

The Fall Event 2018

September 3 - 6



Photo Credit:
James Udall Photography

in Salt Lake City



Join us in Salt Lake City for the annual Fall Event...
where progressive garden retailers, service providers and vendors network,
exchange ideas, collaborate, and create new synergies to fuel success.
Learn how you can increase your profit, plan for facility improvements,
engage your customers, plan a successful succession,
retire sooner than you think – and more!
Plus, tour Salt Lake City's best garden centers!

Yes You Can! in Salt Lake City!

The Fall Event
September 3 - 6, 2018
Salt Lake City, Utah



**YES,
YOU
CAN!**

The Fall Event

September 3 - 6, 2018



**YES,
YOU
CAN!**

Join Us!

The Fall Event is all about sharing, learning and growing, and this year's event is packed full of incredible networking and learning opportunities for progressive garden retailers, consultants and vendors to learn, network, exchange ideas, collaborate and create new synergies to fuel success. No matter how long you've been in retail or what position you hold in your company, there's still something to learn. There are countless reasons why you should attend The Fall Event, but we've managed to narrow it down to five:

- 1 Connect with your peers.** We know you've heard it all before, but networking is a huge part of your success. Meeting face-to-face with your peers provides an opportunity to collaborate, hear new ideas, and tap into a wealth of knowledge. You can find a mentor – or become one, and develop relationships that can last a lifetime. The Fall Event provides plenty of white space to engage and connect.
- 2 Collaborate with our Service Providers.** Our Service Providers are industry experts and solution providers who truly know what is happening in the world of garden center retailing – and they have answers to your questions. The Fall Event provides an opportunity for you to discuss your biggest challenges, explore new ideas, and learn what's working for others.
- 3 Learn from our Speakers and Facilitators.** Our speakers are leaders in the industry – thought leaders that embody The Group spirit of ingenuity and entrepreneurial drive that will introduce you to new concepts and open your mind to new ways of thinking about how you do business every day.
- 4 Engage with our Sponsors.** Our sponsors are premier industry suppliers of the products and services you need to run a successful garden center. Invest some time in visiting with them during breaks. See their newest products and spend some one-on-one time discovering what's new and developing profitable business partnerships.
- 5 Relax and have fun.** The Fall Event is a lot of learning packed into a short amount of time, but we always make time for some relaxation and fun! You'll go home re-energized and ready to apply all that you've learned to make your center more successful!

We hope to see you in Salt Lake City!



The Fall Event 2017 – Burlington, Vermont

*We hope to see you in Salt Lake City
in our 2018 Group photo!*

The Fall Event Schedule

Monday, September 3

- 9:00am - 12:00pm **POS User Group Meetings**, SimPOS, Counterpoint and Epicor
Salt Lake City Marriott City Center, Level 2, Amethyst 1, 2, and Sundance
- 9:00am - 1:00pm **Sponsor Setup**, Salt Lake City Marriott City Center, Level 2, Foyer
- 10:00am - 12:00pm **Registration Open**, Salt Lake City Marriott City Center, Level 2, Foyer
- 1:00pm - 1:30pm **Welcome Session**, Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 1:30pm - 2:30pm **YES YOU CAN Benefit from the P&L Study Review!** *Steve Bailey*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 2:30pm - 3:00pm **Break – Connect with Our Sponsors**
Salt Lake City Marriott City Center, Level 2, Foyer
- 3:00pm - 4:00pm **YES YOU CAN Be a Best Practices Center**, *Steve Bailey*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 5:00pm - 6:30pm **Welcome to Salt Lake City Reception**
Salt Lake City Marriott City Center, Level 2, Olympus Ballroom
- 6:30pm **Discover Salt Lake City – Dinner On Your Own**
- 8:30pm - 10:00pm **Group on Tap! The Intersection of Business & Fun!**
Salt Lake City Marriott City Center, Level 1, Club Piastra

Tuesday, September 4

- 7:00am - 8:00am **Breakfast & Special Recognition**
Salt Lake City Marriott City Center, Level 2, Olympus Ballroom
- 8:15am - 9:45am **YES YOU CAN Leverage the Network!** *Sid Raisch*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 9:45am - 10:15am **Break – Connect with Our Sponsors**
Salt Lake City Marriott City Center, Level 2, Foyer
- 10:15am - 11:45am **YES YOU CAN Develop a Capital Improvement Plan!** *Robert Hayter*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 12:00pm - 1:30pm **TableTalks Lunch – Hot Food & Hot Topics**
Salt Lake City Marriott City Center, Level 2, Olympus Ballroom
- 1:30pm - 3:00pm **YES YOU CAN (Y2C) Learn More!** Breakout Sessions with The Pros
Y2C Sell More Stuff! *Robert Hendrickson*
Y2C Think Different! Create Buzz! Market Smart! *Steve Kendall*
Y2C Reach Your Customer through Social Media! *Aaron and Laura LeBoutillier*
Y2C Create Displays That Sell More! *Christina Salwitz*
Salt Lake City Marriott City Center, Level 2, Amethyst 1, 2, and Sundance
- 3:00pm - 3:30pm **Break – Connect with Our Sponsors**
Salt Lake City Marriott City Center, Level 2, Foyer
- 3:30pm - 5:00pm **YES YOU CAN Have Success in a Succession Plan!** *John Kennedy*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 5:00pm **Discover Salt Lake City – Dinner On Your Own**
- 8:30pm - 10:00pm **Group on Tap! The Intersection of Business & Fun!**
Salt Lake City Marriott City Center, Level 1, Club Piastra

