



The Fall Event 2014

September 22 - 25
Grand Rapids, MI

IT'S ALL ABOUT PEOPLE
Owners Employees Customers
POWERsessions On The Most Critical Business Issues
Workshops That Make A Difference
Garden Center & Grower Tour
Preferred Vendor Showcase
Time To Explore Grand Rapids' ArtPrize

The Fall Event *Schedule*

Monday, September 22

- 11:00 - 1:00 **Registration**
Amway Grand Plaza
- 11:00 - 6:00 **Sponsor
Vendor Showcase**
- 1:00 - 2:00 **POWERsessions**
People/Profit/Place/Promotion
- 2:00 - 2:30 **Break**
- 2:30 - 3:30 **POWERsessions**
People/Profit/Place/Promotion
- 3:30 - 4:00 **Break**
- 4:00 - 5:00 **We're In This
Together - "Creating
Your Ideal Future"**
- 5:30 - 7:30 **Opening Reception
and Awards Program**



Tuesday, September 23

- 6:30 - 8:00 **Breakfast**
Amway Grand Plaza
- 7:00 - 5:00 **Sponsor
Vendor Showcase**
- 8:00 - 8:30 **Welcome Session**
- 8:30 - 10:00 **"The Top Nine Reasons
Family Businesses Fail"**
- 10:00 - 10:30 **Break**
- 10:30 - 12:00 **"Eight Building Blocks
For Creating A
Sustainable Company"**
- 12:00 - 1:30 **Lunch**
- 1:30 - 3:00 **"The Critical
Importance of Brand
Ambassadorship"**
- 3:00 - 3:30 **Break**
- 3:30 - 5:00 **"Brand Retention
Strategies to Help Your
Company Bloom"**
- 5:30 - 7:00 **P&L Reception**
(by invitation only)

Enjoy Dinner in Grand Rapids!

Wednesday, September 24

- 6:30 - 8:00 **Breakfast**
DeVos Place
- 8:00 **Buses Depart**
Koetsier's Greenhouse
Horrocks Market
Spring Meadow Nursery
Grand Haven, MI
**Tour, Lunch, and
Much More**
**Romence Gardens
& Vendor Showcase**
**Frederik Meijer Gardens
Tram Tour of Gardens,
Cocktails**
- 6:30 **Return to**
DeVos Place

Enjoy Dinner in Grand Rapids!

Thursday, September 25

- 6:30 - 8:00 **Breakfast**
DeVos Place
- 8:00 - 8:20 **The Group...
Better By Design**
- 8:30 - 10:00 **For Managers
and Staff**
**"Finally... A 'But
I Didn't Know
That Was My
Responsibility!
Solution'"**
- 8:30 - 10:00 **For Owners
and Family**
**"It's Not A Question
of When... But
Knowing What
Needs To Be Done"**
- 10:00 - 10:30 **Break**
- 10:30 - 12:00 **The Group Retail
Panel Uncovery:
"Spreading the Word"**

The Fall Event Workshops

Monday, September 22

POWERsessions: There are some business issues that are way too important to ignore.

People Profit Place Product Promotion

Business topics that are key to your success discussed in an idea-exchange environment. Each session facilitated by one or more Group Service Providers. Begin with one topic then move to a different room for a fresh perspective on other business issues. Here's your chance to ask owners, managers and advisors your questions in search of answers.

1:00 - 2:00 **POWERsessions People/Profit/Place/Product/Promotion**
Choose one session to attend.

2:00 - 2:30 **Break**

2:30 - 3:30 **POWERsessions People/Profit/Place/Product/Promotion**
Choose one session to attend.

3:30 - 4:00 **Break**

Monday, September 22, continued

4:00 - 5:00

The PEOPLE: We're In This Together
"Creating Your Ideal Future"
Sid Raisch, Advantage Development System



It's been said, "The best way to predict the future is to create it." We should be in agreement that the world of retail will continue changing in ways we can't imagine. Major retailers in every category are reinventing themselves while Amazon, Google and the Internet reach warp-speed. There was a reason and passion behind why you began this journey. Let's see what takes shape as you rekindle that passion into a new reality for the future. We can do this... together.

5:30 - 7:30 **Opening Reception and Awards Program**

Join others in The Group as we reconnect, refresh and recharge. Time to kick back, grab a drink and snacks and enjoy the evening with friends.

The WDR, P&L and Steve Bailey Awards will be presented along with a presentation on exciting news taking place with The Group.

All this and still time for you to explore downtown Grand Rapids!

