

The Fall Event 2021

August 30 – September 02



Wilmington, Delaware



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 2021

OUR SPONSORS

All-America Selections
 American Beauties / NorthCreek Nurseries
 AmericanHort
 Bailey Nurseries
 Ball Publishing / greenPROFIT manazine
 Ball Seed Company
 Bennett Plants
 Border Concepts
 Dümme Orange
 Epicor for Retail
 The Espoma Company
 Garden Center Magazine / GIE Media
 Glenhaven Home & Holiday
 GrowTech Solutions
 Henri Studio/Stonecasters
 Lawn & Garden Retailer
 Master Nursery Garden Centers
 Monrovia
 Morning Dew Tropical Plants
 National Garden Bureau
 Overdevest Nurseries
 Plastec Products
 Prides Corner Farms
 Proven Winners North America
 Proven Winners Color Choice®
 R.W. Rogers Company
 Saunders Brothers
 SimPOS! Software
 Star Roses and Plants
 Suntory Flowers Ltd.
 Tropical Plant International Expo 2022
 Willoway Nurseries



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!

Thank You to Our Sponsors!

The Fall Event 2021

JOIN US IN WILMINGTON

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. Although they participate in all sessions, we hope you will 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!

See you in Wilmington!

*We hope to see you in Wilmington
in our 2021 Group photo!*



The Fall Event 2021

SCHEDULE

MONDAY, AUGUST 30, 2021

9:00am - 1:00pm	Sponsor Setup , Hotel Du Pont, Gold Ballroom Foyer
9:30am - 10:30am	Epicor Propello Retail Cloud POS Users' Group Meeting & Demo , Hotel Du Pont, 2nd Floor Conference Center, King Sejong Room
9:30am - 10:30am	Digital Marketing Solutions Meeting , Hotel Du Pont, 2nd Floor Conference Center, Knowles Room
11:00am - 1:00pm	Registration Open , Hotel Du Pont, Gold Ballroom Foyer
11:00am - 12:00pm	Counterpoint POS Users' Group Meeting , Hotel Du Pont, 2nd Floor Executive Conference Center, Greenville Suite
11:00am - 12:00pm	Epicor Eagle POS Users' Group Meeting , Hotel Du Pont, 2nd Floor Conference Center, King Sejong Room
11:00am - 12:00pm	SimPOS Users' Group Meeting , Hotel Du Pont, 2nd Floor Executive Conference Center, Odessa Room
11:00am - 12:00pm	VMX POS Users' Group Meeting , Hotel Du Pont, 2nd Floor Executive Conference Center, Newark Room
11:00am - 12:00pm	Digital Marketing Solutions Meeting , Hotel Du Pont, 2nd Floor Conference Center, Knowles Room
1:00pm - 1:30pm	Welcome Session – Danny Summers Hotel Du Pont, Gold Ballroom
1:30pm - 2:30pm	Beyond the Bar of the P&L Study – Steve Bailey & Tim Quebedeaux Hotel Du Pont, Gold Ballroom
2:30pm - 3:00pm	Sponsor Showcase Break , Hotel Du Pont, Gold Ballroom Foyer
3:00pm - 4:00pm	Exploring the Best of the Best Results Plus P&L Awards – Steve Bailey & Tim Quebedeaux Hotel Du Pont, Gold Ballroom
5:00pm - 6:30pm	Welcome to Wilmington Reception , Hotel Du Pont, Christina Room
6:30pm - 8:30pm	Discover Wilmington – Dinner on Your Own The Pro Bar , moderated by Steve Bailey, Tim Quebedeaux and Sid Raisch, Hotel Du Pont, The Green Room Bar

TUESDAY, AUGUST 31, 2021

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

WEDNESDAY, SEPTEMBER 1, 2021

7:00am - 8:00am	Breakfast & Special Recognition , Hotel Du Pont, Du Barry Room
8:00am - 8:15am	Load Buses , Hotel Du Pont, Lobby, Curbside
8:30am - 8:30pm	The Fall Event 2021 Tour
9:00pm	The Pro Bar , moderated by Tom Kegley and Steve Kendall, Hotel Du Pont, The Green Room Bar

