



The Fall Event 2019

September 23 - 26



Photo Courtesy of Nashville Convention & Visitors Corp

Nashville[®]

MUSIC CITY



IT'S TIME to head to Nashville for The Fall Event...
where progressive garden retailers, service providers and vendors network,
exchange ideas, collaborate, and create new synergies to fuel success.

IT'S TIME to analyze, shift, refine – and create an effective plan to achieve your goals!
Plus, tour Nashville's best garden centers and experience local historic landmarks – and more!

IT'S TIME to head to Nashville!
September 23 - 26



The Fall Event

September 23 - 26, 2019



IT'S TIME

Sponsors

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

American Beauties / NorthCreek Nurseries

AmericanHort/Cultivate'19

AMS Retail Solutions / Counterpoint

Bailey Nurseries

Ball Seed Company

Border Concepts

Epicor Software Corp.

The Espoma Company

Garden Center Magazine / GIE Media

Glenhaven Home & Holiday

GrowIT!

GrowTech Solutions

Henri Studio/Stonecasters

Lawn & Garden Retailer Magazine

Master Nursery Garden Centers

Monrovia

Morning Dew Tropical Plants

Oldcastle / Jolly Gardener

Prides Corner Farms

Proven Winners North America

Proven Winners Color Choice®

R.W. Rogers Company

SimPOS! Software

Star Roses & Plants

Sunrise Marketing

Suntory Flowers Ltd.

TPIE / ENGLA

Willoway Nurseries



Thank You to Our Sponsors!

Join Us in Nashville!

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 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 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 engaging 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!

See you in Nashville!

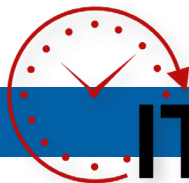
See you in Nashville
in our 2019 Group photo!



The Fall Event

September 23 - 26, 2019

Schedule



IT'S TIME

Monday, September 23

- 9:00am - 12:00pm **POS User Group Meetings**, Counterpoint, Epicor and SimPOS
The DoubleTree by Hilton, Brentwood/Franklin/Davidson Rooms
- 9:00am - 1:00pm **Sponsor Setup**, The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 11:00am - 1:00pm **Registration Open**, The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 1:00pm - 1:30pm **Welcome Session**, The DoubleTree by Hilton, Cumberland Ballroom, *Danny Summers*
- 1:30pm - 2:30pm **IT'S TIME to Benefit from the P&L Study Review**, *Steve Bailey*
The DoubleTree by Hilton, Cumberland Ballroom
- 2:30pm - 3:00pm **Break – It's Time to Connect with Our Sponsors**
The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 3:00pm - 4:00pm **IT'S TIME to Make the Numbers Work for You**, Plus P&L Awards,
Sid Raisch & Steve Bailey, The DoubleTree by Hilton, Cumberland Ballroom
- 5:00pm - 6:30pm **Welcome to Nashville Reception**, The DoubleTree by Hilton, Patio 315
- 6:30pm **Discover Nashville – Dinner on Your Own**
- 8:30pm **Group on Tap**, The DoubleTree by Hilton, Fourth & U Bar

Tuesday, September 24

- 6:00am - 6:45am **Group Walk/Run**, Depart from Hotel Lobby Entrance
- 7:00am - 8:00am **Breakfast & Special Recognition**
The DoubleTree by Hilton, Cumberland Ballroom
- 8:15am - 9:15am **IT'S TIME for Some T.L.C.**, *Tim Miles*
The DoubleTree by Hilton, Cumberland Ballroom
- 9:15am - 10:15am **IT'S TIME to Prepare for a New Era of HR**, *Jean Seawright*
The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 10:15am - 10:45am **Break – It's Time to Connect with Our Sponsors**
The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 10:45am - 11:45am **IT'S TIME to Become Exceptionally Exceptional**, *Sid Raisch*
The DoubleTree by Hilton, Cumberland Ballroom
- 12:00pm - 1:30pm **IT'S TIME for Open Mic – Hot Food, Hot Topics, Hot Conversations**
The DoubleTree by Hilton, Cumberland Ballroom
- 1:30pm - 3:00pm **IT'S TIME for the Ownership Transition Challenge**,
Robert Hayter, Jean Seawright, Steve Bailey
The DoubleTree by Hilton, Cumberland Ballroom
- 3:00pm - 3:30pm **Break – It's Time to Connect with Our Sponsors**
The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 3:30pm - 5:00pm **IT'S TIME to Manage at the Speed of Life**, *John Kennedy*
The DoubleTree by Hilton, Cumberland Ballroom
- 5:00pm **Discover Nashville – Dinner on Your Own**
- 8:30pm **Group on Tap**, The DoubleTree by Hilton, Fourth & U Bar

Wednesday, September 25

- 7:00am - 8:00am **Breakfast & Special Recognition**
The DoubleTree by Hilton, Cumberland Ballroom
- 8:00am - 8:30am **Load Buses**, The DoubleTree by Hilton, Lobby, Curbside
- 8:30am - 5:00pm **Nashville Tour**
- 5:00pm **Discover Nashville – Dinner on Your Own**
- 8:30pm **Group on Tap**, The DoubleTree by Hilton, Fourth & U Bar

