

# Experience the Magic of

The Fall Event  
September 21 - 24

# 2015

*Join Us in*

A scenic view of the Orlando skyline across a body of water, with palm trees in the foreground. The text 'ORLANDO Florida' is overlaid on the image.

**ORLANDO**  
*Florida*



[www.thegardenergroup.com](http://www.thegardenergroup.com)

*It's All About the Magic of Retailing...*

*PROsessions, POWERsessions and JAMsessions*

*Special Guest Appearances by Simon T. Bailey, The Brilliance Institute,  
Mark Russell, SeaWorld Parks, and Eric Darden, The Disney Company*

*Sponsor Showcase*

*Team Challenges and Activities at SeaWorld,*

*Brevard Zoo: Wild Florida, Zipline, Kayaking, and Rockledge Gardens Tour*

*Optional Activities include Group Golf, The Landscape Show & Retailers' Choice Awards™  
and the Disney/Epcot International Wine & Food Festival*

# The Fall Event September 21 - 24 2015 Join Us!



The Fall Event is the perfect forum where progressive garden retailers, consultants and vendors come together to network, exchange ideas, collaborate and create new synergies to fuel success. No matter how long you've been in retail or what position you hold at your company, chances are there is still something you need to learn. There are countless reasons why you should attend The Fall Event, but we've managed to narrow it down to five:

**1 Network with your peers.** We know you've heard it all before, but networking is a huge part of your success. Meeting face-to-face with your peers provides an opportunity to collaborate, hear new ideas, and tap into a wealth of knowledge. You can find a mentor – or become one, and develop relationships that can last a lifetime.

**2 Meet with our Service Providers.** Our Service Providers are industry experts and solution-providers who truly know what is happening in the world of garden center retailing - and they have answers to your questions. Participate in the **PROsessions** for a chance to discuss your biggest challenges, explore new ideas, and learn what's working for others.

**3 Hear from our Guest Speakers.** Our speakers are professionals from multiple industries with proven business success that will introduce you to new concepts and open your mind to new ways of thinking about how you do business every day.

**4 Meet with our Sponsors.** Our sponsors are premier industry suppliers of the products and services you need to run a successful garden center. Invest some time in visiting with them during breaks. See their newest products and spend some one-on-one time discovering what's new and developing profitable business partnerships.

**5 Relax and have fun.** The Fall Event is a lot of learning packed into a short amount of time so we always make time for some fun! You'll go home re-energized and ready to apply all that you've learned to make your center more successful!



The Fall Event 2014 – Grand Rapids, MI  
We hope to see you in the 2015 photo!

Ed Knapton, America's Best Flowers, Cottage Grove, WI  
"We have been members since 1999 and attended many fall conferences and I can honestly say without The Garden Center Group we would be out of business. This past Fall Event was one of the best. We got copies of the Powerpoint presentations shortly after the conferences, and the information presented in those Powerpoints will pay for our retainer for many years. What many owners do not understand is, unless you are open to new ideas and ways of doing things, you will become extinct. The group shares ideas and how it has worked for so many."

## The Fall Event Schedule

### Monday, September 21

12:00pm - 5:00pm Registration Open, Rosen Plaza Hotel, C/D Registration Desk  
1:00pm - 4:00pm Sponsor Setup, Rosen Plaza Hotel, Ballroom D  
1:00pm - 4:00pm **PROsessions**, Rosen Plaza Hotel, Level 2, Salons 10-14  
30-minute sessions with the Pros: Robert Hendrickson, Sid Raisch, Steve Bailey, Tom Kegley, Robert Hayter, Terri Coldreck, Dan Hogan, and Mary Gaskell  
5:00pm - 7:30pm **Welcome Reception & Awards Presentation**, Rosen Plaza Hotel, Ballroom D  
7:30pm *Dinner on Your Own – Pointe Orlando and more!*  
9:00pm - 11:00pm **Mingle Magic**, Rosen Plaza Hotel, Lobby Bar

**Pointe Orlando**, just steps away from Rosen Plaza, offers dining options for every taste and extraordinary shopping!

### Tuesday, September 22

7:00am - 8:30am Breakfast & Special Recognition, Rosen Plaza, Ballroom D  
8:30am - 9:00am **Welcome Session**, Rosen Plaza, Ballroom C  
9:00am - 10:00am **Customer Love: Realigning Heads, Hearts, and Hands to Deliver Magical Results**, Simon T. Bailey, Brilliance Institute  
10:00am - 10:30am Break, plus Simon Bailey Book Signing  
10:30am - 11:15am **Mysteries Revealed**, Carl Phillips, Customer 1st  
11:15am - 12:00pm **Magical Words**, Robert Hendrickson, Next New Planet  
12:00pm - 1:00pm Lunch, Rosen Plaza, Ballroom D  
1:00pm - 1:30pm **SeaWorld Parks: The Wonder of Plants, Animals and People**, Mark Russell, Director of Horticulture, SeaWorld Parks & Entertainment  
2:00pm Depart for **SeaWorld**  
2:15pm - 5:00pm **SeaWorld Team Challenge**  
5:00pm - 6:30pm **Reception & Team Challenge Awards**, SeaWorld's Ports of Call  
6:45pm Return to Hotel  
7:00pm - 7:45pm **Garden Media Group Retail Trends Meeting, by Invitation Only**, Rosen Plaza Hotel, Ballroom C  
7:45pm *Dinner on Your Own – Pointe Orlando and more!*  
9:00pm - 11:00pm **Mingle Magic**, Rosen Plaza Hotel, Lobby Bar

