

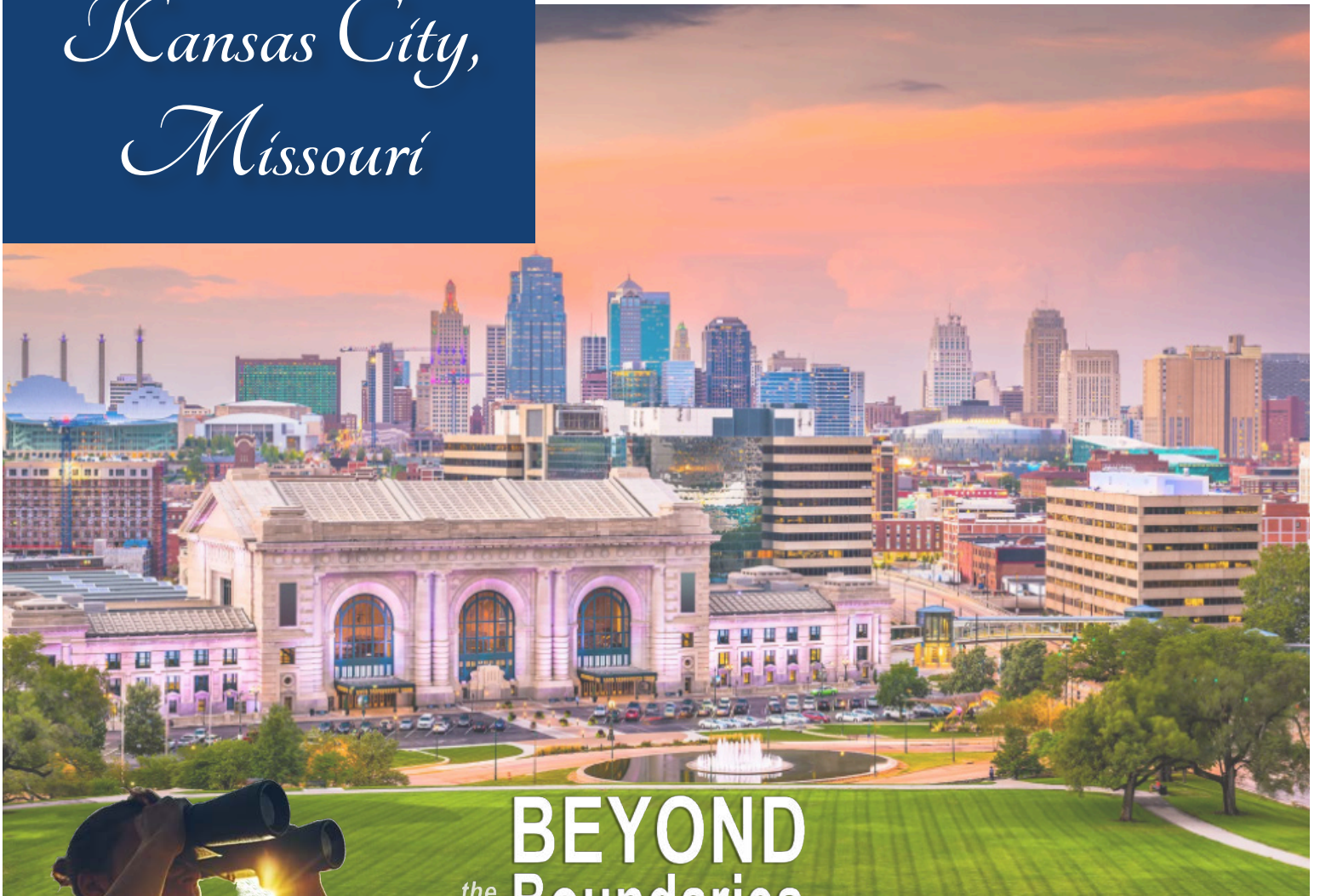
The Fall Event 2022

September 19 - 22

*Kansas City,
Missouri*



North America's Resource for Garden Retailing



BEYOND *the* Boundaries

*Explore. Discover.
Connect and Collaborate.*

We'll be exploring Beyond the Boundaries at The Fall Event 2022 in Kansas City, Missouri... 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 much more!

