

2011 MGA Winter Conference

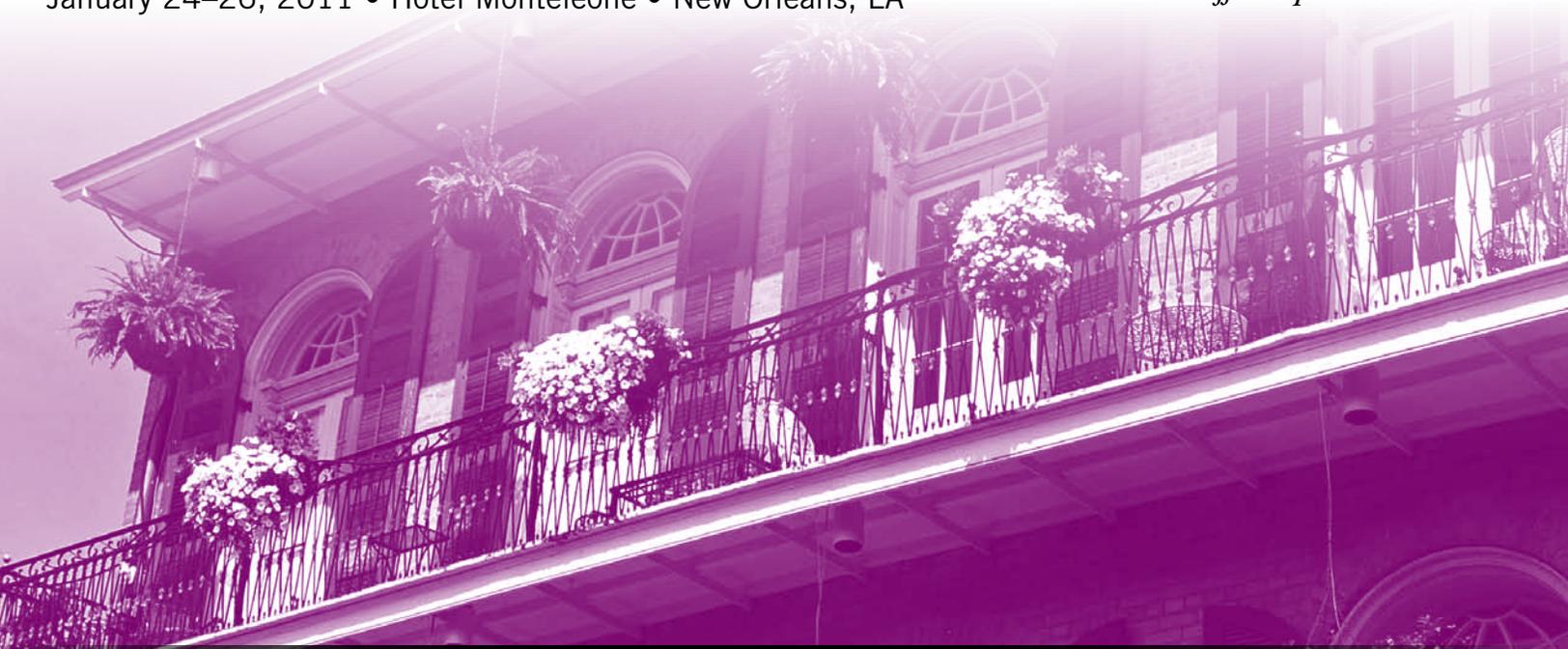
SOON TO BE
the Direct Gardening Association!

E-Retailing: Betting Big on the Web

January 24–26, 2011 • Hotel Monteleone • New Orleans, LA



*Representing Exceptional Companies
That Offer Superior Products*



**The Premier Event for Direct Gardening Marketers,
Wholesalers & Allied Providers!**



Serving the Mail Order Gardening Industry
www.mailordergardening.com

**The conference exclusively for
Direct Marketers and Suppliers in
the Mail Order Gardening Industry!**

Conference Schedule

Monday, January 24

12:00 pm –5:30 pm

Registration/Networking Room Open

Refreshments sponsored by Zed Marketing Group, Silver Sponsor

1:00–4:30 pm

MGA Board Meeting

4:30–6:00 pm

“Ask the Experts” Free Consultations

This program provides an opportunity for MGA Catalog members to meet with Allied members for a no-fee private consultation during the Winter Conference. Members are able to get help from a fellow member on an issue they find challenging to their business and Allied Members have the potential opportunity to gain some new clients.

