

DRAFT SCHEDULE

Wednesday, January 21, 2015	
7:45 – 8:15	Registration - <i>Visit the Trade Show – Grab some coffee – settle in</i>
8:15 – 8:30	Welcome to the 2015 Garden Center Symposium/Midwest Perennial Conference
8:30 – 9:30	Mark Dwyer – “Plants to Make Your Customer’s Small Spaces Come Alive”
9:30 – 10:15	Coffee Break - Visit the Trade Show
10:15 – 11:45	Harvest Group – “Are You A Fierce Competitor?”
11:45 – 12:00	Scholarship – announce auction
12:00 – 1:00	Plated Lunch and Trade Show
1:00 – 2:15	Harvest Group - “Are You A Fierce Competitor?” – Part 2
2:00 – 2:45	Coffee Break - Visit the Trade Show
2:45 – 4:00	Lloyd Traven – “Help take back yards by leveraging edible landscapes”
4:15 – 5:00	Auction
5:00 – 5:30	<i>Meet and Greet Buffet (informal)</i>
5:30 – 6:30	<i>Round Table (this is one hour earlier than last year)</i>
Thursday, January 22, 2015	
7:45 – 8:15	Registration - Visit the Trade Show
8:15 – 8:30	Welcome
8:30 – 9:45	Carol Miller – “Steal this idea”
9:45 – 10:15	Coffee Break - Visit the Trade Show
10:15 – 11:45	Steve Bailey – “WHAT You Sell Determines HOW MUCH You Make!”
11:45 – 12:45	Plated Lunch
12:45 – 2:15	Steve Bailey – “What’s More Important I- The Margin Or The Turns?”
2:15 – 2:30	QUICK BREAK
2:30 – 3:30	Mark Dwyer – “New Annuals and Perennials For Your Inventory”