



The Fall Event 2016

Houston, Texas



Houston Skyline by Michael Tompsett

THE **ART** and **Science** *of Garden Retailing*

Special Presentation by Tim Miles, Bestselling Author and International Marketing Consultant
Group Pro Presentations by Robert Hendrickson, Sid Raisch, Steve Bailey, John Kennedy and more
P&L Study Review, POWERSessions, Sponsor Showcase, Garden Center Tour, Learning Lab
Optional Activities include Group Golf, Local Garden Tours, 19 Museums, Houston Zoo, Nasa's Johnson Space Center, Major League Baseball, and more!

The Fall Event 2016

Join Us!



THE ART and Science
of Garden Retailing

The Fall Event is the perfect forum for progressive garden retailers, consultants and vendors 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's 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 2015 – SeaWorld, Orlando, Florida
We hope to see you in Houston in the 2016 photo!

There's simply no substitute for face-to-face interaction and The Fall Event provides the perfect opportunity for you to meet other like-minded independent garden retailers – to share, create and multiply the capabilities beyond that of any one individual garden center. Come meet other garden center owners and managers, talk with our Service Providers and see the newest products from our Partners for Success and Sponsors. Workshops and seminars conducted by professionals from all facets of business are short on theory and long on ideas that you can put right to work!

The Fall Event Schedule

Monday, September 26

9:00am - 1:00pm	Sponsor Setup, Westin Oaks, Level 3, Foyer
10:00am - 2:00pm	Registration Open, Westin Oaks, Level 3, Foyer
1:00pm - 1:15pm	Nuclear Fusion , <i>Danny Summers</i> , Westin Oaks, Level 3, Consort Ballroom 3
1:15pm - 2:30pm	P & L Study Review , <i>Steve Bailey</i> , Westin Oaks, Level 3, Consort Ballroom 3
2:30pm - 3:00pm	Break & Face Time with Sponsors, Westin Oaks, Level 3, Foyer
3:00pm - 4:00pm	P & L Panel Discussion , <i>Steve Bailey</i> , Westin Oaks, Level 3, Consort Ballroom 3
5:00pm - 6:30pm	Welcome Reception & Awards Presentation , Westin Oaks, Level 3, Consort Ballroom 1
6:30pm	<i>Dinner on Your Own</i>
8:30pm - 10:00pm	Cocktail Chemistry , Westin Oaks, Street Level Bar



Tuesday, September 27

6:00am - 6:45am	Group Walk/Run Led by <i>Derek Ellis</i> , Meet at Hotel Lobby Entrance
7:00am - 8:15am	Breakfast & Special Recognition , Westin Oaks, Level 3, Consort I Ballroom
8:30am - 10:00am	The First Order of Business , <i>Tim Miles</i> , Westin Oaks, Level 3, Consort II Ballroom
10:00am - 10:30am	Break & Face Time with Sponsors , Westin Oaks, Level 3, Foyer
10:30am - 12:00pm	I.F.C.S.A. (Identify-Focus-Contribute-Share-Act) , <i>Robert Hendrickson</i> , Westin Oaks, Level 3, Consort II Ballroom
12:00pm - 2:00pm	Lunch & Face Time with Sponsors , Westin Oaks, Level 3, Consort I Ballroom
2:00pm - 3:30pm	POWERSessions , Westin Oaks, Level 3, Meeting Rooms
3:30pm - 4:00pm	Break & Face Time with Sponsors , Westin Oaks, Level 3, Foyer
4:00pm - 5:00pm	The Art & Science of Blowing It Up - for Explosive Growth , <i>Sid Raisch</i> , Westin Oaks, Level 3, Consort II Ballroom
5:00pm	<i>Dinner on Your Own</i>
8:30pm - 10:00pm	Cocktail Chemistry , Westin Oaks, Street Level Bar



Wednesday, September 28

7:00am - 8:30am	Breakfast, Special Recognition & Tour Overview , Westin Oaks, Level 3, Consort I Ballroom
8:45am - 9:00am	Load Buses for Tour, Westin Oaks, Lobby Level (Post Oak Blvd Curbside)
9:00am - 7:00pm	The Fall Event Houston Tour
9:15am - 10:15am	Cornelius Nursery Tour
10:45am - 12:45pm	Nelson Water Gardens & Nursery Tour & Lunch
1:30pm - 2:30pm	Plants For All Seasons Tour
3:10pm - 4:10pm	Warren's Southern Gardens Tour and Bulk Yard Drive-By
4:45pm - 6:45pm	Buchanan's Native Plants Tour & Reception
6:45pm - 7:00pm	Return to Westin Oaks Houston Hotel
7:00pm	<i>Dinner on Your Own</i>
8:30pm - 10:00pm	Cocktail Chemistry , Westin Oaks, Street Level Bar