Thursday, September 26

- 7:00am - 8:00am **Breakfast & Special Recognition**
The DoubleTree by Hilton, Cumberland Ballroom
- 8:15am - 9:15am **IT'S TIME for Action**, *Danny Summers*
The DoubleTree by Hilton, Cumberland Ballroom
- 9:15am - 10:45am **IT'S TIME to Move Mountains**, *John Kennedy and Danny Summers*
The DoubleTree by Hilton, Cumberland Ballroom
- 10:45am - 11:15am **Break – It's Time to Connect with Our Sponsors**
The DoubleTree by Hilton, Cumberland Ballroom Foyer
- 11:15am - 12:00pm **IT'S TIME for a Deep Dive**, *John Kennedy*
The DoubleTree by Hilton, Cumberland Ballroom
- 12:00pm - 1:00pm **Sponsor Teardown**

The Fall Event Program

Monday, September 23

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 help you shape your future in the ever-evolving world of garden retailing. This year's focus is on TIME... it's time to analyze, shift, refine – and create an effective plan to achieve your goals! This is a must-attend session that sets the stage for your next 3 days in Nashville!



DANNY SUMMERS

1:30pm - 2:30pm

IT'S TIME to Benefit from the P&L Study Review

Steve Bailey & Tim Quebedeaux, RetailKPI 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 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 and Tim will review the 2018 P&L Study and even if you didn't participate, you can benefit from their 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.



STEVE BAILEY

3:00pm - 4:00pm

IT'S TIME to Make the Numbers Work for You

*Sid Raisch, Horticultural Advantage and
Steve Bailey, RetailKPI Consulting*

So now that we've got the numbers from The Group's WDR and P&L Study, let's make the numbers better – much better! Join the fun with a cast of characters, including special guest Jim Roy and his favorite consultant, Steve Bailey, as they explore and unwrap the process for gleaning the glory from the financial tools already at your disposal.



TIM QUEBEDEAUX

5:00pm - 6:30pm

Welcome to Nashville Reception



TROIKA

The Welcome to Nashville Reception is the perfect time to catch up with old friends – and make new ones. This casual gathering will feature light hors d'oeuvres, beverage and games, and a special performance by Troika. Recent winner's of NashNext, this trio is making a big splash in the Nashville music scene with their fusion of country, pop and EDM. Then, enjoy an evening discovering Nashville – on your own!

8:30pm Group on Tap

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 and explore ideas with your peers – and with the pros. Scheduled each evening at the The DoubleTree Hotel Fourth & U bar. Don't miss the conversations!



SID RAISCH

The Fall Event

September 23 - 26, 2019

Program

Tuesday, September 24

8:15am - 9:15am

IT'S TIME for Some T.L.C.

Tim Miles, Tim Miles & Company

According to the Gallup organization, disengaged workers cost American companies more than \$550,000,000,000 in lost productivity last year, and given the exponentially-increasing number of distractions, how do we find ways to engage employees, manage change, and lead our teams where we need them to go – not only as professionals but as people?

The way we're working... doesn't appear to be working. SO... I did something kinda weird... kind of like I've been doing my whole life... I got curious, and I went digging under rocks and peering through the fog and peeking through the curtains of the corners of the world to find unusual leaders, invisible heroes, and awesome agents of change "outside" the world of business.

What I learned shocked me... in ways that will blow your mind.

Part Dave Barry and part Dave Ramsey, Tim Miles has used common sense, kindness and an unquenchable curiosity to help people—at least those willing to do the work—be more successful more quickly. He runs an odd little communications company that helps owner-operated companies and nonprofit organizations do more with less.

Tim started creating advertising campaigns in 1995. In the ten years that followed, he won more than 80 awards for his ideas and execution of those ideas. Then, on November 20, 2005, he realized entering awards shows was kind of a silly way to measure success. That was the same day his wife said, "Tim, I think our son has autism."

Since then, as a consultant and marketing speaker, he's helped hundreds of companies and thousands of people around the world communicate more powerfully by teaching them to look at the world a little differently.

In 2012, his first book, *Good Company: Making It, Keeping It, Being It*, went to #1 on Amazon's Business, Marketing, Sales, and Entrepreneurship charts. His new book, *Brand Your Own Business*, is earning rave reviews and has been helping family businesses and nonprofit organizations around the world.



IT'S TIME to connect, engage, and collaborate in Nashville!

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've allowed plenty of time for that. Our goal is simple... to create the best possible event, maximize participant interaction and engagement, strengthen our community, and create new synergies. So be ready to dive in, share and learn!

The Fall Event Program

Tuesday, September 24

9:15am - 10:15pm **IT'S TIME to Prepare for a New Era of HR**
Jean Seawright, Seawright & Associates

With proliferating employment regulations across the country and a new federal overtime rule, it's definitely time for an HR update from Jean Seawright! To help keep you up-to-speed with the latest HR issues, Jean will provide a broad overview of multiple topics that affect every garden center... from the hottest recruiting ideas and tips to emerging drug testing risks and changing practices, paid sick leave laws, the newly proposed overtime rule, unique benefits to retain employees, and more!

