



*Representing Exceptional Companies
That Offer Superior Products*
www.mailordergardening.com

Converting Consumers Into Customers

MGA PROMISES TO DELIVER...

- A Vibrant Learning Community
- Essential Tools & New Ideas
- Stimulating Discussions & Engaging Presenters

MGA

2008 summer conference

*The Premier Event for Direct Marketing
Professionals within the Gardening Industry!*

July 15-18
Colorado Springs Marriott
Colorado Springs, CO

Don't Miss the Live Consumer Focus Group!

Converting Consumers Into Customers



Representing Exceptional Companies That Offer Superior Products

2008 MGA Summer Conference • July 15–18 • Colorado Springs Marriott, Colorado Springs, CO

All of you are facing challenging issues that impact your company's bottom line...new postal and barcode regulations...annual rate hikes in postage and distribution bills...marketing and printing integration...competition from big box stores...the list is endless!

MGA has put together an impressive team of experts to conduct workshops designed to provide you with solutions and practical information that you can put to use the minute you are back

in the office. This conference is not only for company CEO's but also for those involved in marketing, shipping, ecommerce, mail center operations and more.

This is the only conference designed specifically for marketers selling gardening products. You will meet and learn from others facing the same challenges you deal with.

Join me and your fellow members in Colorado Springs this summer!

Barb Emerson, MGA Board Member & Convention Chair

SCHEDULE AT A GLANCE

Date/Time	Name of Function
TUESDAY 7/15/08	
8:30 am–12:00 N	MGA BOARD OF DIRECTORS MEETING
12:00 N	INFORMAL GOLF OUTING
2:00-5:00 pm	REGISTRATION/NETWORKING ROOM OPEN Sponsor: Zed Marketing Group
WEDNESDAY 7/16/08	
8:00 am–5:00 pm	REGISTRATION/NETWORKING ROOM OPEN Sponsor: Zed Marketing Group
8:00–8:50 am	"JUMP START" CONTINENTAL BREAKFAST Sponsor: Fine Gardening Magazine
8:50–9:30 am	ANNUAL BUSINESS MEETING
9:45–10:30 am and 10:45–11:30 am	ROUNDTABLE DISCUSSION GROUPS (Rounds 1 & 2) • Dealing with Catalog Opt Out Issues • Paper Cost Increases & How to Deal with them Effectively • Savings Available through Co-Mailing • Green Packaging • Shipping & Freight Issues • Using Content to Attract Customers & Grow Online Sales • Web Creative • Effective Online Marketing • Improving Customer Service
11:45 am	LUNCH ON THEIR OWN
11:45 am–1:30 pm	LUNCH FOR PAST PRESIDENTS AND FIRST TIME CONVENTION ATTENDEES
2:00–3:15 pm	OPENING PROGRAM "Don't Let the Postal and Suppression Issues Get the Best of You! Get the Latest Information and Begin to Offset Leverage these Challenges with Clean, Cut and Replacement Strategies" Speaker: John Lenser and Michelle Houston, LENSER; Mike Stahulak, Computech Direct
3:15–3:30 pm	BREAK
3:30–5:00 pm	GENERAL PRESENTATION "38 Proven Tips and Techniques for Increasing Your Website Conversion Today...Without Breaking the Bank" Speaker: Amy Africa, Eight by Eight

Date/Time	Name of Function
6:00–7:30 pm	WELCOME RECEPTION Sponsor: Organic Gardening
THURSDAY 7/17/07	
8:00 am–5:00 pm	REGISTRATION/NETWORKING ROOM OPEN Refreshment Sponsor: Zed Marketing Group
7:30–8:30 am	CONTINENTAL BREAKFAST Sponsor: Gardening How-To
8:30–9:45 am	PRESENTATION "Catalog Critique Session" Speaker: Roberta Simpson-Dolbear, Brookside Marketing, Steve Trollinger, J. Schmid & Associates, Bill Licata, LCH Direct
10:00–11:30 am	PRESENTATION "Creating a Secure Online Presence" Speaker: Brandi Moore, Ounce Labs, Alisa Keimel, Johnny's Select Seeds
11:30 am	Lunch on your own
Afternoon	Afternoon Options: • Ride the Pike Peak Cog Railway (pre-registration is required) • Networking—open time to meet with members • Sightseeing—see convention brochure for options • Afternoon at Mateo's Day Spa
7:00–10:00 pm	EVENING SOCIAL EVENT Sponsors: Horticulture and Quad/Graphics
FRIDAY 7/18/06	
8:00 am–12:00 N	REGISTRATION/NETWORKING ROOM OPEN Refreshment Sponsor: Zed Marketing Group
8:30–10:00 am	BACK BY POPULAR DEMAND! PRESENTATION—PART II OF "Where Have All the Gardener's Gone? Strategy Workshop" Speaker: Kip Creel, Standpoint Marketing
10:15 am–12:15 pm	BRUNCH AND "LIVE CONSUMER FOCUS GROUP" Moderator: Kip Creel, Standpoint Marketing
Convention Giveaway Sponsor	LENSER, <i>Platinum Sponsor</i>
Advertising/Insert Sponsor	Planto, <i>Gold Sponsor</i> Wiland Direct, <i>Gold Sponsor</i>

