

2012 DGA Winter Conference

January 18-20, 2012

Hyatt Regency

Mission Bay Spa & Marina

San Diego, CA



NEW TECHNOLOGY



CUSTOMER ENGAGEMENT

BUSINESS SOLUTIONS



Juggling Act

New Technology, Business Solutions
& Customer Engagement.

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Serving the Direct Gardening Industry
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January 18-20, 2012 - San Diego, CA
Hyatt Regency Mission Bay Spa & Marina



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*The conference exclusively for
Direct Marketers and Suppliers in
the Direct Gardening Industry!*

Wednesday, January 18

8:00 am – 12:00 noon

DGA Board Meeting

12:00 pm – 5:30 pm

Registration/Networking Room Open
Refreshments sponsored by **Zed Marketing Group**, Silver Sponsor.

12:30– 2:00 pm

Presentation: “Ask the Experts” Free Consultations

This program provides an opportunity for DGA Catalog members to meet with Allied members for a no-fee private consultation during the Winter Conference. 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 companies has been assigned a table in one of the two ‘Ask the Expert’ meeting rooms
- Each Allied Company has (3) 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

Our Experts are:

1. **Lisa Balch**, Sargeant House Design Studio
sargeanthouse@verizon.net
Catalog Critique – Improve your catalog to produce better sales
2. **Ross Lasley**, The Internet Educator,
ross@theinterneteducator.com
3. **Valerie Gosset**, Evergreen Marketing
Val@EvergreenMarketingCo.com
Marketing, Advertising, Media Planning, Email Marketing, Newsletters, Blogs
4. **Jason Revzon**, Fine Gardening Magazine
jrevzon@taunton.com
Focus on customer email and social media campaigns
3. **April Liske**, Wiland Direct Cooperative Database
aliske@wilanddirect.com
Are you Maximizing Your Marketing Dollars? Let us Analyze Your Prospecting!

2:00 – 2:15 pm

Opening Remarks

2:15 – 3:30 pm

Presentation: “Making Better Plant and Garden Portraits”

Under the direction of Master Gardener and professional photographer, **Meredith French**, you will be introduced to the art of plant and garden photography. Whether for promotional purposes on websites, in catalogs or other publications, or for your own pleasure, Meredith will lead you through the steps necessary to produce better plant and garden portraits.

The session will include a discussion of camera mechanics and manipulation, understanding light, useful auxiliary equipment and compositional techniques. Whether you are currently using a film or digital camera, the principles she will cover apply to both.

Meredith French, Master Gardener and Professional Photographer began her career in 1980 as a commercial and free lance photographer and



during that time she was published in most local publications as well as nationally in the New York Times, Christian Science Monitor, American Photographer, Down Beat etc. Over the years she had the good fortune to be hired to photograph such high

profile personalities as Martin Sheen, Warren Beatty, Judy Collins, the first President Bush and many others.

After opening her studio in 1989 in Mission Hills (near downtown San Diego), she continued with high profile assignments including covering the Westminster Dog Show and shoots for recording artists. She specializes in head shots, children and families and now regularly works for Master Gardeners as well as other organizations, schools and boards. She recently won top honors through California Garden Clubs, Inc for her collection of wild flower portraits (June 2011).

3:30 – 3:45 pm

Break

3:45 – 5:00 pm

Presentation: “QR Codes Demystified – What are QR Codes and How to Use Them Effectively in Your Business”



Before the advent of smartphones **Dave Waterman**, Ink-It Digital, worked with QR Codes for logistical and inventory management projects. In this session, he will combine his knowledge of print and the internet to help demystify and explain QR codes. He will discuss the major types of QR codes, what apps and phones are required to use them, as well as how best to use them in your marketing mix.



David Waterman has an extensive background in IT, printing, and print-to-web applications. After inventing the internet, he spent 13 years working for large printing companies such as Wallace, Moore and RR Donnelly. His primary role was working with

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the national clients to help explain their internet wishes and goals to IT programming teams. This unique position allowed him to participate in many national remote publishing and internet related marketing projects.

Currently he is the co-owner of Ink-IT Digital, a web development company in Philadelphia. Ink-IT Digital specializes in all aspects of ecommerce, web programming, and user interface design as well as print-to-web applications.

6:30 – 8:00 pm

Welcome Back Reception

Say hello to your fellow members and make some new company contacts, too. Light hors d'oeuvres and one complimentary cocktail will be available to each attendee. Cash Bar available.