You don't want to miss this important session where you'll leave with practical ideas, critical tips, new policies, and vital knowledge that you need to minimize HR risk and successfully manage your human resources!



JEAN SEAWRIGHT

10:45am - 11:45am **IT'S TIME to Become Exceptionally Exceptional**
Sid Raish, Horticultural Advantage

There's never been a time in your life or the life of your company where it has been more important – more profitable – to be EXCEPTIONALLY Exceptional in the eyes of the consumers and your employees than right now. Exceptional companies are made up of exceptional people, exceptional products, and exceptional processes for doing business effectively.

Working together we'll create your Profile of the Ideal™ criteria for developing each of these areas. Don't miss out on this chance to become exceptionally exceptional!



SID RAISCH

1:30pm - 3:00pm **IT'S TIME for the Ownership Transition Challenge**
Robert Hayter, Steve Bailey, Jean Seawright

ownership | own • er • ship | \ 'ō-nər-,ship
being an owner, possession

transition | trans • si • tion | \ tran(t)-'si-shən
the process or period of changing from one state to another

challenge | chal • lenge | \ 'cha-lənj
a call to take part in a contest, a dare, provocation

72% of business owners have not dealt with the challenge of ownership transfer yet their business is often their largest asset. Not having an ownership transition plan affects employees, family members and everyone associated with the business. You have spent a significant part of your life with the ownership challenge – operating your business. Whether you're in the early stages of your business cycle or nearing a time for transition, this is an important part of the business planning process.

Join three of The Group's Service Providers and several Group Clients in a reveal conversation about business ownership transition. Robert Hayter, Steve Bailey, and Jean Seawright will lead this invaluable session sharing their insights and experience. The session will conclude with a Group discussion with session leaders and some of your peers who have dealt with ownership transition.

IT'S TIME to analyze, shift, refine and create an effective plan to achieve success!



ROBERT HAYTER

The Fall Event

September 23 - 26, 2019

Program

Tuesday, September 24

3:30pm - 5:00pm

IT'S TIME to *Manage at the Speed of Life*

John Kennedy, John Kennedy Consulting

In this day and age of constant interruptions from phone calls, emails, social media, customer service issues, employee management issues... having the right skills to maximize your time is essential for survival. We need to balance our work and family commitments without sacrificing the quality that both demand.

This is your chance to grasp the ability to prioritize multiple projects, problems, and people.



JOHN KENNEDY

- ➔ Determine how to separate importance vs. urgency
- ➔ Identify key areas that waste your time as well as others'
- ➔ Effectively plan and evaluate each day, week, month
- ➔ Set and get successful goals for your organization and team
- ➔ Organize your systems and desk for efficiency and effectiveness
- ➔ Successfully schedule and manage huddles, team meetings, corporate meetings
- ➔ Learn the task-oriented side of being a successful leader

Join John as he shares the secret to Managing at the Speed of Life!

5:00pm

IT'S TIME to *Discover Nashville – On Your Own!*

Explore and find your Nashville inspiration with your team or other Fall Event participants. Experience the creative energy. Seek out the hidden gems. Uncover the history and the history in the making. Discover Nashville's dining scene. And of course, enjoy the music!

8:30pm

IT'S TIME for *Group on Tap*

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 and explore ideas with your peers – and with the pros. Scheduled each evening at the The DoubleTree Hotel Fourth & U bar with performances each night by local musicians. Don't miss the conversations!



IT'S TIME

IT'S TIME to create your playlist in Nashville!

From music and the arts to food, sports and shopping, there's never a shortage of inspiring things to do! Whether it's a walking tour, trolley tour, pub crawl, honky tonks, dancing or museums – Nashville has it all! Check out all of the possibilities at www.visitmusiccity.com.

