

Juggling Act

New Technology, Business Solutions & Customer Engagement.

BALANCE IT ALL!

January 18-20, 2012 - San Diego, CA
Hyatt Regency Mission Bay Spa & Marina



General Information

About the Hotel

Hyatt Regency Mission Bay Spa and Marina
Experience the beautiful Hyatt Regency Mission Bay Spa and Marina. This San Diego resort hotel is the epitome of California coastal chic with incredible ocean views, waterfront dining, a contemporary poolside lounge, an eco-friendly spa, and redesigned guest rooms and meeting rooms. The only hotel in San Diego with multiple water slides, a water playground with three new pools, waterfront health club, and a full-service marina with jet skis, sailboats, kayaks, sports fishing and whale excursions - everything you could wish for in a San Diego California resort.

As the closest hotel to SeaWorld, this family-friendly San Diego hotel is perfectly situated to explore Balboa Park, Lego Land, Gaslamp Quarter and the beautiful beaches. Gaze at the gorgeous vistas of the Pacific Ocean and Mission Bay surrounding the hotel as you stroll along the boardwalk or relax on lounge chairs overlooking the marina.

All guestrooms are newly redesigned and feature in-room safety-deposit box, refrigerator, high-speed Internet access, large flat screen television, iHome Stereo with iPod dock, iron and ironing board, hair dryer and deluxe bath amenities.

For Reservations

Call 888-421-1442 and be sure to say you are attending the Direct Gardening Association's 2012 Winter Conference to receive special convention rates.

or
Click on the 2012 Winter Conference button on the DGA home page. Then Click on the Hyatt Regency Mission Bay hotel link for the dedicated DGA reservation page.

Special discounted room rates for MGA members:

Single - \$159
Double - \$159
Triple - \$184
Quad - \$209

Check in - 4:00 pm
Check out - 11:00 am

Complimentary Daily Wired In-Room Internet and Fitness Center Access for DGA Members!

Reservations must be made on or before Monday, December 26, 2011.

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.

Cancellation Information

A one (1) night's charge will be applied to the individual's credit card for the first night's room and tax charges if the individual does not arrive on the designated arrival date or does not cancel their reservation seventy-two (72) hours prior to their scheduled arrival date.

Hotel Address

Hyatt Regency Mission Bay Spa & Marina
1441 Quivira Road,
San Diego, California, USA 92109
Tel: 619-224-1234
www.missionbay.hyatt.com

Hotel Portage Fee for Guest Packages

All material shipped to the hotel is subject to the standard shipping costs, \$5.00 handling fee per box up to 40 lbs, \$10 handling fee per box over 40 lbs. In order to avoid any confusion, any packages being sent to the hotel should be labeled with the name of the company representative attending the conference.

Hotel Parking

Valet Parking, \$25/day, self parking, \$20/day
Rental cars are available on-property from Enterprise Rental Car.

Ground Transportation

The hotel is located approximately five miles, or 15 minutes from San Diego International Airport (SAN).

Taxi:

Fare is approximately \$22.00

Airport Shuttle: Cloud 9/Super Shuttle runs shuttle service to and from the resort.

DGA discounted price of \$12/ each way, call 1-800-blue-van and use code 3JGW8 or book online at the special DGA link by clicking on the 2012 Winter Conference button on the DGA home page.

Surrounding Attractions

• Excursions and Tours

Sport fishing, whale watching excursions and city tours depart from the hotel daily.

• Sea World

A 189-acre marine park that features several major shows and is open year-round.

• Belmont Park

Amusement park enjoyment steps from the beach. Adjacent to Mission Beach is Belmont Park, featuring its vintage "Giant Dipper" roller coaster.

• Northern Wildlife Preserve

Birding is a popular pastime along Mission Bay at the Northern Wildlife Preserve/ Kendall Frost Marsh.

• Pacific Beach Shopping

Unique shopping finds and fun beach shops located along Pacific Beach's main streets, Grand and Garnet Avenues.

• Mission Bay Golf Course and Practice Center

18-holes night lit golf course, practice range and PGA-LPGA golf instruction.

• San Diego Zoo

The world famous zoo is home to the \$1.3 million Gorilla tropics and the famous Panda Bear exhibit. Located 15 minutes away at the northern edge of Balboa Park.

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

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Conference Schedule

Wednesday, January 18

8:00 am - 12:00 noon	DGA Board Meeting
12:00 noon - 5:30 pm	Registration/Networking Room Open
12:30 - 2:00 pm	“Ask the Experts” Free Consultations
2:00 - 2:15 pm	Opening Remarks
2:15 - 3:30 pm	Presentation: “Making Better Plant and Garden Portraits”
3:30 - 3:45 pm	Break
3:45 - 5:00 pm	Presentation: “QR Codes Demystified”
6:30 - 8:00 pm	Welcome Back Reception



Thursday, January 19

7:30 am - 5:30 pm	Registration/Networking Room Open
7:15 - 8:00 am	Continental Breakfast
8:00 - 8:30 am	Celebrate the Winners of the 2012 DGA Green Thumb Awards!
8:30 - 9:45 am	Presentation: California Dreaming: What Your Business Needs to Know to Sell to California Gardeners”
9:45 - 10:15 am	Let’s Thank Our Sponsors
10:15 - 11:00 am	Round 1 Roundtable Discussions
	• Social Media Promotions – Shayna Lashway, Votigo
	• Shopping Cart Software Overview – Kim Crabill, Pinnacle IT
	• Evaluating Call Center Services – Rita Wood, Network Direct
	• Mobile Web Site Usability, Devices – Danielle Leitch, MoreVisibilty
	• Google Analytics – Ross Lasley, The Internet Educator
	• Using QR Codes Effectively – Dave Waterman, Ink-It Digital
	• Plant & Tool Portrait Tips – Meredith French, Photographer, San Diego Master Gardeners
	• How to Work Better with Garden Writers – Nan Sterman, Plant Soup, Inc.
11:00 - 11:15 am	Break
11:15 am - 12:00 noon	Round 2 Roundtable Discussions
12:00 - 1:30 pm	Past President Luncheon with First Time Attendees and New Member Recruiters
12:30 - 1:20 pm	Lunch on Your Own
1:30 - 2:30 pm	Presentation: “Mobile – The Next Generation of Marketing is Here!”
2:30 - 3:45 pm	Presentation: “Smart Practices in Today’s Successful Contact Centers: Tips From The Trenches!”
3:45 - 4:00 pm	Break
4:00 - 5:00 pm	Presentation: “Social Media Promotions”
6:30 - 8:00 pm	Networking Reception

Friday, January 20

7:30 - 8:00 am	Coffee & Juice Bar
8:00 am - 12:00 noon	Registration/Networking Room Open
8:00 - 8:45 am	DGA Business Meeting
9:00 - 10:00 am	Presentation: “Taking Charge of Google Analytics”
10:00 - 10:30 am	Brunch
10:30 - 11:45 am	Presentation: “Ecommerce – 10 Things You Simply Must Do in 2012”
11:45 am - 12:00 noon	Closing Remarks

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