CONFERENCE SCHEDULE

TUESDAY, JULY 14

8:30 am–12:00 Noon

MGA BOARD OF DIRECTORS MEETING

12:00 Noon

INFORMAL GOLF OUTING

Jim and Mike Zuckerman with Zed Marketing Group are coordinating an informal golf outing at the Bear Dance Golf Course (www.beardancegolf.com) in the Colorado Springs area. Greens fees are \$89. Departure time from the hotel should be no later than 12:30 pm. Projected tee time is 1:20 pm.

All interested members should contact Mike at mike@zedmktg.com or call him at 405-348-8145 as soon as possible in order to reserve yourself a space.

2:00–5:00 pm

REGISTRATION/NETWORKING ROOM OPEN

Refreshments sponsored by *Zed Marketing Group, Platinum Sponsor*

WEDNESDAY, JULY 15

8:00 am–5:00 pm

REGISTRATION/NETWORKING ROOM OPEN

Refreshments sponsored by *Zed Marketing Group, Platinum Sponsor*

8:00–8:50 am

“JUMP START” CONTINENTAL BREAKFAST

Sponsored by *Fine Gardening Magazine, Platinum Sponsor*

8:50–9:30 am

ANNUAL BUSINESS MEETING WITH THE MEMBERSHIP

All members should attend this important meeting. You will get updates on association projects and activities. Members will vote on the new slate of Officers and Directors for 2008–09.

ROUNDTABLE DISCUSSION GROUPS

Bring your burning questions to this roundtable discussion group program. Each roundtable will address a specific, different issue.

Attendees will have the opportunity to sit at two different tables for approximately 45 minutes each. An industry expert will briefly introduce the session topic. Table participants will shape the session content based on their own specific needs and questions.

9:45–10:30 am Round #1

10:45–11:30 am Round #2 Repeat Sessions

- Dealing with Catalog Opt Out Issues
- Paper Cost Increases & How to Deal with them Effectively
- Savings Available through Co-Mailing
- Green Packaging
- Shipping & Freight Issues
- Using Content to Attract Customers & Grow Online Sales
- Web Creative
- Effective Online Marketing
- Improving Customer Service

11:45am–1:30 pm

LUNCH FOR PAST PRESIDENTS AND FIRST TIME ATTENDEES

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!

2:00–3:15 pm

OPENING PROGRAM—“Don’t Let the Postal and Suppression Issues Get the Best of You! Get the Latest Information and Begin to Offset Leverage these Challenges with Clean, Cut and Replacement Strategies”

You cannot survive swimming in the mail stream without the most recent information and techniques and strategies to offset ongoing changes. **John Lenser** and **Michelle Houston**, Vice President of Circulation at **LENSER** and **Mike Stahulak**, President of **Computech**



Direct, will review and update attendees on the current suppression issues. They will explore the newest tools for utilizing advanced address hygiene



Return Engagement!!

Amy Africa



<http://www.eightbyeight.com/name.html>

“38 Proven Tips and Techniques for Increasing Your Website Conversion Today ...Without Breaking the Bank!”

Kip Creel



<http://www.standpointgroup.com/>

“Live! Customer Focus Group”

techniques to improve response, reduce undeliverables, increase postal sortation, reduce postage by better automation, identify additional duplicates, multi-buyers and increase your bottom line. They will examine case studies and reveal stories from the front lines of catalog delivery.

www.lenser.com

<http://www.acg-computech-direct.com/index.html>

3:15–3:30

Stretch Break

3:30–5:00 pm

GENERAL PRESENTATION—“38 Proven Tips and Techniques for Increasing Your Website Conversion Today...Without Breaking the Bank!”