Here is how the program will work:

- » Each of our participating companies has been assigned a table in one of the two ‘Ask the Expert’ meeting rooms
- » Each Allied Company has (3) 25 minute time slots
- » Any interested catalog members must contact the Allied Member directly in order to reserve their 25 minute appointment
- » The Allied Member is responsible for reconfirming your appointment

Our Experts are:

1. **Jason Revzon, Fine Gardening Magazine**
jrevzon@taunton.com
Developing Strategies for Print and Online Marketing to Maximize Your Budget
2. **Valerie Gosset, Evergreen Marketing**
Val@EvergreenMarketingCo.com
Marketing, Advertising, Media Planning, Email Marketing, Newsletters, Blogs

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Social Media

8:30–9:45 am

WORKSHOP: “Taking Charge of Social Media”

Do you dread social media but know you need to deal with it somehow? There will be no lists of best practices or strategy suggestions—this workshop is all about getting things done.

All participants will create their key social media profiles during the session itself. You will

- » Leave with setup accounts for LinkedIn, Twitter, MySpace, and Facebook and have knowledge on how to use (or properly ignore) your new profiles
- » Cover setting up a written social media policy for your company (and an easy to use template for you to follow will be provided)
- » Cover the tools you can use to make all of this easier
- » Review how to manage your employees social efforts as well as how much time is really “reasonable” for them to spend on this stuff



Ross Lasley started The Internet Educator to help entrepreneurs and web professionals learn what they need to know to create more profitable websites. Since the

early 1990’s, Ross has worked on the websites of thousands of businesses. His efforts have generated more than \$100 million in online sales for his clients. A recent presenter and MGA member, Ross is a welcomed addition to our speaker alumni.

9:45–10:15 am

Let’s Meet Our Sponsors!

Let’s show our appreciation to those member companies that have generously donated funds towards the Winter Conference. Their

3. **Barbara Emerson, Have Green Thumb**
Barbara@HaveGreenThumb.com

Building Your Business Through Public Relations and New Sales Channels

4. **Ellen Payne, Marketshare Publications**

Ellen@MarketsharePubs.com

Card Pack Mailings, Website Enhancements, Web Tracking and Web Sales.

5. **Bill Licata, LCH Direct, Inc.**

wlicata@lchdirect.com

Design and Square Inch Analysis for Catalogs

6:30–8:00 pm

Welcome Back Reception

Say hello to your fellow members and make some new company contacts, too. Light hors d’oeuvres and two complimentary cocktails will be available to each attendee. Cash Bar available.

Sponsored by Organic Gardening Magazine, Royal Crown Sponsor



Tuesday, January 25

7:30 am–5:00 pm

Registration/Networking Room Open

Refreshments sponsored by Zed Marketing Group, Silver Sponsor

7:15–8:00 am

Continental Breakfast

Sponsored by Gardening How-To, Platinum Sponsor

8:00–8:30 am

Celebrate the Winners of the MGA Green Thumb Awards!

The Winners of the MGA 2011 Green Thumb Awards will be announced and recognized for their achievement. A company representative from each winning company should be present to receive their award.



support has brought excellent programs and social events as well as a low registration fee!

10:30 am –12:00 pm

Roundtable Discussion Groups

Come with questions, leave with answers! Each roundtable will address a specific and timely issue pertaining to our industry. Attendees will have the opportunity to sit at two different table discussions for approximately 45 minutes each. An industry expert will briefly introduce the session topic and facilitate the discussion. Table participants will shape the session content based on their own specific questions.

1. **How to Track Sales from Google Adwords, Bing and Your Website for Revenue Reporting within Analytics**—Alisa Kiemel, Green Sky Development
2. **Family Business Issues and Concerns**—Dick Zondag, Jung Seed
3. **Best Practices for Growing Your Email List Effectively**—Val Gosset, Evergreen Marketing Co.
4. **Customer Service Online: How to Effectively Hold Conversations and Handle Customer Feedback**—Jan Pavlinak, Bluestone Perennials
5. **Considerations During the Website Redesign Process**—Danielle Leitch, MoreVisibility
6. **Search Engine Optimization—Google's New Landscape and How to Take Advantage**—Tom Funk, Timberline Interactive
7. **Segmenting Your Email Database for Better Results**—Ken Lane, Hathaway & Lane
8. **Building and Managing an Effective Ecommerce Organization: Structure, Skills and Resources**—Bernardine Wu, FitForCommerce

12:00–1:30 pm

Past Presidents Luncheon with First Time Convention Attendees and New Member Recruiters

This is a perfect opportunity for new attendees to meet our association leaders as well as other members attending an MGA convention for the first time. Our goal is to make you feel welcome and provide you with the opportunity to get the most from your MGA experience.