The Fall Event Workshops

Tuesday, September 23

The PEOPLE: Owners, Family & Staff



“The Top Nine Reasons Family Businesses Fail”

Wayne Rivers, Family Business Institute

Starting a business takes courage and a vision. Running a business requires stamina and a desire to win. Sustaining a business... now that's when things get tough. Wayne's session will outline the key difficulties family-owned businesses face when it comes to operational issues. Sharing the vision... time management...

leadership development... and addressing the fear of conflict. Every company has problems. This session identifies the ones likely causing the most trouble and what to do about them.

The PEOPLE: Owners, Family & Staff

Part 2 *POWER*session

“Eight Building Blocks For Creating A Sustainable Company”

Wayne Rivers

*POWER*sessions are designed to put knowledge into practice. Wayne will outline eight action steps you can take to get your business on track for a healthy future. You decide which ones you want to work on and get started. Using the combined knowledge of The Group and Wayne's guidance means you'll leave with a long list of solution-based ideas and a clear understanding on incorporating the remaining Building Blocks into your plan for the future.

The PEOPLE: Customers You Have and The Ones You Need



“The Critical Importance of Brand Ambassadorship”

Andrea Syverson, IER Partners, Inc

With two books addressing the ever-changing needs of retail and experience working with “cool” companies like Ben & Jerry's, Andrea's session will take branding to a personal plateau... from the customer perspective. In today's always-on world, successful brands master two attention grabbing behaviors... *WOOING* &

WOWING. Learn how some of the world's strongest brands develop their personal brand story with Entice, Engage and Create through Content, Conversation and Collaboration. Their proven success becomes a roadmap for your company to follow as you create brand ambassadors of your own.

The PEOPLE: Customers You Have and The Ones You Need

Part 2 *POWER*session

“Brand Retention Strategies To Help Your Company Bloom”

Andrea Syverson

Now it's time to use strategies proven to create brand ambassadors for some of the world's most successful companies as your action plan for igniting a customer base in love with what you do. This *POWER*session will grab examples from Andrea's real-world experience, combine them with talent and insight of Group centers then be topped-off by some of the industry's most skilled marketers. Telling your story in differentiated and memorable ways will have you breaking through the communication clutter with touch points your customers will love.

The Fall Event **Real Life Retail Tour**

Wednesday, September 24

6:30 - 8:00 **Breakfast At DeVos Center**

8:00 **Buses Depart**

Koetsier's Greenhouse - Grand Rapids, MI

Koetsier's, a 3rd generation family owned retail greenhouse is open seasonally April-late July for the Spring/Summer planting season, closing for the month of August, re-opening September-October with mums, pumpkins and Fall decorating as well as Fall Family Fun Play Area and hayrides, closing again for a few weeks and re-opening mid November through mid December for the outdoor decorating season. Koetsier's grows most of their own product. Their retail space expands and contracts and changes layout with every season. Koetsier's goal is homegrown quality and family friendly customer service.

Horrocks Market - Grand Rapids, MI

This is a retail experience where diversification works like a charm. Drive in and you'll swear it's a full-fledged garden center with an amazing greenhouse and outdoor plant area. But step inside and you'll find garden products, floral, wedding and gifts along with fresh produce, grocery, a deli, beer, wine and gourmet baskets. Their invitation to customers is... "Come in, explore and enjoy". Their approach to customer service is making sure shoppers feel more like family and friends than customers.

Spring Meadow Nursery- Grand Haven, MI

One of North America's largest purveyors of woody plant liners and home to Proven Winners® ColorChoice® Shrubs. Go behind the scenes at this state-of-the-art facility with a sneak peek at the newest Proven Winners® ColorChoice® and Proven Winners® Annual and Perennial varieties, retail merchandising presentations, as well as a guided walk through extensive display and trial gardens at the home of Spring Meadow Nursery owner, Dale Deppe.

Wednesday, September 24, continued

Romence Gardens - Grand Rapids, MI

A true gardener's garden center. Three generations of plant fanatics have created a horticulture haven focused on selling what they grow to shoppers looking for the tried and true as well as the unique. Specializing in hanging gardens and combination planters they assure customers will discover "the newest trends along with solid traditions." So what goes best with shopping for home-grown plants? How about ice cream! If you think gardeners go nuts for new plant varieties, just wait until you see what can happen when you add ice cream to the mix!

Frederik Meijer Gardens & Sculpture Park - Grand Rapids, MI

Opened in April 1995 after 13 years of planning and fundraising by the West Michigan Horticultural Society and support from Fred and Lena Meijer. The result has become a top cultural destination in the Midwest region, known internationally for the quality of the art and gardens. It is a non-profit organization, privately funded by grants, foundations and individual and corporate gifts with 200 full and part-time staff, more than 800 volunteers and gifts from more than 21,000 members. It includes Michigan's largest tropical conservatory, five indoor theme gardens, outdoor gardens, nature trails and boardwalk, sculpture galleries and permanent sculpture collection, library, café, gift shop, classrooms and meeting rooms. The emphasis is on horticultural displays integrating striking gardens with fine art, showcasing planned and manicured natural and native plantings.