Thursday, September 29

7:00am - 8:00am	Breakfast & Special Recognition , Westin Oaks, Level 3, Consort I Ballroom
8:15am - 9:15am	Learning Lab: The Fall Event Houston Tour Review , Westin Oaks, Level 3, Consort II Ballroom
9:30am - 10:30am	The Art & Science of Surviving Success , <i>John Kennedy</i> , Westin Oaks, Level 3, Consort II Ballroom
10:30am - 11:00am	Break & Face Time with Sponsors , Westin Oaks, Level 3, Foyer
11:00am - 12:00pm	The Fall Event Conclusion , <i>Danny Summers</i> , Westin Oaks, Level 3, Consort II Ballroom
12:00am - 1:00pm	Sponsor Teardown

Cocktail Chemistry, held each evening from 8:30pm to 10:00pm, is a time for you to connect with Group Retailers, Service Providers, and our Partners for Success and Sponsors – all ready to help you grow your business! Don't miss this special time designed for you to unplug, unwind and unleash the power of The Group!

The Fall Event 2016

Sponsors



THE ART and Science of Garden Retailing

The Fall Event is Sponsored by

American Beauties / NorthCreek Nurseries

Bailey Nurseries

Border Concepts

Botanical Interests

Bower & Branch

C. Raker & Sons / Hort Couture

Epicor

The Espoma Company

Garden Center Magazine / GIE Media

GrowTech Solutions

Henri Studio/Stonecasters/Brass Baron

Jolly Gardener / Old Castle

Lawn & Garden Retailer

Mariner Business Solutions

Master Nursery Garden Centers

Monrovia

Prides Corner Farms

Proven Winners North America

Proven Winners Color Choice®

R.W. Rogers Company

SimPOS Software

Star Roses & Plants

SunGro Horticulture

Sunrise Marketing

TPIE / FNGLA

Willoway Nurseries



*Botanical
INTERESTS®*
Let us inspire & educate
the gardener in you.

**BOWER &
BRANCH™**
trees for life



EPICOR

gardencenter

ESPOMA
SINCE 1929

ORGANIC



PW
**PROVEN
WINNERS®**
The #1 Plant Brand®

PW
**PROVEN
WINNERS®**
COLOR CHOICE®
FLOWERING SHRUBS



sungro
HORTICULTURE



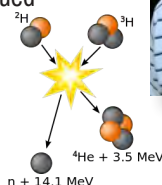
Be sure to take advantage of the face-to-face time with our Partners for Success and Sponsors who recognize the unique nature of independent garden center operations and are interested in helping you provide the best products for your customers, have the best products for your business, and provide the best resources for your team. Stop by during breaks to visit with these suppliers to learn about their products and specials... you'll be glad you did!

The Fall Event Program

Monday, September 26

1:00pm - 1:15pm **Nuclear Fusion**, Danny Summers, The Garden Center Group

Danny will open the doors of our learning laboratory to reveal how to maximize the fusion and synergies of this year's Fall Event. There's so many elements, compounds and solutions. So much creativity, innovation and synergies. And there's so little time to examine and extract the essence of The Art and Science of Garden Retailing. This could be the catalyst to catapult your business forward toward continued growth and success. Don't miss this informative session that will help you set your tactics to tap into the power of The Group!



Danny Summers

1:15pm - 2:30pm **P&L Study Review – Open to All**
Steve Bailey, Steve Bailey Consulting



Steve Bailey

The results are in for the 2015 P&L Study! And the winners are all of the Group centers who participated in this industry-exclusive benchmarking program. But everyone is really a winner since all centers are invited as we discuss the numbers, ratios and trends that can help you move your center to a higher level of success.

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.

2:30pm - 3:00pm **Break & Face Time with Sponsors**, Westin Oaks, Level 3, Foyer
Enjoy a refreshing break and visit with our Partners for Success and Sponsors to learn about their products and see new introductions for the coming year. This is your chance to take advantage of the synergies created through your relationships in The Group!