**Mingle Magic**, held each evening from 9pm to 11pm, is a time for you to connect with Garden Center Group retailers. Don't miss it... It's Magic!

### Wednesday, September 23

7:00am - 8:30am Breakfast & Special Recognition, Rosen Plaza, Ballroom D  
8:30am - 9:00am **Creating Disney Magic Through Horticulture**, Eric Darden, Manager, Epcot International Flower & Garden Festival, The Disney Company  
9:00am - 10:00am **The Magic of Hiring Smart**, Jean Seawright, Seawright & Associates  
10:00am - 10:30am Break  
10:30am - 12:00pm **POWERsessions**, Rosen Plaza Hotel, Level 2, Salons 10-14  
12:00pm - 1:00pm Lunch, Rosen Plaza, Rosen Plaza Hotel, Ballroom D  
1:00pm - 1:30pm **The Magic of Streamlining Your Business**, Sid Raisch, Horticultural Advantage, Rosen Plaza Hotel, Ballroom D  
2:00pm Depart for **Brevard Zoo and Rockledge Gardens**; Bus **JAMsession**  
Share Your Brightest Idea on How to Streamline Your Business  
3:15pm - 5:30pm **Brevard Zoo: Wild Florida, Kayaking, ZipLine, and more**  
5:45pm Depart for **Rockledge Gardens**  
6:00pm - 8:00pm **Rockledge Gardens Tour & Dinner**  
8:00pm - 9:00pm Return to Hotel, Bus **JAMsession**, Share Your Brightest Idea  
9:00pm - 11:00pm **Mingle Magic**, Rosen Plaza Hotel, Lobby Bar

**JAMsessions** (Just-A-Minute) will offer you a chance to share your brightest idea or success story. It's you're minute in the spotlight, so you decide!

Lisa Graf, Graf Growers, Akron, OH  
"We are so grateful for the Garden Center Group and the positive impact it has had on our business. It is a unique opportunity to work collectively with the service providers, members and vendors to improve our businesses and share our expertise. The group is very forward thinking and provides in-depth information that is relevant and current. The value of The Fall Event is the opportunity to network, learn and share experiences to help each other. It always reinvigorates me and stretches us to improve our business."

## Thursday, September 24

- 7:00am - 8:00am Breakfast & Special Recognition, Rosen Plaza, Ballroom D
- 8:15am - 9:30am **P&L Study Review**, Steve Bailey (*Open to All*)
- 9:30am - 10:30am **The Fall Event Final Finale**, Danny Summers
- 10:30am Final Announcements and Instructions for Retailers' Choice Awards™

## Optional Activities

Sig Feile of Atlantic Nursery is organizing the **Group Golf**. See *Optional Activities* (page 12) for details.

## Monday, September 21

- 12:00pm - 5:00pm **Group Golf**; *Reservations Required*  
Rosen Shingle Creek Resort

## Tuesday, September 22

- 6:00am - 6:45am **Group Yoga Session**, Lead by Peg Castorani, Location to be announced

## Wednesday, September 23

- 6:00am - 6:45am **Group Walk/Run**, Lead by Derek Ellis, Location to be announced

## Thursday, September 24

- 11:00am - 4:00pm Group Shuttle to **FNGLA The Landscape Show**, Orlando Convention Center
- 11:00am - 5:00pm **FNGLA The Landscape Show** (*Complimentary Admission for Fall Event Participants*)
- 10:30am Meet for **Retailers' Choice Awards™**, Instructions, Location to be announced
- 4:00pm **Retailers' Choice Awards™ Meeting**, Compare Notes, Location to be announced
- 5:30pm - 6:30pm **FNGLA Opening Day Reception**, Hilton Orlando Resort, Outdoor Pavilion

## Friday, September 25

- 9:00am - 5:00pm **FNGLA The Landscape Show**, Orlando Convention Center
- 9:00am **Retailers' Choice Awards Meeting** to Select Winners, Location to be announced
- 2:00pm **Retailers' Choice Awards Presentation**, Location to be announced

## Saturday, September

- 9:00am - 9:00pm **Disney/Epcot Food & Wine Festival**; See *Optional Activities* (page 13) for more info