Get ready to explore Beyond the Boundaries at The Fall Event in Kansas City, Missouri, September 19 - September 22!

THANK YOU TO OUR SPONSORS

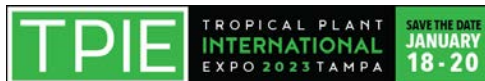
Be sure to take advantage of the facetime with our Partners for Success and Sponsors who recognize the unique nature of independent garden center operations and are interested in helping you provide the best products for your customers, have the best products for your business, and provide the best resources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

American Beauties / NorthCreek Nurseries
AmericanHort / Cultivate'22
Bailey Nurseries
Ball Publishing / greenPROFIT manazine
Ball Seed Company
Bennett Plants
Border Concepts
Dümmen Orange
Eason Horticultura Resources
Epicor for Retail
The Espoma Company
Everde Growers®
Garden Center Magazine / GIE Media
Glenhaven Home & Holiday
GrowTech Solutions

Henri Studio/Stonecasters
Jack's Fertilizers / JR Peters
Lawn & Garden Retailer
Loma Vista Nursery
Master Nursery Garden Centers
Monrovia
Morning Dew Tropical Plants
Mossify
National Garden Bureau / All-America Selections
NewGen® Boxwood
Overdevest Nurseries
Plant Development Services
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.
TapOnIt!
Tropical Plant International Expo 2023
VMX POS
Willoway Nurseries



OUR SPONSORS are premier industry suppliers of the products and services you need to run a successful garden center. We hope you will invest some time and engage with them during breaks at The Fall Event. See their newest products and spend some one-on-one time discovering what's new and developing profitable business partnerships.



JOIN US IN KANSAS CITY

Kansas City is located in the Heart of America and sits on Missouri's western edge, straddling the border with Kansas. This vibrant city is known for its barbeque, jazz heritage, and beautiful fountains. In fact, it has earned the title of the City of Fountains with more than 200 fountains scattered throughout the metro area.

Fountain building and the use of decorative statuary exploded in the 1920s after developer J.C. Nichols used them extensively in the development of Country Club Plaza. The most famous fountain in Kansas City is appropriately named J.C. Nichols Memorial Fountain.

You will find information and a few links to the many beautiful fountains throughout the city as well as fountains located in Country Club Plaza (nearby the hotel) on our Best of Kansas City page on The Group Website:

<https://www.thegardencentergroup.com/the-fall-event-2022--best-of-kansas-city>



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 Kansas City!

For program details and registration information visit www.thegardencentergroup.com



KANSAS CITY FACTS

Population:	508,090 (2020)
Elevation:	910'
Time Zone:	Central
Average Temp:	80° (Sept)

The best time to visit Kansas City is in September and October when the summer crowds have subsided, and the city still enjoys sunny days but overall pleasant weather.

Kansas City, here we come!

How often do you take some extra time to unplug, de-stress and get away from work? It's very important and can lead to being more creative, more energetic, and more productive. We encourage you to take some extra time before, during or after The Fall Event to find your balance. It's an important part of running a successful business – and there's lots to discover in Kansas City – the City of Fountains!

Take a look at our Best of Kansas City page on The Group Website. We're sure you'll find plenty to keep you entertained!

We're confident you're going to love KC!



For those baseball fans, the Kansas City Royals will be in town during The Fall Event (9/20 - 9/25) playing the Minnesota Twins and the Seattle Mariners. And if you plan to stay over, the 91st Plaza Art Fair will take place 9/23 - 9/25! The Fair encompasses nine city blocks and welcomes a crowd of over 250,000. It is consistently recognized as Kansas City's best annual event and marks the arrival of autumn for Kansas Citians. Visit The Group Website where you'll find details and information to help you create your bucket list for Kansas City!