The Fall Event Tour

Wednesday, September 25

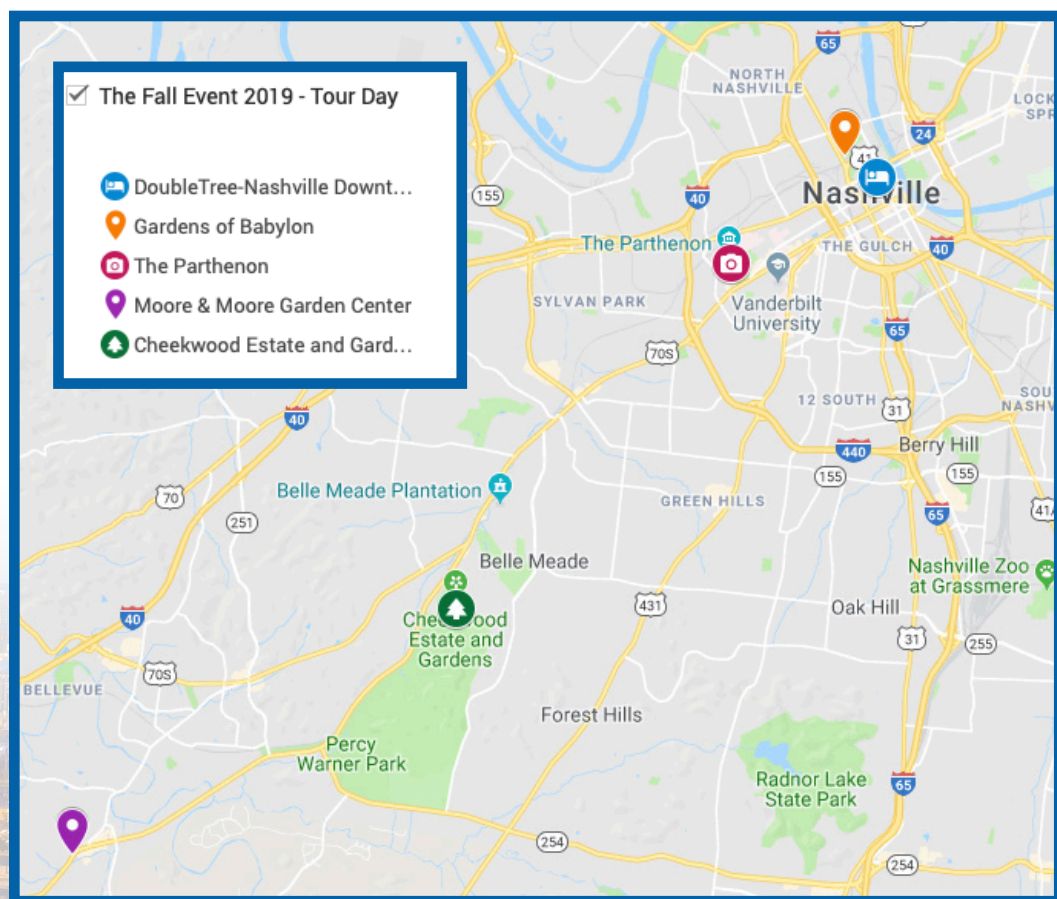
8:30am - 5:00pm **IT'S TIME** for *The Fall Event Nashville Tour*

This year's tour day will be a fusion of garden retailing, horticulture, history, art and fun! We've put together a full day tour of two of Nashville's best retail garden centers, and a visit to The Parthenon. In addition, we'll spend the afternoon at Cheekwood Estate & Gardens – a 55-acre botanical garden featuring the historic Cheek family mansion and world-class art exhibitions. At Cheekwood we will experience a unique combination of history, art, nature – and Group sharing at its best. See pages 13 and 14 for details.

Our garden center visits will feature two very unique, yet vastly different, centers. Gardens of Babylon is nestled in the urban core of downtown Nashville at the Nashville Farmers Market (owned by the City of Nashville). Although this location has afforded them increased brand exposure and year-round traffic, it comes with the challenge of dealing with Metro, delayed facility changes approval, and disruptions for parking lot repairs that is out of their control. But there's no doubt it has accelerated the growth and development of one of Nashville's most prominent garden center and landscape companies.

Moore & Moore developed its roots in the popular Belle Meade area, draped in blue-blooded history, lush green space and mansions, and later moved just down the road to Bellevue, an upscale suburban neighborhood. They have successfully transitioned through three generations to become THE destination garden center in Nashville and are still "Cultivating Lifestyles" today.

This tour will take us on a 33-mile journey around Nashville with the longest bus time under 30 minutes, and a total bus time of less than 90 minutes. That means less riding and more time for learning and fun! **IT'S TIME** to hop on board and enjoy a beautiful fall day of discovery in Nashville!



The Fall Event

September 23 - 26, 2019

Tour

Wednesday, September 25

Gardens of Babylon

We will start the day with a short ride from our hotel to Gardens of Babylon – Nashville's urban garden center and landscape company specializing in natural products and services. Their mission is simple—to improve the lives of everyone in the community by connecting them to the natural world with a focus on bringing a chemical-free resource to the Nashville community.

Starting in 2003, as a small garden center with a 4-person family team in East Nashville, their first landscaping job was completed with a one lawnmower and a box truck. In 2005, the garden center relocated downtown, adjacent to the Nashville Farmers Market.



STOP 1



Located in the heart of downtown Nashville, Gardens of Babylon leases space at the Nashville Farmers Market.



It's now the largest family-owned landscape design and build firm in the city, with a total staff of over 70 during peak season. They carry the normal array of products for the home and garden, including vegetable and landscape plants, houseplants, pottery, organic amendments, and much more. But you'll find an eclectic assortment of terrariums, and specialty services like a custom potting bench, rooftop gardens and living walls.

IT'S **TIME** to explore the Gardens of Babylon!



The Fall Event Tour

Wednesday, September 25

The Parthenon



Nashville's Parthenon is a full-scale replica of The Parthenon in Athens, Greece and was originally built for Tennessee's 1897 Centennial Exposition.



Like her predecessor, the Nashville Athena is 42 feet tall making her the Western Hemisphere's tallest indoor statue. Alan LeQuire, a native Nashville artist, was commissioned to build her; the process took eight years, and she was finally unveiled in 1990. Twelve years later, in 2002, she was covered in 23.75-carat gold leaf.

The Parthenon combines art and design, which parallels perfectly with horticulture. It's no secret that numbers and nature are closely aligned, but as garden retailers, we can get too focused on the numbers... transaction counts, average sales, and the bottom line. So it's important that we take a step back from time to time and look outside the box for inspiration to help us with the art of garden retailing.