## The Fall Event is Sponsored by

American Beauties / NorthCreek Nurseries  
Bailey Nurseries  
Bower & Branch  
Border Concepts  
C. Raker & Sons / HortCouture  
The Espoma Company  
Fresh from Florida  
Garden Center Magazine / GIE Media  
Garden Media Group  
GrowTech Solutions  
IGC Shows  
Jolly Gardener / Old Castle  
Luster Leaf Products  
Master Nursery Garden Centers  
Monrovia

Morning Dew Tropical Plants  
Organic Plant Magic  
Prides Corner Farms  
Proven Winners North America  
Proven Winners Color Choice®  
SimPos Software  
Star Roses and Plants  
SunGro Horticulture  
Sunrise Marketing  
TDI Brands  
Today's Garden Center / Meister Media  
Tom Kegley Communications  
TPIE / FNGLA  
Willowway Nurseries

# The Fall Event Program

## Monday, September 21

1:00pm - 4:00pm **PROsessions: 30-Minute Sessions with the Pros**

You asked for it... and we're delivering. We set the stage and you set the agenda. Bring your top challenges, questions and ideas and spend some time with our Service Providers in their area of expertise. Although you may talk with them throughout the year, there is nothing like some one-on-one time with these leading experts and other garden center owners from across the country facing some of the same business concerns as you. Sessions are designed to rotate every 30 minutes, but you can stay as long as you like!



Steve Bailey  
Financial Management  
& Analysis



Robert Hendrickson  
Communications  
& Marketing



Tom Kegley  
Marketing &  
Brand Building



Sid Raisch  
Business Strategies  
& Systems



Terri Coldreck  
Visual Merchandising



Robert Hayter  
Property Development  
& Site Design



Mary Gaskell  
Media Placement



Dan Hogan  
Team Building

5:00pm - 7:30pm **Welcome Reception & Awards Presentation**

This annual event is a time to catch up with friends – and make new ones, and see what centers will be recognized for their outstanding achievements in 2014. This casual gathering will feature light hors d'oeuvres and beverage, and a special "Welcome to Florida" from officers of the Florida Nursery, Growers & Landscape Association.

**Dinner on Your Own** – *Pointe Orlando and more!*

9:00pm - 11:00pm **Mingle Magic**, Rosen Plaza Hotel, Lobby Bar



Gail Vanik, Four Seasons Greenhouse & Nursery, Dolores, CO

I can't even begin to express the value in being involved in The Garden Center Group and attending The Fall Event. The first time I attended was in 2006 and returning home, I called my husband from the airport and said, "I'm going to change our company and business." He laughed and said, "How are you going to do that?" I said, "Watch me!" And eight years later, we have done exactly that - changed almost everything - and for the better. Perhaps the best part of The Group and Fall Event however are the people...



Evan Webeler, White Oak Gardens, Cincinnati, OH

"Being a younger client in The Group lets me meet people and see places I wouldn't normally see. My background is in financial numbers so this is invaluable for me. It's amazing to see how many different business models there are in this industry and how we can learn from each other."

### Tuesday, September 22

8:30am - 9:00am **Welcome Session**, Rosen Plaza, Ballroom C

9:00am - 10:00am **Customer Love: Realigning Heads, Hearts, and Hands to Deliver Magical Results**, Simon T. Bailey, Brilliance Institute



Simon T. Bailey

Connections, real connections, results in genuine customer loyalty. Earning the trust and respect of your client or prospective client is no easy task. In today's information age, the competition for goods and services is even greater and the end consumer not only has more options, but access to vast information about potential offerings.

Building relationships and earning your customer's love is more important than ever and requires a village. Are your employees fully invested in your thinking and service standards? Building an internal team that is focused on the company's mission and dedicated to excellence requires leadership that has earned trust and respect.

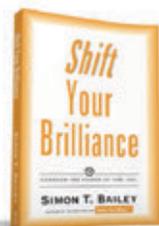
Discover the formula for creating a seamless customer experience, learn tips, tools, and techniques to create memorable moments for customers, and create an action plan and hold everyone accountable for maintaining the customer-love mindset. This is your call to action; your roadmap and opportunity to create brilliant results!

*Executive Advisor, Career Mentor, Speaker, Author, and Columnist, Simon T. Bailey is a **BIG** Thinker and teaches influencers how to improve themselves and change the world. He doesn't take people where they want to go; he guides them by providing strategic steps to where they need to go. He inspires through relevant stories and thought-provoking evidence-based research, breaking through the motivational paradigm that causes individuals to stretch and produce results.*

*Simon has 28 years of business experience and is the former sales director for the world-renowned **Disney Institute based at Walt Disney World Resort®**. Since leaving Disney, he has spoken to 1,000 organizations on six continents. Speaker magazine recently cited him as one of the top twenty five "hot speakers" shaping the profession.*

10:00am - 10:30am **Break, plus Simon Bailey Book Signing**

Simon has authored seven books including *Release Your Brilliance*, which is ranked No. 17 of the top 100 books being read by corporate America, according to 800CEORead.com. And, his newest book *Shift Your Brilliance: Harness the Power of You, Inc.* is receiving rave reviews and producing tangible results.