Wednesday, September 5

- 7:00am - 8:00am **Breakfast & Special Recognition**
Salt Lake City Marriott City Center, Level 2, Olympus Ballroom
- 8:00am - 8:30am **Load Buses**, Salt Lake City Marriott City Center, Lobby, Curbside
- 8:30am - 6:30pm **Salt Lake City Tour**
- 6:30pm **Discover Salt Lake City – Dinner On Your Own**
- 8:30pm - 10:00pm **Group on Tap! The Intersection of Business & Fun!**
Salt Lake City Marriott City Center, Level 1, Club Piastra

Thursday, September 6

- 7:00am - 8:00am **Breakfast & Special Recognition**
Salt Lake City Marriott City Center, Level 2, Olympus Ballroom
- 8:15am - 9:15am **YES YOU CAN Learn More!** *Panel Session with Tour Centers*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 9:15am - 10:45am **YES YOU CAN Retire Sooner Than You Think!** *Wes Moss*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 10:45am - 11:15am **Break & Wes Moss Book Signing – Connect with Our Sponsors and Wes Moss**
Salt Lake City Marriott City Center, Level 2, Foyer
- 11:15am - 12:00pm **YES YOU CAN Order Carry Out! Wrap It Up and Take It Home!** *Danny Summers*
Salt Lake City Marriott City Center, Level 2, Capitol Ballroom
- 12:00pm - 1:00pm **Sponsor Teardown**

The Fall Event

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**YES,
YOU
CAN!**

Thank You to our Sponsors

American Beauties / NorthCreek Nurseries

AmericanHort/Cultivate'18

Bailey Nurseries

Ball Seed Company

Border Concepts

Botanical Interests

Bower & Branch

Epicor Software Corp.

The Espoma Company

Garden Center Magazine / GIE Media

Glenhaven Home & Holiday

GrowIT!

GrowTech Solutions

Henri Studio/Stonecasters

Hort Couture

Lawn & Garden Retailer Magazine

Mariner Business Solutions - Counterpoint

Master Nursery Garden Centers

Monrovia

Morning Dew Tropical Plants

Prides Corner Farms

Proven Winners North America

Proven Winners Color Choice®

R.W. Rogers Company

SimPOS! Software

Star Roses and Plants

Sunrise Marketing

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The Perfect Plant

TPIE / FNGLA

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Botanical
INTERESTS®
Let us inspire & educate
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MASTER
NURSERY
GARDEN CENTERS



morning
dew
TROPICAL PLANTS



Prides Corner Farms



SUNTORY

SUNTORY FLOWERS

Brindabella
Roses

Soree
Ka*wa*i



Be sure to take advantage of the facetime with our Partners for Success and Sponsors who recognize the unique nature of independent garden center operations and are interested in helping you provide the best products for your customers, have the best products for your business, and provide the best resources for your team. Stop by during breaks to visit these sponsors to learn about their products and specials... you'll be glad you did!

The Fall Event Program

Monday, September 3

1:00pm - 1:30pm **Welcome Session**

Danny Summers, The Garden Center Group

The Fall Event is all about sharing, learning and growing, and this year's event is packed full of incredible opportunities. Danny will set the stage for this distinctive, open forum loaded with powerful presentations by inspired thinkers that can shape your future in the ever-evolving world of garden retailing. New for 2018, we will introduce a new format with each session beginning with a speaker presentation, followed by Peer-to-Peer (P2P) Tabletalks and concluding with discussion and Q&A with the speaker. This is a must attend session that sets the stage for the next 72 hours!



Danny Summers

1:30pm - 2:30pm **YES YOU CAN Benefit from the P&L Study Review!**

Steve Bailey, Steve Bailey Consulting

The Annual P&L Study is an industry exclusive and the most comprehensive profit and loss study of its kind. While the WDR Report focuses on sales and margins by category, and transactions on a weekly basis, the Annual P&L Study includes sales and expenses and compares percent of sales figures for the garden center to both Best Practices/High Achievers Group – and the group as a whole. This study also includes inventory turns, margin targets by category and the resulting Gross Margin Return On Inventory Investment (GMROI).



Steve Bailey

The results for the 2017 P&L Study are in and all of The Group Centers who participated in this industry-exclusive benchmarking program are winners. But even if you didn't participate, you can benefit from Steve's analysis of the numbers, ratios and trends. Everyone is invited to join this discussion that can help move your center to a higher level of success.

3:00pm - 4:00pm **YES YOU CAN Be a Best Practices Center!**

Steve Bailey, Steve Bailey Consulting



Steve has just revealed the results from the 2017 P&L Study and now he will present the Best Practices and High Achiever Awards resulting from the study. But it doesn't stop there... these top performing centers will share their experience during our first Peer-to-Peer (P2P) TableTalks. This time is designed for you to ask questions, get advice and share ideas for building a more profitable business.

5:00pm - 6:30pm **Welcome to Salt Lake City Reception**

The Welcome Reception is the perfect time to catch up with old friends – and make new ones. This casual gathering will feature light hors d'oeuvres and beverage, followed by an open evening to discover Salt Lake City – on your own!

You've told us that some of the most meaningful and productive experiences at The Fall Event are a result of the time you spend getting to know and learning from your peers. So this year, we're introducing a new format with each session beginning with a speaker presentation, followed by Peer-to-Peer (P2P) Tabletalks and concluding with discussion and Q&A with the speaker. Our goal is simple... to create the best possible event, maximize participant interaction and engagement, strengthen our community, and create new synergies. Be ready to dive in, share and learn! Yes You Can – in Salt Lake City!



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**YES,
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Program

Tuesday, September 4

8:15am - 9:45am **YES YOU CAN Leverage the Network!**

How you can get the most from your investment in The Group!

Sid Raisch, Horticultural Advantage



Sid Raisch

Lean in, and work the room! Make this morning session work for you to energize your networking skills for greater results and success. Sid takes us on an inward journey to learn at a higher level and to apply what we learn faster and better. You'll remove barriers and biases, get eyeball to eyeball with the right people, ask questions in a more intelligent way, and get better answers and solid advice that will work for your situation.