STOP 2

Our second stop is The Parthenon. Standing proudly as the centerpiece of Nashville's Centennial Park. The building and the Athena statue are both full-scale replicas of the Athenian originals.

Long before Nashville earned the title Music City, it was known as the "Athens of the South" with its numerous higher education institutions, and being the first American southern city to establish a public school system. Nashville was recognized as one of the most refined and educated cities of the south, filled with wealth and culture.

Originally built for Tennessee's 1897 Centennial Exposition, this replica of the Parthenon in Athens, Greece serves as a monument to what is considered the pinnacle of classical architecture. Just like its predecessor in Greece, the Parthenon in Nashville faces east. One of the many remarkable features of The Parthenon are the 24-foot-tall bronze double doors at each end of The Parthenon, the largest set of matching bronze doors in the world. They weigh seven and a half tons, measure 1' thick, 24' high, and 7' wide, but almost anyone can open and shut them with minimal effort.

The plaster replicas of the Parthenon Marbles, found in the Naos, are direct casts of the original sculptures, which adorned the pediments of the Athenian Parthenon dating back to 438 B.C. The originals of these powerful fragments are housed in the British Museum in London.

The Parthenon also serves as Nashville's art museum. The focus of the Parthenon's permanent collection is a group of 63 paintings by 19th and 20th century American artists. Additional gallery spaces provide a venue for a variety of temporary shows and exhibits.

We will begin the tour with a Group photo, taken on the steps of The Parthenon. After the photo is taken you can take a tour of The Parthenon and The Art Museum.

IT'S TIME to explore ancient Greece in Nashville!



IT'S TIME

The Fall Event

September 23 - 26, 2019

Tour

Wednesday, September 25

Moore & Moore

Nashvillians have been shopping with three generations of the Moore family – since John and Nell Moore and their son, Paul, first opened for business in 1980. Selling mainly color and bedding plants, they soon expanded to a full-service garden center offering a complete range of flowers, shrubs and trees, along with all the necessary supplies.

During its 18 years of business in Belle Meade, the store became a neighborhood fixture. In 1998, Paul moved the company to larger facilities just down the road in Bellevue. Today Moore & Moore is owned by Duncan



Borders, John and Nell's grandson. Duncan purchased the store in 2006, and quickly added a 5,000 square foot greenhouse to make year-round indoor shopping possible. He brought in an extensive line of garden gifts and home décor and made the store a major destination for plants, pottery, garden gifts, home decor, and seasonal decorations. When Duncan first purchased the business, he subcontracted the landscaping services to a different company. He supplied the plants and the subcontractor provided the labor. Today, they have a full service, in-house landscape department. The business is 60% retail and 40% landscape.

Moore & Moore is recognized for "Cultivating Lifestyles" through their inspiring displays and creative use of space. With a wide a range of affordable, onsite services, including container planting, advice about what to plant, pest or disease assessment, advice on proper pruning, and accurate information on any gardening questions, they also make house calls!

IT'S TIME to explore Moore & Moore!



The Fall Event Tour

Wednesday, September 25

Cheekwood Estate & Gardens



Cheekwood is a 55-acre botanical garden and art museum located on the historic Cheek estate. Originally built as the home of Leslie and Mabel Cheek in 1929, Cheekwood is one of the finest examples of an American Country Place Era estate. Since being converted into a museum of art and botanical garden in 1960, Cheekwood has presented world-class art exhibitions, spectacular gardens and an historic estate unlike anything else.

Each year, Cheekwood welcomes over 225,000 visitors, making it one of the city's top cultural attractions, with

approximately 14,000 member households. Visitors enjoy family activities, programming for all ages and year-round festivals celebrating the four seasons. From 150,000 blooming bulbs in the spring to one million holiday lights in the winter, there's always something to see at Cheekwood.

Our visit to Cheekwood will begin with lunch and open mic. Throughout the afternoon, you can tour the garden at your leisure or tour the Cheekwood Mansion, plus we will have several breakout sessions you can participate in – your choice. See details on the following page.

IT'S **TIME** to discover and learn at Cheekwood!



The Fall Event

September 23 - 26, 2019

Program

Wednesday, September 25

Cheekwood Estate & Gardens Schedule



12:30pm - 1:30pm

IT'S TIME for Lunch & Open Mic

Cheekwood Estate & Gardens, Massey Hall at Botanic Hall



OPEN MIC

Upon arriving at Cheekwood, we will gather in Massey Hall for lunch with an Open Mic session. Whether you're a long-time legend or a newcomer to The Group, open mic will allow you to be heard in Nashville.

It takes courage to put yourself out there, but sharing is at the heart of The Group and we're always eager to hear inspiring business ideas and success stories. So grab the mic and hit the stage in Nashville for a chance to win!

How to Play @ Open Mic: Call 678.909.7770 or email info@thegardencentergroup.com and share your stageworthy material. The earlier you call, the more likely you'll play. The Group has an enormous pool of talent with all levels of ability. No doubt, some will hit the top of the charts!

