

Rebound(ing) to Recovery

How to Manage Smarter
and Target New Customers

**2011 Summer
Conference**

**August 15-17
Chicago, IL
DoubleTree Hotel**



**The Premier Event for Direct Gardening Marketers,
Wholesalers & Allied Providers!**



Serving the Direct Gardening Industry
www.directgardeningassociation.com



Rebound(ing) to Recovery

How to Manage Smarter and Target New Customers

Chicago - August 15 - 17, 2011

DoubleTree Hotel



Catalogers, you can expect to take home:

- a solid network of providers to help your business succeed
- tried and true business techniques to increase your sales
- improved management and marketing skills
- key information on projected postal rate hikes, tax and privacy issues
- insight into cooperative databases and how they are best leveraged to work with your data
- web strategies that will help you run your business more profitably

Wholesale and Allied Providers, you can expect to take home:

- potential business leads
- strengthened business relationships
- new sources for selling your products and services
- a better understanding of your customers' needs and challenges

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Monday, August 15

8:00 am – 12:00 noon

DGA Board of Directors Meeting

12:00 – 5:30 pm

Registration/Networking Room Open

Refreshments sponsored by **Zed Marketing Group** and **Growing Interactive**, Silver Sponsors.

1:00 – 2:15 pm

Presentation: "It's Not Flashy But It Works: Leveraging Co-op Data & Intelligence for Your Business"

Cooperative Databases have been around for years and, like our industry, have evolved with time from mailing list providers to dynamic centers for business intelligence and strategy. Reviewing the Past, Analyzing the Present and Mapping the Future, **Jerry Joyce**, Wiland Direct, will address in this session:

- What a Co-op Database Is
- Which Co-op Databases Exist Today
- How They Differ
- How Are They Best Leveraged
- Introduce Strategies to Maximize Co-ops
- Review How Co-ops Work with Your Data

Having a multifaceted background, **Jerry Joyce** started his Direct Mail career managing circulation for Improvements Catalog (HSN Catalog Services). He managed all campaign aspects including budgeting, campaign creation, acquisition & customer mailings, testing, analysis, demand forecasting and was the marketing lead on a custom circulation software system. After leaving HSN he has worked at 3 different Co-ops in the capacities of Account Management & Business Development.



Now Senior VP of New Business Development for Wiland Direct, Jerry works with catalogers & retailers of all sizes to develop tangible products to help them achieve their marketing goals by understanding their strategies, goals and hurdles.

2:30 – 3:45 pm

Presentation: "Super Segmentation: How Knowing Your Audience and Targeting Their Buying Behavior Pays Off Online"

Finding the right prospects to engage. **Jason Revzon**, Taunton Press, will demonstrate how segmentation shows you where the best marketing opportunity for your products and services will be. A clear picture of your customers enables you to provide a positive online shopping experience. Understanding your buyers' behavior increases customer satisfaction and maximizes revenues and profitability.

The Taunton Press, publishers of Fine Gardening magazine, is seeing tremendous web traffic growth due in part to the vision and strategic digital guidance of **Jason Revzon**, SVP of Interactive. Over the past 3 years, Jason has



used his creativity and extensive industry knowledge to triple site traffic to over 2.8 million uniques per month, to Taunton's award-winning sites: FineCooking.com, FineHomebuilding.com, FineGardening.com, FineWoodworking.com, ThreadsMagazine.

com, and CraftStylish.com. He also has been instrumental in creating new interactive online tools, developing custom programs for advertisers, growing eLetter lists and launching 6 new online stores. Prior to coming to The Taunton Press, Jason held the title of Director of Business Development at Lifetime Networks.

4:00 – 4:45 pm

Presentation: "Is This 2007 All Over Again? – Facing UP TO Another 20%+ Postal Increase"

Catalogs are bracing for another massive postal rate hike as soon as 2012 according to **Hamilton Davison**, Executive Director of the American Catalog Mailers Association. With the Postal Regulatory Commission's recent ruling, it is no longer a question of "if" - only of "when." However, if the industry responds in force, the impact can be mitigated. Hear what the threat is, and what every catalog company both large and small must do to avoid a disastrous outcome. Davison will also brief the audience on developments in tax and privacy and their impact on catalog marketing.

Hamilton Davison was a founder and has been the executive director of the American Catalog Mailers Association since its inception.

Register TODAY at www.directgardeningassociation.com or call 410-540-9830



With an extensive background in postal affairs over two decades, Davison has brought together a wide diversity of companies to influence Washington decision making. Over the past four years, ACMA's actions in mobilizing the catalog industry have led to

far more moderate postage for catalogs, returning to its members a startling 22x ROI while demonstrating that catalogs really can have a voice in policy. ACMA worked closely with the U.S. Postal Service to help conceive the Summer Sales in 2009 and 2010, and was a key influencer in helping defeat the postal exigency rate case last year.