Learn to increase your Return on Relationships (ROR). You'll be amazed at the collective knowledge of The Group – and the experience and wisdom you can put to work for you! Be ready to be inspired!

10:15am -11:45am **YES YOU CAN Develop a Capital Improvement Plan!**

Robert Hayter, LKC Engineering

During the past thirty-two years helping garden center owners develop or improve the function, appearance and physical security of their facilities, Robert Hayter has mastered the C3 Factors of successful facility design. These factors are universal and apply to all facility design and improvement projects. In fact, they pull owners, managers and designers alike from their focus on products, pricing, displaying and other things that may have their attention to interdependent thinking.



Robert Hayter

Successful facility design and improvement requires accurate budgeting, regulation, and creative thinking. Don't miss this opportunity to share conversation with Robert and other Group members on how the C3 Factors influence facility improvement plans!

1:30pm - 3:00pm **YES YOU CAN Learn More!**

Breakout Sessions with The Pros

The next 90 minutes will begin with an opportunity for you to choose between four 45-minute sessions of your choice. These fast-paced and informative sessions will also provide an opportunity to network with your peers and collaborate with industry leaders. These will be conversations you won't want to miss!

Choose between the following four sessions. Descriptions follow.



**YES,
YOU
CAN!**

YES YOU CAN Sell More Stuff!

YES YOU CAN Think Different! Create Buzz! Market Smart!

YES YOU CAN Reach Your Customers Through Social Media!

YES YOU CAN Create F.A.S.T. Displays That Sell More!

The Fall Event Program

Tuesday, September 4



YES YOU CAN Sell More Stuff!

Robert Hendrickson, Next New Planet

THIS is how you sell a boatload of perennials... a monstrous amount of annuals... a stadium full of trees and shrubs... and gobs of everything else taking up room at your garden center.

There are garden centers in The Group that know how to move a lot of product. How do they do it? Glad you asked. Because that's exactly what we're going to find out.

During this session we're going to share ideas and processes of how Group centers manage and sell inventory. Regardless of dollar amounts, we can all learn from each other when it comes to selling more product. Bring your questions... bring your answers... bring photos, ads, examples and excuses. This will be a session full of ideas and solutions on one important topic... how to sell more stuff!



Robert Hendrickson



YES YOU CAN Think Different!

Create Buzz! Market Smart!

Steve Kendall, The Design Works

Maximize your multi-channel marketing and engage customers online, offline and onsite. Explore how to develop, create and position your marketing message effectively to reach more consumers efficiently using a combination of inbound and outbound digital and traditional marketing methods.

When customers have a "WOW" experience and share "I love shopping here", you have achieved your marketing "YES" success!



Steve Kendall



YES YOU CAN Reach Your Customer Through Social Media!

Aaron and Laura LeBoutillier, Garden Answer

Laura and her husband, Aaron, started Garden Answer, a YouTube how-to gardening channel filled with style, expertise and helpful gardening knowledge, in 2014. Today, they attract over 300,000 YouTube channel subscribers and have generated over 25 million views of their YouTube gardening videos. Garden Answer has 2.2 million followers and over 450 million video views. Garden Answer has become quite a sensation in just a short time, and the numbers are continually growing! Their tremendous popularity has prompted industry brands like Proven Winners, Espoma, Gardener's Supply, and others, to partner with Garden Answer to reach consumers.

Often times Facebook, Instagram and YouTube makes growing almost impossible, but they do provide a vehicle for cheap marketing to the people that matter most – your local customers. The goal is not to grow your audience to 100,000 followers... the goal is to get people in the door.

Don't miss this live video conference and Q&A session (moderated by Proven Winners' Jessica DeGraaf) as Aaron and Laura share their secrets on reaching your customers through social media!



Aaron & Laura LeBoutillier

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**YES,
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Program

Tuesday, September 4



YES YOU CAN Create Displays That Sell More!

Christina Salwitz, THE Garden Coach™

Are your display efforts bringing you measurable sales results? The art of display and merchandising in the 21st century has become fan-worthy on social media and if you're not creating high quality dramatic displays that get you raves, you're absolutely missing out on sales too. By breaking down the steps it takes to create results-worthy displays, you will understand and learn how to achieve the same buzzworthy attention as retailers like Anthropologie, Terrain, Flora Grubb and more.

HOPE is not an effective merchandising strategy, but F.A.S.T. is!

Don't miss this informative and invaluable session with the popular Personal Garden Coach as she shares her F.A.S.T. approach!



Christina Salwitz

3:30pm - 5:00pm YES YOU CAN Have a Successful Succession Plan!

John Kennedy, John Kennedy Consulting

In any successful business, we should not only be thinking about what we have "built to be successful", but what we have created that is "built to last"!

On the process side of the equation, do we have the right systems and technology in place to bring our business forward? Are we leveraging the right marketing and advertising platforms to drive foot traffic, awareness and sales in the new age of social media? (Or are we just looking back at what always "used to work"?)

Vision in the next two years should be 2020!!

On the people side of the equation, do we have the right team to move us down the field and are on board with the direction of change management, improvement, forward thinking (the windshield) or are there ones that are "happy" to look behind at days gone by (the rear view mirror)?

The windshield is much bigger for a reason...what's in front of us is far greater and more amazing than what you choose to look back at in the big picture of business and life!

John will address both the people and the process side of "success in succession planning" and help you build a road map for your next steps for not just an "exit strategy" but an "excellent strategy" for the next one, three and five years of you, your team and your successful business...one rock at a time.



John Kennedy

5:00pm

Discover Salt Lake City – On Your Own!