Building relationships and earning your customer's love is more important than ever...

### Tuesday, September 22 – continued

10:30am - 11:15am **Mysteries Revealed**, Carl Phillips, Customer 1st



Carl Phillips

Learn how to use The Group's Mystery Shopper Service to truly make a difference and uncover trends. Carl will explain the difference between customer surveys and mystery shops and teach you how to get inside the customer's heads and think like a customer.

*After spending 26 years managing department stores Phillips decided to start Customer 1st mystery shopping service in 1996. Why mystery shopping you ask? Well frankly, it was because that was the guiding tool Phillips used in his department store management career to drive each location he managed to beat planned sales goals. The byproduct of a well-managed mystery shopping program causes your sales team to think like the customer and act like the boss.*

11:15am - 12:00pm **Magical Words**, Robert Hendrickson, Next New Planet

There are some in the industry who believe by talking to a small group of people who don't shop with us, a report can be written suggesting how garden centers should prepare for the future. Weird. Consumer Surveys #101 says if you want the truth, find out what people do, not what they say they'll do. Talking to people who actually do shop garden centers makes more sense.

Based on thousands of responses, we now know exactly why people who love to garden are lining up at the registers. Sharing these personal gardening experiences with those who may not know what they're missing seems like a logical... and powerful approach.

At this session you'll learn magical words... the "Top Ten Reasons Why People Garden". Knowing what to say in your marketing to attract current and future customers just became fact, not opinion.

*What began in a garden center consisting of a one-car garage with bedding plants sold on the family picnic table turned into a 40-year horticultural adventure for Robert Hendrickson. His diverse career includes 15 years in the retail trenches, a decade consulting with garden centers on operational issues that help determine whether the owners make money or "get a real job," then another 15 years building The Garden Center Group to get garden retailers focused on the business side of their business. Squeezed in with his on-site consulting and online business services, Hendrickson enjoys lengthy trips to Mexico's Yucatan, exploring Mayan ruins as a guide and volunteer rock hauler.*



Robert Hendrickson

At this session you'll learn magical words... the Top 10 Reasons Why People Garden...



Chris Shipley, Civano Nursery  
"Thank you for giving us the opportunity to learn beyond ourselves and in the nation rather than the region. It helps a lot. Even though we have totally different ways of dealing with plants, for instance pansies and petunias are WAY gone and cacti are classified as shrubs. It does help to see how others run their garden centers."

Tom Hilgeman, White Oak Garden Center  
"We always come away from the event with great ideas and new things to work on. Some of them are from the speakers/presenters. A good amount of them come from the free time spent with the other attendees discussing business."

### Tuesday, September 22 – continued

1:00pm - 1:30pm

#### SeaWorld Parks: The Wonder of Plants, Animals & People

Mark Russell, Director of Horticulture, SeaWorld Parks and Entertainment



Mark Russell

At **SeaWorld** parks, the combination of plants, animals and people, all in an entertaining environment, inspires guests to celebrate, connect with, and care for the natural world we all share. In this presentation you'll discover how landscaping can impact profitability of a theme park - and your business too! You'll also learn about the inspiring animal encounters guests experience in our parks, and our culture of caring and personal growth that each team member enjoys.

Mark Russell is Director of Horticulture for SeaWorld, Discovery Cove and Aquatica. Mark's educational background is a combination of formal education in psychology, horticulture, landscape design and business, as well as many technical certifications and plenty of hands-on experience. Mark has over 30 years of experience in landscape design, installation and landscape management in theme parks, and is blessed to work with many passionate and gifted co-workers who inspire him every day.

2:15pm - 6:30pm

#### SeaWorld Orlando Team Challenge, Reception & Team Challenge Awards

Get ready for an afternoon of excitement and fun during this team-building competition while building relationships with other garden center retailers. Navigate the chartered course and experience the exhibit, rides and shows of SeaWorld for a chance to gain recognition for your accomplishments. Finally, cool off and unwind at a special receptions and awards presentation at SeaWorld Ports of Call.



7:00pm - 7:45pm

#### Garden Media Group Retail Trends Meeting – by Invitation Only

Susan McCoy and Clint Albin, The Garden Media Group



The Garden Media Group (GMG), our **new Trends Partner**, will provide The Garden Center Group with research to help raise the bar and think more imaginatively about the future of gardening. This deep dive into the 2016 Garden Trends Report will breed new thinking, foster innovation and spark positive change for each participating company. This is an exclusive service for our Group Retailers and you are invited to attend this special meeting that will highlight initial results of the 2016 Garden Trends Report.

### Wednesday, September 23

8:30am - 9:00am

#### Creating Disney Magic Through Horticulture

Eric Darden, Manager, Epcot International Flower & Garden Festival, The Disney Company



Eric Darden

Over the 60-year period **Disney** has created emotional magic at its theme parks, horticulture has been an important part of its "imagineering." Every tree, shrub and flower seems to have been meticulously planned and manicured as you walk through any of its theme parks. One of the most popular special events is the Annual Epcot International Flower & Garden Festival, a 10 week long event showcasing the very best in horticulture. Eric Darden, Horticulture Manager for the Festival, will share how they use horticulture to create **Disney Magic**.

