

Program

Garden Center Symposium/Midwest Perennial Conference

Country Springs Hotel and Conference Center
Waukesha, Wisconsin

Wednesday, January 23, 2013

7:30 - 8:00 am	Registration - <i>Visit the Trade Show – Grab some coffee – settle in</i>
8:00 - 8:15	Welcome <i>what's in store</i>
8:15 – 9:30	Stan Pohmer – Do Your Customers See You as You See Yourself?
9:30 – 10:15	Coffee Break - Visit the Trade Show
10:15 – 11:30	Anna Ball – Are You Ready for What's Coming?
11:30 – 11:45	Scholarship presentation
11:45 – 12:45	Lunch and Trade Show
12:45 – 1:45	Linda Zoerb – How Do You Keep Your Employees Happy and Working?
1:45 – 2:15	Coffee Break - Visit the Trade Show
2:15 – 3:15	Bridget Behe – Marketing Strategies to Help You Succeed
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3:30 – 4:45	Dan Heims – Plants and Containers Go Together!
4:45 – 5:30	<i>Meet and Greet Light Buffet (informal)</i>
5:30 – 6:00 pm	<i>Live Auction (fast-paced fun)</i>
6:00 – 7:30 pm	<i>Roundtable discussion with the speakers -- Up close and personal</i>

Thursday, January 24, 2013

7:30 - 8:00 am	Registration - Visit the Trade Show
8:00 - 8:15 am	Welcome
8:15 – 9:15 am	Bridget Behe – Achieving Success in a New Economy
9:15 – 9:45	Coffee Break - Visit the Trade Show
9:45 – 10:45	Bobbie Schwartz – Trends in Perennial Garden Design
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11:00 – 12:00	Stan Pohmer – Establishing Your Value to the Industry
12:00 - 1:00	Lunch - Trade Show Wrap-up Trade show closes at 1:15
1:00 – 1:15	Scholarship Presentation
1:15 – 2:30	Bobbie Schwartz – Xeriscaping Ideas for Zones 4-5
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2:30 – 3:45	Dan Heims – New Plant Introductions
3:45 – 4:00	Auction and Award Winners

Have a Safe Trip Home. . . .