

The Premier Event

For Direct Marketing Professionals within the Gardening Industry!

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



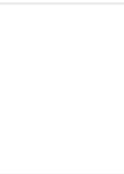
- ✓ potential business leads
- ✓ strengthened business relationships
- ✓ new sources for selling your products and services
- ✓ a better understanding of your customers' needs and challenges

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
- ✓ insight into the world of social media and how it can help your business
- ✓ catalog design improvements
- ✓ web strategies that will help you run your business more profitably



P.O. BOX 429
LAGRANGE, GA 30241



REGISTER TODAY } online at <http://www.directgardeningassociation.com/2017-dga-summer-conference>
or by phone 706-298-0022

Don't miss this event.



About the Hotel: *Portland Marriott at Sable Oaks - South Portland, Maine*

200 Sable Oaks Drive, South Portland, ME 04106-3278
207-871-8000 | <http://www.marriott.com/hotels/travel/pwmap-portland-marriott-at-sable-oaks/>

For Reservations: Call 800-752-8810 and be sure to say you are attending the Direct Gardening Association's 2017 Summer Conference to receive special conference rates.

To make a reservation online, click on the 2017 Summer Conference link on the lower right hand corner of the DGA home page. Then click on the Portland Marriott Hotel link for the dedicated DGA reservation page. For online reservations, please use the code DGADGAA to receive the conference rate.

Special discounted room rates for DGA Members:

Single or Double - \$169

Check in - 4:00 PM | Check out - 12:00 PM

IMPORTANT!!!

Reservations must be made on or before Tuesday, July 4, 2017. Any unused rooms will go back to the hotel's general inventory, which means your room rate will be higher after the cut off date! Be sure to make your reservation under the Direct Gardening Association room block.

The Portland Marriott Hotel at Sable Oaks sets the standard for luxurious hotel stays with contemporary guest rooms, delicious on-site dining, and a fantastic location. This elegant, modern Sable Oaks community is recently refurbished and is overlooking the golf course. Historic downtown Portland and the airport are moments away.

This sophisticated hotel is conveniently situated near The Maine Mall and Old Orchard Beach. Impeccably designed rooms and suites feature pillow top mattresses and free Wi-Fi access, as well as flat-screen TVs and large work desks. Elsewhere in the hotel, guests can enjoy delectable dining at the Fire and Water Fish & Chophouse restaurant; the hotel also offers an indoor pool, a full fitness center, a whirlpool, and, of course, our challenging Sable Oaks Golf Course.

Cancellation Information - If an individual with a guaranteed reservation does not check in or cancels the reservation after 3:00 PM 24 hours prior to arrival, the individual's one night deposit will be forfeited or the credit card on record will be charged for one night's room and tax.

Hotel Parking - Complimentary on-site parking

Ground Transportation:
From Portland International Jetport - PWM - 2.4 miles from the Portland Marriott

TAXI Typical min.charge is \$8 USD (one way)

PWM Portland Airport Taxi: 207-409-2280

National Cab Airport Taxi Service: 207-766-6669

Abbey Road Taxi of Portland: 207-774-2255

RENTAL CARS available at the airport:

Alamo
Reservations: 207-775-0855
www.alamo.com/en_US/car-rental/home.html

Avis
Reservations: 207-874-7501
www.avis.com/en/home

Budget
Reservations: 207-874-7501
www.budget.com/budgetWeb/home/home.ex

Hertz
Reservations: 207-774-4544
www.hertz.com/rentacar/reservation/

National
Reservations: 207-773-0036
www.nationalcar.com/en_US/car-rental/home.html

Surrounding Attractions:

- LL Bean 22 miles
- Portland Head Light 7.6 miles
- Old Orchard Beach 10.7 miles
- Sebago Lake 14 miles
- Crescent Beach State Park 10 miles
- The Historic Old Port District 5.7 miles
- The Portland Museum of Art 5.8 miles
- Portland Pirates Hockey 5.9 miles
- Merrill Auditorium / Portland Symphony Orchestra 6.3 miles
- Sable Oaks Golf Course .5 miles



conference schedule

Wednesday, July 26

8:00 am – 12:00 pm
DGA BOARD OF DIRECTORS MEETING
– Invitation Only

12:00 pm – 5:30 pm
REGISTRATION OPEN
(Casco Bay Ballroom Foyer)

12:00 pm – 12:15 pm
OPENING REMARKS BY DGA PRESIDENT
POLLY WELCH
(Casco Bay Ballroom)