1:30pm - 3:30pm

IT'S TIME to Tour

Cheekwood Estate & Gardens



Tour the gardens or mansion on your own at your leisure, or you can sign up for a guided tour of the mansion. Guided tours require advance registration to assure volunteer docent availability and a fee of \$24. You can sign up with The Fall Event Registration. Please note that during our visit to Cheekwood, the Japanese Garden and the Carell Woodland Sculpture Trail is scheduled to be closed for renovation. All other areas of the garden will be open for your enjoyment.

3:30pm - 4:30pm

IT'S TIME for Breakout Sessions

Cheekwood Estate & Gardens, Massey Hall at Botanic Hall



Exchange and explore new ideas, collaborate and find solutions through a variety of topics selected in advance by you and your peers. Be ready to share and learn! We'll have our entire team of service providers (Steve Bailey, Robert Hayter, Robert Hendrickson, Tom Kegley, Steve Kendall, John Kennedy, Sid Raisch, Tim Quebedeaux, Christina Salwitz, and Jean Seawright) ready to engage.

4:30pm - 5:00pm

IT'S TIME to Return to Hotel

Returning to the hotel from Cheekwood is only a short ride, so we'll have you back in plenty of time to discover Nashville!

5:00pm

IT'S TIME to Discover Nashville

Dinner, Dancing, Honky Tonkin' or Sightseeing on Your Own

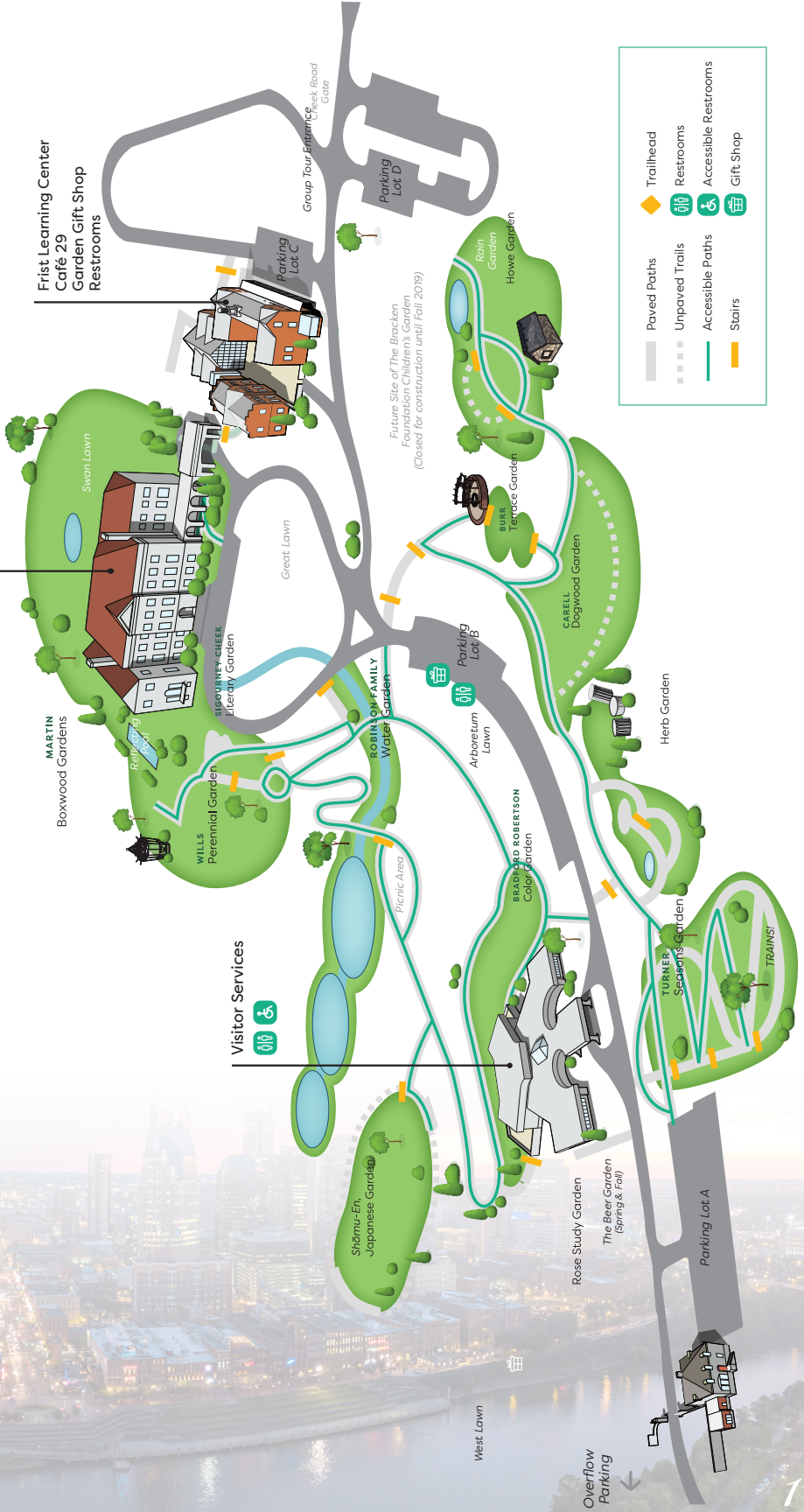
8:30pm

IT'S TIME for Group on Tap

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 and explore ideas with your peers – and with the pros. Scheduled each evening at the The DoubleTree Hotel Fourth & U bar with performances each night by local musicians. Don't miss the conversations!