THURSDAY, SEPTEMBER 2, 2021

7:00am - 8:00am	Breakfast & Special Recognition , Hotel Du Pont, Du Barry Room
8:15am - 9:00am	Setting the Bar for 2022, Danny Summers Hotel Du Pont, Gold Ballroom
9:00am - 10:00am	The Nature Fix, Florence Williams Hotel Du Pont, Gold Ballroom
10:00am - 10:30am	Sponsor Showcase & Book Signing , Hotel Du Pont, Gold Ballroom Foyer
10:30am - 12:00pm	Leveraging "The Nature Fix" Story, Robert Hendrickson and Tom Kegley Hotel Du Pont, Gold Ballroom
12:00pm - 1:00pm	Sponsor Teardown



The Fall Event 2021

PROGRAM

Monday, August 30

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 RAISING THE BAR... it's time to analyze, shift, refine and create an effective plan to achieve your goals! This opening scene is a must-attend spotlighting your next 3 days in Wilmington!

Let's begin Raising the Bar with learning how to capture all of the inspiration, creativity, and tap into the wealth of information and knowledge this Fall Event has to offer!



1:30pm - 2:30pm

Beyond the Bar of the P&L Study

Steve Bailey & Tim Quebedeaux, RetailKPI Consulting



Steve Bailey (L) and Tim Quebedeaux (R), KPI 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).

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.

Even if you didn't participate in the 2020 P&L Study, you can benefit from Steve and Tim'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. Raise the Bar by gaining a better understanding of the 2020 P&L Study!

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. Let's keep Raising the Bar through sharing and collaboration to make the numbers work for you in 2022!

5:00pm - 6:30pm

Welcome to Wilmington Reception

The Welcome to Wilmington 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. Then, enjoy an evening discovering Wilmington – *on your own!*

8:30pm

The Pro Bar

Quench your thirst for knowledge every evening at The Pro Bar at The Green Room Bar. This is your "ask me anything" moment. Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and Raising the Bar in The Green Room Bar at Hotel Du Pont!

The Fall Event 2021

PROGRAM

Tuesday, August 31

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 skillset and challenges your preconceived notions, including confirmation bias, as they relate to your decision-making, judgement, problem-solving and thought process.

John will raise the bar on developing critical thinking skills and offer actionable steps to immediately implement in your business in 2021 and beyond. This is a great morning coffee conversation starter and a great way to kick off the day!

Raising the Bar is a Critical Step to Success!



9:15am - 10:15am **See It to Believe It! What EXACTLY Will Be Above Your Bar in 2022?**

Sid Raisch, Horticultural Advantage



"Raising the Bar" can be a hollow cliché, a wish, a dream or something you fall short of. 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.

- Listen to one of the new guard leaders of retail that is blazing the trail to the future no one has seen before.
- Critically evaluate YOUR present situation. Get grounded in reality that is now being defined.
- Acquire the strengths that will be required of you to meet your "Above the Bar" future.
- Discover why and how you will disrupt yourself before you become disrupted and end up below the bar.
- Discover 8 Critical Strategies to systematically create greater value for yourself now, your future self, and those who take your business where it will be going.
- Attack a plan of attack that you'll take home and act upon with bold confidence (if you have the guts).

You'll receive a preparation packet in advance of this session, and the optional opportunity to involve your entire team in an after-session to get everyone on board and excited about making THEIR dreams come true ABOVE THE BAR.

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!

To help you future-proof your workplace, the Garden Center Group's own HR Consultant, Jean Seawright, will get you up-to-speed on the latest HR issues and will provide solutions for HR challenges facing garden centers. With a passion for sharing HR wisdom that helps businesses grow and thrive, Jean is sure to provide you with practical ideas, useful tips, and vital knowledge to help you minimize HR risk and Raise the Bar in your HR practices.

Raising the Bar in HR is vital for your business!



The Fall Event 2021

PROGRAM

1:30pm - 2:30pm **Raising the Bar with Business Transitions**

Robert Hayter, LCG Engineering

Business transition planning is an ongoing process that should be prepared for long before transitioning your business. Whether the transition is to grow, step back from, or exit the business, it is critical to design and implement tactics and strategies to support the transition.

Your business has been successful enough to have provided you and many employees a way of life for many years. No doubt you have committed significant time, energy, and money into your business from its beginning. You likely think of your business as an extension of yourself and can't or don't think of it without you. So, a natural question is: Now that I have built this business, what's it worth? Or more importantly, is the business positioned to "sell"? At this point in your thinking, the value of your business is not on the financials alone! Ownership Transition value requires thinking differently about value.

