

The 20th Annual Fall Event SCHEDULE

MONDAY, AUGUST 30, 2021

9:00am - 1:00pm	Sponsor Setup
9:30am - 10:30am	Epicor Eagle POS Users' Group Meeting
11:00am - 1:00pm	Registration Open
11:00am - 12:00pm	Epicor Retail Cloud POS Users' Group
1:00pm - 1:30pm	Welcome Session – <i>Danny Summers</i>
1:30pm - 2:30pm	Beyond the Bar of the P&L Study – <i>Steve Bailey & Tim Quebedeaux</i>
2:30pm - 3:00pm	Sponsor Showcase
3:00pm - 4:00pm	Exploring the Best of the Best Results and P&L Awards – <i>Steve Bailey & Tim Quebedeaux</i>
5:00pm - 6:30pm	Welcome to Wilmington Reception
6:30pm	Discover Wilmington – <i>Dinner on Your Own</i>
8:30pm	Expert Bar, <i>Hosted by our Service Providers</i>

TUESDAY, AUGUST 31, 2021

7:00am - 8:00am	Breakfast & Special Recognition
8:15am - 9:15am	Raising the Bar of Critical Thinking and Problem-Solving – <i>John Kennedy</i>
9:15am - 10:15am	Raising the Bar in HR: Prepare to Future-Proof Your Workplace – <i>Jean Seawright</i>
10:15am - 10:45am	Break – Connect with Our Sponsors
10:45am - 11:45am	See it to Believe It! What EXACTLY Will Be Above YOUR Bar in 2022? – <i>Sid Raisch</i>
12:00pm - 1:15pm	Lunch, Hotel Du Pont, Du Barry Ballroom
1:30pm - 2:30pm	Raising the Bar in Business Transitions – <i>Robert Hayter</i>
2:30pm - 3:00pm	Sponsor Showcase
3:00pm - 5:00pm	Raising the Bar Breakouts
5:00pm	Discover Wilmington – <i>Dinner on Your Own</i>
8:30pm	Expert Bar, <i>Hosted by our Service Providers</i>

WEDNESDAY, SEPTEMBER 1, 2021

7:00am - 8:00am	Breakfast & Special Recognition
8:30am - 8:30pm	The Fall Event 2021 Tour
8:30pm	Expert Bar, <i>Hosted by our Service Providers</i>

THURSDAY, SEPTEMBER 2, 2021

7:00am - 8:00am	Breakfast & Special Recognition
8:15am - 9:00am	Setting the Bar for 2022, <i>Danny Summers</i>
9:00am - 10:00am	The Nature Fix, <i>Florence Williams</i>
10:00am - 10:30am	Sponsor Showcase & Book Signing
10:30am - 12:00pm	Leveraging "The Nature Fix" Story, <i>Robert Hendrickson and Tom Kegley</i>
12:00pm - 1:00pm	Sponsor Teardown

Full details at www.thegardencentergroup.com

The 20th Annual Fall Event August 30 - September 02, 2021 Wilmington, Delaware



Historic Hotel Du Pont is our Host Hotel for The Fall Event



Hotel DuPont
42 W 11th Street, Wilmington, DE 19801

Group Block: The Garden Center Group Fall Event 2021
Reservation Deadline: August 12

Complete program, tour, hotel and registration information
available at www.thegardencentergroup.com.



The Garden Center Group
PO Box 801494, Acworth, GA 30101
Tel 678.909.7770 | Fax 678.909.7771
www.thegardencentergroup.com | info@thegardencentergroup.com



We'll be Raising the Bar at The Fall Event 2021 in Wilmington, Delaware... where progressive garden retailers, service providers and vendors network, exchange ideas, collaborate, and create new synergies to fuel success. Plus, we'll be touring some of the area's best garden centers and experience the nation's top public garden – and much more!

Get Ready to Raise the Bar at The Fall Event in Wilmington, Delaware, August 30 - September 2!

The Fall Event Program

MONDAY, AUGUST 30, 2021

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

Danny Summers, The Garden Center Group

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 RAISING THE BAR... This opening scene is a must-attend spotlighting your next 3 days in Wilmington!



1:30pm - 2:30pm **Beyond the Bar of the P&L Study**
Steve Bailey & Tim Quebedeaux, RetailKPI Consulting



2020 was certainly a year of challenges and, as we discovered, a year of opportunities. The large rise in Revenues increased Profitability, but did it improve management capabilities that will carry into future years? To answer that question and others, Tim and Steve will dive even deeper into the Key Performance

Indicators (KPI's) from The Group's 2020 Profit & Loss Study. Therein lies your ability to seize the opportunities measured, that you can now manage, in order to increase your Center's Profitability for years to come!