Amy Africa, Eight by Eight, is making a return engagement after many years. Eight by Eight got its start when two long-time friends and Internet marketing

experts, Amy Africa and Tom Ziter, were sitting in a small private conference room after work, talking about the revolution the Web has brought about in the last ten years—and where e-commerce is headed in the future.

8X8 Room

In just the last decade, a typical company's presence has gone from



UNLIMITED OPPORTUNITIES TO MEET ALLIED MEMBERS

a retail store or catalog operation to an on-demand, 24/7, global-reach enterprise that basically can be planned and controlled from an 8x8 room, just like the one they were sitting in. Amy has been in the forefront of web usability studies, web design improvement and successful e-commerce for over 10 years. Her depth of knowledge, backed by intensive field testing and webuser studies, has earned her the reputation of a voice to be heard on Internet topics ranging from site improvement, traffic building and SEO to analytics and email marketing.

Knowledge is key

The transition from traditional to Web-based commerce has not been easy for many companies. They often create Web sites without really knowing the best ways to go about it. The dot.com bust proved that even huge financial resources don't guarantee success on the Internet. Knowledge does.

You will leave Amy's workshop with:

- 5 Things Your Website Simply Must Have...
- 8 Sure-fire Tactics for Developing the Perfect Shopping Cart...
- 10 Proven Tips for Designing Navigation that Words...
- 9 Nifty Tricks for Increasing Conversion on Your Site...
- The Magic Formula for Thrust and Trigger Email that Nobody Ever Tells You About...
- BONUS ...the 6 Metrics that Really Matter...Which Things You Should Track and Which Things You Shouldn't

www.eightbyeight.com.

THURSDAY, JULY 17

8:00 am–5:00 pm

NETWORKING ROOM OPEN

Refreshments sponsored by *Zed Marketing Group, Platinum Sponsor*

7:30–8:30 am

CONTINENTAL BREAKFAST

Sponsored by *Gardening How-To Magazine, Platinum Sponsor*

8:30–9:45 am

PRESENTATION—"Catalog Critique Session"

Using MGA Member Catalogs as examples, our experts will show you what works, what doesn't and why. You will learn how to:

- Enhance readability and eye flow
- Engage the reader emotionally
- Make the best use of "hot spots"
- Improve your catalog copy
- Show your products to best advantage

Three member companies, **Brookside Marketing, J. Schmid & Associates** and **LCH Direct** will be critiquing catalogs prior to the conference and present their findings and recommendations to the attendees in this program.



Roberta Simpson Dolbeare, Brookside Marketing



Steve Trollinger, J. Schmid & Associates

6:00–7:30 pm

WELCOME BACK RECEPTION

Say hello to your fellow members and meet some new company contacts too. Light hors d'oeuvres and two complimentary cocktails will be given to each attendee.

Sponsored by *Organic Gardening, Diamond Sponsor*



INFORMATION SHARING AND NETWORKING



Bill Licata, LCH Direct

IF YOU WOULD LIKE TO HAVE YOUR CATALOG REVIEWED, SEND 3 COPIES TO THE MGA HEADQUARTERS OFFICE BY MAY 30TH.

Address: 5836 Rockburn Woods Way, Elkridge, MD 21075

10:30–12:00 Noon

PRESENTATION—“Creating a Secure Online Presence”

SSL, Anti-Virus, Spyware, Phishing, PCI, Back-ups, Passwords, Authentication, User Management, Wireless...and all of the other things an owner of a business with an online presence should know and understand will be discussed in this session. We will focus on security basics as they apply to securing office infrastructures and web sites, processing payments and what audit standards may be of concern such as PCI.

We know of two MGA members who have already experienced a breach in security. **Alisa Keimel with Johnny's Select Seeds** has offered to participate in this program so she can share with you firsthand what they experienced and what measures they have taken to protect themselves in the future.



Brandi Moore, Dir. Of Sales, Northwest Region, Ounce Labs began her career in computer security at the United States Sentencing Commission. She was the

first researcher to investigate criminal's sentences for computer crime under the federal judiciary system, measuring the effectiveness of computer-specific laws. She left the government for a role at AOL that turned into an almost 8 year journey ending inside its Operations Security Department where she lead AOL's Security Awareness program that trained thousands of employees and outsourcers around the globe.