Robert Hayter is a Master of strategic planning and implementation and he's 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



Sharing and collaboration is at the heart of The Group, and The Fall Event is the perfect time to team up with our experts, other garden retailers and vendors to share new ideas, explore solutions to your biggest challenges, 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. Breakout sessions will be lead by thought leaders and topics will be categorized by Finance, Marketing, Technology and HR and based on interest and crowd sourcing.

5:00pm **Discover Wilmington – Dinner on Your Own**

The culinary scene of Wilmington and the Brandywine Valley has its roots in the taverns and inns of Colonial times. You'll find influences from the farm-to-table values of the Pennsylvania Dutch to the north, the seafaring coastal communities of the Chesapeake Bay to our south, and the global connections forged through the corporate offices and busy ports of the city of Wilmington. You'll find Le Cavalier at The Green Room in Hotel Du Pont and DE.CO Food Hall connected to the hotel. There's lots of restaurants nearby the hotel and the Christina Riverfront is only a short ride away. For a complete list of local restaurants visit the Greater Wilmington Convention & Visitors Bureau website at www.visitwilmingtonde.com.

8:30pm **The Pro Bar**

Quench your thirst for knowledge every evening at The Pro Bar at The Green Room Bar. This is your "ask me anything" moment. Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and Raising the Bar in The Green Room Bar at Hotel Du Pont! The Pro Bar is open at 8:30pm Monday and Tuesday and 9:00pm on Wednesday (due to the Tour Day Schedule). See the schedule below.

Monday, August 30th	8:30pm	The Pro Bar , Moderated by Steve Bailey, Tim Quebedeaux and Sid Raisch <i>Now's your chance to "ask me anything" about Financial Matters</i>
Tuesday, August 31st	8:30pm	The Pro Bar , Moderated by John Kennedy, Jean Seawright and Robert Hayter <i>Now's your chance to "ask me anything" about Team Building, HR and Transitioning</i>
Wednesday, September 1st	9:00pm	The Pro Bar , Moderated by Tom Kegley and Steve Kendall <i>Now's your chance to "ask me anything" about Marketing Matters</i>

