



marketing to people on-the-go

Welcome to the

**Marriott Inner Harbor at Camden Yards
Baltimore, MD**

and the



DIRECT GARDENING ASSOCIATION

2013 WinterConference

Here's what's in store...

January 7-9



ORGANIC Gardening

Thank you for your support
of the Direct Gardening Association

Winner, Folio Awards,
April/May 2012
Best Single Issue

Winner, Garden Writers
Gold Award, 2011
Best Magazine

Join us for a Welcome Back reception
and raise a toast to 70 years of Organic Gardening

Monday, Jan 7th, 2013

6:00 pm – 7:30 pm

Stadium 4–5
Baltimore Marriott Inner Harbor Hotel
at Camden Yards

Conference Schedule

Monday, January 7th

8:00 am – 12:00 pm

DGA Board Meeting – Invitation Only

12:00 pm – 5:00 pm

Registration/Networking Area Open

Meeting Room: Stadium 1-3 Foyer

Refreshments Sponsored by Zed Marketing Group, Silver Sponsor

12:00 pm – 1:40 pm

Ask the Experts

Meeting Rooms: B&O Railroad, Stadium 4

This program provides an opportunity for DGA 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 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 Experts' 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. **Alisa Meggison**, Green Sky Development, alisa@greenskydevelopment.com *Setting up and running AdWords and pay per click accounts*
2. **Lisa Balch**, Sargeant House Design Studio, sargeanthouse@verizon.net *Catalog Critique – reviewing catalog design and copy, and suggesting ways members can improve their catalogs to produce better sales and convert prospects to loyal customers.*
3. **Val Gosset**, Evergreen Marketing, val@evergreenmarketingco.com *Marketing, Advertising, Email & Social Media Marketing, Google adWords, Circulation Planning*

2:00 pm – 2:15 pm

Opening Remarks

DGA President – Alisa Meggison

Meeting Room: Stadium 1-3

2:15 pm – 3:30 pm

Speed Networking

Meeting Room: B&O Railroad, Stadium 4

Individuals who participate in the DGA's first-ever speed networking event will maximize their networking minutes. Participants will engage in several brief conversations with their peers within the DGA's network to share, learn, and build their knowledge base.

Use this opportunity to seek solutions, gain perspective, share successes, and learn new ideas.

Every few minutes participants will meet someone new, making more contacts in this one workshop session than most people make in six months. Participants are encouraged to bring plenty of business cards.

3:30 pm – 3:45 pm

Break

3:45 pm – 5:00 pm

Presentation: "Looking For New Patterns in a Kaleidoscope Kinda World"

Robert Hendrickson, The Garden Center Group

Meeting Room: Stadium 1-3

According to Dr. Robert Hutchins, President of the University of Chicago at age 30 and later head of the Ford Foundation which generated so much surplus cash it drew unwanted attention from the IRS... "Current knowledge is nothing more than rapidly changing facts."

There's no doubt that the entire horticulture industry is experiencing monumental changes in how business gets done. It's time for a new look using what we've

learned from the past with an eye on the future. Since most new ideas come from a combination of old elements, let's do a search for relationships waiting to be revealed through those brand new patterns. By the time we're finished there's a good chance we'll discover the "missing links" that connect our current knowledge to those rapidly changing facts.



With more than 30 years experience assisting garden centers of all sizes with operational issues that could become deciding factors between owners making money or getting a real job, **Robert Hendrickson** spends most of the year traveling across the U.S. and Canada helping companies focus on the business side of their business. As Managing Director of The Garden Center Group, an alliance of more than 130 garden centers, consultants, service providers and preferred vendors, his firm assists garden centers with marketing, site development, financial analysis and benchmarking, human resource standards, media placement, mystery shopper service and business strategies. Squeezed between on-site consulting, a weekly "did he really say that?" e-newsletter and capitalistic columns for industry magazines, he makes lengthy trips to the Yucatan to explore Maya ruins as a guide and volunteer rock hauler. His clients usually swear at him before swearing by him, but his focus is clear... to help people step back and look at the industry in a new way... leaving behind what may be... to think about what could be.