The Fall Event 2022 – Schedule

MONDAY, SEPTEMBER 19, 2022

9:00am	-	1:00pm	Sponsor Setup InterContinental Kansas City at the Plaza, Ballroom Foyer
10:00am	-	11:00am	VMX POS Users' Group Meeting Intercontinental Kansas City at the Plaza, Pavilion Level, Pavilion I
10:00am	-	1:00pm	Registration Open Intercontinental Kansas City at the Plaza, Ballroom Foyer
11:00am	-	12:00pm	Counterpoint POS Users' Group Meeting Intercontinental Kansas City at the Plaza, Pavilion Level, Pavilion II
11:00am	-	12:00pm	Epicor POS Users' Group Meeting Intercontinental Kansas City at the Plaza, Pavilion Level, Pavilion III
11:00am	-	12:00pm	SimPOS Users' Group Meeting Intercontinental Kansas City at the Plaza, Pavilion Level, Pavilion VI
11:00am	-	12:00pm	Beyond VMX – Exploring Customized Features Intercontinental Kansas City at the Plaza, Pavilion Level, Pavilion I
1:00pm	-	1:30pm	Welcome Session – Danny Summers Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
1:30pm	-	2:30pm	Exploring the History of Garden Center Profit – Tim Quebedeaux Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
2:30pm	-	3:00pm	Sponsor Showcase & Break Intercontinental Kansas City at the Plaza, Ballroom Foyer
3:00pm	-	4:00pm	Panel Discussion: Perennially Profitable Garden Centers – Tim Quebedeaux Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
5:00pm	-	6:30pm	Welcome to Kansas City Reception Intercontinental Kansas City at the Plaza, Rooftop Bar
6:30pm			Discover Kansas City – Dinner on Your Own
9:00pm			Connections – High Voltage Networking Intercontinental Kansas City at the Plaza, American Slang and Oak Bar Room Bar

TUESDAY, SEPTEMBER 20, 2022

7:00am	-	8:00am	Breakfast & Special Recognition Intercontinental Kansas City at the Plaza, Ballroom Level, Salon II
8:15am	-	9:15am	Beyond the Boundaries of Magical Thinking – John Kennedy Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
9:30am	-	10:30am	Beyond the Boundaries to a New Reality – Sid Raisch Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
10:30am	-	11:00am	Sponsor Showcase & Break , Intercontinental Kansas City at the Plaza, Ballroom Foyer
11:00am	-	12:15pm	The Power of Emotional Marketing – Darren Abbott Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB



BEYOND
the **Boundaries**
*Explore. Discover.
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*Kansas City is located in the Central Time Zone;
all times posted are Central Time (CT)*

The Fall Event 2022 – Schedule

TUESDAY, SEPTEMBER 20, 2022 - *Continued*

12:15pm	-	1:15pm	Lunch – Hot Food, Hot Topics, Hot Conversations Intercontinental Kansas City at the Plaza, Ballroom Level, Salon II
1:30pm	-	2:30pm	Beyond the Boundaries of HR: Coaching Employees to Success – Jean Seawright Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
2:30pm	-	3:00pm	Sponsor Showcase & Break , Intercontinental Kansas City at the Plaza, Ballroom Foyer
3:00pm	-	5:00pm	Beyond the Boundaries Breakouts Intercontinental Kansas City at the Plaza, Pavilion Level
5:00pm			Discover Kansas City – Dinner on Your Own
6:00pm	-	10:00pm	Paint Your Pet's Portrait – Hosted by Wagging Tails Portraits Intercontinental Kansas City at the Plaza, American Slang and Oak Bar
9:00pm			Connections – High Voltage Networking Intercontinental Kansas City at the Plaza, American Slang and Oak Bar