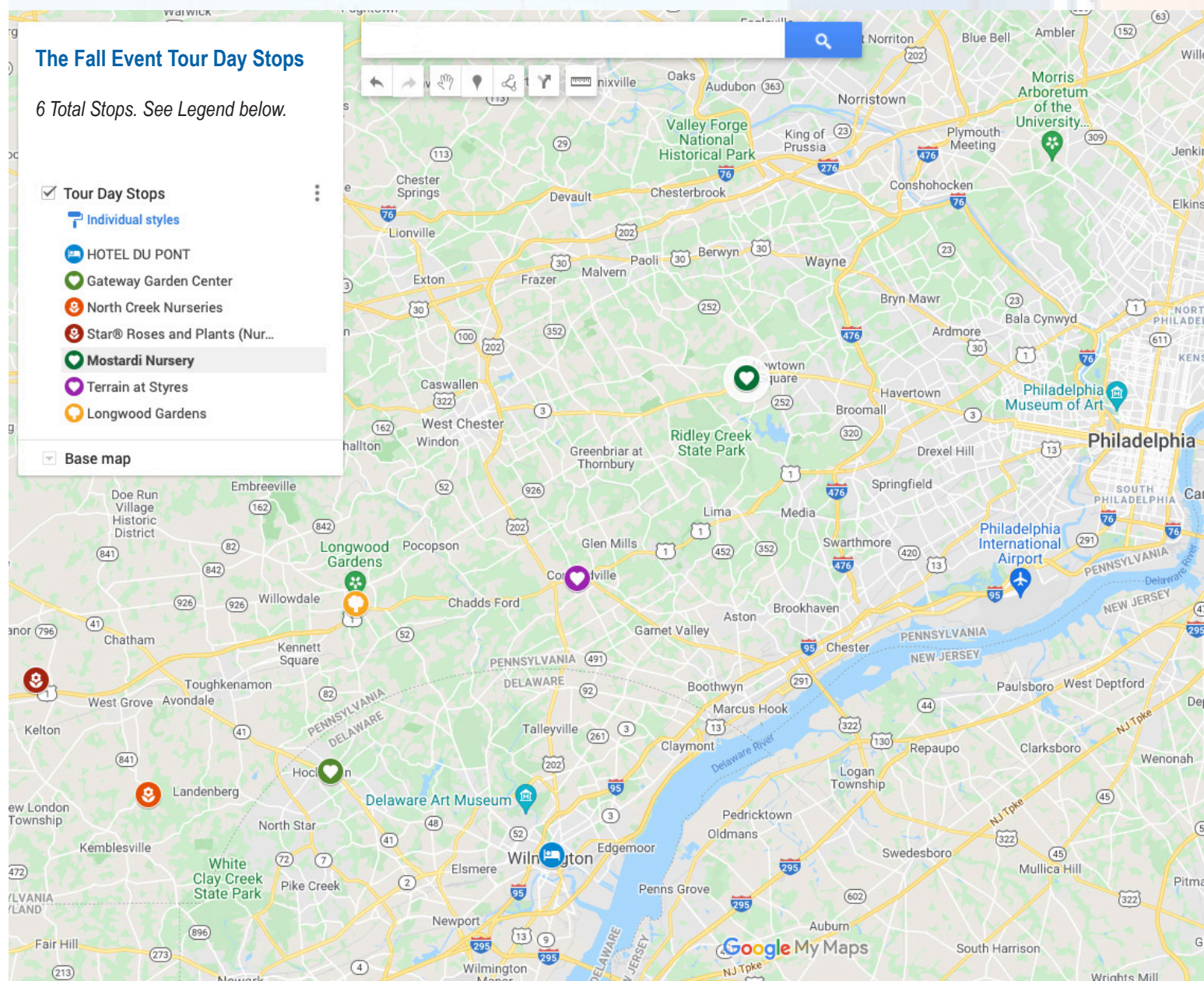
The Fall Event 2021

TOUR

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

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. This tour will take us on an 87 mi. round trip through the Brandywine Valley!

Buses depart curbside from Hotel Du Pont Lobby at 8:30am and will return at 8:30pm. It will be a long day but one you won't soon forget!



The Fall Event 2021

TOUR

Gateway Garden Center

We will start the day with a short ride from our hotel to Gateway Garden Center. Founded in 1979 by the Castorani family, Gateway focuses on the importance of ecological gardening and offers a diverse plant selection combining native plants with vibrant annuals and non-invasive plants to provide shelter and food for local fauna. With only 1.3 acres, Gateway is a prime example of how to maximize sales with limited space. If you dig a little deeper you will find a connection between Gateway Garden Center and our next stop – North Creek Nurseries. Gateway was an early member of The Garden Center Group. Owner Peg Castorani and her staff will be on hand to show you their unique center and answer any questions you may have.



North Creek Nurseries

Our second stop will be at North Creek Nurseries, located approximately 8 miles from Gateway Garden Center. Founded in 1988 by Dale Hendricks and Steve Castorani. North Creek strives to promote sustainable outdoor environments. As a wholesale propagation nursery, they provide top quality starter plugs to retail & wholesale nurseries, retail grower, mail order and landscape professionals. From new varieties to tried-and-true favorites, ornamentals to treasured natives, they offer a full range of horticultural and Landscape Plug™ sizes to help growers succeed and ecological designs thrive. They specialize in perennials, ornamental grasses, ferns & vines with an emphasis on Eastern US natives.



North Creek is one of the nation's strongest promoters of perennial plants and North American Natives. In fact, they, along with Prides Corner Farms created a brand to promote North American Natives, called American Beauties. Steve Castorani, CEO and President (and longtime supporter of The Group), and his staff are ready to show you their beautiful trial gardens, help you grow your perennial plant sales, and answer any questions you may have.



The Fall Event 2021

TOUR

Star Roses and Plants

Star® Roses and Plants has been bringing great plants to the world's gardens since 1897. Originally the Conard-Pyle Company, Star® Roses and Plants is now part of Ball Horticulture Company. Their long-standing relationships with breeders all over the world have allowed them to bring some of the most revolutionary plants to market. From the Peace Rose to the Knock Out® Rose, and from the Blue and China Girl Hollies to Akadama™ Hydrangea, their goal is to identify, develop and introduce plants that offer unique or notable features and performance.