6:00 pm – 7:30 pm

Welcome Back Reception

Meeting Room: Stadium 4-5

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, Diamond Sponsor

Tuesday, January 8th

7:30 am – 5:00 pm

Registration Open

Meeting Room: Stadium 1-3 Foyer

Refreshments sponsored by Zed Marketing Group, Silver Sponsor

7:30 am – 8:00 am

Continental Breakfast

Meeting Room: Stadium 1-3 Foyer

Sponsored by Gardening How-To, Platinum Sponsor

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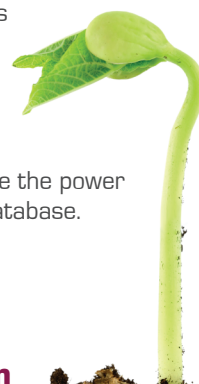
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8:00 am – 8:30 am

Celebrate the Winners of the DGA Green Thumb Awards!

Meeting Room: Stadium 1-3

The winners of the DGA 2013 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.

8:30 am – 9:45 am

Presentation: "Marketing in the Mobile Era" Jeff Spokes,

The Spokes Agency

Meeting Room: Stadium 1-3

Now that more people are visiting the web via smart phones and tablets than via laptops and computers, what's a Marketer to do? Search Marketing smarter – targeted at mobile devices. Banner Advertising smarter – targeted at Mobile. And e-mail that motivates. We'll explore each of these areas and touch on other marketing ideas as well. Of course this will be an "interactive" session!



Jeff Spokes heads The Spokes Agency, a full-service advertising agency, and the local office of TruePresence, a national internet marketing and web development company.

The Spokes Agency works with clients to maximize their exposure and grow their business. Key aspects of campaigns for many of the clients of The Spokes Agency include TV, Radio, Newspaper, Magazine, Direct Mail, Public Relations, and the Internet.

TruePresence specializes in helping small and mid-size local businesses Find, Get and Keep new customers through an effective online presence. Since August of 2006, Jeff has worked with numerous customers on Search Marketing, Online Advertising, Web Development and E-Mail Marketing projects.

Prior to joining TruePresence, Jeff worked for over 15 years in radio advertising sales. From 1999 through 2006, he led a team of 10 Account Executives at the #1 radio station in Baltimore, working closely with large and small clients including Pepsi-Cola, Toyota, the National Aquarium in Baltimore and Stop, Shop, Save Supermarket among many others.

Jeff holds an MBA in Marketing from the Wharton School of Business and a Bachelor of Science degree from Brown University in Electrical Engineering. Jeff brings his sales, marketing and technical expertise to bear in creating solutions for clients using all forms of media and the internet to their best advantage.

9:45 am – 10:00 am

Let's Meet Our Sponsors!

Meeting Room: Stadium 1-3

Let's Show our appreciation to those member companies that have generously donated funds towards the Winter Conference. Their support has brought excellent programs and social events as well as a low registration fee!

10:15 am – 12:00 pm

Roundtable Discussion Groups

Come with questions, leave with answers! Each roundtable will address a specific topic 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.

Meeting Room: B&O Railroad

1. "Interactive Print Solutions – How Data Backed Print Technology can Drive Multichannel Marketing"
Mike Van Haren, Quad Data Services
2. "Internet Marketing and Banner Ads"
Jeff Spokes, The Spokes Agency
3. "Gardening To-Go: Succeeding with Mobile Sites & Apps"
Jason Revzon, Fine Gardening / Taunton Press

Meeting Room: Stadium 4

4. "Q&A – PCI Security Issues & IT Management"
Jim Troutman
5. "Are you challenging your third party data providers?"
Jan Chandler, Wiland Direct

(Continued on next page)