WEDNESDAY, SEPTEMBER 21, 2022

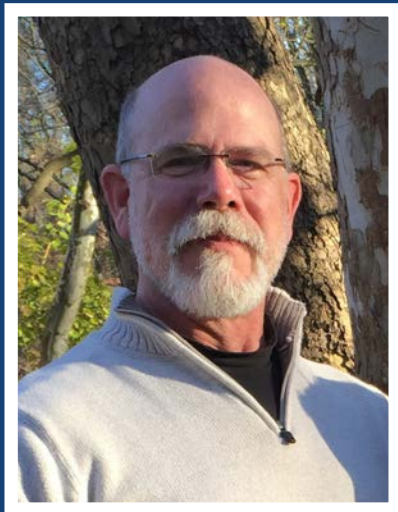
7:00am	-	8:00am	Breakfast & Special Recognition Intercontinental Kansas City at the Plaza, Ballroom Level, Salon II
8:00am	-	8:15am	Load Buses Intercontinental Kansas City at the Plaza, Ballroom Level, Curbside
8:30am	-	7:00pm	The Fall Event 2022 Tour
7:00pm			Discover Kansas City – Dinner on Your Own
9:00pm			Connections – High Voltage Networking Intercontinental Kansas City at the Plaza, American Slang and Oak Bar

THURSDAY, SEPTEMBER 22, 2022

7:00am	-	8:00am	Breakfast & Special Recognition Intercontinental Kansas City at the Plaza, Ballroom Level, Salon II
8:15am	-	9:15am	Kansas City Post-Tour Panel Discussion , Moderated by Danny Summers Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
9:30am	-	10:30am	Beyond the Boundaries of Entrepreneurial Thinking , Robert Hayter Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
10:30am	-	11:00am	Sponsor Showcase & Break Intercontinental Kansas City at the Plaza, Ballroom Foyer
11:00am	-	11:45am	Beyond the Boundaries of Traditional Marketing , Moderated by Danny Summers and Tom Kegley Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
11:45am	-	12:00pm	The Fall Event Wrap Up , Danny Summers Intercontinental Kansas City at the Plaza, Ballroom Level, Salon IA & IB
12:00pm	-	1:00pm	Sponsor Teardown

We'll be exploring Beyond the Boundaries at The Fall Event 2022 in Kansas City, Missouri... 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 experiencing the culture of the New Midwest – and much more!

The Fall Event 2022 – Options



STEVE KENDALL brings great talent to an area of need by almost all retailers today... how to leverage all of your POS customer data and more easily combine it with all of today's marketing platforms to promote and communicate to customers.

This area continues to be an increasingly more complex challenge and we believe Steve can help you simplify the processes and maximize the results. He has developed a new program called Integrated Digital Marketing Package - (IDM).

If you find yourself working harder on all of these separate systems today, it is time to simplify the processes and maximize the results. Contact Steve today!

THE **DESIGN WORKS**.COM

DEFINE | DESIGN | DIRECT | DELIVER

Steve's broad experience within the green industry gives him a unique perspective in formulating result orientated marketing solutions to achieve a total and complete customer experience.

Steve approaches each customer interaction from the customers point of view allowing him to evaluate, plan and develop a marketing approach designed to accomplish the marketing objectives needed to achieve a successful customer experience.

MONDAY, SEPTEMBER 19

10:00am - 11:00am POS Users' Group Meetings

Before The Fall Event 2022 Kickoff, you have the opportunity to participate in your choice of Point-of-Sale Users' Group Meetings at the InterContinental Hotel Kansas City at the Plaza. All meetings will be on the Pavilion Level. See times and a list of rooms below.

10:00am - 11:00am **VMX POS Users' Group Meeting**
Pavilion Level, Pavilion I

VMX POS

11:00am - 12:00pm **Counterpoint POS Users' Group Meeting**
Pavilion Level, Pavilion II

11:00am - 12:00pm **Epicor POS Users' Group Meeting**
Pavilion Level, Pavilion III

EPICOR

11:00am - 12:00pm **SimPOS Users' Group Meeting**
Pavilion Level, Pavilion VI

SimPOS!

11:00am - 12:00pm **Beyond VMX – Exploring Customized Features**
Pavilion Level, Pavilion I
Moderated by Steve Kendall
Featuring Andy Hanna and Meg Wilson with VMX

VMX has become a leading POS system within the Garden Center Retail industry offering a platform specifically designed for the business of Garden Center Retailing. Andy Hanna and his team have developed a solid POS cloud-based platform with an add-on E-Commerce web solution.