After graduating from the University of Kentucky with a degree in Agriculture, Eric joined Disney's Horticulture Team in 1988 working as a gardener. During the next 12 years he held many roles at the nursery including managing the facility from 1997- 2001. During the first Epcot International Flower & Garden Festival he was a gardener helping to create the Disney topiaries. In 2003 he was given the role of Horticulture Manager of the Epcot International Flower & Garden Festival, helping to insure that each year the show is better than ever. He currently serves in that position as well as co-managing the Walt Disney World Nursery.

9:00am - 10:00am

#### The Magic of Hiring Smart, Jean Seawright, Seawright & Associates



Jean Seawright

It's a new day for businesses in the HR arena. The risks associated with hiring and firing employees are greater than ever before... but, the rewards from getting it right are tremendous! In this session, Jean Seawright, nationally recognized HR consultant for The Garden CenterGroup, will share practical tips and unique ideas for identifying talent in the 21<sup>st</sup> century, establishing a sound hiring process, minimizing negligent hiring risks, conducting background checks, and avoiding the danger zones. There's no doubt about it – your hiring and firing practices can and will shape your company's success. You'll gain a new perspective on HR as Jean provides insights, solutions, and proven principles for hiring and firing employees the "right way"! For people that hire smart, it can be magic!

As an HR Consultant since 1987, Jean Seawright is passionate about business and dedicated to helping employers build a strong HR foundation. She has pro-actively resolved thousands of HR issues in multiple industries for businesses nationwide. Jean is well-known for her ability to take complex HR challenges and turn them into practical, positive, bottom-line solutions that improve organizations. Her consultation minimizes the risks inherent in HR and saves employers countless dollars, time, and unnecessary HR headaches. Jean is also highly-regarded for her knowledge of state and federal employment regulations and serves as an expert witness in lawsuits involving HR matters and negligent hiring and retention claims. In 2013, Jean served as the Jackson family's expert witness in the famous trial involving AEG Live's hiring of Dr. Conrad Murray, Michael Jackson's tour doctor. She has provided expert witness testimony in a number of other prominent cases involving employment matters.



Peg Castorani, Gateway Garden Center, Hockessin, DE

"The Garden Center Group supports its clients on all levels for the independent garden center owner: financial, marketing, HR and facilities. We are provided with inspiration and information, both of which are critical. The Group provides a forum for the experiences of owners and managers of many centers. This in itself is invaluable."



Beth Simpson, Rolling Green Nursery, Greenland, NH

"The networking is priceless. After going to the promotions breakout session, we tried "boosting" a Facebook post. Holy Mackerell! What a crazy response. We plan to do this to promote our winter farmers markets. The visit to Dale Deppe's trial gardens at his home was every plant geek's dream. The speakers at the Event were inspirational. I am still carrying around our notebook to remember it all. The Fall Event makes going back to work more fun."

### Wednesday, September 23 – continued

10:30am - 12:00pm **POWERsessions:**

You have told us some of the best parts of The Fall Event is time you spend interacting with fellow retailers and service providers. This year's Fall Event will feature more Group interaction through **POWERsessions** dedicated to specific product categories. We will organize sessions based on your input. Then, bring your best ideas, examples, and questions to engage fellow retailers and service providers to develop hybrid plans to implement in your center. Preliminary survey results of your input reveals the following product groups in the lead for our attention:

- New Ideas to Find New Customers
- Staffing - HR Challenges, TRaining, How to Motivate
- Annuals/Perennials
- Trees/Shrubs
- Landscape Services for Retailers
- Visual Merchandising
- New Systems - POS, Communications, Inventory Management

You set  
the Agenda  
through the  
survey for topics  
for this year's  
**POWERsessions!**

Watch for opportunities to give your input on these categories. Which category is on top for your attention? Sessions are designed to rotate every 30 minutes, but you can stay as long as you like!

1:00pm - 1:30pm **The Magic of Streamlining Your Business**

*Sid Raisch, Horticultural Advantage*

After decades of increasing the complexity, the worry, and the stress of your business you probably want to know how to get rid of some of that, don't you? So you're ready to discover the magic of a streamlined business? Not so fast. Are you really ready for it? Are your associates? Are your customers? While streamlining seems like the right thing to do it isn't like it is such a brilliant idea that you haven't seen the need. It seems simple, so why is it so hard? Why don't we just stop, then step back and figure that out?

Let's begin again with a short, yet powerful discussion about why we continue to do what we continue to do - because continuing to do those things is our first problem. This **IS** about streamlining, right? Let's then unwrap **THE GIFT** - a simple and missing requirement for figuring out what **NOT** to continue doing. And finally - the secret ingredient - **THE MAGIC** what you must do to streamline your business.