The Fall Event Tour

The Cheekwood Mansion



The Fall Event

September 23 - 26, 2019

Program

Thursday, September 26

8:15am - 9:15am

IT'S TIME to Take Action

Danny Summers, The Garden Center Group

Join Danny as he reviews 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 2020 and beyond. And speaking of next year, you'll be the first to know which road will lead to The Fall Event in 2020!



DANNY SUMMERS

9:15am - 10:45am

IT'S TIME to Move Mountains

John Kennedy, John Kennedy Consulting

Join John Kennedy as he takes your "Lessons Learned" from the Fall Event and crafts a road map for you to convert into "Lessons Applied".

We often hear "knowledge is power" but we really should be thinking "applied knowledge is powerful". John will lead The Group in an exercise called "Moving Mountains" that brings clarity to your short, medium and long term goals when you return home. With your "Pebbles, Rocks, and Boulders" in place, you will begin to move mountains in 2020 and beyond.



JOHN KENNEDY

11:15am - 12:00pm

IT'S TIME for a Deep Dive

John Kennedy, John Kennedy Consulting

For those who are interested in a more comprehensive deeper dive on an on-going basis, John has created a wonderful Strategic Planning Tool that he is able to share, along with quarterly "Accountability Actions" to keep your momentum and direction moving forward. This will provide you with the commitment and competence needed to drive your 1, 2, and 3-year plan for your team, your business and yourself.

John's Strategic Planning Tool has been developed and utilized with nearly a dozen of his clients worldwide and will be available for those who participate in the "quarterly deep dive" in the fall of 2019 and beyond.

Keep an eye out for updates as we get closer to The Fall Event, and John will provide an overview of his program on the final day as he presents his "Moving Mountains" closing workshop.



IT'S TIME to Make the Numbers Work for You, Lead with Love, Prepare for a New Era of HR, Become Exceptionally Exceptional, Plan for Transition, Manage at the Speed of Life, and Move Mountains.

IT'S TIME to put it all into Action!

The Fall Event Program

Nashville, Tennessee

This year's Fall Event is taking place in Nashville, Tennessee. While music is the lifeblood of Nashville, you will find it's a city of culture and history, of haute cuisine, pro sports, natural beauty and pure Southern charm. Nashville is full of energy and hidden gems, so plan to add some extra time to discover Nashville!

IT'S TIME to create your playlist in Nashville! Visit www.visitmusiccity.com.

ATTRACTIONS

Belle Meade Plantation
Country Music Hall of Fame
General Jackson Showboat
Grand Ole Opry

Nashville Zoo
Ryman Auditorium
The Hermitage
Wildhorse Saloon



HONKY TONKS

Robert's Western World
Honky Tonk Central
Nudie's
The Stage

Tootsie's
Layla's
Rippy's
Whiskey Bent

<http://nashvilleguru.com/77565/must-visit-honky-tonks-in-nashville>

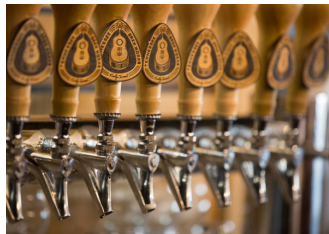


DINING

Nashville's dining scene is exploding thanks to a combination of chef-driven restaurants and classic dining spots. Discover the spots that put Nashville on the map as a culinary destination at

<https://www.visitmusiccity.com/things-to-do/food-scene>.

And be sure to visit The Group's website for other ideas.



BREWERIES AND DISTILLERIES

Nashville may be known for music, but it's also a city with an impressive number of craft breweries, distilleries, and wineries sure to satisfy beer, wine, bourbon and whiskey lovers. For complete details on local breweries, wineries, distilleries and cideries go to

visitmusiccity.com/things-to-do/attractions/breweries-wineries-distilleries-cideries.

SPECIAL EVENTS IN NASHVILLE DURING THE FALL EVENT

Music City Food & Wine Festival

September 20 - 22, 2019

<http://www.musiccityfoodandwinefestival.com/>

Opry Country Classics at the Ryman Auditorium

September 26, 2019 7:00pm

www.ryman.com/events/opry-country-classics-09-26-2019/

Grand Ole Opry at Opry House

September 21, 24, 25 and 27 7:00pm

www.opry.com/calendar

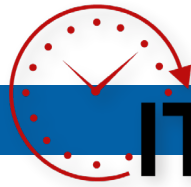


For more ideas on creating your playlist in Nashville, visit The Group's website at: www.thegardencentergroup.com.

The Fall Event

September 23 - 26, 2019

Travel



IT'S TIME

Hotel

DoubleTree by Hilton™ Nashville Downtown

315 4th Avenue North

Nashville, TN 37219

Located in the heart of Music City, the DoubleTree is within walking distance to many major attractions and within minutes of all major interstates I-40, I-65 and I-24.