8:30pm - 10:00pm **Group on Tap! The Intersection of Business and Fun!**

Take networking to another level and increase your Return on Relationships (ROR). There's no better way to tap into the resources of The Group. Make new connections, explore ideas with your peers and the pros through social interaction. Scheduled each day from 8:30pm to 10:00pm at the Salt Lake City Marriott City Center, Level 1, Club Piastra. Don't miss out on the conversations!

The Fall Event Tour

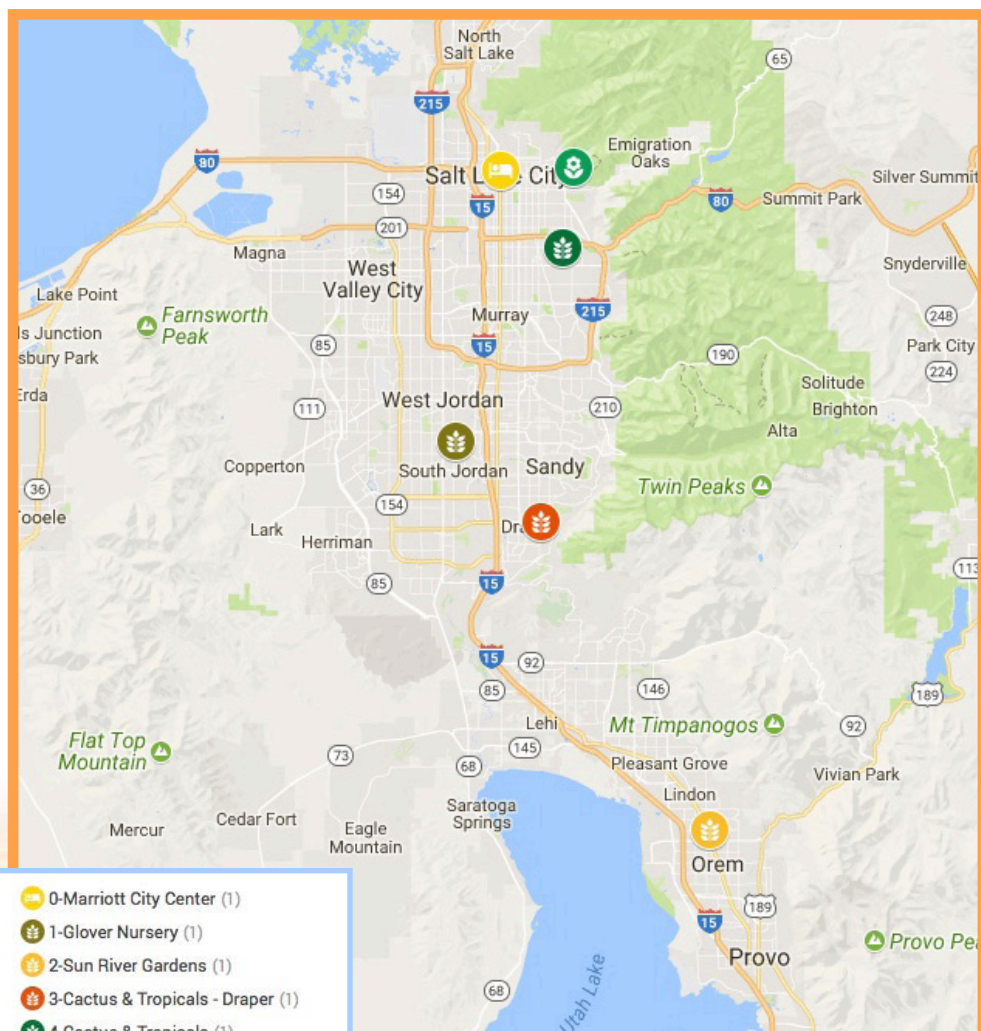
Wednesday, September 5

8:30am - 6:30pm The Fall Event Salt Lake City Tour

We've put together a full day tour of four retail garden centers and a special visit to Red Butte Garden – the official arboretum of the state of Utah located on 100 acres in the foothills of the Wasatch Mountain range on the eastern edge of the University of Utah, with over 21 acres of developed gardens and five miles of hiking trails winding through an extensive Natural Area. The Garden, which is community-funded, is renowned for its numerous plant collections, display gardens, 450,000 springtime blooming bulbs; including a vast collection of daffodils; world-class outdoor summer concert series, and award-winning horticulture-based educational programs.

The four very unique centers (located in Zone 5), all with different strengths but all share the commonality of being heavily focused on green goods. While their plant palette may differ from yours, we will focus on how they are successful in the marketplace. This tour will take us on a 88-mile journey around the Salt Lake area with the longest bus time under 30 minutes, and a total bus time of 107 minutes. That means less riding and more learning! Hop on board for a day you won't soon forget!

For more details and photos, visit our website at
<http://www.thegardencentergroup.com/the-fall-event-2018-tour>.



The Fall Event

September 3 - 6, 2018



**YES,
YOU
CAN!**

Tour

Wednesday, September 5

Glover Nursery, West Jordan, UT



STOP 1



Our first stop, just a short ride from our hotel, is Glover Nursery – one of the oldest and most established nurseries in the Salt Lake Valley. Situated on 10 acres, Glover Nursery is a thriving retail and wholesale garden center who is known as “Utah’s First Family Nursery, where a love for plants runs deep”.

The first Glover in the nursery business was Albert Glover who was called to serve an LDS mission in his homeland of England. While in England, he became acquainted with Queen Victoria’s gardener and, from him,

learned the fine art of cultivating, propagating and grafting trees and shrubs. Gardening became Albert’s passion in life and when he returned to Utah, he started Jordan Nursery on his farm in Midvale, Utah. Albert ordered many varieties of bareroot trees and shrubs which were shipped to him via steamship and rail; some of these varieties were the first of their kind to Utah, and in some instances, to the United States. Albert’s son, James, kept the family business going and when James’ four sons were of age, one took over Jordan Nursery while the others started their own, all within walking distance of the original. One of these nurseries was the first official Glover Nursery, started by Parley R. Glover, who ran the nursery with his son Parley W. Glover (known to all as ‘Ike’) until he passed.