Thursday, January 19

7:30 am – 5:00 pm

Registration/Networking Room Open

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

7:30 – 8:00 am

Continental Breakfast

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

8:00 – 8:30 am

Celebrate the Winners of the DGA GreenThumb Awards!

The Winners of the DGA 2012 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.

8:30 – 9:45 am

Presentation: "California Dreaming: What Your Business Needs to Know to Sell to California Gardeners"

California's garden market is huge, but it can also be confusing. California's climate, seasons, soils, plants and gardening needs are very different from the rest of the country.



California native, garden writer, designer and author **Nan Sterman** will describe how people garden in California as compared to the rest of the country. She'll talk about the challenges California gardener's face and how those

challenges translate to opportunities for your business. She'll also talk about ways to adapt your products and services to meet California's enormous garden market.

California native **Nan Sterman**, Plant Soup Inc., is a garden designer, author, botanist and award winning communicator who is dedicated to the transformation of California's landscapes from



overly thirsty and resource intensive to climate appropriate and sustainable.

Nan speaks, teaches and writes about low water, sustainable and edible gardening all of which she designs for clients' homes and school gardens. She is the author of several books and her feature articles have appeared in the LA Times, Sunset, Organic Gardening and other major publications. Nan has a monthly column in the San Diego Union Tribune and is the gardening expert for San Diego public radio's Midday Edition talk show.

Nan serves on the board of the Garden Writers Association and is a founding board member of the Association of Professional Landscape Designers, San Diego District.

9:45 – 10:15 am

Let's Meet Our Sponsors!

Let's show our appreciation to those member companies that have generously donated funds towards the Winter Conference. Their support has brought excellent programs and social events as well as a low registration fee!

10:15 am – 12:00 pm

Roundtable Discussion Groups

Come with questions, leave with answers! Each roundtable will address a specific and timely issue pertaining to our industry. Attendees will have the opportunity to sit at two different table discussions for approximately 45 minutes each. An industry expert will briefly introduce the session topic and facilitate the discussion. Table participants will shape the session content based on their own specific questions.

1. **Social Media Promotions**

Shayna Lashway, Votigo

2. **Shopping Cart Software Overview**

Kim Crabill, Pinnacle IT

3. **Evaluating Call Center Services**

Rita Wood, Network Direct

4. **Mobile Web Site Usability, Devices**

Danielle Leitch, MoreVisibility

5. **Google Analytics**

Ross Lasley, The Internet Educator

6. **Using QR Codes Effectively**

Dave Waterman, Ink-It Digital

7. **Plant & Tool Portrait Tips**

Meredith French, Photographer, San Diego Master Gardeners

8. **How to Work Better with Garden Writers**

Nan Sterman, Plant Soup, Inc.

Past Presidents Luncheon with First Time Convention Attendees and New Member Recruiters

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 DGA experience.

12:00 – 1:30 pm

Lunch on Your Own

1:30 – 2:30 pm

Presentation: "Mobile: The Next Generation of Marketing is Here!"

With usage on the rise and devices becoming more sophisticated, it's imperative your business capitalize on this channel. Visitors are currently finding your website through Mobile Devices, but what do they see when they arrive?

In this presentation we will discuss:

- Pros / Cons of Mobile Sites and Apps
- Defining a Mobile Strategy
- Opportunities to Advertise in Mobile
- Intersection of Mobile & Social
- How to Measure Mobile Web Traffic
- Ecommerce On The Go



Danielle Leitch, Executive Vice President, MoreVisibility brings over 17 years of marketing, client service and business development expertise to MoreVisibility, a leading interactive marketing

firm. She is a frequent guest speaker at industry seminars and events, including Direct Marketing Association, Internet Retailer and Search Engine Strategies (SES). Danielle has been published in numerous marketing publications and is frequently quoted in Investors Business Daily and the Wall Street Journal to provide insights on digital media, search engine optimization and mobile trends.

2:30 – 3:45 pm

Presentation: "Smart Practices in Today's Successful Contact Centers: Tips From The Trenches!"

Through best practice and case study discussion, this session will review what's working and what's not in a number of contact center operational areas including: front-line motivation; quality monitoring; recruitment and retention; training; key performance indicators and metrics; work-at-home agents; and even outsourcing.

