



## 2010 Fall Event Schedule

### Monday, September 27

12:00 pm	<b>Binder &amp; name badge pick-up</b>
2:00 pm – 4:00 pm	<b>“Survivor Skills Toolbox” Discussion &amp; Panels</b>
4:00 pm – 6:00 pm	<b>“The Top 10 Internet Marketing Tools For Small Business”</b> John Arnold, Constant Contact Author of the best-selling book, <i>E-Mail Marketing for Dummies</i>
6:30 pm – 8:00 pm	<b>The Garden Center Group Fall Event Opening Reception</b> Newport News Marriott at City Center

### Tuesday, September 28

7:15 am – 8:00 am	<b>Continental Breakfast</b>
8:00 am – 8:30 am	<b>Opening Observations</b> Robert Hendrickson
8:30 am – 10:00 am	<b>“The Dynamics of Family Business”</b> Henry Hutcheson, ReGeneration Partners
10:00 am – 10:30 am	<b>Break</b>
10:30 am – 12:00 am	<b>“The Reimagined Consumer Culture”</b> Greg Prang, PhD, The Hartman Group
12:00 am – 1:30 pm	<b>Lunch &amp; Awards</b>
1:30 pm – 3:00 pm	<b>“The Magic of Meaningful Engagement”</b> David Weigelt, Immersion Active Author of <i>Dot Boom: Marketing To Boomers Through Meaningful Online Engagement</i>
3:00 pm – 3:30 pm	<b>Break</b>
3:30 pm – 5:00 pm	<b>“Selling Without Selling: Finding Your Voice, Leveraging Your Relationships and Connecting With Your Customers!”</b> Michael Katz, Blue Penguin Development
6:00 pm – 7:30 pm	<b>P&amp;L Reception (by invitation 2009 P&amp;L Study participants)</b>

## **Wednesday, September 29**

### **Tour Day**

White's Old Mill Garden Center  
McDonald's Garden Center  
Norfolk Botanical Gardens  
Anderson's Home & Garden Showplace  
Tour  
Preferred Vendor Showcase  
Reception

## **Thursday, September 30**

7:15 am – 8:00 pm

### **Continental Breakfast**

8:00 am – 9:30 am

### **“When It Comes to HR”**

Jean Seawright, Seawright & Associates

9:30 am – 10:00 am

### **Break**

10:00 am – 12:00

### **“The Road To Remarkable”**

Doug Stephens, Retail Prophet

12:00 am – 1:00 pm

### **Lunch**

1:00 pm – 2:30 pm

### **Speaker to be announced**

Depart for home