12:15 pm – 12:45 pm
DGA BUSINESS MEETING
(Casco Bay Ballroom)

12:45 pm – 1:00 pm
LET'S MEET OUR SPONSORS
(Casco Bay Ballroom)

1:00 pm – 2:00 pm
PRESENTATION – “Managing the
Customer Experience at Johnny’s
Selected Seeds”
Gretchen Kruysman, Johnny’s Selected Seeds
(Casco Bay Ballroom)

For over 40 years, Johnny’s has been supporting farmers and home gardeners with high quality seeds and growing advice to help them succeed. Maintaining that grower-to-grower experience in a digital world has presented challenges and new opportunities. Learn about how Johnny’s is working to leverage technology and the resources of its research farm to continuously improve the customer experience.



Gretchen Kruysman, is responsible for the overall marketing and customer experience at Johnny’s Selected Seeds, overseeing all aspects of e-commerce, catalog and marketing strategy. She joined Johnny’s in 2014 and has over

30 years of marketing experience from packaged goods to online start-up ventures, including Johnson & Johnson, Thos. Moser Cabinetmakers, and FetchDog.com.

2:00 pm – 2:30 pm
BREAK WITH EXHIBITORS
(Casco Bay Ballroom)

Take a moment to stop by and visit with the DGA exhibitors. Representatives from various companies are there to talk with you about their latest and greatest products.



2:30 pm – 3:30 pm
PRESENTATION – “Acres Online Live”
Chris Beytes, editor GrowerTalks/Green Profit
(Casco Bay Ballroom)

Do you get the weekly email newsletter *Acres Online* from *GrowerTalks* editor Chris Beytes? More than 21,000 industry insiders from 66 countries depend on his news, views and insights to help them keep up with the fast-paced world of professional horticulture. Chris combines nearly four decades of industry experience, professional journalism skills and a wry sense of humor to keep it informative, fact-filled and fun. And now he’s live! In *Acres Online Live*, Chris will share the latest horticulture industry trends and ideas from America and the world—from cannabis and succulents to Amazon and Millennials, Chris will cover the gamut. And you can expect a few things he wouldn’t dare put in print!

Chris Beytes is editor of *GrowerTalks* and *Green Profit* magazines, contributing editor of *FloraCulture International* and author of the widely read weekly e-newsletter *Acres Online*, which reaches almost 22,000 horticulture industry folks in 66 countries.



Chris is a graduate of the University of Florida with a degree in journalism and a minor in ornamental horticulture. A former greenhouse owner with his wife, Laurie, Chris has been with Ball Publishing since 1993.

In that position, Chris travels the U.S. and the world to stay current on the latest horticultural production, marketing and retailing technologies and trends. Highlight of his career (thus far) including interviewing King Willem Alexander of the Netherlands, and emceeding (twice) the International Grower of the Year awards in Germany.

3:30 pm – 4:00 pm
BREAK WITH EXHIBITORS
(Casco Bay Ballroom)

4:00 pm – 5:00 pm
PRESENTATION “Google + Reviews =
Everything You Need to Know”
Madeleine Laplanche and Trevor Heiblim,
Trustpilot
(Casco Bay Ballroom)

Are you unsure if you have reviews showing in all the right places in Google? Then join Trustpilot to learn how to optimize your paid and organic search efforts with reviews so that you can stand out from the competition. We’ll start by explaining why Google loves reviews and how they boost your search performance. From there we’ll dive into the four places to show reviews in your organic listings to drive more traffic to your site, plus three ways to use reviews in paid listings to boost ROI.



Madeleine Laplanche joined Trustpilot over three years ago as an early addition to the US team. As one of the company’s top salespeople, Madeleine has helped countless businesses to begin leveraging trusted reviews to drive success and grow revenue. Previously at SinglePlatform (acquired by Constant Contact), Madeleine has a deep passion for helping small and medium sized businesses thrive in a competitive and consumer-driven economy. A trained Energy Medicine practitioner, Madeleine calls on her experience in mindfulness and meditation to remain unrelentingly optimistic and driven in the ever-changing landscape of internet retail.



Trevor Heiblim joined Trustpilot last summer as part of a company-wide strategic growth initiative. With six years of sales and marketing experience across financial, enterprise software and digital marketing solutions, he is passionate about helping partners compete and grow. His areas of expertise include content, SEO, social and mobile. He’s also a passionate art collector and father to a 1 year old son, Hunter.