Brandi moved to Mandiant who specializes in Computer Incident Response in 2006 where she worked with firms managing hacker break-ins. Today, she works at Ounce Labs, which provides application security solutions,

DISCUSSION GROUP TOPICS

- Dealing with Catalog Opt Out Issues
- Paper Cost Increases & How to Deal with them Effectively
- Savings Available through Co-Mailing
- Green Packaging
- Shipping & Freight Issues
- Using Content to Attract Customers & Grow Online Sales
- Web Creative
- Effective Online Marketing
- Improving Customer Service

“Another Superlative Conference! Would have hated to miss it. My best networking resource.”

—Susan Robbins, National Gardening Association

as a Director of Sales for the Northeast. Her clients are large retail companies and financial institutions focused on securing applications and preparing for audits including PCI.

www.ouncelabs.com

Lunch on your own.

AFTERNOON OPTIONS

Optional Tour—Ride the Pikes Peak Cog Railway!

For 114 years, the Manitou and Pike's Peak Railway (the world's highest cog railroad, the highest Colorado railroad AND the highest train in the US) has taken passengers to the 14,110 foot summit of Pikes Peak.



The Pikes Peak Cog Railway is **8.9 miles long**. The ride up is 1½ hours, your stay on the summit is about 30–40 minutes (staying much longer could result in slight nausea, headache due to the altitude) and the ride down is about an hour. The train crew will blow a long blast on the horn 10 minutes before the train leaves to come down. Remember, you must return on the same train, and the train leaves **ON TIME!** You get 30 to 40 minutes on the summit. It's a long walk down!

The trip takes you along Ruxton Creek in Englemann Canyon. Here you will see dense stands of Englemann spruce, Colorado blue spruce as well as Ponderosa pine trees.

You will pass by **Minnehaha Falls**, the old settlement of Ruxton Park, “Hell's Gate,” a natural gateway in the mountains, Deer Park, where passengers sometimes catch a glimpse of mule deer grazing.



Then, we pass over the Four Mile Siding and get our **first glimpse of Pikes Peak!** At about the 5 mile point, the grade steepens again. Now, we begin climbing in earnest. Lake Moraine and Mount Almagre dominate the views here. Passengers frequently see Bighorn sheep and yellow-bellied marmots.

The last 3 miles are all above timberline. To the east stretch the Great Plains out beyond the border of Colorado and Kansas. To the south, the Sangre de Cristo (Blood of Christ) Range stretches south to New Mexico. On the western horizon, just slightly to the southwest, lies the Collegiate Range.

The views from the top of the summit are spectacular!

If you have a history of severe cardiac or respiratory problems, we recommend that you do not make the ascent to the summit. Babies under 4 months of age should not make the ascent, either.

Cost: \$50.00 per person—**Space is limited. First come, first served. Register in advance. Cost includes transportation from the hotel.**

Networking—

The Networking Room will be open throughout the afternoon for those who



LIFELONG FRIENDSHIPS CREATED

may wish to make appointments and meet with colleagues and allied members.

Sightseeing Options—

Within a 7 mile radius of the Marriott, the hotel shuttle bus can drive you to a variety of attractions such the town of Manatee Springs, Cave of the Winds, Garden of the Gods, Seven Falls, downtown Colorado Springs, Pro Rodeo Hall of Fame, town of Castle Rock (outlet stores) and much more. Shuttle service is based on availability. <http://www.pikes-peak.com/ListTours.aspx?t=Tour%20Operators>

Afternoon at the Spa—

Just a short walk from the Marriott is Mateo's Day Spa. For information on services and appointments, you can visit www.mateosdayspa.com or call 719-266-9295.

7:00–10:00 pm

EVENING SOCIAL EVENT

Enjoy an western barbeque at the foothills of the Rockies! The Marriott patio and pool area is the perfect location for a outdoor event. Members will enjoy a buffet dinner, some great local entertainment and a fun night. Attendees receive two complimentary cocktails.