3:00pm - 4:00pm **P & L Panel Discussion**, Steve Bailey, Westin Oaks, Level 3, Consort Ballroom 3

5:00pm - 6:30pm **Welcome Reception & Awards Presentation**
The Welcome Reception & Awards Presentation is the perfect time to catch up with friends – and make new ones, and see what centers will be recognized for their outstanding achievements in 2015. This casual gathering will feature light hors d'oeuvres and beverage.

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The Fall Event 2016 Program



THE **ART** and **Science**
of Garden Retailing

Tuesday, September 27

8:30am - 10:00am

The First Order of Business, Tim Miles, Miles & Co.

Who the heck is this guy? Part Dave Barry and part Dave Ramsey, Tim Miles has combined truth, clarity, and humor to help hundreds of companies and thousands of people communicate more powerfully and cut through the white noise of today's Age of Rapid Distraction.

Tim started creating marketing campaigns in 1995, and in the ten years that followed, he won more than 80 awards for his work. Then, in 2005, when his son was diagnosed with autism, Tim realized entering award shows was a pretty silly way to measure success. In fact, he learned pretty much everything he thought he knew was wrong, and he's made it his mission since to teach people to look at the world a little differently and separate the merely urgent from the truly important.



Tim Miles



Since then, Tim's team at Miles & Company has consulted weird, wonderful family businesses across the U.S. and Canada, and he regularly speaks to conferences, colleges, and companies about how to communicate more powerfully. In 2012, Tim's first book, *Good Company: Making It, Keeping It, Being It*, became the #1 business book on Amazon.com. His second book, *The First Order of Business*, is scheduled for release in 2016.

The First Order of Business is a framework that categorizes and prioritizes communication, branding, and marketing for any owner-operated company or non-profit organization. It's also the baseline Tim created and uses daily to analyze, diagnose, and treat problem areas in his clients' companies.

Ironically, while companies pour billions into the top two tiers, they stand little chance of sustainability or standing out in our over-communicated marketplace without a strong foundation in The First Order of Business.

Tim will show you how to identify the base elements to build your business pyramid to ensure success!

10:00am - 10:30am

Break & Face Time with Sponsors

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The Fall Event Program

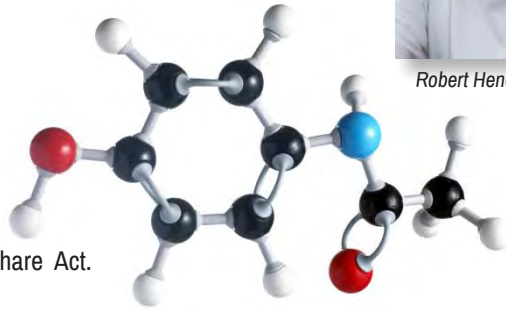
Tuesday, September 27 – *continued*

10:30am - 12:00pm **I.F.C.S.A.**, Robert Hendrickson, Next New Planet

No... it's not the initials of some union, association or government agency. It's the best way to explain what this session is all about.

Designed around the belief that people in The Group possess the experience, wisdom and creativity to address any business challenge, Robert will lead us through the process of identification to action.

A little bit art with creative solutions...
a little bit science from proven results.
It begins with conversation.
It ends with collective intelligence...
the shift of knowledge from individuals
to everyone involved. These are the steps
along the journey... Identify Focus Contribute Share Act.



Robert Hendrickson

Spock called it "mind meld". But don't worry... we won't take it quite that far. Let's just call it a great way for you to leave with answers to some of the biggest business challenges you face.

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.

12:00pm - 2:00pm **Lunch & Face Time with Sponsors**

Enjoy lunch while visiting with our Partners for Success and Sponsors to learn about their products and see new introductions for the coming year. This is your chance to take advantage of the synergies created through your relationships in The Group!

A little bit art with creative solutions... a little bit science from proven results. It begins with conversation. It ends with collective intelligence... the shift of knowledge from individuals to everyone involved. These are the steps along the journey... Identify Focus Contribute Share Act.