Star® Roses and Plants is a family of brands, but they also have a family of co-workers and colleagues that share the collective vision of bringing breakthrough plants and programs to market so that the growing, sales, retail and gardening experience is one that we can all benefit from. During our visit, you will see a glimpse into the world of new plant development, production techniques, and their trial and display gardens – while enjoying lunch!



Mostardi Nursery

Serving a growing community since 1976, Mostardi Nursery is a family-owned business in Newtown Square, PA, with one location convenient to the Main Line and western suburbs of Philadelphia. Dedicated gardeners as well as the full spectrum of homeowners depend upon Mostardi Nursery for the best plants in all seasons and for all reasons. They feature distinctive plants for the both indoors and out, along with home and garden accents inspired by nature. Their facility includes greenhouses where they grow many seasonal flowering plants that help to ensure the superior quality and selection that their customers have come to expect.

As a founding Group Member, Mostardi Nursery is a third generation operation and considered the place to go for those who are searching for plants above and beyond the ordinary. Steve and Cecelia Mostardi and their staff will be on hand to share details of their operation – another great example of a highly productive operation on a small footprint.



The Fall Event 2021

TOUR

Terrain at Styer's

In 2008, Terrain opened its doors in this Flagship location on the historic site of J. Franklin Styer's nursery, a Philadelphia landmark for over 100 years. With over five acres of ever-changing blooms and greenery, the nursery, café, and historic buildings provide a unique setting for private events of all varieties and sizes. Guided by the idea of merging house and garden, their aim is to transform the local garden center into a celebration of nature, community, seasonality, and self-expression. With a focus on wellness, sustainability, and design, they constantly work to create a fresh experience for the senses. Although the focus here is gardening, this location intertwines some of the Terrain retail products. Terrain is owned by URBN is a portfolio of global consumer brands comprised of Urban Outfitters, Anthropologie, Free People, BHLDN, Terrain, Menus & Venues, and Nuuly.



Longwood Gardens

Making the impossible possible... this is the spirit that led Pierre S. du Pont to build his first conservatory so that he could enjoy fresh produce in the winter. Today, that same spirit inspires Longwood gardeners and researchers to excellence in growing, breeding, and curating our plant collections. When visiting Longwood Gardens, you are immersed not only in the breathtaking surroundings but in a rich history as well. The traditions and elegance of the gardens have evolved over decades to create the magnificence you see today.

From those first seedlings planted by Pierre S. du Pont in 1907, Longwood Gardens has grown into one of the premier botanical destinations of the world, with more than a thousand acres of indoor and outdoor gardens, woodlands, meadows and majestic fountain displays. Today, Longwood boasts more than 11,000 different types of plants and trees, hosts 800 horticultural and arts events each year, and welcomes more than 1 million visitors annually.

Our visit to Longwood Gardens will allow time for exploring before a private reception and a special fountain show for The Group. Awaken your senses with a stroll along the Flower Garden Walk, hear the Ballad of the Bluebird, measure the height of a tree, discover what's hiding in Hourglass Lake, and perhaps enjoy a few meditative moments at the Forest Walk. You can certainly get your "Nature Fix" at Longwood Gardens!

We recommend you use the Mobile Map available on their website at www.longwoodgardens.org. Map link is located in top right of navigation bar.



The Fall Event 2021

PROGRAM

Thursday, September 02

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

Danny Summers, The Garden Center Group

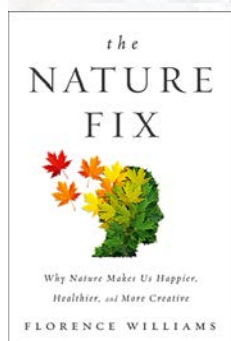
Join Danny as he reviews the past three days of intensive learning, stretching the mind, and expanding the vision to reach new heights in 2022. As he explores the many opportunities presented at This Fall Event, you will discover there's plenty of 'take-aways' to wrap up and take home!

You'll be challenged to set new goals, take action, and Raise the Bar in 2022 and beyond. And speaking of next year, you'll be the first to know which road will lead to The Fall Event in 2022!

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; a story worth reinterpreting for today.