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12:00–1:30 pm

Lunch on Your Own

Mobile Marketing

1:30–2:30 pm

PRESENTATION: “Mobile Websites & Marketing ‘On The Go’”

The data is overwhelming—Mobile usage is growing exponentially and is here to stay! Why is mobile important for your business

and how can you capitalize on this channel?

In this presentation, you will learn:

- » The Statistics Surrounding Mobile and Where It's Headed
- » How to Identify Your Customers are Using Mobile and Though What Devices
- » Craft a Mobile Strategy that Makes Sense, Business & Financial, for Your Company
- » Examples of Good and “Not So Good” Mobile Sites
- » Mobile Marketing and Advertising



Danielle Leitch oversees client strategy and operations as the Executive Vice President for MoreVisibility, an interactive marketing and search engine optimization agency.

Profit Online

2:30–3:30 pm

PRESENTATION: “Seven Ways to More Money Online in 2011”

In this fast-paced and practical session, we'll explore the most promising new avenues for increasing sales on your website.

We'll focus on specific moves you can make now to increase online sales, including:

- » Using A/B testing to improve your website every day
- » Mobile commerce—how smartphones will change your business
- » How social media websites like Facebook can increase your email list and boost your sales
- » The fastest, easiest way to boost your conversion rate
- » And more!



Tom Funk, Vice President of Marketing, specializes in online marketing, social media, website user experience, A/B testing and website development at

Timberline Interactive.

Tom is a frequent speaker at industry events including Internet Retailer, Online Retailer, ACCM, DMA and Shop.org conferences. His first book, *Web 0 and Beyond*, was published in 2008 by Praeger Publishers. His second title, *Social Media Playbook for Business*, is coming in 2011

3:30–3:45 pm

Break

A Case Study

3:45–4:45 pm

PRESENTATION: “The ‘Direct’ Connection—How to Create a Multi-Channel Marketing Calendar for the Single-Minded Consumer”

This session will present a case study on building a multi-channel marketing plan

that integrates many of the media channels currently available with an eye to the perception of today's consumer.

Takeaways from the session include:

1. An Understanding of the Consumer's Perception of Multi-Channel Marketing Touches
2. A Template for Creating and Executing a Multi-Channel Marketing Calendar
3. Ideas for Customizing the Template for Your Business
4. Rules for Setting Up Promotional Codes to Track the Results



Geoff Wolf is a Partner with LENSER.

An MGA member, LENSER is the nation's leading multi-channel marketing firm focusing on catalog, direct mail and integrated commerce campaigns. LENSER's professional philosophy is deeply rooted in the idea that we treat every client's business as if it were our own.

Technology

4:45–5:45 pm

PRESENTATION: “Ecommerce Technology—How Do You Know It's Time for a Change and How to Make the ‘Best Fit’ Investment Decisions”

Do you replatform? Or will better use of your current functionality and/or purchasing certain point solutions, meet your needs? If replatforming is the way to go, how can you assess your organization, your objectives and the technologies out there to ensure that you are making the right decision? We will give you the tools and direction you need to save yourself hard-dollar and opportunity costs.



Bernardine Wu is the founder and CEO of FitForCommerce, which has become recognized as a leading boutique eCommerce consultancy by helping hundreds of online

and multichannel retailers and manufacturers refine and develop eCommerce strategies and find best-fit vendors and partners. Ms. Wu is a frequent speaker and contributor for Internet Retailer, [Shop.org](#), eTail, Luxury Interactive, Mobile Shopping Summit and NEMOA.

6:30–8:00 pm

Networking Reception

Enjoy a cocktail and some hors d'oeuvres with fellow members and those new friends you have made. Why not take a first time attendee to dinner afterwards? Take the time to meet someone new. We are all experts at something—there is a wealth of information amongst the MGA membership. Give a little, learn a lot!