Shortly after Parley R.’s passing, two of Ike’s sons, Rod and Bryce, original nursery license in hand, set out to start their own landscaping business which quickly transitioned into what is now Glover Nursery. Their 1-acre property was within a mile of the original nursery and thrived there until 1985 when Rod and Bryce purchased the current 10-acre property. The move to the new location opened up many opportunities for the Glovers to expand exponentially.

The next generation of Glover Nursery will be run by Rod’s son, Ryan Glover. Being a graduate of the University of Utah’s business program, as well as an avid horticulturist, Ryan brings new opportunities and insights to the nursery of how it can continue to grow and evolve with the continual changes in Utah’s environment and landscape. Another new element to the nursery in recent years is their active online platforms. Run by Ryan’s sister Regan Glover, this new avenue of outreach has helped connect the family-oriented business to their community in new and exciting ways.

The nursery continues to thrive and, during the busy season, employs over 90 people. With 6 generations of Glovers in horticulture, 3 generations currently involved in the nursery, and a team whose collective experience equals over 200 years of knowledge and expertise, Glover Nursery is one of few that can say “*When it comes to every aspect of the nursery business, we’ve done it all!*”

Glover Nursery offers hundreds of varieties of trees, shrubs, perennials, annuals and water plants – including many hard to find varieties. They stock soils, mulch, decorative bark and rock as well as specialized water features, statuary and water gardening supplies. In addition, they specialize in seasonal items like vegetable

10 starts, fall decor, Christmas trees, etc. which keep them open and busy helping customers year-round.

Dill

Why we love it ...

Dill is easy to grow and is popular for pickling, salad dressings, and more.

Dill is attractive to beneficial insects, pollinators and Swallowtail butterflies. It repels aphids, cabbage looper, spider mites and squash bugs.

H 36" W 18" Full Sun,
Regular Water
Yellow Flowers



Dill is an annual
culinary herb

The Fall Event Tour

Wednesday, September 5

Sun River Gardens, Orem, UT



STOP 2



The property for Sun River Gardens was purchased and founded by Scott H. Engh in 1996 and began as a 1.5-acre lot with a small shed that held the gift shop and space for bookkeeping. Today, through lots of hard work, Sun River Gardens has expanded to 2.75 acres and includes 2 retail greenhouses, a 5,800-sq. foot gift shop, space for 72 cars to park and a landscape team.

Scott grew up in the industry. He is a 3rd generation nurseryman following his father and grandfather's footsteps. From a very young age you could always find Scott by his grandfather's side learning the ins and outs of the garden center industry as well as learning about integrity, devotion to hard work and always having a passion for what you do. Today Scott's passion and inspiration not only shine through to their now 40+ staff members, but to Sun River's customers as well.



At Sun River Gardens, they work hard to inspire and impress their customers with creative displays in the gift shop and greenhouse. These displays are rearranged frequently, ensuring that the store is always stimulating and new, so customers see something fresh each time they visit.

At the potting bench area in the greenhouse, they have created a section known as the "Arrangement Bar". Here a customer can meet with one of their arrangement bar experts for a unique personal experience in customizing a living arrangement, suited for indoors or out.

The Creative Director/Buyer, Traci Wimmer, Marketing Director/Buyer, Tanya Engh and Scott all work very closely together creating an updated and trendy atmosphere throughout the entire store. By doing so, they've been very successful with reaching out to new age gardeners while still growing and maintaining their core customer base.



What's distinct for Sun River Gardens is that they've put a large focus on social media, mainly Instagram.

It has become a very powerful tool in helping the store gain much exposure in the community and beyond. Because of the way they market on their

social outlets, it has gained them popularity with the high-end blogging community and creates a "gardening is cool" vibe. Due to the large acknowledgment on their social outlets, it has allowed them to re-think the way they spend their marketing dollars. They feel that applying marketing dollars towards making improvements and changes in the store have been far more effective than radio ads, billboards, magazine ads, etc. at gaining more exposure and reach in the community.

The Fall Event

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**YES,
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Tour

Wednesday, September 5

Cactus & Tropicals, Draper, UT



STOP 3



CACTUS & TROPICALS

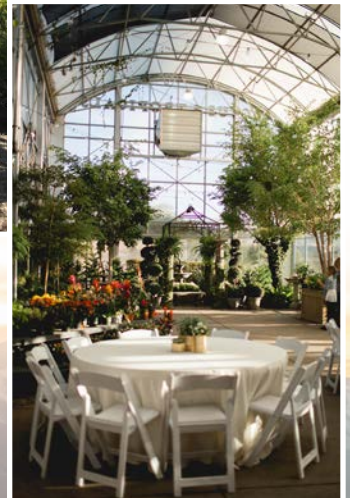


Cactus & Tropicals was founded in 1975 by Lorraine Miller. Lorraine's original vision was to build a business focused on creating a unique customer experience where people, customers and employees, are valued and respected. Lorraine sold Cactus & Tropicals in 2002 to Scott and Karin Pynes. After 43 years, the vision is still the same and the company has grown to employ over 130 people. The Pynes have expanded Lorraine's vision to include 2 retail locations, weekly plant maintenance, floral services, exterior garden services, holiday décor and events.

This Draper location was built in 2006. Today retail accounts for 51% of the total revenues. Commercial and residential services (which include weekly indoor maintenance as well as exterior garden services and holiday décor) make up another 37%. Events and wholesale account for the remaining 12% of sales revenue. Revenues have been increasing at double digit percentages for the last 3 years.