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

Florence Williams, Journalist, Author and Podcaster



All Fall Event registrants will receive a complimentary copy of *The Nature Fix* and Florence Williams will be on hand for signing at the Sponsor Showcase Break from 10:00am to 10:30am.

Florence Williams traveled the globe learning about the cutting edge science behind why being in nature makes us happier, healthier, and more creative. From the horticulture therapy gardens of Denmark to the forest-therapy trails of Japan, what she learned holds many lessons for interacting with the natural world in good times and bad.

Florence Williams is 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 the New York Times, New York Times Magazine, National Geographic, The New York Review of Books, Slate, Mother Jones and numerous other publications. She is also the writer and host of two Gracie-Award-winning Audible Original series, including *The Three-Day Effect*. She also makes podcasts for Outside Magazine. 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.

10:35am - 12:00pm **Leveraging "The Nature Fix" Story**

Robert Hendrickson, Robert Hendrickson Consulting & Tom Kegley, Kegley Communications

The Nature Fix story is a familiar story – a story that's been told in many different ways. We are all aware of the benefit of plants. Studies show plants improve mental health, improve your productivity, improve your learning ability, improve your relationships, boost your immune system, improve air quality, add more humidity to the home... the list goes on and on. We have the data, we see the proof – in fact, we saw evidence of the need for nature through this recent pandemic as thousands of new customers flocked to your Centers for their "fix".

In previous years, 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? How can we make our customers understand that although plants have beautiful and captivating features that add visual interest to their home, first and foremost we need plants in our life. They are our closest and convenience link to nature for a quick "fix". 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!



The Fall Event 2021

WILMINGTON, DELAWARE

This year's Fall Event is taking place in Wilmington, Delaware. Located between Washington D.C. and New York City, minutes off Interstate 95, Wilmington, Delaware offers equal parts adventure and relaxation. If you are looking to unplug, recharge and connect with the natural world, there's acres and acres of uncrowded, open green spaces to explore throughout the Brandywine Valley... a destination marked by sharp contrasts. Town and Gardens. Past and Present. Commerce and Culture. Beauty and Brains. Gritty and Gorgeous. Historic and Hip. It is these contrasts that make each experience more vibrant, each moment more distinct, and each sight more authentic and beautiful.

The region is also home to some of the finest gardens and estates in North America, and one of the country's oldest and most influential families: the Du Ponts. The rich history reads like a novel that cannot be put down, with deep influences from early European settlers, the African American freedom movement and the Industrial Revolution. Wilmington's culture, arts and music scene is unbelievably diverse for a city of just over 69,500 people. Foodies will find a thriving food, beer and wine landscape that can hold its own against any major metropolitan area. There is so much to do and see in Wilmington and the surrounding the Brandywine Valley!

ATTRACTIONS

Brandywine River Museum of Art
Chanticleer
Delaware Art Museum
Marshall Steam Museum
Mt. Cuba Center
Winterthur

Brandywine Zoo
The Delaware Center for Horticulture
Hagley Museum and Library
Morris Arboretum of the University of PA
Nemours Estate

Of course, this is not a complete list of attractions. You can find more details on our Best of Wilmington page on The Group website (www.thegardencentergroup.com).

GREAT GARDEN CENTERS AND GROWERS YOU'LL WANT TO VISIT

Following is a list of garden centers you may want to visit while in the Wilmington area. Bountiful Acres and Dambly's Garden Center are Group Members and Overdevest Nurseries is a Group Sponsor, The Brandywine Valley is full of other noteworthy stops.

Bountiful Acres
Gasper Home & Garden
Shady Brook Farm

Bucks Country Gardens
Magnolia Garden Village
Terrain at Devon

Dambly's Garden Center
Overdevest Nurseries
Valley Forge Flowers, The Barn,
The Cottage and The Cottage Cafe



DINING

The culinary scene of Wilmington and the Brandywine Valley has its roots in the taverns and inns of Colonial times, where warm hospitality and seasonal dining were both expected and a necessary way of life. But over the centuries, those roots have grown far and wide.

There are lots of eateries nearby the hotel and the downtown area, and you'll want to explore The Riverfront, a former key shipyard that offers history, dining, museums and entertainment these days. Following is a list of favorite local restaurants provided by Kyle McKean (Star Roses) who lives in the Brandywine Valley area. Thanks Kyle!