3:00pm - 4:00pm **Exploring the Best of the Best Results Plus P&L Awards, Steve Bailey & Tim Quebedeaux, RetailKPI Consulting**

Now that we have a better understanding of the numbers from The Group's P&L Study, let's see if we can Raise the Bar even higher by examining the Best of the Best and learning from these top performing Centers. We'll break into smaller groups for an up close and personal look at their strategies and secrets of success and a chance for you to ask those questions we know you've been waiting to ask.

Complete program, sessions, tour, travel, hotel and registration information available at www.thegardencentergroup.com.

Coming out of the pandemic requires some additional planning and we have a limited number of seats available. This is the first in-person event for more than a year and we expect larger than normal participation. With this in mind, we encourage you to register early... Reserve your seat today!

Thank you to The Fall Event Sponsors!

TUESDAY, AUGUST 31, 2021

8:15am - 9:15am

Raising the Bar of Critical Thinking and Problem-Solving

John Kennedy, John Kennedy Consulting

Critical thinking is imperative to success and requires careful examination, effective communication, creativity and innovation, problem-solving, objectivity and open-mindedness. Join John as he helps explore this vital skill set and challenges your preconceived notions, including confirmation bias, as they relate to your decision-making, judgment, problem-solving and thought process.



9:15am - 10:15am

See It to Believe It! What EXACTLY Will Be Above Your Bar in 2022?

Sid Raisch, Horticultural Advantage

This PRACTICAL working session will not leave you reaching into the abyss with blind hope, and half-hearted ambition, fear, and lack of confidence. You'll be guided through six steps to envision and create a daring yet more likely future reality where you'll envision exactly what you will do to create the future you want.



10:45am - 11:45am

Raising the Bar in HR

Jean Seawright, Seawright & Associates

From mandated paid sick leave laws to essential handbook policies, new employer HR risks, must-have recruiting tactics, shifting government agency philosophies, and post-pandemic workplace trends—it's a new day in HR! Jean will help you future-proof your workplace and get you up-to-speed on the latest HR issues and provide solutions for your HR challenges.



1:30pm - 2:30pm

Raising the Bar with Business Transitions
Robert Hayter, LCG Engineering

Your business has been successful and provided you and many employees a way of life for many years. You have committed significant time, energy, and money into your business, so what's it worth? This Master of strategic planning and implementation is ready to help you Set the Bar at the right height for Ownership Transition!



3:00pm - 5:00pm

Raising the Bar Breakouts
Facilitated by Thought Leaders

Team up with our experts, other garden retailers and vendors to share new ideas and tap into a wealth of knowledge. During this two-hour session, we will open the gates to freedom of choice and allow you to pick and choose the topics of most interest to you.

WEDNESDAY, SEPTEMBER 1, 2021

8:30am - 8:30pm **The Fall Event Tour**

This year's tour day is jam-packed with garden retailing and horticulture at it's best! We've put together a full day tour of two of the Wilmington area's best retail garden centers, two of the industry's premier growers and a visit to Longwood Gardens – one of the world's premier horticultural display gardens. So hop on board and be ready to enjoy a beautiful fall day of discovery in the Brandywine Valley!

THURSDAY, SEPTEMBER 2, 2021

8:15am - 9:00am **Setting the Bar for 2022**

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 to reach new heights in 2022. 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 Raise the Bar in 2022 and beyond. But the morning doesn't end here.. Next, you'll hear a familiar story backed by research but told in a very personal way... a valuable story worth repeating.

9:00am - 10:00am **The Nature Fix**

Florence Williams, Freelance Writer

Florence Williams traveled the globe learning about the cutting edge science behind why being in nature makes us happier, healthier, and more creative and what she learned holds many lessons for interacting with the natural world in good times and bad. A journalist, author, and podcaster, her most recent book, *The Nature Fix*, was an Audible bestseller and was named a top summer read by J.P. Morgan. She is a contributing editor at *Outside Magazine* and a freelance writer for *National Geographic* and numerous other publications. A fellow at the Center for Humans and Nature and a visiting scholar at George Washington University, her work focuses on the environment, health and science.



10:30am - 12:00pm **Leveraging "The Nature Fix" Story**
Robert Hendrickson and Tom Kegley



The *Nature Fix* story is a familiar story – a story that's been told in many different ways. We've crafted messages of hope, joy, oasis, and paradise, but is there a better message we can tell to a much larger audience who is now listening? Florence's research and personal experience will lay the groundwork for this creative session as our two storytelling experts, Robert Hendrickson and Tom Kegley, help you craft a story – a story to take home and put to use!