*The **Beyond VMX – Exploring Customized Features** session explores customization within the POS system and web solution to extend features often needed to handle the unique aspects of your business and is intended for VMX users and anyone considering VMX as their complete POS solution. Current VMX users are encouraged to share their customization developed within their VMX system as well as bring ideas for a group VMX features wish list.*

The Fall Event 2022 – Program

MONDAY, SEPTEMBER 19

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 exploring **Beyond the Boundaries...** 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 three days in Kansas City!

You'll catch a glimpse of how to move **Beyond the Boundaries** and capture all of the inspiration, and creativity and tap into the wealth of information and collaborative knowledge this Fall Event has to offer!

1:30pm - 2:30pm **Exploring the History of Garden Center Profit**

Tim Quebedeaux, RetailKPI Consulting

The Annual P&L Study has been an industry exclusive since 2004 and is the most comprehensive profit and loss study of its kind. While the **Weekly Department Review (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 the percent of sales for the garden center to both Best Practices and High Achievers Groups – and the total group as a whole. This study also includes Inventory Turns, Margin targets by category, and the resulting Gross Margin Return On Inventory Investment (GMROI).

There are always going to be Good Times and Bad. Group Centers have navigated through revenue spurts, recessions, and pandemics. What can we learn from the past that will allow us to move **Beyond the Boundaries** to prosper in the Future? Is there a secret? To answer that question and others, Tim will take a deep dive into the Key Performance Indicators (KPI's) from The Group's 2021 Profit & Loss Study. It's all about managing the KPIs – of course!

The Fall Event is all about sharing, learning, and growing. And this year's event is packed full of incredible networking and learning opportunities. Our speakers are leaders in the industry – thought leaders that embody The Group spirit of ingenuity and entrepreneurial drive. These powerful presentations by inspired thinkers can shape your future in the ever-evolving world of garden retailing. Be ready to dive in, share and learn!



DANNY SUMMERS possesses a wealth of knowledge in various business sectors of for-profit and non-profit business management. Prior to The Garden Center Group, he served as Executive Vice President of the Southern Nursery Association, a regional trade association with more than 1,800 members, for 18 years (1988 - 2006). Danny developed one of the industry's largest trade shows, with more than 800 exhibitors and 10,000 attendees.

His for-profit experience includes sales and marketing management of retail, wholesale, and manufacturing businesses. Danny's areas of expertise encompass association/foundation startup and management, consulting and strategic services, event and trade show management, fundraising and marketing, and implementation of systems and workflows to support these programs.

Danny is known for his no-nonsense and straightforward approach, and his ability to see the "big picture" and provide a roadmap for a business to succeed. He currently serves as Managing Director for The Garden Center Group (2015 to present) and Executive Vice President of the Sidney B. Meadows Scholarship Endowment Fund (1989 to present), a nonprofit founded by Danny dedicated to supporting horticultural students.



The Fall Event 2022 – Program



TIM QUEBEDEAUX'S main role for The Group is the management of the Weekly Department Review Report (WDR Report) which tracks the weekly sales of participating Group centers in 25 categories. This open peer, industry-exclusive allows garden centers to compare their weekly sales, average sale and transaction counts and communicate with reporting centers. Nowhere else in the garden center industry is this service available. The WDR includes a weekly sales analysis – a wrap-up of sales, promotions and weather impact that is used by Group centers to keep their employees in touch with more than just their immediate surroundings.

Tim also manages The Group's Annual P&L Study, another 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 reporting centers as a whole. This study also includes inventory turns, margin targets by category, and the resulting Gross Margin Return On Inventory Investment (GMROI).

MONDAY, SEPTEMBER 19 - Continued

Even if you didn't participate in the 2021 P&L Study, you can benefit from 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.

Move **Beyond the Boundaries** by gaining a better understanding of the 2021 P&L Study!