Sid's session will carry over to the bus **JAMsession** as we make our way to the Brevard Zoo for an afternoon of sun and fun.

*Sid has been inventing and reinventing the way things don't get done into strategies that increase profit-ability, market-ability, oper-ability, and own-ability of garden centers, landscape operations and a few lucky supplier nurseries and products. It's not 37 years of the same thing, it's thirty-seven increasingly effective years dedicated to improving and re-inventing the inter-dependent horticulture supply chain. He's constantly challenging "that's how we do it", "we tried that", and a dozen or so other excuses. He knows how to get people to get things done by overcoming underlying attitudes, fears and lacking resources. When you read Sid's articles or hear Sid talk "put your ears on" and listen up, and get ready to think and implement changes that will take you and your company to new heights and new places.*



Sid Raisch

Be sure to visit Wild Florida at the Brevard Zoo and feed white-tailed deer, see otters, endangered red wolves, fox, bald eagle, bobcats, and red-tail hawk in a natural setting. A favorite highlight is the alligators, waiting for the public feeding - and Humphrey, the 13-foot gator.

### Wednesday, September 23 – continued

2:00pm

Depart for Brevard Zoo and Rockledge Gardens  
Bus **JAMsessions** - Share Your Brightest Idea on How to Steamline Your Business

3:15pm - 5:30pm

**Brevard Zoo: Wild Florida, Kayaking, ZipLine, and more**

Get ready for some fun in the sun at the Brevard Zoo! This excursion is designed to give you a break from hotel meeting rooms, get some fresh air and Florida sunshine, and have some fun while getting to know other Group Clients.

The Brevard Zoo features many extraordinary animal experiences including giraffe, lorikeet and alligator feedings, African kayak tours, paddle boats in the wetlands, and the Cape to Cairo Express train ride. And, for the truly brave there's the TreeTop Trek zipline! Train ride and kayaking included with registration on a first-come basis. Must pre-register for zipline (additional \$27 pp). Let's get a little **WILD** at the Brevard Zoo!



6:00pm - 8:00pm

**Rockledge Gardens Tour & Dinner**

Rockledge Gardens was founded 60 year ago by Harry Witte, father of Theresa Riley. Kevin and Theresa met in high school and she got him his first job at Rockledge Gardens, picking weeds - and he's still there today. The nursery has seen many changes since Theresa and Kevin took over management, and with the guidance of Robert Hendrickson and The Garden Center Group has continued to change and develop. It is a never ending journey!

Three years ago, they converted part of their growing operation into a hydroponic vegetable farm. The Farm at Rockledge Gardens, a vertical hydroponic vegetable farm, features a u-pick area for herbs, vegetables and blueberries, as well as a two day market for the veggies and supplemental products supplied by various vendors. A few times a year The Farm is host to a farm to table dinner where local chefs come in and prepare gourmet meals at the farm featuring the produce from Rockledge Gardens as well as other local providers.

Today, Theresa and Kevin are happy to have the 3rd generation helping them with the business. Join us as we explore Rockledge Gardens, learn the secrets of the Riley's success, and enjoy some true Florida hospitality, food and fun.



Join us as we explore Rockledge Gardens, learn the secrets of the Riley's success, and enjoy some true Florida hospitality, food and fun!

### Thursday, September 24

8:15am - 9:30am **P&L Study Review** – *New this year... Open to All Steve Bailey, Steve Bailey Consulting*

The results are in! And the winners are the Group centers who participated in the 2014 P&L Study. But wait - this year, everyone's a winner! All Fall Event centers are invited to the P&L Study program, where we will discuss the numbers and ratios that determine the Profitability of your garden center.

With 40 years in the garden center industry, Steve became the Financial Tracking Officer for The Group after selling his own garden center which he and his wife Bonnie started in 1984. His main area of interest has always been focused on the financial side of the business which he has developed into a number of systems and programs aimed at helping garden centers in The Group get a better grasp on how money moves through their business.

One of Steve's main roles is the management of the Weekly Department Review Report (WDR Report) which tracks the weekly sales of participating Group centers in 25 categories. This industry exclusive allows garden centers to compare their weekly sales, average sale and customer count with similar centers reporting as Sales & Regional Groups as well as with all reporting centers. Nowhere else in the garden center industry is this service available. Steve's weekly sales analysis is a wrap-up of sales, promotions and weather impact that is used by Group centers to keep their employees in touch with more than just their immediate surroundings. His remaining free time is spent growing and trimming his Bonsai collection, a hobby he began with his first garden center job 43 years ago.

9:30am - 10:30am **The Fall Event Final Finale**  
*Danny Summers, Managing Director, The Garden Center Group*

After three days of intensive learning, stretching our minds and expanding our vision, let's take a look at what we've learned and set some goals for the year ahead. There's lots of "takeaways" from this Fall Event, so let's challenge ourselves to reach new heights in 2016. And, speaking of 2016, let's talk about where we will be going...