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Wednesday, January 26

7:30–9:00 am

Coffee and Juice Bar

Sponsored by Liquid Fence, Silver Sponsor

8:00 am–12:00 pm

Registration/Networking Room Open

Refreshments sponsored by Zed Marketing Group, Silver Sponsor

Ten Vital Points

8:00–9:00 am

PRESENTATION: “Ten Concerns for Classic Catalog Marketers—What’s Ahead in the Coming Decade”

Whether you are a “classic” cataloguer that has been mailing for years or a pure-play that has amassed a sizeable database over time, you will find this session a valuable primer on what to expect in the coming years for your business.

“Ten Concerns” is really about the masked “opportunities” for you and your business in the coming decade. While more consumers choose online marketing every day, the role of direct mail remains vitally important as a traffic builder and true involvement device with you and your customers.

You will take back ideas to strengthen your business in the near term and beyond, with specific examples of mailers—in and out of gardening—that are leading the way. This will be a quick-paced, interactive exchange.



In addition to being MGA’s MTAC-USPS representative **Ken Lane** has been assisting organizations by providing senior and significant analytical & strategic support to make the most of business opportunities.

He turned this experience into Hathaway & Lane Direct seven years ago, after having held senior level marketing positions with FAR&WIDE Travel, Staples, The Office Superstore, Jackson & Perkins, and White Flower Farm.

The recipient of Staples “In Search of Excellence Award” and other professional accolades, he is a frequent featured speaker and contributor to industry publications.

The Trends Game

9:00–9:45 am

PRESENTATION: “2010 Hard Times Lawn & Garden Survey and Top Ten Global Gardening Trends”

What are the most important gardening trends in this great recession? An overview of the current consumer lawn and garden market including participation in do-it-yourself lawn and garden activities, sales, product purchases, services hired, time spent, gardening practices, attitudes, interests, motivation, consumer demographics, and outlook for the future.

Bruce Butterfield has been the Market Research Director at the National Gardening Association since 1978.



He authors NGA’s annual National Gardening Survey, the most comprehensive report on consumer gardening practices, trends, and product sales published. He is also the author of

NGA’s Environmental Lawn and Garden Survey, What Gardeners’ Think and a new report published this year, Hard Times Lawn & Garden Survey.

Out of respect for our speakers, we ask that all attendees stay through the brunch program on Wednesday.

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The 30 and Under Gardener

9:45–10:30 am

PRESENTATION: “What Do Consumers Really Think about Gardening?”

Planning for 2011

The Garden Writers Association Foundation has conducted garden trends research for eight years using data representing over 100 million households through telephone polls collected by Technometrica Market Intelligence, a leading polling organization.

Anne Marie Van Nest, President of the Garden Writers Association, will present the highlights of last year’s garden trends research and share insights into what consumers were planning, some examples of what they really did, as well as a look back at a few historic trends. What are consumer attitudes about environmental impact and recycling? What are the under 30s thinking about gardening? The answers to these questions and more will give you new insight into the so very important

gardening consumer.

Anne Marie is the Manager of Book Production for Acres U.S.A, a sustainable agriculture and organic gardening book and magazine publisher in Austin, Texas. She is also a freelance garden writer, photographer, blogger (www.laptopgardener.com) and horticulture editor.

10:30–11:00 am

Brunch

Sponsored by Fine Gardening Magazine, Gold Sponsor

11:15–11:45 am

Business Meeting

Leveraging The Web

11:45 am–12:45 pm

PRESENTATION: “Discovering the New Web World and Leveraging It to Better Your Business”

The web has changed. What worked yesterday won’t work today, or tomorrow. This may shock you, but, successful web content doesn’t promote a brand or product. It promotes the themes and subjects that surround them. It prompts discussion or adds to it. The harder the sell online, the harder the pushback on the seller.

By elevating the discussion of the subjects that surround your brand, you’ll be able to gain trust and reputation as experts. This will build awareness and will ultimately influence buying decisions.

This presentation will show how the new web world works and how you can leverage web communities to build valuable relationships that drive revenue and reduce costs, both online and off.



Brad Schwarzenbach is a Senior Analyst at Tippingpoint Labs, a branded media agency in Boston, MA. Through deep audience & analytic analysis, as well as a keen

“ear” for web communication, he’s developed web content strategies for such clients as Breville and Rodale.

Soon to be The Direct Gardening Association!



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