12:00 pm – 1:30 pm

Members – Lunch on your own

12:00 pm – 1:30 pm

Past Presidents Luncheon with First Time Convention Attendees

Meeting Room: Stadium 5

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

1:30 pm – 2:30 pm

Print/Digital Publisher Panel: Reaching the Digital Audience – Hosted by Dom Rossi of the Magazine Publishers of America. Participants include representatives from Fine Gardening, Organic Gardening, and Marketshare Publications

Meeting Room: Stadium 1-3

2:30 pm – 3:45 pm

Presentation: "Mobile Marketing and the Printed Page; Moving beyond the Static QR Code" Mike Van Haren, Quad Data Services

Meeting Room: Stadium 1-3

What are catalogers doing to enhance the printed page and move customers to greater web based interaction? Mike will discuss new trends in interactive print options, including variable QR codes, Image Recognition, Digital Watermarks, Augmented Reality, Near Field Communication, and the importance of data in driving interactive strategies.



Mike Van Haren is the national data sales manager for Quad/Graphics, one of the largest magazine, catalog and direct marketing printers in the Western Hemisphere. In this capacity, he leads a team of sales consultants who guide customers in strategy and development of targeted, measurable, multichannel marketing solutions and assists them with postal optimization through innovative data management and analytics. Mike is a big believer

in the power of print, especially when it is strategically linked and aligned with all other channels of marketing.

Prior to coming to Quad/Graphics in 2007, Mike spent most of the last twenty five years in the print and media technology industry in a number of technical, marketing, business development and operational management positions. His experience ranges from prepress, print production, multimedia, web and graphic design, to software development, web marketing strategy and analytics, and ecommerce consulting. He has managed teams in companies ranging from 25 to 450,000 employees, and worked with customers



all over the United States as well as in England, Germany, Canada, Brazil, Mexico, Panama, Puerto Rico, New Zealand and Bermuda.

Mike received his BA in Graphic Communications from St. Norbert College, with an emphasis on marketing and graphic design.

3:45 pm – 4:00 pm

Break

Meeting Room: Stadium 1-3 Foyer

4:00 pm – 5:00 pm

Presentation: "The Journey Begins – Integrating Online and Offline Acquisition Efforts" – Phylliss Mosca, Ulla Popken

Meeting Room: Stadium 1-3

Many companies forget that very few of us offer products that are a need. The challenge is to create a want by tapping into the emotional void your products help fill and ensuring you are the best at meeting and filling that void.

Ulla Popken has found ways to attract significant numbers of customers by identifying and really understanding their emotional connection to the brand. A relentless companywide focus has allowed the company to move their customers from "tryers" to buyers to brand cheerleaders at a faster and higher pace. Engaging with customers online is playing a major role, opening new possibilities for creating ongoing and relevant communication with both prospects and existing customers.

Best of all, Ulla Popken has executed their strategy with a very limited budget (and spending much fewer overall ad dollars) in the midst of THE worst economy in our lifetimes. Can your company benefit from adopting a similar strategy? What are the biggest hurdles to overcome? How can you integrate your online and offline efforts to bring in customers, convert customers and keep customers? The answers offer valuable lessons for you and your company.



Phylliss Mosca began her career working start-up companies, turnarounds and business development with Don Mokrynski at Mokrynski and Associates. She has held a number of key acquisition related titles at companies including Time, Inc., Brylane and Hanover Direct, where she and her team more than doubled the top line growth of Silhouettes and achieved the highest profit percentage across all Hanover titles. In 2001, Phylliss joined Ulla

Popken, where she served in a variety of roles until taking over full management of the business as President in 2008. Learn more at www.ullapopken.com

6:00 pm – 7:30 pm

Networking Reception

Meeting Room: Stadium 4-5

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 DGA membership. Give a little, learn a lot!

Sponsored by **QuadGraphics**, Diamond Sponsor

Wednesday, January 9th

7:30 am – 8:00 am

Coffee and Juice Bar

Meeting Room: Stadium 1 – 3 Foyer

8:00 am – 12:00 pm

Registration/Networking Area Open

Meeting Room: Stadium 1 – 3 Foyer

Refreshments sponsored by **Zed Marketing Group**, Silver Sponsor

8:00 am – 8:30 am

DGA Business Meeting – All members should attend!