With more than 30 years experience in the horticulture industry, Danny brings to The Group extensive business management experience in both non-profit and for-profit segments. He served as Executive Vice President of the Southern Nursery Association (1988 - 2006), a regional trade association with more than 1,800 members, and developed one of the industry's largest trade shows with more than 800 exhibitors and 10,000 attendees. His for-profit experience includes sales and marketing management of retail, wholesale, and manufacturing businesses. His career began in retail at Sears, Roebuck & Co., where he completed management training to become one of the company's youngest managers at the age of 19. Danny promotes participation in the common goal of helping all companies involved in The Group to increase market share, sales and profits.

10:30am **Final Announcements for the Retailers' Choice Awards™**

For those staying over to assist with the Retailers' Choice Awards™, please remain for instructions on the process, where to catch our shuttle going to The Landscape Show, and where to meet at the end of the day for sharing what you found in your quest for the best products and services deserving of this award.



Ross Brockshus, Del's Garden Center, Spencer, IA  
"The Garden Center Group has really helped with our financial direction. Before, we ran by the seat of our pants. Now we know financially what we should be doing and that our benchmarks should be compared to other businesses like us. There are a lot of similarities between companies in this group, so we can compare notes and how to do things. It's great to compare notes with someone more advanced than us so we can learn how to progress."



Steve Bailey

The Financial Sharing Programs of The Garden Center Group are an industry-exclusive. Are you missing out?

### Monday, September 21

12:00pm - 5:00pm **Rosen Shingle Creek Group Golf**  
*Reservations Required*

Join Group Retailer, Sig Feile of Atlantic Nursery, for a great afternoon of golf at Rosen Shingle Creek Resort, 2.8 miles from hotel. Group special includes free shuttle service, in-house guest charges, and a special rate of \$59 includes green fees, range balls and cart (*regularly \$99*).

This David Harman designed, 18-hole, 7,149 yard, par 72 championship golf course features undulating fairways and interconnecting waterways bordered by the natural backdrop of dense oaks and pines along historic Shingle Creek. The design objective is to make the course play "fair" while keeping it an exceptional "test" of golf. There are five sets of tees, enabling players to choose their own degree of difficulty.

Since its opening in 2003, Shingle Creek Golf Club has garnered numerous awards, including the ranking as one of the "Top 40 Best New Golf Courses in the U.S." by Golfweek Magazine.

Contact Sig Feile (sigfeile@atlanticnursery.com or tel 516.378.7357) to reserve your position on the team!



### Tuesday, September 22

6:00am - 6:45am **Group Yoga Session**, Led by Peg Castorani

The Group Yoga Session has become an annual tradition. Join Peg Castorani, yoga guru and co-owner of Gateway Garden Center, for this morning ritual guaranteed to get you physically and mentally motivated for the day ahead! Please indicate you would like to participate when you register for The Fall Event to help us with planning.

### Wednesday, September 23

6:00am - 6:45am **Group Walk/Run**, Led by Derek Ellis

The Group Run/Walk has is another popular annual tradition. Join Derek Ellis, regional manager, Ellis Home & Garden, for this morning sprint and see Orlando in the morning. You'll be amazed what a little fresh air can do! Please indicate you would like to participate when you register for The Fall Event to help us with planning.



Florida Weather in September

Average weather for September 23: Expected low 74°. Expected high 86°. Average humidity is 79%. Chance of precipitation 48%. Chance of snow is highly unlikely.

Note: Dress is casual for all meetings, receptions, excursions and tours.

# Optional Activities Continued

## Thursday, September 24

11:00am - 5:00pm **FNGLA's The Landscape Show** (Complimentary Admission)  
Orange County Convention Center (OCCC), South Exhibit Halls



While you're in Orlando, we invite you to take part in a journey to uncover hidden treasures at The Landscape Show. We will search for the most unique and innovative products with potential to be best sellers in the garden center. Awards will be presented on Friday, September 25.

The Landscape Show features over 200,000 square feet of trees, shrubs, equipment and more from nearly 450 exhibiting companies. The Landscape Show offers a complete cast of plants, trees, palms, landscape equipment, hardscape products, irrigation, production equipment, business services and garden center supplies. You'll find superstar products you already love and discover the new looks, talent and ideas the industry has to offer.

5:30pm - 6:30pm **The Landscape Show Opening Day Reception**  
Hilton Orlando Resort, Outdoor Pavilion



All Group clients are invited to The Landscape Show Opening Day Reception at the Hilton Orlando Resort, next door to the Orange County Convention Center. After an afternoon of searching for the best new products on the trade show floor, it's time to unwind and visit with some of FNGLA's finest.