5:00 – 6:00 pm

Presentation: "How to Sell Across Multiple Channels" Panel

New products are the lifeblood of retailers of all kinds. But it takes a lot more than great products to create strong sales. It takes a great sales program. Find out the key elements needed to present your products to retailers, large and small, web and catalog companies and distributors. Our panel will discuss what's involved in creating a sales program that's attractive to buyers. We will discuss what must be included and avoided in building your program.

Special Invitation to International Garden Center Show Vendor Companies – see insert for more details!

6:00 – 7:30 pm

Welcome Back Reception

Say hello to your fellow members and meet some new contacts! Includes hors d'oeuvres and one complimentary cocktail. Cash bar available. Sponsored by **CognitiveDATA (LENSER Strategy Group)**, Diamond Sponsor.

Tuesday, August 16

8:00 am – 5:00 pm

Networking Room Open

Refreshments sponsored by **Zed Marketing Group** and **Growing Interactive**, Silver Sponsors.

7:45 – 8:30 am

Continental Breakfast

Sponsored by **Fine Gardening**, Platinum Sponsor

8:30 – 8:45 am

Meet the 2011 Summer Conference Sponsors

8:45 – 9:45 am

Presentation: "Targeting and Engaging New Customers"

Given Today's:

- Challenging economy
- Two-income families
- Overtaxed schedules (and incomes)
- Overload of information available
- And the ageless...fear of failure

How can DGA members identify, engage, and then convert new customers? As a garden consultant, writer, and teacher, **Kerry Mendez**, Perennially Yours, will share feedback from thousands of home gardeners, as well as tentative beginners, on ways to minimize the speed bump into the world of gardening and accelerate their purchasing pace.

Kerry Ann Mendez, owner of Perennially Yours in Ballston Spa, NY, is dedicated to teaching people of all ages the art of low-maintenance perennial gardening and landscaping. As a garden consultant, designer, writer, teacher and lecturer, she focuses on time-saving gardening techniques and workhorse plant material as well as organic practices.

Kerry's articles have been in many national magazines and she has been featured guest on



HGTV. She is the garden columnist for Life@Home magazine and leads Horticulture Magazine's 2011 national webinar series which attracts thousands of gardeners from around the country.

Author of two books, *The Ultimate Flower Gardener's Top Ten Lists and Top Tens for Beautiful Shade Gardens*, Kerry is a member of the Perennial Plant Association, Garden Writers Association and the North America Rock Garden Society.

9:45 – 10:15 am

DGA Business Meeting – All Members Should Attend

10:15 – 10:30 am

Break

10:30 – 12:15 pm

Roundtable Discussions

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 topics 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.

Round #1: 10:30 – 11:15 am

Round #2: 11:30 am – 12:15 pm

- **Getting on Google's Radar for FREE**, Jason Revzon, Taunton Press
- **Horticultural Connections – Pursuing Strategic Partnerships to Spread Your Companies Brand**, Kirk Brown, Joanne Kostecky Garden Design, Inc.
- **Segmentation, Where Are You Today?**, Jerry Joyce, Wiland Direct
- **Gardening with Children – Engaging Families to Foster New Gardeners**, Kerry Mendez, Perennially Yours

- **Learn Ways to Grow Your Business with Video Promotion** – Brad Schwarzenbach, Tippingpoint Labs
- **Making Your P & L Work for You** – Al Bessin, LENSER Strategy Group/Cognitive Data
- **How to Negotiate Better Shipping Rates** – Ken Lane, Hathaway & Lane
- **Using Print as a Catalyst for Measurable Results Across Multiple Channels** – Mike Van Haren, Quad Data Services

12:15 – 1:30 pm

Past President Luncheon with First Time Attendees and New Member Recruiters

12:15 – 1:30 pm

Members – Lunch on Your Own

AFTERNOON OPTIONS

- **1:30 – 5:30 pm OPTIONAL TOUR Visit to Chicago Botanic Garden (additional fee)**

The Chicago Botanic Garden, with its world-renowned plant collections and displays, is one of the country's most visited public gardens and a preeminent center for learning and scientific research. Featuring 24 display gardens and four natural areas, the 385-acre garden is uniquely situated on nine islands surrounded by lakes.



These nine Garden islands are joined to one another through a series of bridges and walkways, some of which arch gracefully over the water, while others barely skim the surface, allowing visitors an opportunity to experience what it truly means to "walk on water." Living-laboratory greenhouses display beautiful and fragrant flowering plants, rare plants, edible plants, utilitarian plants, seasonal plants and houseplants from around the world. At every turn, and in every garden, you'll find horticultural nirvana at The Chicago Botanic Garden!