Le Cavalier at The Green Room (Hotel Du Pont)
DE.CO Food Hall (Connected to Hotel Du Pont)
Constitution Yards Beer Garden
Wilmington Brew Works
Farmer & The Cow
Stitch House Brewery
Bardea Food & Drink
The Copper Dram
Brew Ha Ha!
La Fia
Torbert Street Social



The Fall Event 2021

TRAVEL

When planning your trip, obviously, where you start from and how you choose to travel makes a big difference. But to save money on travel, we recommend you plan well in advance for the best possible savings. The key is to book early! For your convenience, we have included the airport and hotel address, driving directions to hotel from airport, and Wilmington ground transportation information below. See special offer for Ground Transportation below.

HOTEL

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

An American Masterpiece/ Award-winning 4-Diamond hotel centrally located in the Mid-Atlantic region of the eastern seaboard, located in the heart of downtown Wilmington, only 25 minutes from Philadelphia International

Airport. Known for its excellent state of the art meeting facilities, famed restaurant Le Cavalier at the Green Room, and 1,200+ seat Broadway-Style Theatre – the Playhouse at Rodney Square, the hotel is minutes away from the world famous museums, gardens, and golf courses of the Brandywine Valley.



Group Block: The Garden Center Group Fall Event 2021
Online Reservations: Select Your Room at Hotel Du Pont
Phone Reservations: 302-594-3100
Group Rate: \$189 single/double (Group rate is available beginning Sunday, 8/28 through Thursday, 9/2.)
Check in after 3pm; Check Out before 12pm.
Reservation Deadline: August 12 (but we expect to fill sooner)

Note: When selecting the arrival date it defaults to Sunday Arrival -Thursday Departure but Saturday is also available for arrival and you can adjust each night. You just have to click through the days to select your choice.

Complimentary WiFi, Discounted Valet Parking of \$18/day. Self parking is not available this area.

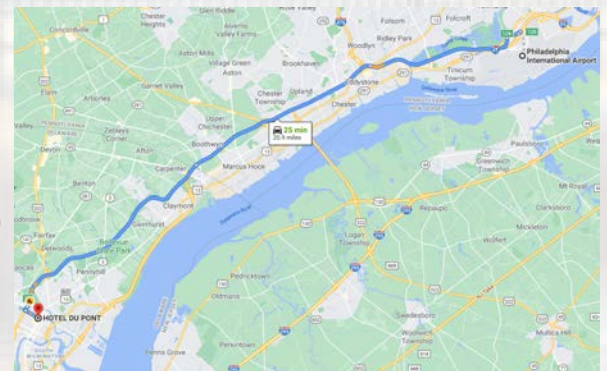
Take a Virtual Tour of Hotel Du Pont here - [HOTEL DU PONT 360 Virtual Tour](#)

View the Hotel Du Pont Brochure here - [HOTEL DU PONT e-brochure](#)

AIR TRANSPORTATION

No matter where you're coming from, the trip to Wilmington is probably shorter than you think. With easy access to many major transportation hubs in the region, you can indeed get here from there, quickly and easily.

By Air: Downtown Wilmington is just 25 minutes from the Philadelphia International Airport (PHL) and 90 minutes from Baltimore/Washington International Airport (BWI).



GROUND TRANSPORTATION

Hotel Shuttle is not available to/from Hotel Du Pont. Ground transportation is available from Philadelphia International Airport with options including rental cars, limousines, taxis, hotel shuttles and public transportation.

For details follow this link: <https://www.visitwilmingtonde.com/plan/maps-directions/>.

Delaware Express is offering a special Group Discount on their services. For details visit The Group Hotel and Travel web page at: <https://thegroup.memberclicks.net/the-fall-event-2021---hotel-and-travel>

COST IS PER VEHICLE ONE WAY (BEFORE GROUP DISCOUNT)

(Discount varies depending on vehicle type and number of people)

Town Car \$94.00 each way (holds up to 3 people w/luggage)

6 Passenger Navigator \$163.00 each way

10-Passenger Van \$172.00 each way



The Fall Event 2021

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
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)
Sid Raisch, Horticultural Advantage (Business Strategies)
John Kennedy, John Kennedy Consulting (Team Building & Succession)
Jean Seawright, Seawright & Associates (Human Resources)
Tom Kegley, Tom Kegley Communications (Branding and Marketing)
Steve Kendall, The Design Works (Marketing - Integrated Digital)
Robert Hayter, LKC Engineering (Property Development and Site Design)
Carl Phillips, Customer 1st (Mystery Shop Program)



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

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

REGISTRATION

The Fall Event 2021 Registration is now open for you to reserve your seat. 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!