Their retail team focuses on creating a unique customer experience by building interesting displays, live and cut floral arrangements, and providing valuable, expert advice to our customers. The indoor plant technicians visit almost 1,000 locations each week to water, prune, clean and care for plants in offices, hotels, hospitals and more. The event team helps to plan and execute weddings and corporate events off site as well as nearly 200 events at their two locations each year. Their garden designers are doubly talented as they work on container gardens during the spring and summer months and then switch to holiday décor in the winter.

One of their unique challenges is operating a retail business and an events venue in the same location. But the key to successfully navigating all the moving parts at Cactus & Tropicals is the commitment and dedication of their team. Cactus & Tropicals operates on the concept of extreme empowerment. Each manager feels not only authorized but expected to make decisions in the best interest of the company, employees and customers. The management team believes in careful planning and relies on detailed reports to monitor results as compared to goals.



The Fall Event Tour

Wednesday, September 5

Cactus & Tropicals, Salt Lake City, UT



STOP 4

Our visit to the original location of Cactus & Tropicals is located in the heart of Salt Lake City in an older part of town, near the University of Utah. Most of the surrounding homes were built in the 1950's. The audience is older than the Draper location and have a higher level of discretionary income. In contrast, the Draper store is located in a newer bedroom community south of Salt Lake City, surrounded by newer and larger homes, and younger families with less discretionary income.

Their plant technicians work out of both stores. They have events at both stores, although the Draper location was built with events in mind and has much more space allocated to events.



CACTUS & TROPICALS



The team at Cactus & Tropicals follows the mission statement written by Lorraine 43 years ago to help guide everyday activities:

Create a beautiful space.

Provide a distinctive product and service.

Live a customer consciousness.

Create a safe, happy and healthy learning environment through integrity, empathy and mutual respect.

Increase the economic wellbeing and quality of life of all stakeholders.



We were first pointed to Salt Lake City by Chris Shipley of Civano Nursery (Group Client) who had visited the area and many of the local garden centers. Cactus & Tropicals stood out as Chris saw them in several non-peak times and their parking lot was packed. This included the week after Christmas and weeks before the spring season started.

Chris is convinced we could spend all day at Cactus & Tropicals to discover how they're doing it. We have asked Cactus & Tropicals to share their secrets with us!

Thanks Chris for turning us on to Salt Lake City and introducing us to Cactus & Tropicals!

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**YES,
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Tour

Wednesday, September 5

Red Butte Gardens, Salt Lake City, UT



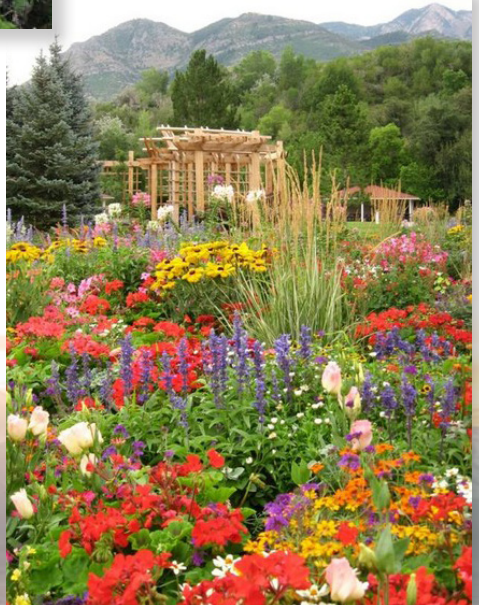
STOP 4

Red Butte Garden, located on 100 acres in the foothills on the eastern edge of the University of Utah, is an official arboretum of the state of Utah. The Garden has welcomed guests since 1985 and is the largest botanical garden in the Intermountain West with over 21 acres of developed gardens and five miles of hiking trails winding through an extensive Natural Area. The Garden is community-funded and is renowned for its numerous plant collections, display gardens, 450,000 springtime blooming bulbs; including a vast collection of daffodils; world-class outdoor summer concert series, and award-winning horticulture-based educational programs.



In 1930, Dr. Walter P. Cottam, co-founder of The Nature Conservancy and chairman of the Botany Department at the University of Utah, began using campus land for plant research. For more than 30 years, he evaluated plants to determine their adaptability to our region.

In 1961, the Utah State Legislature formally recognized Cottam's impressive collection by designating the University's campus landscape as the State Arboretum. As the University grew, so did the Arboretum's need for permanent public educational facilities and display gardens. In 1983, Ezekiel R. Dumke, Jr. and Richard Hildreth led the efforts to have the University dedicate 100 acres at the mouth of Red Butte Canyon for a regional botanical garden. The organization's name was changed from the State Arboretum to Red Butte Garden & Arboretum. The site provided an outstanding opportunity to showcase horticultural collections and to interpret the richly diverse natural area. This opportunity inspired the expansion of the Garden's mission to include not only horticulture but also conservation and environmental education.



The Fall Event Tour



The Garden formally opened to the public in 1985. In 1994, the Walter P. Cottam Visitor Center opened. Over the years other additions have been the Courtyard Garden, Fragrance Garden, Medicinal Garden, Herb Garden, Hemingway Four Seasons Garden, Dumke Floral Walk, Children's Garden, the Richard K. Hemingway Orangerie, an amphitheater, expanded gift shop, and the McCarthy Family Rose Garden. All were funded by community donations.



Today, Red Butte Garden has 21 acres of display gardens and over five miles of hiking trails. The Garden has grown into one of the nation's pre-eminent botanic gardens with 200,000 annual visitors, over 10,000 members, and over 300 active volunteers. It has become a multi-purpose facility for people seeking horticultural knowledge, exercise, recreation, family-based activities, or a stunning setting for weddings and other special events.

