



**Speaker Line-up:**

Tina Bemis, Bemis Farms Nursery, Spencer, MA  
 Mark Dwyer, Rotary Gardens, Janesville, WI  
 Dean Engelmann, Tangletown Gardens, Minneapolis  
 Leslie Halleck, Halleck Horticultural, Dallas Texas  
 Dan Heider, University of Wisconsin, Madison  
 Leonard Perry, University of Vermont

Complete details: [www.gardencentersymposium.com](http://www.gardencentersymposium.com)

**Wednesday, January 20, 2016**

7:30 – 8:00	Registration - Visit the Trade Show – Grab some coffee – settle in
8:00- 8:15	Welcome
8:15 – 9:15	Leonard Perry – Perennials in the Landscape
9:15 – 9:45	Coffee Break - Visit the Trade Show
9:45 – 10:45	Leslie Halleck – Marketing your IGC – Defining your identity, developing your brand and spreading the word
	Q&A while set-up occurring
11:00 – 12:00	Leslie Halleck – Restoring the Landscape One Backyard at a Time
12:00 – 1:00	Plated Lunch and Trade Show
1:00 – 2:00	Dean Engelmann – The story of Tangletown Gardens – what can you use in your garden center
2:00 – 2:30	Coffee Break - Visit the Trade Show
2:30 – 4:00	Tina Bemis – Garden Center Workshops: Where the Experience Economy meets Relationship Marketing
4:15 - 5:00	Auction
5:00 – 5:45	Meet and Greet Buffet at the trade show
5:45 – ?	Round Table

**Thursday, January 21, 2016**

7:30 – 8:00	Registration - Visit the Trade Show
8:00 – 8:15	Welcome
8:15 – 9:30	Dean Engelmann– Lessons learned from Sourcing Your Own
9:30 – 10:15	Coffee Break - Visit the Trade Show
10:15 – 11:15	Tina Bemis – Events vs Promotions: Telling the Story of Your Garden Center
	Q&A while set-up occurring
11:20 – 12:15	Dan Heider – Best Practices for working with Customers and Pesticides
12:15 – 1:15	Lunch
1:15 – 2:15	Leonard Perry – Perennials and Cold Hardiness – Using what we have learned when selling to your customers
2:30 – 3:30	Mark Dwyer – New and Exciting Plants and Displays