The Fall Event 2016 Program



The ART and Science
of Garden Retailing

Tuesday, September 27 – *continued*

2:00pm - 3:30pm **POWERSessions**

As we all know, one of the best parts of The Fall Event is the time you spend interacting with fellow retailers, service providers and sponsors. This year's Fall Event offers Group interaction through **POWERSessions** dedicated to specific topics for discussion. Sessions will be based on your input. Then, you can engage fellow retailers, service providers, and sponsors to develop hybrid plans to implement in your center. This collective braintrust will allow us to collaborate and multiply our capabilities beyond that of any one individual garden center. Watch for opportunities to give your input on session categories. Which category is at the top of your list? Sessions are designed to rotate every 30 minutes, but you can stay as long as you like!

4:00pm - 5:00pm **The Art & Science of Blowing It Up – for Explosive Growth!**
Sid Raisch, Horticultural Advantage

This isn't your middle school science class. Identify the right ingredients, put them together, shake things up, and take your next new venture, or your last dull one, to explosive proportions worthy of your investment of time, money, and energy.

In this session you'll learn:

- ★ How to attack new products, categories and projects as though you mean for them to be hugely successful.
- ★ How what we know that really works to get something off the ground, and what we usually do are opposing forces, and how to overcome fear, intimidation and procrastination to break through.
- ★ How to do the hard work of your homework to accelerate your learning and master anything you want to do.
- ★ When to pull the punches and push aside naysayers to play it forward to get the essential things done.
- ★ What you must do as soon as your new project begins to work.



Sid Raisch

Don't miss "blowing it up" with Sid!

BOOM!

Sid has been inventing and reinventing the way things don't get done into strategies that increase profitability, 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 knows how to get people to get things done by overcoming underlying attitudes, fears and lacking resources. So "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.

Identify the right ingredients, put them together, shake things up, and take your next new venture, or your last dull one, to explosive proportions worthy of your investment of time, money, and energy. Sid will show you how to attack new projects, how to overcome fear, intimidation, and procrastination, and when to pull the punches. Blow it up with Sid for explosive growth!

The Fall Event 2016 Tour

Wednesday, September 28

9:00am - 7:00pm

The Fall Event Houston Tour

We've put together a full day of retail garden center tours... five very diverse centers, all with different strengths. One with emphasis on gifts and floral, one with a stronghold on water gardening, one that learned how to flourish when Big Orange moves in next door, one that has leveraged their position in the midst of community growth, and one that has become the best rated garden center in their hometown. You will have an opportunity to witness first hand – an up close and personal look followed by a more in-depth analysis of each center during our post-tour Learning Lab.

Cornelius Nursery, Houston, Texas

The day will begin with the first stop, just minutes from our hotel, at Cornelius Nursery. Serving Houston for over 75 years, Cornelius Nursery began with the adventurous spirit of the Cornelius boys, Sterling and Frank Jr. Their goal was to provide the finest plants for Houston gardens with a focus on quality. The nursery grew to include a home decorating center, with the help of Sterling's wife Margaret, to become the high-light of Christmas displays for years to come! Today, as part of Calloway's Nursery, Cornelius Nursery carries on its great traditions with a wonderful selection of plants, a highly trained staff of horticulturists, and a premiere design center for interiors.



Life Lived Beautifully™



Nelson Water Gardens & Nursery, Katy, Texas

Over the past 20 years, Rolf and Anita Nelson have created a unique retail nursery with focus on water gardening. They offer an unconventional balance of product that includes a variety of herbs, vegetables, annuals, perennials, and a limited selection of shrubs. While they carry the classical water gardening supplies, the sales of disappearing fountains has expanded to take the lead.

disappearing fountains to the marketplace and have a proprietary design on reservoirs for the disappearing fountains which they wholesale. They also offer installation of their disappearing fountains and have a design-build division for full scale water gardens and streams. They produce their own crops of water lilies and marginal (bog) aquatics at their off-site production farm. Nelson's has a service crew to provide maintenance for water gardens and disappearing fountains, primarily those they have installed. They hand pick and import pottery from Vietnam and Bali to select what they want and pass on ideas for styles and colors. The Nelson's joined The Group this spring. Please help us give them a warm welcome!

The Nelson's were the first to bring



It takes a little bit of art and a little bit of science to develop a successful garden center... from design and layout, buying and inventory, visual merchandising and marketing, to operations, – and most importantly, making a profit. Trying to go it alone is doing it the hard way. The Garden Center Group offers you access to the most innovative ideas in the industry. Proven methods that take the guesswork out of important business decisions. And sharing is at the heart of The Group... a community of professionals with one goal in mind... helping each other build successful companies.

