thumb Awards call attention to the best new gardening products so that more **gardeners try them**,” Cimino adds.

Entries for the annual awards are divided into **two divisions** for judging purposes. Division one includes all **plant materials** (seeds, bulbs, plants and trees). Division two includes all **other gardening-related products** (gardening tools, accessories, supplies and aids).

The entries are judged by an independent panel of garden writers and editors. The judges review the products based upon 1) uniqueness, 2) technological advances and innovation, 3) ability to solve a gardening problem or provide a gardening opportunity, and 4) potential appeal to gardeners.

The Green Thumb Awards program is another example of how the MGA is helping its members **gain recognition** and publicity with home gardeners for the quality products they offer.



school-age children learn benefits of

Gardening Through MGA Bulb Grant Program

The Mailorder Gardening Association (MGA) believes the future greening of America relies greatly on youths learning the values and benefits of gardening. This is why the organization sponsors the annual Kids Growing with Dutch Bulbs program for school-age children.

Each year, hundreds of schools throughout the United States are selected from eligible applicants. The grant recipients each receive a nice assortment of Dutch bulbs in the fall to plant on school grounds. Along with the bulbs, which are provided free of charge, the recipients also receive planting instructions, a video about the history of Dutch bulbs and suggestions

for classroom activities involving the study of bulbs.

This internationally recognized program is sponsored in cooperation with the Dutch Bulb Exporters Association, International Flower Bulb Centre of Holland, and many other supporters. The program sponsors believe gardening offers children a variety of benefits, many of which warrant including the activity in the school curriculum.

The Kids Growing with Dutch Bulbs program is administered by the National Gardening Association (NGA), South Burlington, VT. Schools can apply through the NGA website which is located at kidsgardening.com.

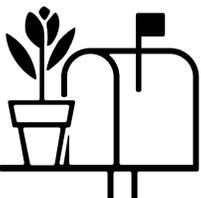
JOIN THE **BEST** IN THE INDUSTRY

Direct Marketers,
Wholesale Growers,
Gardening Publications,
List Brokers, Printers,
Gardening Magazines,
and Related Service Providers

are represented in this reputable and worthwhile organization. The MGA provides excellent opportunities to

network and learn from persons who face similar business challenges. Also, the staff and board of directors of the association work diligently to keep the membership abreast of current issues concerning the direct marketing industry.

Membership in the MGA gives you the opportunity to bring your business to a new level. Show your customers that you support the industry and that you want to offer them the best products and services available by being a member of the MGA and displaying the MGA logo as a seal of excellence.



MAILORDER GARDENING ASSOCIATION

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