

2010 MGA Summer Conference

Focusing on the Economy & Improving Company Performance



August 16–18 • DoubleTree Hotel Magnificent Mile • Chicago, IL

General Information

About the Hotel

DOUBLETREE HOTEL

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

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.

Special discounted room rates for MGA members is \$139.00 for a single or double room.

CANCELLATION INFO

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.

Important!!

Reservations must be made on or before July 25, 2010. 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 Mailorder Gardening Association room block.

Hotel Porterage Fee for Guest Packages

All material shipped to the hotel is subject to the standard shipping costs, \$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, MGA 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

Transportation to and from O'Hare Airport:

| Type | Typical Minimum Charge |
|--------------------|------------------------|
| Limousine | \$85.00 USD |
| GO Airport Express | \$28.00 USD |
| Subway/Rail | \$2.25 USD |
| Taxi | \$45.00 USD |

FROM MIDWAY AIRPORT

Transportation to and from Midway Airport:

| Type | Typical Minimum Charge |
|--------------------|------------------------|
| Limousine | \$85.00 USD |
| GO Airport Express | \$23.00 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. 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

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Surrounding Attractions...

Chicago Convention and Tourism Bureau
Phone: 312-567-8500
www.choosechicago.com

- 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

Additional Opportunities for Buying and Selling!

Independent Garden Center Show
August 17–19, 2010
Location: Navy Pier

Show Only is free if you register before August 17th. Various registration packages are being offered. Visit www.IGCshow.com or call 203-682-1664 for Registration inquiries.



5836 Rockburn Woods Way
Elkridge, MD 21075
410-540-9830
410-540-9827 FAX
info@mailordergardening.com
www.mailordergardening.com

CONFERENCE SCHEDULE

MONDAY 8/16

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|------------------|---|
| 8:30 am–1:30 pm | MGA Board of Directors Meeting |
| 12:00 pm–5:30 pm | Registration/Networking Room Open |
| 2:00 pm–3:00 pm | Presentation “State of the Industry” Panel |
| 3:15 pm–4:00 pm | Round 1: Roundtable Discussions: • Tried and True Catalog Design Techniques, Lisa Hodgson Balch, Sargeant House Design Studio • Performance Based Internet Marketing, Steve LePera, Mantis • Cooperative Databases 101: The Miracle-Gro for your File, Brent Eskew, Wiland Direct • Best Practices for Reducing Email List Attrition, Val Gosset, Evergreen Marketing • Web Site Statistics: Making Sense of the Numbers and Knowing Which Ones to Monitor, Ross Lasley, The Internet Educator • Multi-Channel Marketing—How to Integrate the Channels (web, catalog, email, inserts, PR & 3rd Party Advertising) for Better Results, Geoff Wolf, LENSER • Making Social Media Work for Your Company: Understanding the basics, learn where your customers go and how much time you will need to commit, Frank DiPaolo, EarthBox • How to Begin the Process of Making Your Shopping Cart PCI Compliant, Alisa Keimel, Green Sky Development |
| 4:15 pm–5:00 pm | Round 2: Roundtable Discussions |
| 5:00 pm–6:00 pm | Presentation “How to Sell to Catalog and Online Merchants” Panel |
| 6:00 pm–7:30 pm | “Welcome Back” Reception |

TUESDAY 8/17

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|-------------------|--|
| 8:00 am–5:00 pm | Registration/Networking Room Open |
| 7:45 am–8:30 pm | Continental Breakfast |
| 8:30 am–9:00 am | Sponsor Recognition and Introduction |
| 9:00 am–9:30 am | MGA Business Meeting |
| 9:45 am–11:00 am | Presentation “Social Media—What’s Working, What’s Not, What’s Involved” Panel |
| 11:00 am–12:30 pm | Past President Luncheon with First Time Attendees |
| 11:00 am–12:30 pm | Lunch On Your Own |
| 1:00 pm–7:00 pm | Ball Horticultural Tour & Reception |
| 7:00 pm | Dinner on Your Own |

WEDNESDAY 8/18

| | |
|-------------------|---|
| 8:00 am–1:00 pm | Registration/Networking Room Open |
| 8:30 am–9:45 am | Presentation “MGA Catalogs-Reviewed, Critiqued & Revised” |
| 10:00 am–11:45 am | Brunch and Presentation “Web Strategies to Make More Money Today—and Tomorrow” |