

Program

47th Annual Garden Center Symposium
Country Springs Hotel and Conference Center
Waukesha, Wisconsin

Wednesday, January 26, 2011

7:30 - 8:15 am	Registration - Visit the Trade Show
8:15 - 8:30	Welcome to the 2011 Garden Center Symposium
8:30 - 10:00	Tom Shay - "Where to be Headin' in 2011" ... <i>Controlling your garden center destiny</i>
10:00 - 10:45 am	Coffee Break - Visit the Trade Show
10:45 - 12:15	Terri Coldreck - "Driving Dollars to your Bottom Line" ... <i>Buying Strategies for Increased Profits</i>
12:15 - 1:15	Buffet Lunch and Trade Show
1:15 - 2:45	Terri Coldreck - "Showcasing your Merchandise" ... <i>Keep your customers wanting more</i>
2:45 - 3:15	Coffee Break - Visit the Trade Show
3:15 - 3:45 pm	<i>Garden Center Profile – The Village Green Home & Garden, Rockford IL</i>
3:55 - 5:25 pm	Tom Shay - "What it Takes to be a 5-Star Business" ... <i>How you can join the best of the best</i>
5:25 - 6:00 pm	<i>Meet and Greet Buffet (New this year)</i>
6:00 - 6:30 pm	<i>Live Auction (New this year - Limited format)</i>
6:30 - 8:00	<i>Roundtable discussion with the speakers (New this year)</i>

Thursday, January 27, 2011

7:30 - 8:30 am	Registration - Visit the Trade Show
8:20 - 8:30 am	Welcome
8:30 - 10:00 am	Robert Hendrickson - "Will the Real You Please Stand Up" ... <i>What do you provide that makes the public happy you exist?</i>
10:00 - 10:45	Coffee Break - Visit the Trade Show
10:45 - 11:45	Ed Lyon - "New Plants: Promise and Reality" ... <i>Assisting clients in becoming knowledge gardeners</i>
11:45 - 1:00	Lunch - Trade Show Wrap-up Final Silent auction bidding Trade show closes at 1:15
1:00 - 1:45	<i>Tricks of the Trade</i>
1:55 - 3:25	Robert Hendrickson - "Will the Real You Please Stand Up" (Part 2) ... <i>What do you provide that makes the public happy you exist?</i>
3:30 - 3:45	Auction and Award Winners

Have a Safe Trip Home. . . . we'll see you again January 11-12, 2012