The Fall Event 2016

Tour



THE ART and Science
of Garden Retailing

Wednesday, September 28 – *continued*

Plants for All Seasons, Houston, Texas



Victor Flaherty started Plants for All Seasons in 1973 at the age of 21, and now after years of hard work and dedication he has been able to step aside and allow his four amazing children to run the day-to-day operations of the nursery. They have seen a lot of growth as the community expanded around them, and in 1999 they got a new neighbor when The Home Depot moved in next door.



Situated on 4.1 acres (2 acres of retail space), Plants for All Seasons has flourished in the face of “Big Box” competition. Following Depot’s doors opening, they experienced a 20% increase in sales and never looked back. Their business has continued to thrive. Perhaps due to Victor’s positive view of life – and his neighbor. They are very grateful that “The Big Orange” employees send their customers next door when they can’t answer a question or don’t have the product. Plants for All Seasons is fortunate to have a loyal customer base – some for 43 years.



Warren’s Southern Gardens, Kingwood, Texas



Dean and Bernice Warren started Warren’s Southern Gardens, a full service garden center, in 2009, at a time when Kingwood and the surrounding area had seen some growth, but has since exploded with large corporate campuses and bedroom communities.

Warren’s is a great example of leveraging the resources of The Group and they have quickly developed a successful center with a unique personality and character.

“I learned a lot from the tour. Following our visit to Koetsier’s, I purchased one of the games, and I’m going to have the bee ride made for next year. I also saw some new items from the vendors that I’m going to carry. I got a book auto-graphed from Ernest Wertheim, which is fabulous. What a hero! Katie Doran (Wiegand), my niece, learned a lot about emailing, Facebook, Instagram, etc. just from a gentleman she met in class. It is nice just to catch up with everybody.”

Erma Rhadigan, Ray Wiegands Nursery, Macomb, MI

The Fall Event 2016 Tour

Wednesday, September 28 – *continued*



The Warren's creativity (and Dean's design/build skills) has led to the creation of unique displays and structures throughout the garden center to inspire customers to create their own backyard oasis.

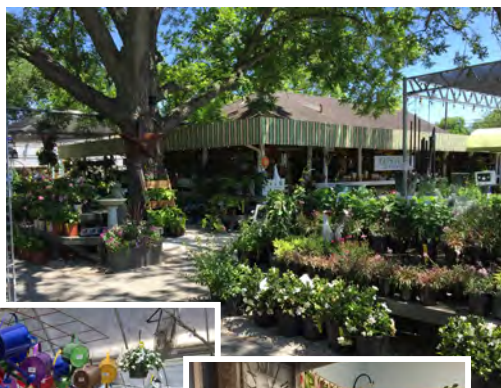
In addition to the retail garden center, Dean and Bernice have created other divisions of their business and offer landscaping design build (Warren's Outdoor Living), tree service (Warren's Tree Care), rock and mulch (Warren's Rock-n-Mulch), as well as portable buildings (Warren's Buildings & More). This diversification provides the Warren's with year-round business and lessens the effect of the seasonal sales curve in the garden center.

Buchanan's Native Plants, Houston, Texas

Located in the heart of Houston, in the Historic Heights neighborhood, Buchanan's Native Plants has been serving gardeners since 1986. They pride themselves on being Houston's favorite garden center devoted to native Texas plants and organic gardening.

Their customers' gardening success is their top priority as they strive to provide the best plants, products and accurate information they need for the best results. Their staff is urged to continue their own gardening education and keep up with the latest trends by attending lectures, seminars and visiting other garden centers. To compete in garden center retail they believe their beautiful environment, friendly customer service and knowledgeable staff make all the difference.

Situated on 1.8 acres in Historic Heights, Buchanan's is a role model for doing more with less... more profit with less space. They can proudly boast they are one of the largest native plant garden centers in Texas.



BUCHANAN'S
NATIVE PLANTS



"The networking is priceless. After going to the promotions breakout session, we tried "boosting" a Facebook post. Holy Mackerel! 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 were 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."

Beth Simpson, Rolling Green Nursery, Greenland, NH

The Fall Event 2016 Program



The ART and Science
of Garden Retailing

Thursday, September 29

8:15am - 9:15am

Learning Lab: The Fall Event Houston Tour Review

Sharing is at the heart of what The Group is all about, and while most garden center tours fall short in providing details, our centers are always willing to share and allow us to dig deeper into the operational details that can help us be more successful.