The DGA will provide transportation to the Chicago Botanic Garden. Members will be on their own to tour the gardens freely.

• 2:00 – 5:30 pm

IGC Exhibits Open (Free if Pre-Registered at www.icgshow.com before August 16) The Independent Garden Center Show Expo is located at the Navy Pier, a nice walk or a short cab ride from the Doubtree Hotel.

6:00 – 7:30 pm

Networking Reception. Includes hors d'oeuvres and one complimentary cocktail. Cash bar available. Sponsored by **Quad/Graphics**, Diamond Sponsor.

Continued on back.

Wednesday, August 17

7:30 – 8:00 am

Coffee & Juice Bar

7:30 – 10:00 am

Networking Room Open

Refreshments sponsored by **Zed Marketing Group** and **Growing Interactive**, Silver Sponsors.

8:00 – 9:00 am

Presentation: “John Bartram — America’s First Mail Order Gardener”

With a client list that includes the first five presidents and all of the continental congress, running a successful business should be as easy as packing up seeds. John Bartram faced crippling competition, unpredictable distribution, and a demanding Mother Nature. He redefined the word “green” as something totally different from anything that had come before. By using his historical perspective, the father of American botany will help position your company to meet the increasing expectations of today’s customers and to challenge them to be good environmental citizens.



Renaissance man **Kirk Brown** (aka John Bartram) is not only a well known landscape designer, but also a garden writer, lecturer, author, playwright and thespian. Recipient of the Pennsylvania Nursery and Landscape Association “Green Achiever” Award for advancing horticulture in Pennsylvania, Kirk serves as business manager of award-winning Joanne Kostecy Garden Design, Inc.

Gardens that Kirk has designed and installed have been presented with “Outstanding Design Awards” by PLNA, Perennial Plant Association, and Association of Professional Landscape Designers. He has served as a judge of major exhibits for the Philadelphia Flower Show and others.

A graduate of Cornell University, Kirk has written over 25 original dramas, comedies and musicals as well as produced, directed and designed over 100 productions over the last 35 years.

Kirk is the secretary and executive committee member for the Garden Writers Association. He will become the group’s President in 2014/2015.

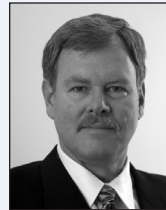
9:00 – 10:15 am

Presentation – “Building on Your Success: Keys to Building a Strong, Sustainable Team in an Entrepreneur-Led Business”

Al Bessin will share some of his observations about how some extremely successful entrepreneurs have won and others have lost at creating businesses that survive their tenure. Learn some tips about how to overcome the downside of the dominant leadership style of many entrepreneurs so your business can “have its cake and eat it too”!

See how managers have to fail in order to win. Understand the impact of delegating today, rather than waiting until it is too late.

Al Bessin is an entrepreneurial multichannel executive with over 30 years in the industry. With the recent acquisition of LENSER by CognitiveDATA, Al has joined forces with the pre-eminent technology and data services provider in the direct industry as executive vice president. He brings extensive experience with mid-market and smaller firms, providing practical and actionable advice and oversight of execution in the areas of management consulting, strategic planning, and database marketing. Al is an expert in the management of marketing in a multichannel environment, helping clients analyze the roles that electronic and traditional direct marketing media play in the acquisition, retention and reactivation of buyers.



10:15 am – 12:30 pm

Brunch and Presentation: “Raising the Tide II: Turning Key Learning into Practical Action”

Understanding the social web, all of its complex communication nuances and rules, is just the beginning. How are you planning to leverage the potential of the new web world? In this session, **Brad Schwarzenbach**, Tippingpoint Labs, will dig deeper and go farther in explaining the complexities of how influence is built in online platforms and will provide practical tips to building a messaging outreach routine that builds awareness and drives revenue.

Plus, we’ll explore emerging measurement technologies that measure not just your website’s traffic but the web universe you create via forums, social media, PR, and blogger outreach that provide a much clearer and comprehensive view of how influential you are online.

Finally, now that you’re on the path to building a bigger, better web platform, you need to identify, find, and attract your customers into a logical sales funnel that continuously adds value to their web experience and always leaves them wanting more. You’ll leave this session with a firm understanding of effective content flow and how to build logical next steps to convert passers-by into brand ambassadors!

Back by popular demand from his highly reviewed presentation at the DGA Winter Conference in New Orleans, **Brad Schwarzenbach** is a veteran web marketer, content strategist and analyst.



As an analyst on the Tippingpoint Labs Strategy team, he explores new opportunities for clients to build relationships with their customers. He’s always testing new social media channels, poring over analytic data, and identifying emerging trends. Brad also speaks at conferences & events about uncovering powerful messages hidden within brands’ unique values.

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