Attendees will be able to benchmark their own operations (whether they have 2 seats or 2000!) against what others are doing to manage and optimize in today's economic climate and global environment. We will also take a look at how social media is being used to improve service and get closer to the customer. Bring questions and ideas and let's make this interactive!

Rita Wood is an accomplished leader with a strong resume in operations and strategic business development. Her career includes extensive experience with project management, business

Continued on back.

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contact center operations and customer service. She speaks regularly on such topics as personnel management/motivation, customer service delivery, contact center operations, quality monitoring, compensation planning and outsourcing. Rita co-founded global outsourcer TeleTech and is the President/CEO of Network Direct, a contact center consultancy based in Los Angeles.



3:45 – 4:00 pm

Break

4:00 – 5:00 pm

Presentation: "Social Media Promotions"

You know social media is important. You've built your fan base. Now what? In this session, Shayna Lashway, Votigo, will discuss how social media contests and sweepstakes can help maximize your social media efforts. Learn the ins and outs of social media promotions and how your business can benefit from a unique promotion.

Shayna Lashway is the Marketing Manager at Votigo, a social media promotions company whose list of clients includes some of the world's best brands, such as: Ford, Intel, Starwood, and Sharpie. Prior to joining Votigo, Shayna worked for Botanical Interests as their Marketing Manager, where she helped build their brand and social media presence.



6:30 – 8:00 pm

Networking Reception

Enjoy a cocktail and some hors d'oeuvres with fellow members and those new friends you have made. Why not take a first time attendee to dinner afterwards? Take the time to meet someone new. We are all experts at something – there is a wealth of information amongst the MGA membership. Give a little, learn a lot! Sponsored by **Quad/Graphics**, Diamond Sponsor.



Friday, January 20

7:30 – 8:00 am

Coffee & Juice Bar

8:00 am – 12:00 pm

Registration/Networking Room Open

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

8:00 – 8:45 am

DGA Business Meeting

All Members should attend!

8:45 – 9:00 am

Break

9:00 - 10:00 am

Presentation/Workshop: "Taking Charge of Google Analytics"

Most members are aware of how powerful the web analysis offered by Google can be, but when they attempt to use the system themselves a common end result is "data data everywhere and not a drop to drink". This session will provide an overview of what web statistics are and how they work.

This workshop style presentation will feature a live connection to the Google Analytics system that covers how to set it up, what metrics are important, defining what the individual metrics mean, how to setup custom goals, how to add parameters to your social media activities for comprehensive e-commerce tracking of those efforts, and the all important data integrity check.

Ross Lasley started The Internet Educator to help entrepreneurs and web professionals learn what they need to know to create more profitable websites. Since the early 1990's, Ross has worked on the websites of thousands of businesses. His efforts have generated more than \$100 million in online sales for his clients. A recent presenter and DGA member, Ross is a welcomed addition to our speaker alumni.



10:00– 10:30 am

Brunch

Sponsored by **Fine Gardening Magazine**, Platinum Sponsor.

10:30 – 11:45 am

Presentation: "Ecommerce – 10 Things You Simply Must Do in 2012"

If you're like most companies, your e-commerce list is so big and cumbersome it's moved from a simple "To Do" list scratched out on an index card to a multi-tabbed Excel spreadsheet – maybe even an Access database! There are 1000's of things to do and you don't even have time for 100 of them. Well, worry no longer... In this rapid-fire session, Amy Africa will walk (well, sprint) you through the top 10 things that matter most to your users and more importantly, your bottom line.

You'll learn the five things that determine the majority of your online success, 3 oldies-but-goodies you probably aren't doing but should be, and 3 new things you'll definitely want to consider too. Jam-packed with tips, tricks, techniques and real-world examples, she'll cover video, mobile, trigger emails, navigation, action directives and more. You won't want to miss out!

Amy Africa, one of our most highly rated speakers, returns to address the DGA! Amy has been in the forefront of web usability studies, web design improvement, and successful e-commerce for over 15 years. Amy has been widely published in industry magazines and has been featured at web conferences around the globe. Her depth of knowledge, backed by intensive field testing and web



user studies, has earned her the reputation of a voice to be heard on Internet topics ranging from site improvement, traffic building to analytics, email marketing and mobile. Amy blogs somewhat sporadically at www.amyafrika.com.

11:45 – 12:00 am

Closing Remarks

Special thanks to **Schmidt Printing** for providing the printing of this brochure.

We ask that members remain through the Brunch Program!

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