This post-tour learning lab provides a time, as a group, to take a look at what we saw on this year's tour – and most importantly, examine what we learned. We will discuss the attributes of each center, share ideas and explore the possibilities of what you can take home to put into place at your garden center. This is a great opportunity to ask the owners/managers questions about operations, products, services, and more!

9:30am - 10:30am

The Art & Science of Surviving Success

John Kennedy, John Kennedy Consulting



John Kennedy

As we are well on our way to a rebounding recovery for the last few years, the statement John made five years ago... "don't waste this recession" has now changed to "don't waste this recovery!" There is an "art" to driving engagement and momentum and that should be coupled with the "science" of measurement and metrics, and John will craft a check list for you to begin implementing as you return back to your businesses refreshed, renewed, and energized.

Join John Kennedy as he closes our Fall Event by addressing the necessary steps you will be taking to survive this recovery, while at the same time, be ready for the next downturn (as with earthquakes in California, its not a matter of "if"...it's a matter of "when"). From driving margin dollars to preparing for the changes on the horizon, John will balance a fast-paced presentation with insightful and

topical business development strategies. John will also take the lessons of this year's Fall Event and pack them up in your "carry on" for you to carry back and carry on!!!



John Kennedy has been a "go to" consultant and strategist in multiple industries throughout the world, and has reached expert status in the "garden center experience" world.

10:30am - 11:00am

Break & Face Time with Sponsors

Last chance to visit with our Partners for Success and Sponsors!

There is an "art" to driving engagement and momentum and that should be coupled with the "science" of measurement and metrics. John, a "go to" consultant and strategist, will craft a check list for you to begin implementing as you return back to your businesses refreshed, renewed, and energized.

Thursday, September 29 – *continued*

11:00am - 12:00pm

The Fall Event Summary, Findings & Conclusions

*Danny Summers, Managing Director,
The Garden Center Group*



Danny Summers

After three days of intensive learning, stretching our minds and expanding our vision, let's look at the observations, data and conclusions and set some strategies 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 2017, 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. 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.

The Art of Finding Your Balance

Owning a business or being self-employed has its advantages. However, losing yourself in the work is far too easy, because it never ends. How much you make is determined by your own time, efforts and innovations. Nobody is blowing the whistle at the end of the day. But somehow it's easy to feel guilty when you're doing anything that is not considered "work". The pressure to be constantly at work (or working) is always there.



Unplugging, destressing, and getting away from work is very important and can lead to being more creative, more energetic, and more productive. So, we would like to encourage you to take some extra time during The Fall Event to play... come a day or two early or stay a day or two over.

There's lots to see and do in Houston... and the hotel is attached to Houston's Galleria Mall, famous for its year-round ice skating. There are 19 museums (11 are free) including the Houston Zoo and Houston Arboretum & Nature Center, less than 5 miles from the hotel, and Minute Maid Park home of the Houston Astros is located just 8.5 miles from our hotel. NASA's Johnson Space Center is located 32 miles southeast. In addition, Bayou Bend and Mercer Botanic Garden, feature gardens of distinction, and there's never a dull moment when it comes to Houston's nightlife... Downtown, Midtown, Rice Village and more!

Balancing work and play is not easy, but it's a necessity... work, play, repeat!

Plan to come early and play Group Golf or to see the sites of Houston – or stay over a day or two to explore Houston's many hot spots. This vast metropolis offers something for everyone... world-class art, award-winning cuisine, museums, music, parks, premier shopping, pro sports, and more! You work hard so be sure to take time to play in Houston!

Optional Activities

Sunday, September 25

12:00pm - 5:00pm

Group Golf
Raveneaux Golf Club, Spring, TX
Reservations Required

Join local retail host Victor Flaherty of Plants for All Seasons and Group retailer, Sig Feile of Atlantic Nursery, for a great afternoon of golf at Raveneaux Golf Club, Victor's home course where he has obtained a special green fee package.

Masterfully designed by renowned golf course architect Robert Von Hagge, Raveneaux's championship private course is a beauty to behold and a challenge - the ultimate players' allure.

What better way to meet and get to know your fellow GroupEs? The afternoon will begin with a lunch, sponsored by Don Eaton of Bower & Branch, at the Old Course Pub. Special Group rate of \$60 (*regularly \$100*) includes green fees, range balls and cart. Group transportation will be arranged at an additional fee.

