

# Program

48<sup>th</sup> Annual Garden Center Symposium  
Country Springs Hotel and Conference Center  
Waukesha, Wisconsin

## Wednesday, January 11, 2012

- 7:30 - 8:00 am Registration - *Visit the Trade Show – Grab some coffee – settle in*
- 8:00 - 8:15 Welcome to the 2012 Garden Center Symposium – *what's in store*
- 8:15 - 10:15 **Bob Negen** - "Turn Your Staff into Selling Machines!"  
*. . . Ramp up customer service to keep 'em coming back*
- 10:15 – 11:00 Coffee Break - Visit the Trade Show
- 11:00 – 12:30 **Bob Negen** - "Explode Your Sales"  
*. . . Marketing doesn't have to break your bank!*
- 12:30 - 1:30 Buffet Lunch and Trade Show
- 1:30 – 3:00 **Barry Callen** - "Targeting Your Media"  
*. . . Does your media really speak to your customers?*
- 3:00 – 3:30 Coffee Break - Visit the Trade Show
- 3:30 – 4:00 pm *Garden Center Profile – The Flower Factory, Oregon, Wisconsin*
- 4:00 - 5:15 pm **Barry Roberts** - "Small Businesses and the Web"  
*. . . Are you taking advantage of what's available?*
- 5:15 - 6:00 pm *Meet and Greet Buffet (informal)*
- 6:00 - 6:30 pm *Live Auction (fast-paced fun)*
- 6:30 - 8:00 pm *Roundtable discussion with the speakers -- Up close and personal* with Ian Baldwin, Chris Beytes, Barry Callen, Barry Roberts

## Thursday, January 12, 2012

- 7:30 - 8:00 am Registration - Visit the Trade Show
- 8:00 - 8:15 am Welcome
- 8:15 - 10:00 am **Ian Baldwin** - "Are You Still Relevant to Your Customers?"  
*. . . how do you make sure you are?*
- 10:00 - 10:45 Coffee Break - Visit the Trade Show
- 10:45 – 12:00 **Chris Beytes** - "Acres Online Live"  
*. . . Don't read the column – hear about trends and picks live*
- 12:00 - 1:15 Lunch - Trade Show Wrap-up  
Final Silent auction bidding - Trade show closes at 1:15
- 1:15 – 2:00 *Tricks of the Trade -- Learn ideas that have worked for others*
- 2:00 -- 3:30 **Ian Baldwin** - "Making It Easy for Your Customers to Spend Money"  
*. . . They will want to leave their money with you!*
- 3:30 - 3:45 Auction and Award Winners

*Have a Safe Trip Home. . . . we'll see you again January 9-10, 2013*