3:00pm - 4:00pm **Panel Discussion: Perennially Profitable Garden Centers**

Tim Quebedeaux, RetailKPI Consulting

The **Best of the Best** group will share how they continue to be profitable. What's the common denominator? Do they have a formula for success? Does it lie in their strategic plan? Growing their customer base? Making better decisions through data analytics? Will you hear a common thread among all 10 Centers?

Join Tim Quebedeaux and these Group Centers for a lively discussion as he explores the strategies and practices that make these Perennially Profitable Garden Centers the Best of the Best. No doubt, you will gain invaluable takeaways to put into practice at your Center to help you move **Beyond the Boundaries!**

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

The Welcome to Kansas City 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 Kansas City – *on your own with many options just a block away at the Country Club Plaza!*

9:00pm **Connections – High Voltage Networking**

Quench your thirst for knowledge every evening during Connections – a High Voltage Networking opportunity! Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and exploring **Beyond the Boundaries** at the Intercontinental Kansas City at the Plaza, American Slang and Oak Bar.

The core to the success of The Group rests on the people involved. We've pulled together an ever-growing list of experts (Service Providers) who assist our centers in solving operational challenges by providing insight, direction and one-to-one assistance when needed. With hundreds of years of combined experience, our team of experts will help you navigate the transformation of your business – providing the guidance you need to stay focused on your goals, and grow your profitability.

Beyond the Boundaries...

TUESDAY, SEPTEMBER 20

8:15am - 9:15am **Beyond the Boundaries of Magical Thinking**
John Kennedy, John Kennedy Consulting

John picks up where he left off last year at the Fall Event with a follow-up session on innovation and magical thinking. If the past few years have taught us anything, it is the ability to not “think outside of the box,” but to actually make the box so much bigger...without boundaries! **Remove our biases, remove our barriers, remove our boundaries!**

John will address the four types of thinking, the art and science of innovation, and challenge you to close the year strong with a disruptive game plan for 2023 and beyond. All aboard the Blue Train of Thinking where anything is possible if you remove the barriers and boundaries that confine our thinking.

And speaking of innovation and magical thinking...

There is a difference between “creative” thinking and “magical” thinking and both are advantageous to the workplace culture. Below is a sample of creative thinking, building upon something that is already available and improving upon its offering. John & Souny Kennedy have been hard at work improving the **GroupSpace** platform introduced at The Fall Event last year. There are so many creative (and some innovative) tools and solutions that you can test-drive during The Fall Event, or visit www.yourgroupspace.com to have your questions ready. The feedback from our members has been “magical.”

The screenshot shows the website for Lindley's Nursery and Garden Center. At the top, there's a header with the company name and a small thank-you note. Below that is a navigation bar with icons for HR, Training, Operations, Departments, Marketing, and OrderEase. Underneath the navigation bar are three columns: 'Our Vision...' with the text 'To grow boldly while honoring our deep roots in the community...', 'Our Core Values...' with the text 'Supportive, Genuine, Knowledgeable, Fun', and 'Our Mission...' with the text 'A vibrant part of the NSB community for 50 years, Lindley's provides a fun and informative shopping experience driven by a passion for plants and the planet.'



Our Story...

A short story about this dynamic mother and daughter duo team that is taking over the green industry in Florida!



The Garden Center...

A short story about the garden center. Love hearing Debbie's entrepreneurial story of how she acquired Lindley's...

Quick Links:



Special Requests



Maintenance



JOHN KENNEDY has presented to over 500,000 audience members for well over two decades and has made a dramatic impact in scores of companies and associations within the green industry.

His client list includes numerous retail garden centers and wholesale growers, AmericanHort, as well as state associations including Florida, Minnesota, West Virginia, Texas, Maryland, California, Oregon, Ohio, Wisconsin and North Carolina, and Virginia ... *just to name a few!*

John's reputation as a successful team strategist and customer experience consultant to our industry continues to grow, as does his proven track record of repeat partnerships. He is an expert at creating world-class teams! John has created a systematic and simple team-building program that brings to bear all four areas of team development.