6:00 pm – 7:30 pm
WELCOME BACK RECEPTION
(Salons B and C)
Say hello to your fellow members and establish new relationships!

Thursday, July 27

7:30 am – 8:45 am
REGISTRATION OPEN
(Casco Bay Ballroom Foyer)

7:30 am – 8:30 am
CONTINENTAL BREAKFAST
(Casco Bay Ballroom)
Sponsored by Quad/Graphics, Platinum Sponsor

7:30 am – 8:45 am
FIRST TIMERS/PAST PRESIDENTS/MENTORS
BREAKFAST
(Portland Room)

8:30 am - 9:00 am
LOAD BUSES FOR TOUR
(hit the road by 9 am)

9:00 am - 10:45 am
TRAVEL TO JOHNNY’S TOUR



10:45 am - 11:15 am
WELCOME AND BREAK INTO TWO GROUPS

11:15 am - 1:00 pm
CONSECUTIVE TOURS OF FULFILLMENT
AND RESEARCH FARM

1:00 pm - 1:30 pm
LUNCH

1:30 pm – 3:15 pm
CONSECUTIVE TOURS OF FULFILLMENT
AND RESEARCH FARM

3:15 pm – 3:30 pm
LOAD BUSES TO RETURN TO HOTEL

3:30 pm – 5:30 pm
TRAVEL TO HOTEL

6:30 pm – 8:00 pm
RECEPTION AT HOTEL
(Salons B & C)
Unwind from a long day of tours with a drink and some heavy Hors d’oeuvres.

Friday, July 28

7:30 am – 8:00 am
COFFEE & JUICE BAR
(Casco Bay Ballroom)

7:30 am – 12:00 pm
REGISTRATION OPEN
(Casco Bay Ballroom Foyer)

8:00 am – 9:00 am
ROUNDTABLE DISCUSSIONS
(Portland and South Portland Rooms)

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 25 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: 8:00 am – 8:25 am

BREAK: 8:25 am – 8:30 am

Round #2: 8:30 am – 9:00 am

9:00 am – 9:30 am
BREAK AND EXHIBITS
(Casco Bay Ballroom)

9:30 am – 10:30 am
PRESENTATION – “Driving e-Commerce
Success: Lessons from three
Champions”
Sundeep Kapur, Email Yogi
(Casco Bay Ballroom)

Case studies from three brands - Anthropologie, Dillard’s, & Overstock.com. Small brands that made it big. Inspirational ideas, practical advice, and relentless innovation. What these brands are doing to find, engage, and convert consumers!



Sundeep Kapur helps brands define their multi-channel marketing strategies. He has had the opportunity to help many businesses create and execute a successful digital strategy. His specialty lies in helping brands adopt digital by focusing on fundamentals – reduced cost, improved engagement, and driving.

He is an industry-recognized expert who has delivered keynotes, run panels, and delivered “relevant, inspirational, and outstanding” education for organizations around the world.

In addition to direct work with clients, he writes articles for magazines, and is invited to speak at a number of conferences. He enjoys gardening and writing a digital marketing blog, www.emailyogi.com that has more than 1500 articles.

10:30 am – 12:30 pm
BRUNCH AND PRESENTATION
PRESENTATION – “Poised for Growth,
Guaranteed to Last”
Zane Shatzer, LL Bean
(South Portland and Portland Room)

Brunch is sponsored by Fine Gardening, Platinum Sponsor.

Growing an organization in today’s complex business environment is not all that different from cultivating a bountiful garden. Both require planning, perseverance, innovation, and even a bit of luck. Zane Shatzer, L.L.Bean’s Director of Retail Marketing (and avid gardener), shares how the 105 year-old New England company has become poised for growth, with strategies in place to help it flourish in the competitive retail landscape.



Zane Shatzer is Director of Retail and Experiential Marketing for L.L.Bean in Freeport, Maine, where he oversees Retail Marketing and is responsible for driving the company’s retail growth initiative. He is a graduate of

The Isenberg School of Business at the University of Massachusetts in Amherst, Massachusetts.

During Zane’s 28 years at L.L.Bean, he has held a variety of marketing and management positions. During 10 of those years he lived in both Tokyo

and Shanghai, managing L.L.Bean’s multi-channel businesses in Asia.

Zane lives with his wife Meredith on Munjoy Hill in Portland, Maine. They are both avid gardeners.

Thank You!

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