Sponsored by *Horticulture Magazine*, *Diamond Sponsor and Quad/Graphics*, *Diamond Sponsor*

FRIDAY, JULY 18

8:00 am–12:00 Noon

NETWORKING ROOM OPEN

Refreshments sponsored by *Zed Marketing Group*, *Platinum Sponsor*

8:00–9:00 am

COMPLIMENTARY COFFEE

8:30–10:00 am

BACK BY POPULAR DEMAND! PRESENTATION—Part II of “Where Have All the Gardener’s Gone?” Strategy Workshop



Kip Creel, a great speaker from our January Conference, is returning! Equipped with current consumer research, Kip will identify those facts that directly

(or indirectly) impact mail order operations. This information will be presented as “Marketplace Realities” and assist attendees in understanding the “changing” consumer. **Then the fun begins!** Members will be led into an organized debate encompassing all elements of the marketing mix: product, price, promotion and channels of distribution.

In addition to the consumer research that Kip has acquired, Kip and his team with **Standpoint Marketing** will also be conducting interviews with mail order industry leaders about changes seen in the industry and how specific companies are adapting. Kip’s extensive background in the Home and Garden Industry, in addition to his keen ability to unlock the core of the argument, is the perfect setup for a dynamite workshop.

Standpoint is recognized as one of the nation’s foremost authorities on the home and gardening industries, which includes outdoor living, landscaping, horticulture, home décor, home improvement, kitchen and bath and new home construction.

10:15 am–12:15 pm

BRUNCH AND “LIVE CONSUMER FOCUS GROUP!”

What are America’s millions of gardeners thinking, doing and buying? It has been many years since the MGA has done a consumer panel program.

The MGA has contracted with **Standpoint Marketing** to coordinate the identification, screening and inviting of a panel of consumers to meet with MGA members at our closing brunch and join us for a lively discussion where you get to ask the questions. **Kip Creel** will open the program and moderate the discussion portion.

If you want to know why some customers become inactive, if you want to know how to better identify with your customer base, if you want to delve into the mindset of the consumer, then **you won’t want to miss this program!**

Bring your questions...and Kip will do the rest.

ADJOURNMENT



“Am going away with many new ideas to implement—from both other members as well as speakers.”

—Marie-Claire Songhurst, Logees Greenhouses

“Once again, a tremendous program.”

—Michael Heeney, Groware

GENERAL INFORMATION

ABOUT THE HOTEL

The Colorado Springs Marriott is the location for the MGA Convention.

This luxurious hotel tucked in the foothills of the Pikes Peak Mountains, offers breathtaking views and superb amenities.

Each room features robes, dual screen, HD pivoting plasma televisions, luxurious “Revive” bedding: down comforters, custom duvets and cotton-rich linens, multi-line telephones, modem connections, voice mail, internet browser, web tv, coffee makers and room service until 11:00 pm.

The Colorado Springs Marriott has a wonderful fitness facility with individual cardio theaters, an indoor pool, hot tub and dry sauna in addition to an outdoor pool, and outdoor hot tub.

There are jogging and hiking trails, three 18-hole golf course nearby and river rafting nearby. The Lobby Lounge is open for lunch and dinner where you can enjoy Colorado beers and flavored tequilas. Zebulon’s Grill and Tequileria is open for breakfast, lunch and dinner and has a Southwestern influence.

Special discounted room rates for MGA members is \$139.00 for a single or a double room.

Reservations must be made on or before June 23, 2008.

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.

CALL 719-260-1800.

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

Hotel Address:
Colorado Springs Marriott
5580 Tech Center Drive
Colorado Springs, CO 80919

GROUND TRANSPORTATION

Coloradoshuttle.com—Shuttle’s depart from Colorado Springs Airport every 15 minutes between the hours of 5:30 am and 5:50 pm, and from Denver International Airport several times an hour between the hours of 8:30 am and 10:10 pm. Prices range from \$35.00–\$50.00 depending on the number of people you have traveling with you. Call 877-587-3456 for further information or visit www.coloradoshuttle.com to make an online reservation.

It is at least an hour + 15 minute drive from the Denver airport.

HOTEL PORTERAGE 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.

Boxes and materials sent to the hotel for MGA should not arrive earlier than one week prior to the conference otherwise there may be an extra labor fee for storing and delivering to function room.

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

HOTEL PARKING

The Colorado Springs Marriott offers complimentary, on-site parking.

THINGS TO DO AND SEE

There are so many exciting things to do and see in Colorado Springs. Many are in close proximity to the Colorado Springs Marriott.

Visit <http://www.experiencecoloradosprings.com> and <http://www.pikes-peak.com/ListTours.aspx?t=TourOperators> for a multitude of ideas!





**THIS WAY TO MGA
SUMMER CONFERENCE**



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That Offer Superior Products*
www.mailordergardening.com

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