Enjoy tours, tram rides and garden reception.

Arrive back at the hotel in time for dinner and downtown exploring.

The Fall Event Workshops

Thursday, September 25 Split Sessions

For Managers & Staff



“Finally... A ‘But I Didn’t Know That Was My Responsibility!’ Solution”
Dan Hogan, Lord & Hogan

Dan has learned when a company is having a problem of reaching its full potential the blame can usually be placed on confusion surrounding roles and responsibilities. The clarifying of roles and responsibilities is one of the easiest team-building exercises to facilitate while producing the greatest productivity improvement. Once you grasp the process. The hands-on exercises you’ll learn during this session will show how asking the right questions and creating a team matrix will clear the confusion of roles and responsibilities once and for all. Bring your concerns related to team responsibilities and watch Dan use the very process you’ll learn to master.

For Owners & Family



“It’s Not A Question Of When... But Knowing What Needs To Be Done”
Matt Theade, O’Keefe LLC

At some point every business owner has to decide... transfer the company to family... sell to an outsider... or just close up shop and go home. Knowing exactly how to prepare for the second biggest business decision you ever have to make is what this session is about. This isn’t an issue of ‘when’, it’s an issue of being prepared regardless of when. Learn what people who do business valuation for our industry look for and what you need to do in preparation of the decision you’ll someday need to make.

Thursday, September 25 Full Ballroom Session



The Group Retail Panel Uncovery: “Spreading the Word”
Steve Bailey

You’ve heard customer comments on those perfect Spring days about how great it must be to run a garden center. Yeah, right. Little do they know of the difficulty mixing plants and profits.

But there’s something very comforting hearing from folks who face the same day-to-day business issues as you and find ways to turn marigolds into margins... petunias into profit. And those people will tell you it begins with consistent communication with the team regarding financial issues.

Steve has put together a panel of garden center owners and managers experienced in the power of sharing the numbers side of business with their staff. Lots of companies track their numbers, some even use them to make important business decisions. But the best ones make sharing financial information the core of their management style.

Steve and his panel will walk you through the process and benefits of goal setting, tracking methods, the best reports for getting the most from your team and the financial results that occur once everyone understands the numbers side of business.

The Fall Event **Travel**

Location

This year The Fall Event 2014 is taking place in Grand Rapids, Michigan, home of horticulture production, ArtPrize, the world's largest art competition and recently named Beer City USA. Now that's a diverse draw!

Your mind needs a break from everyday distractions to gain fresh perspectives. Your body needs a break to relax with friends who understand what goes along with running and working at a garden center in today's business climate.

This could be the four most important days you spend on your business this year. Our promise is to do everything possible to make that happen.

Hotel Information

Amway Grand Plaza Hotel
187 Monroe Ave NW
Grand Rapids, MI 49503

For reservations online: see The Group's website - Clients Only tab
For reservations by phone: Call Amway Grand Plaza Hotel directly at 616-776-6450

Refer to: The Garden Center Group Fall Event 2014
The Fall Event 2014 attendee room rate is \$134.00 per night plus applicable taxes.

Strict hotel reservation deadline is August 21, 2014
After that date no reservations will be accepted at the special Fall Event rate.
The rate is available from September 20 to September 26 based on availability for people wanting to extend their stay in Grand Rapids.

Transportation

Grand Rapids is served by: The Gerald R. Ford International Airport
www.grr.org

Approximately 15 miles from the Amway Grand Plaza Hotel
Ground Transportation Between Airport and Hotel:

Metro Cab: 616-827-6500 or curbside

Cost: \$32.00 for cab*

\$37.00 for luxury sedan service*

The Rapid (bus service between airport and hotel) 616-776-1100

Cost: \$1.50 *

Schedule online at www.ridetherapid.com/airport

The airport is served by Route #17

*subject to change

Registration

Before August 16, 2014

\$499.00 for first person

\$479.00 for each additional person

After August 16, 2014

\$499.00 each person

Cancellation

Cancellations will be accepted in writing only and should be directed to:
Wendy Hendrickson via fax at 410-313-8068

Before September 7, 2014

Full refund

September 7 to September 13, 2014

\$250.00 per person refund

After September 13, 2014

No refund



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3225 Sonia Trail
Ellicott City, MD 21043
410-313-8067

*“Helping garden centers develop the
business side of their business”*

www.thegardencentergroup.com