The Fall Event

September 3 - 6, 2018



**YES,
YOU
CAN!**

Program

Thursday, September 6

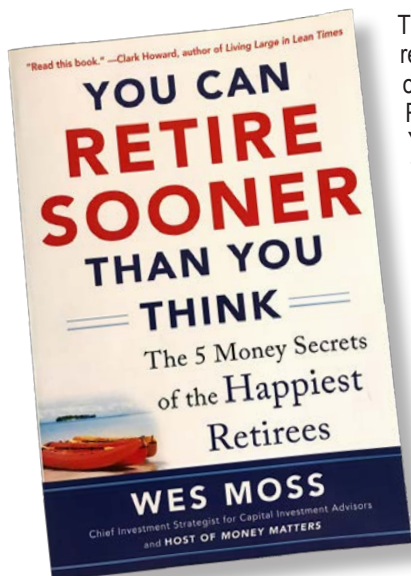
8:15am - 9:15am **YES YOU CAN Learn More!** *Panel Discussion with Tour Centers*

Sharing is at the heart of The Group, and while most garden center tours fall short in providing details, our centers are always willing to share and allow us to dig deeper into the operational details that can help us be more successful. This post-tour panel discussion will provide time, as a group, to take a look at what we saw – and most importantly examine what we learned.

A panel of owners and managers from the centers we visited will be participating in this session, so bring your questions and comments, and your notebook for this exciting Group exchange!

9:15am - 10:45pm **YES YOU CAN Retire Sooner Than You Think!** *Wes Moss, Money Matters*

Wes Moss is the host of Money Matters on WSB Radio in Atlanta, Georgia, and author of *You Can Retire Sooner Than You Think*. He and his firm manage over \$2 Billion for families all over the United States. After many years in the financial industry, Wes developed a passion for uncovering what made the happiest retirees tick.



This led to an intensive national research study, and the creation of his consistent bestseller in the Retirement Planning category, *You Can Retire Sooner Than You Think – The 5 Money Secrets of the Happiest Retirees*. From his research, Wes learned the financial practices and life habits of the happiest retirees and how they prepared to stop working full-time. Moss discovered that it doesn't take financial genius, millions of dollars, or complicated investments to ensure a safe, solid, and happy retirement.



Wes Moss

In his presentation, Wes will share these secrets and the proven-effective, five-step formula for ensuring a successful and happy retirement. Q&A session to follow.

Whether you are just starting to plan your retirement or getting close to retirement time – Wes Moss has a message for you!

Wes Moss is the host of Money Matters – one of the nation's longest running live call-in, investment and personal finance radio show – on News 95.5 FM and AM 750 WSB in Atlanta, Georgia. He is a regular contributor to the Atlanta Journal Constitution. He also regularly contributes to ClarkHoward.com. In 2014, Wes was the host of Atlanta Tech Edge, a weekly TV show on Atlanta's NBC affiliate WXIA, covering the emerging technology boom in the state of Georgia. He also served as the financial consultant for Spike TV's show, Life Or Debt.

Wes is the Chief Investment Strategist at Capital Investment Advisors (CIA). CIA currently manages more than two billion dollars in client assets. Wes is also a partner at Wela, a digital advisory service that offers free financial management tools and the ability for clients to work online with a financial planner.

The Fall Event Program



WES MOSS

MONEY MATTERS

In 2017, Barron's named Wes Moss one of America's Top 100 Independent Wealth Advisors. In the same year, Wes was featured in Barron's where he offers a look back over his career in addition to offering an overview of the income-oriented investment strategy that he pursues for his clients.

From 2014 through 2018, Barron's named Wes one of America's top 1,200 Financial Advisors. Wes was also named one of Atlanta's 40 Under 40 by the Atlanta Business Chronicle in 2015. And in 2014, he was named as one of the top 40 investment advisors under 40 in the country by Investment News on their inaugural list.

Wes has written several books including *Starting from Scratch* (Kaplan) and *Make More, Worry Less* (FT Press). His latest book, *You Can Retire Sooner Than You Think – The 5 Money Secrets of the Happiest Retirees* (McGraw Hill 2014), has been a consistent bestseller in the retirement planning category. This book's unique message and proprietary research struck a chord with readers and the financial community, making it go-to reference material for retirement and a widely referenced source by the media.

Wes has extensive media experience, serving as a financial professional for both local and national media including CNBC, CNN and Fox Business Network. He has been interviewed by USA Today, Forbes, Time, the Wall Street Journal, and Yahoo Finance, just to name a few.

Wes holds a degree in economics from the University of North Carolina, Chapel Hill. He lives in Atlanta with his wife and four sons and loves Spending time with his family, coaching lacrosse, and playing golf and tennis.

11:15am - 12:00pm **YES YOU CAN Order Carry Out!**

Danny Summers, The Garden Center Group

In this final wrap up, Danny will reflect on the past three days of intensive learning, stretching the mind, and expanding the vision. As he explores the many opportunities presented at This Fall Event, you will discover there's plenty of 'takeaways to wrap up and take home!'

You'll be challenged to set new goals, take action, and reach new heights in the year ahead. And speaking of 2019, you'll be the first to know which road will lead to The Fall Event in 2019!



Danny Summers

The Fall Event

September 3 - 6, 2018



**YES,
YOU
CAN!**

Who We Are...



is an alliance of garden centers, consultants, service providers and preferred vendors who work together creating a community of professionals with one goal in mind... helping each other build successful companies. We believe that the success of The Group is dependent on the success of each participating company.

By consolidating garden centers who agree to work together towards a common goal, The Group is able to provide a host of professional products and services most centers would not be able to access on their own. When you join The Group you'll have access to some of the industry's leading experts on business management issues along with dozens of garden center owners from across the country; centers facing the same business concerns as you on a daily basis.