## Friday, September 25

9:00am - 5:00pm **FNGLA The Landscape Show**  
9:00am Retailers' Choice Awards™ Meeting to Select Award Winners  
2:00pm Retailers' Choice Awards™ Presentation

## Saturday, September 26

9:00am - 9:00pm **Disney/Epcot Food & Wine Festival**

While in Orlando, you may want to consider extending your stay for the Epcot® International Food & Wine Festival (open 9/25 - 11/16). Taste Your Way Around the World during this celebration of food and drink. Take your palate by the hand and taste delicious foods, wines and beers from around the world at special marketplaces set up throughout the World Showcase.

The Food & Wine Festival is included with your admission ticket to Epcot although each of the items available at the many booths will run you a few bucks. For more information visit: <https://disneyworld.disney.go.com/events-tours/epcot/epcot-international-food-and-wine-festival/>



# Travel & Registration Information

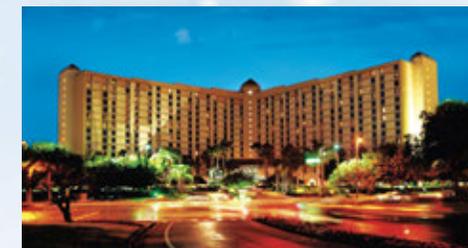
## Location

This year The Fall Event is taking place in sunny Orlando, Florida – a magical city and home of **Walt Disney World®, SeaWorld®, Universal Studios Orlando, the Orlando Magic, Harry P. Leu Gardens, Florida Nursery, Growers & Landscape Association (FNGLA)**. In 2013, Orlando was the most visited city in the U.S. rivaling only New York city in the battle for the top U.S. tourism city. It's one of the world's largest golf destinations, and just a short distance away is the **Kennedy Space Center** and the **Daytona International Speedway**. For the most serious of foodies to the most casual of diners, you're in for a treat because there's plenty of delicious options to satisfy every taste – many just steps away from the Rosen Plaza Hotel at **Pointe Orlando** (*B.B. King's Blues Club, Johnny Rockets, Maggiano's Little Italy, Marlow's Tavern, RA Sushi Bar, The Capital Grille, Tommy Bahama and more.*) In the mood for shopping, you're in luck. Pointe Orlando also features an eclectic mix of extraordinary shops. For more information visit [www.pointeorlando.com](http://www.pointeorlando.com).

## Hotel

**Rosen Plaza Hotel**  
9700 International Drive, Orlando, Florida 32819

Group Housing Res: **VROOMZ**  
Group Block: The Garden Center Group Fall Event  
Online Reservations: [www.thegardencentergroup.com](http://www.thegardencentergroup.com)  
Phone Reservations: (877) 326-7666 (**VROOMZ**)  
Monday - Friday 9am-5pm EDT



Special Group Rate: \$135 single/double (\$20 ea. additional person)  
Rate is available from 3 days prior and 3 days post event, based on availability for those wanting to extend their stay

Reservation Deadline: August 30  
Discount Parking Rate: \$5 Self-Parking  
Free WiFi

## Transportation

Orlando is served by **Orlando International Airport (MCO)**, located approximately 18 minutes East of the Rosen Plaza. The Rosen Plaza has a special discounted shuttle program from Orlando International Airport:

**Town & Country Transportation**  
\$18 per person one-way / \$28 per person round trip.  
Reservations: 407-828-3035  
24-hr. advance reservation required.

Cab fares can range from \$35 - \$50.

## The Fall Event Registration

You can register for The Fall Event online at [www.thegardencentergroup.com](http://www.thegardencentergroup.com), or complete the enclosed registration form and fax it to 678.909.7771. Registration is \$499 for the first person; \$479 for each additional person. Register by August 30. Cancellations must be in writing and directed to: The Garden Center Group, [info@thegardencentergroup.com](mailto:info@thegardencentergroup.com) or fax to 678.909.7771. Full refund if canceled by August 30. No refunds after August 30.

*We hope to see you at The Fall Event!*

*All you folks who we sat with on the bus tours and met up with at Fall Events. You guys are the ones who gave us hope. We watched your triumphs through the years and that gave us courage to follow in your footsteps. We witnessed your struggles and quietly rooted for you to come out on top. You have been our garden center friends when we thought we were alone on this journey. You are our champions."*

*Congratulations Frances and Larry! Selling your business does not give you an excuse to miss The Fall Event!*



Frances & Larry Grossman, Grossman's Garden & Home, Penfield, NY  
"We were not alone in our quest to create one of the best garden centers in the country. We love this business of growing and selling plants. If it made us money, at a good margin with the right turns and all the other criteria Steve instilled upon us we did it. Tweak and re-tweak the inventory Steve would say. Several years later, here we are in the financial position we thought only occurred in our dreams. And then there are the groupies..."





**The** **GARDEN** **CENTER**  
**GROUP**

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info@thegardencentergroup.com  
www.thegardencentergroup.com

# The 15th Annual Fall Event

September 21 - 24, 2015

## ORLANDO *Florida*

*Learn How to Create Your Own Magic...*

Learn from the Pros

Connect with Group Retailers

See the latest products in our Sponsors Showcase

Don't miss this once-a-year opportunity to fully leverage the power of The Garden Center Group!