When registering, please indicate your interest or contact Sig Feile (sigfeile@atlanticnursery.com or tel 516.378.7357) to reserve your position on the team! For a course tour go to http://www.raveneaux.com/Golf/Course_View.aspx



BOWER & BRANCH™
trees for life

Tuesday, September 27

6:00am - 6:45am

Group Walk/Run, Led by Derek Ellis

The Group Run/Walk is a popular annual tradition. Join Derek Ellis, regional manager, Ellis Home & Garden, for this morning sprint and see Houston 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.*

And now you can pack light and stay fit... Westin has partnered with New Balance to provide athletic shoes and apparel during your stay. Simply request your shoe and clothing size and they will be conveniently delivered to your guest room. Shoes come with brand-new socks and apparel is provided fresh and clean. Upon departure, simply leave the items in your room in their carryall. The gear lending fee of \$5 will be added to your room charges.



The average temperature in Houston in September is 88 degrees and the average low is 72 degrees. However, temperatures begin to cool down in late September, particularly as the sun sets, and there's always a chance of rain, so be sure to bring a light jacket. Early extended forecasts indicate the temperature will be in the mid 80s and sunny during the 2016 Fall Event Tour on Wednesday.

Travel & Registration Information

Location

This year's Fall Event is taking place in Houston, Texas – the fourth largest city in the U.S. filled with world-class dining, arts, hotels, shopping and nightlife. Take a stroll through the historic Heights, spend a day exploring the Museum District or head down to the Space Center. There's plenty to do in this Southern hospitality meets urban chic city! Houston has its own version of Central Park, with nearly 1,500 acres of green space in the heart of the city where you'll find 19 museums, including the Houston Zoo and the Houston Arboretum & Nature Center. Find yourself in Houston – at The Fall Event! Plan to come early or stay over to see all that Houston has to offer!

Hotel

The Westin Oaks at the Galleria Houston

5011 Westheimer at Post Oak, Houston, TX 77056

Group Housing Reservations: **onPEAK**

Group Block: The Garden Center Group Fall Event 2016

Online Reservations: compass.onpeak.com/e/012603132

Phone Reservations: 877-538-3605

Monday - Friday (9am - 5pm EDT)

Special Group Rate: \$179 single/double

Rate is available from 3 days prior and 3 days post event, based on availability for those wanting to extend their stay

Reservation Deadline: September 5

Complimentary Self-Parking, Internet, Fitness Center, Pool



Transportation

Houston is served by **William P. Hobby Airport (HOU)** 16 mi. from hotel and

Houston George Bush Intercontinental Airport (IAH) 26 mi. from hotel.

Ground Transportation

www.supershuttle.com

Shared van with multiple stops.

HOU – \$42* (per person Round Trip)

IAH – \$44* (per person Round Trip)

*Special Discount Code YHAWX

www.limousines-unlimited.net

Carlos Delgado, 713-782-7800

Personalized service from both airports

\$78 up to four people

(Recommended by hotel)

The Fall Event Registration

You can register for The Fall Event online at 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 or fax to 678.909.7771. Full refund if canceled by August 30. No refunds after August 30.

We hope to see you in Houston at The Fall Event!

Houston has a lot to offer... with Houston's Galleria Mall, famous for its year-round ice skating, connected to our hotel, 19 museums (11 are free) including the Houston Zoo and Houston Arboretum & Nature Center, less than 5 miles from the hotel, Minute Maid Park home of the Houston Astros located just 8.5 miles from our hotel, and NASA's Johnson Space Center located 32 miles southeast. In addition, Bayou Bend and Mercer Botanic Garden, feature gardens of distinction, and there's never a dull moment when it comes to Houston's nightlife... Downtown, Midtown, Rice Village and more! **14**



PO Box 801494 | Acworth, GA 30101
Tel 678.909.7770 | Fax 678.909.7771
info@thegardencentergroup.com
www.thegardencentergroup.com

The 16th Annual Fall Event

September 26 - 29, 2016

Houston, Texas



Experience the Art & Science of Garden Retailing...

*Learn from the Pros | Connect with Group Retailers
See the latest products from our Partners for Success and Sponsors
Don't miss this once-a-year opportunity to fully leverage the power
of The Garden Center Group!*