



Rebound(ing) to Recovery

How to Manage Smarter and Target New Customers

Chicago - August 15 - 17, 2011



General Information

About the Hotel

The DoubleTree Hotel Chicago

Magnificent Mile offers one part chic and one part luxury downtown Chicago hotel accommodations in a superb location between the famed Magnificent Mile shopping Mecca and the excitement of Navy Pier on Lake Michigan. Walk to dozens of historic Chicago attractions and countless restaurants from the Doubletree Hotel, situated just two blocks east of one of the world's greatest streets, North Michigan Avenue.

The Doubletree Hotel offers non-smoking and accessible rooms, same day dry cleaning and laundry service, an award winning concierge desk, fitness center and lobby gift shop with a 24 hour Business Center. The hotel also offers wired and wireless high-speed internet access available per 24 hours with varying speeds and usage rates. Enjoy complimentary coffee or tea in the privacy of your room by celebrity chef Wolfgang Puck while reading USA Today® delivered each weekday morning.

Special discounted room rates for MGA members: \$145.00 for a single or double room.

Reservations must be made on or before July 23, 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 guest room reservation may be cancelled 72 hours prior to the reserved date of arrival. Guaranteed room reservations that are not cancelled or registered on the scheduled night of arrival will be charged for that night. The reservation will automatically be cancelled the following day. This automatically cancels all future nights for those reservations.

Hotel Address

300 E. Ohio Street
Chicago, IL 60611
www.doubletreemagmile.com
312-787-6100

Hotel Portage Fee for Guest Packages

All material shipped to the hotel is subject to a \$7.50 per box handling fee. 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

Covered parking is available to registered guests and directly adjoins the Hotel. The current parking fee is \$41.00 for 24 hours (subject to change), which includes in/out privileges – no vans or oversized vehicles.

However, DGA members can get a discounted rate of \$37.00. The parking facility is not operated or managed, by the Hotel. Space is available on a first come/first serve basis. The parking facility's height clearance is 6'6".

Ground Transportation

From O'Hare Airport

Type	Typical Min. Charge
Limousine	\$85.00 USD
GO Airport Express	\$30.00 USD
Subway/Rail	\$2.25 USD
Taxi	\$45.00 USD

From Midway Airport

Type	Typical Min. Charge
Limousine	\$85.00 USD
GO Airport Express	\$25.00 USD
Subway/Rail	\$2.25 USD
Taxi	\$35.00 USD

Airport Shuttle Services

GO Airport Express offers affordable and safe ground transportation services throughout Chicago and the surrounding suburbs. Discounts available for parties of 2 or more and for RT bookings. Their airport shuttles and private car service provide transfers to and from O'Hare

and Midway Airports 7 days a week, 365 days a year. The number is 888-284-3826. www.airportexpress.com

Surrounding Attractions

- Ohio Street Beach (3 blocks)
- Chicago Place Mall: Saks Fifth Ave. (6 blocks)
- Movie theaters, hair salons, barber shop, nail salon, convenience stores (24 hours), restaurants, shoe repair shops, flower shop, UPS store (within 4 blocks or less)
- Navy Pier (6 blocks)
- The "Loop" (7 blocks)
- Water Tower Place Mall (8 blocks)
- American Girl Place (8 blocks)
- John Hancock Building (8 blocks)
- Millennium Park (9 blocks)
- 900 N. Michigan Avenue Shops (9 blocks)
- Oak Street Beach (10 blocks)
- North Avenue Beach (1 mile)
- Art Institute of Chicago (1 mile)
- Sears Tower (2 miles)
- Museum Campus – Adler Planetarium, Field Museum, Shedd Aquarium, Soldiers Field (2 miles)
- McCormick Place Convention Center (3 miles)
- Comedy Shows - Second City 312-337-3992



Additional Opportunities for Buying and Selling!

**Independent Garden Center Show
August 16-18, 2011
Location: Navy Pier**

Admission to Expo Only is free if you register before August 16th. Various registration packages are being offered. Visit www.IGCshow.com or call 972-620-3010 for registration inquiries.



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Conference Schedule

Monday 8/15/2011

8:00 am – 12:00 noon	DGA Board of Directors Meeting
12:00 noon – 5:30 pm	Registration/Networking Room Open
1:00 – 2:15 pm	Presentation: “Leveraging Co-op Data and Intelligence for Your Business”
2:30 – 3:45 pm	Presentation: “Super Segmentation: How Knowing Your Audience and Targeting Their Buying Behavior Pays Off Online”
4:00 – 4:45 pm	Presentation: “Facing UP to Another 20%+ Postal Increase”
5:00 – 6:00 pm	Presentation: “How to Sell Across Multiple Channels” panel
6:00 – 7:30 pm	“Welcome Back” Reception

Tuesday 8/16/2011

8:00 am – 5:00 pm	Registration/Networking Room Open
7:45 – 8:30 am	Continental Breakfast
8:30 – 8:45 am	Sponsor Recognition and Introduction
8:45 – 9:45 am	Presentation: “Targeting and Engaging New Customers”
9:45 – 10:15 am	DGA Business Meeting
10:15 – 10:30 am	Break
10:30 – 11:15 am	Round 1 Roundtable Discussions <ul style="list-style-type: none">• 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 at Today?, Jerry Joyce, Wiland Direct• Gardening with Children – Engaging Families to Foster New Gardeners, Kerry Mendez, Perennially Yours• Learn Ways to Grow 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
11:30 am – 12:15 pm	Round 2 Roundtable Discussions
12:15 – 1:30 pm	Past President Luncheon with First Time Attendees and New Member Recruiters
12:15 – 1:30 pm	Lunch on Your Own
	AFTERNOON OPTIONS
1:30 – 5:30 pm	• Visit to Chicago Botanic Garden (additional fee required)
2:00 – 5:30 pm	• International Garden Center Show Expo at Navy Pier
6:00 – 7:30 pm	Networking Reception

Wednesday 8/17/2011

7:30 – 8:00 am	Coffee & Juice Bar
7:30 – 10:00 am	Registration/Networking Room Open
8:00 – 9:00 am	Presentation: “John Bartram — America’s First Mail Order Gardener”
9:00 – 10:15 am	Presentation: “Building on Your Success: Keys to Building a Strong, Sustainable Team in an Entrepreneur-Led Business”
10:15 am – 12:30 pm	Brunch and Presentation: “Raising the Tide II: Turning Key Learning into Practical Action”

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