Meeting Room: Stadium 1 – 3

8:30 am – 8:45 am

Break

8:45 am – 10:00 am

Presentation: Postal Tax and Privacy: An update from Washington on things that will impact cataloging and what you can do about it.

Hamilton Davison, ACMA

Meeting Room: Stadium 1 – 3

(Continued on next page)



Hamilton Davison is the president and executive director of the American Catalog Mailers Association (ACMA). A former CEO, Davison's been involved in postal affairs since 1992 as a volunteer leader in another trade association. He participated in Mailing Industry Task Force Steering Committee and was one of a group of eight CEOs who advised the Postmaster General during the Anthrax crisis and on responding to the challenges post September 11. Davison also championed and sold the Forever Stamp to many in the mailing industry, including proposing it to the Chair of the Board of Governors. He was a founding member of the Mailing Industry CEO Council and served as its Secretary & Treasurer from 2002-2006.

Mr. Davison has testified numerous times before House and Senate Committees and Subcommittees as well as before the Presidential Commission on the USPS and has been widely quoted in both trade and national media. He has made many lobbying visits to both sides of the aisle in both Houses of Congress. Davison sits on the Board of Directors for the Association for Postal Commerce (PostCom) and is an active participant in the Postmaster General's Mailers Technical Advisory Committee (MTAC).

Prior to the founding of ACMA in 2007, Davison has consulted for a wide number of industries and held executive positions in manufacturing, distribution and consumer goods companies, including founding a retail chain as well as turning around and scaling a publishing company. He serves as a director for a public company, participates in an investor advisory committee for a private equity firm, and is involved in a variety of charitable and non-profit boards or committees.

10:00 am – 10:30 am

BRUNCH

Meeting Room: Stadium 4 -5

Sponsored by **Fine Gardening**, Platinum Sponsor

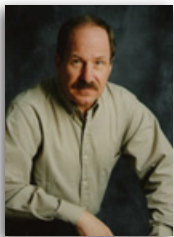
10:30 am – 12:30 pm

Presentation: "Forging the Leader-Follower Connection" – Dr Mardy Grothe

Meeting Room: Stadium 4 – 5

This presentation will bring the insights of psychology and the wisdom of the world's greatest thinkers to the topic of leadership. In answering the question, "What are good and great leaders doing that poor leaders are not?" it will get participants thinking about how effectively they are currently performing as leaders and, going forward, what they can do to become extraordinary leaders.

When a powerful leader-follower connection is forged, followers walk the ninth mile for leaders and perform at unexpectedly high levels. And when that connection is weakened by "little murders" and other ineffective behaviors, followers do the minimum that is required or actually work against the goals of leaders. A number of powerful methods for forging a powerful connection with followers will be identified and discussed. Participants will also be exposed to a "circle of trust" assessment process that is designed to overcome self-deception and insulation from feedback, two of the biggest problems plaguing leaders.



Dr. Mardy Grothe is a psychologist who helped establish an important sub-specialty in the area of management consulting: helping business owners and top executives resolve relationship problems. A 1984 cover story in *Inc.* magazine ("Sparring Partners") called him a pioneer in the new and fast-growing field of "business therapy." He received his Ph.D. in psychology from Columbia University, and has also been a marriage and family counselor for over 30 years.

Grothe is the co-author of three business books, *Problem Employees*, *Problem Bosses*, and *Can This Partnership Be Saved?* He is also the author of six popular "word and language" books, including *Oxymoronica* (2004), *Viva la Repartee* (2005), and *I Never Metaphor I Didn't Like* (2008). For more, go to: www.drmary.com

12:30 pm – 12:45 pm

Closing Remarks from the President and Adjourn

Meeting Room: Stadium 4 – 5



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