Register Now

PLAN TO COME EARLY...

There is so much to see in the Brandywine Valley Region, so you should plan to come early to experience all of the great horticulture and history – and add some time to relax and recharge! Hotel Du Pont is offering the Group Rate beginning Saturday, August 28 to allow you some extra time. We are building a Best of Wilmington page (on The Group Website) to provide links to things we feel would be of interest to you, so check it out often! You can register for The Fall Event online at www.thegardencentergroup.com, or complete the registration form on the following page and fax it to 678.909.7771.

Registration is \$649 per person for Group Clients; \$799 for Guest Retailers.

Social Functions Only Registration (\$249) is offered for family members and includes the Monday evening Welcome Reception and Wednesday Tour Day.

Register by August 20. Full refund if canceled by August 20. No refunds after August 20.

Cancellations must be in writing and directed to: info@thegardencentergroup.com or fax to 678.909.7771.

The Fall Event 2021



THE FALL EVENT 2021 REGISTRATION

Please complete this registration form and mail with payment to The Garden Center Group office by August 20, 2021. Registrations received after August 20, 2021 will be accommodated based on the availability of space.

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

PARTICIPANT 1: _____

Email: _____ Cell: _____

PARTICIPANT 2: _____

Email: _____ Cell: _____

PARTICIPANT 3: _____

Email: _____ Cell: _____

PARTICIPANT 4: _____

Email: _____ Cell: _____

Registration and Payment in Full Must be Received by August 20, 2021

_____ Group Client(s) @ \$649.00 per person **Registration Due: \$** _____

_____ Guest Retailer(s) @ \$799.00 per person **Registration Due: \$** _____

_____ Social Functions Only* @ \$ _____ per person **Registration Due: \$** _____

Total Due: \$ _____

**Have family members who want to attend Social Functions ONLY?
Social Functions Only above includes Welcome Reception and Tour Day.
Contact The Group office for more specific details.*

Make checks payable to: The Garden Center Group LLC.

Credit card payments: Fill out the Credit Card Authorization Form and return with registration.

Mail completed registration form and payment to: The Garden Center Group LLC, PO Box 801494, Acworth, GA 30101.

Fax completed registration form with credit card authorization form to 678-909-7771.

*Cancellations must be in writing and directed to: The Garden Center Group, info@thegardencentergroup.com or faxed to 678.909.7771.
Full refund if canceled by August 20. No refunds after August 20. Cancellations must be in writing and directed to:
info@thegardencentergroup.com or fax to 678.909.7771.*

You can register online at <https://thegroup.memberclicks.net/the-fall-event-2021---registration>

The Fall Event 2021



CREDIT CARD AUTHORIZATION

I, _____ (print name as it appears on credit card), hereby authorize

The Garden Center Group, LLC to charge my credit card account in the amount of \$_____.

Type of Credit Card: ☐ VISA ☐ MASTERCARD ☐ DISCOVER ☐ AMERICAN EXPRESS

Credit Card Number: _____

Expiration Date: _____ CVC Code (on the back, or front for AX) _____

Credit Card Billing Information:

Card Member Name: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Mailing Zip Code: _____

Telephone: _____

Please email receipt to: _____

I hereby give The Garden Center Group LLC permission to debit my account for the amount indicated above. I certify that I am the authorized holder and signer of the credit card reference above and that all information is complete and accurate. The Garden Center Group will keep all information on this form strictly confidential and secure.

Cardholder's Signature _____ Date: _____

*Complete this form and return to The Garden Center Group office (see contact info below).
For security purposes, we do not recommend emailing this form with your credit card information.
If you prefer returning this form as an email attachment we will call you for the credit card information.*



It's simple. You have a garden center. We have solutions.

The Garden Center Group 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.

Our community of garden centers, consultants, service providers and vendors with one goal in mind... helping each other build successful companies. By building a community of garden centers and working 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.

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