Group Housing Reservations: onPEAK

Group Block: The Garden Center Group Fall Event 2019

Online Reservations: <https://compass.onpeak.com/e/43GCG19>

Phone Reservations: 877-538-3605 Monday - Friday (9am - 5pm CDT)

Special Group Rate: \$209 single/double

Group rate is available beginning Sunday, 9/22 through 3 days post event (Saturday, 9/28), based on availability for those wanting to extend their stay.

Reservation Deadline: **August 22**

Complimentary WiFi, Fitness Center, Pool, Morning Newspaper.

Valet Parking \$45 plus tax; rates subject to change without notice.

Self parking is available one block away at Premier Parking Public Square Garage (\$20). You can pre-purchase parking at <https://www.premierparking.com/where-we-are-2/nashville-tn/>.



DOUBLETREE
by Hilton™

NASHVILLE DOWNTOWN

Air Transportation

Nashville is served by the Nashville International Airport (8 mi./15 min. from hotel) with over 450 flights daily, serviced by 12 airlines: Air Canada, Alaska Airlines, British Airways, American Airlines, Delta Air Lines, Frontier, Southwest Airlines, United Airlines, as well as JetBlue, WestJet, and others.

Ground Transportation

Ground transportation is available from Nashville Airport with options including rental cars, limousines, taxis, hotel shuttles and public transportation. For complete information follow the link below.

<https://www.flynashville.com/ground-transportation/Pages/default.aspx>

Express Shuttle: \$12 - \$29 USD (one way); based on number of passengers; reservation required

Public Transit: \$1.70 - \$16 for a 7-Day Pass USD (purchase tickets online)

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

Rates subject to change without notice.

Hotel shuttle is not available from the DoubleTree by Hilton™

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

Who We Are...



is North America's resource for solutions for garden retailing – benchmarking, budgeting, inventory and margins, marketing, merchandising, brand building, property and site design, human resources, team building, succession, and more. We offer direction, support, and step-by-step guidance in some of the most important aspects of operating a successful garden center today to reduce the time and trials of doing it alone.

When you join The Group you will have access to the industry's leading experts and more than 120 garden center owners from across North America – centers facing the same business concerns as you. Although we're innovative and don't like limitations, we actually like to 'think in the box', because our box is full of a culmination of hundreds of years of experience, boundless energy, brilliant ideas, and an openness to share.

By building a community of garden centers and working together toward a common goal, The Group is able to provide a network of professionals and business services most centers would not be able to afford on their own. And, unlike a buying group that boosts your purchasing power on products that you sell, we focus on business solutions designed to help you increase sales, improve operations and retain more profit. Our Exclusive Annual Profit and Loss Study, now in its 16th year of extensive financial benchmarking, is unmatched in helping garden centers make solid financial decisions.

The Garden Center Group's Team of Service Providers

Danny Summers, Managing Director

Karen Summers, Client Services

Sid Raisch, Horticultural Advantage (Business Strategies)

Steve Bailey, RetailKPI Consulting (Financial Management and Analysis)

Tim Quebedeaux, RetailKPI 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)

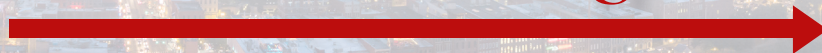
Arlene Tannis, Arlene Tannis Voice & Production Services (Voice & Production Services)

So why go it alone? Get involved in our community today!

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



IT'S TIME *to Register*

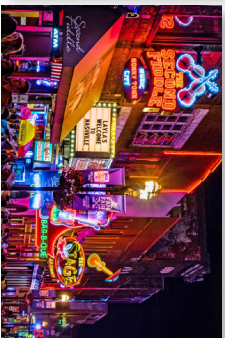
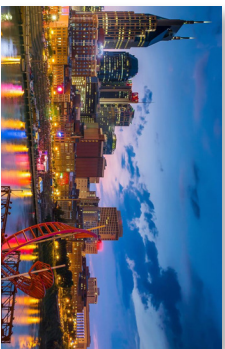


You can register for The Fall Event online at www.thegardencentergroup.com, or complete the registration form enclosed in your invitation pac, and fax it to 678.909.7771. Registration is \$549 per person for Group Clients; \$799 for Guest Retailers. **Register by August 30.** Full refund if canceled by August 30. No refunds after August 30. Cancellations must be in writing and directed to: info@thegardencentergroup.com or fax to 678.909.7771.



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

The 19th Annual Fall Event September 23 - 26, 2019 Nashville, Tennessee



Create your own playlist in Nashville! Experience the local flavor and explore the history of Music City!
Visit www.visitmusiccity.com for details.

- IT'S **TIME** to Connect and Collaborate with Group Retailers and Group Prosi
- IT'S **TIME** to Engage with our Partners for Success and Sponsors!
- IT'S **TIME** to Improve Your Performance!
- IT'S **TIME** to Increase Your Profit!
- IT'S **TIME** to Explore Nashville's best garden centers and local historical sites!
- IT'S **TIME** to Head to Nashville for The Fall Event!

Complete program & tour information available soon!
Learn more about The Fall Event and The Garden Center Group at www.thegardencentergroup.com.