From marketing to merchandising...budgeting to employee concerns, The Group offers a way for you to develop your business while reducing the time and trials of doing it alone. The secret is knowing just what to do and when to do it, then pulling things together to make it all happen. This is what The Group is all about... helping you achieve your goals one step at a time.

The People Involved

The Garden Center Group was created to provide a full-service menu of expert advice that deals directly with the most important business functions facing garden centers today and in the future. We knew that would mean bringing together experts from within the garden center industry as well as professionals from other fields. The result is a network of professionals with specific talents that provide garden centers with the most innovative ideas and solutions in the industry... proven methods that take the guesswork out of important business decisions.

The Garden Center Group's Team of Service Providers

Danny Summers, Managing Director

Karen Summers, Client Services Coordinator

Sid Raisch, Horticultural Advantage (Business Strategies)

Steve Bailey, Steve Bailey Consulting (Financial Management and Analysis)

Robert Hendrickson, Group Founder, Next New Planet (Marketing Matters)

Tom Kegley, Tom Kegley Communications (Branding and Marketing)

Steve Kendall, The Design Works (Marketing - Integrated Digital)

Christina Salwitz, The Personal Garden Coach™ (Visual Merchandising)

John Kennedy, John Kennedy Consulting (Team Building & Succession)

Jean Seawright, Seawright & Associates (Human Resources)

Robert Hayter, LKC Engineering (Property Development and Site Design)

Carl Phillips, Customer 1st (Mystery Shop Program)

Mary Gaskell, Gaskell Media (Media Placement)

Arlene Tannis, Arlene Tannis Voice & Production Services (Voice & Production Services)

We're making a change... one garden center at a time.

Registration

You can register for The Fall Event online at www.thegardencentergroup.com, or complete the enclosed registration form and fax it to 678.909.7771. Registration is \$549 per person. **Register by August 10.** Cancellations must be in writing and directed to: info@thegardencentergroup.com or fax to 678.909.7771.

Full refund if canceled by August 10. No refunds after August 10.

Location

This year's Fall Event is taking place in Salt Lake City – the Capitol of Utah. Combining the amenities of a major metropolitan area with the friendliness of a quaint, mountain town, Salt Lake is a beautiful, safe, and vibrant city that combines unparalleled access to natural recreation, remarkable history, warm hospitality. It is mind-blowing to know there are 17 National Parks - and 18 National Monuments just in Utah. If seeing any of these is on your "bucket list" now is the perfect time to consider spending a few extra days before or after The Fall Event experience some of these amazing wonders. So plan to come early or stay over to see all that Utah has to offer! For more information on exciting things to see and do, visit <http://www.thegardencenter-group.com/the-fall-event-2018> and click the Best of Utah link.

Hotel

Salt Lake City Marriott City Center

220 South State Street
Salt Lake City, Utah 84111

Group Housing Reservations: **onPEAK**

Group Block:
The Garden Center Group Fall Event 2018

Online Reservations:
<https://compass.onpeak.com/e/012604919/>

Phone Reservations:
800-388-3426 Monday - Friday (9am - 5pm CDT)

Special Group Rate: \$169 single/double
*Rate is available from 3 days prior and 3 days post event,
based on availability for those wanting to extend their stay.*

Reservation Deadline: **August 13**

Complimentary WiFi, Fitness Center, Pool, Morning Newspaper
Self Parking \$17; Valet \$22; rates subject to change without notice.

To save money on travel, we recommend you plan well in advance for the best possible savings. The key is to book early!



Air Transportation

Salt Lake City is served by the Salt Lake City International Airport (6.5 mi. from hotel) with over 300 direct flights daily. It is a major hub for Delta Air Lines and serviced by many other major carriers: American Airlines, Delta Air Lines, Frontier, jetBlue, KLM, and United Airlines, as well as Skywest. Air fares range from \$125 to \$350 depending on the origination.

Ground Transportation

Salt Lake City International Airport offers many ground transportation options including rental cars, limousines, hotel shuttles and public transportation. For complete information follow the link below.

www.slcairport.com/parking-and-transportation/ground-transportation/

Express Shuttle: \$8 USD (one way); reservation required

Bus Service: \$1.75 USD (one way)

Estimated Taxi Fare: \$25 USD (one way)

Trax Light Rail: \$2.50 USD (one way)

Rates subject to change without notice.

We hope to see you in Salt Lake City at The Fall Event!

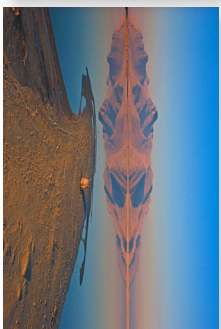
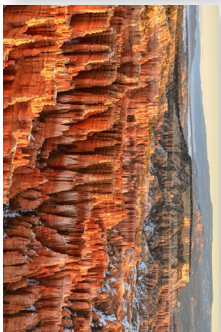


PO Box 801494, Acworth, GA 30101 | Tel 678.909.7770 | Fax 678.909.7771 | info@thegardencentergroup.com

The 18th Annual Fall Event

September 3 - 6, 2018

Salt Lake City, Utah



Salt Lake City is surrounded by some of the world's most spectacular places. Go to visitsaltlake.com for details.

You Can Connect and Collaborate with Group Retailers and Group Prosi
You Can Engage with our Partners for Success and Sponsors!
You Can Explore the best local garden centers!
You Can Increase Your Profit! Plan for Facility Improvements!
You Can Improve Your Performance! Plan a Successful Succession! Retire Earlier Than You Think!
Yes You Can! At The Fall Event, Salt Lake City, Utah.

Program & tour information available soon!

Learn more about The Fall Event and The Garden Center Group at www.thegardencentergroup.com.