John also offers a strategic planning program with his “Start Moving Mountains” platform, customized on-boarding videos, and the newest addition to the toolbox — GroupSpace.

<https://www.yourgroupspace.com>

John Kennedy

CONSULTING



SID RAISCH has been inventing and reinventing the way things “don’t get done” into “get it done” strategies that increase profit-ability, market-ability, oper-ability, and owner-ability of garden centers, landscape operations and a few wise suppliers of plants and products. When you read Sid’s articles or hear Sid talk “put your ears on” listen up and get ready to think and implement changes that will take you and your company to new heights and new places.

Sid is a thought leader and leading consultant in the horticulture industry. His work has allowed him to speak as an authority on all things related to the business side of the business. With his creativity, insight, knowledge, and technical skills it is his goal to guide clients through difficult challenges as well as incredible opportunities in the markets they serve.

Whether you’re looking to recover from devastating blows, grasp opportunities, or to increase profit margins and productivity and create new marketing initiatives, Sid can guide you through every step of the way.

TUESDAY, SEPTEMBER 20 - Continued

9:30am - 10:30am **Beyond the Boundaries to a New Reality**
Sid Raisch, Horticultural Advantage

Leaders Define Reality – Then Create a New One

Paradigms of garden retailing are well known but often dismissed.
“But Sid, it’s different here...”

Many things are different between companies and industries, and differences no matter how small can be significant. I learned over 30 years ago when I first worked with branch offices in the lawn care business across the country that the 5% difference makes all the difference.

Distinguishing differences has always been a critical element of working with garden retailers. We’re different, and that’s why we are different could be a motto. Often our differences are generally accepted and lead people in our industry to say, “That’s the way it is and that’s all I’m going to say about that.”

The 95% that’s the same is still the same. But the differences of the 5% are notable and definable.

Creating A New Reality means we’re going to have to let go of some of these current paradigms that have become generally accepted beliefs. Belief and reality are the same and not the same. If you believe it, then it’s your reality. If you believe reality is a choice as to how we see it, and as limiting as we allow it, we’ve got the freedom to fly.

Your New Reality is the one you create first in your mind. Remove the blinders and invisible ceiling by removing stagnant paradigms and allow yourself the freedom to soar above where you’ve been – and move **Beyond the Boundaries!**



Our network of professionals have specific talents that provide garden centers with the most innovative ideas and solutions in the industry... proven methods that take the guesswork out of important business decisions. All the facts and figures that point to our ability, diversity and years of history, as notable and important as they may be, are secondary to the truest measure of The Garden Center Group – The impact we make on our Clients’ businesses.

Beyond the Boundaries...

TUESDAY, SEPTEMBER 20 - *Continued*

11:00am - 12:15pm The Power of Emotional Marketing

Darren Abbott, Hallmark Cards, Inc.

Every decision we make is rooted in emotion. These emotions influence our customers' purchasing decisions and the actions they take in our garden centers, the way they react to our ads, our websites, and emails. Weaving emotion into your marketing can be the secret to success. Hallmark is in the business of connecting people through human emotion and the spectrum of human emotion is part of their currency. But regardless of the vertical a company is in, evoking a feeling in your customers can set you apart from other Centers. So who better to ask for advice on the subject of emotional marketing?

111 years ago, Hallmark founder J.C. Hall left a small town in Nebraska and set off for Kansas City with a shoebox full of postcards and a dream to keep Americans emotionally connected – regardless of the distance between them. A century may have passed since Hall first started the company, but the mission to keep those emotional connections flowing is as strong as ever.

Hallmark has cracked the code on emotional marketing and in this colorful keynote, Darren Abbott will provide insight and inspiration to leverage the power of emotional marketing to connect with and influence the consumer mindset.

Darren earned a Bachelor of Arts degree in graphic design with an emphasis in advertising from Drake University in Des Moines, Iowa. In addition to his professional achievements, Darren has made significant contributions to the local, regional and national creative community. He serves on the board of the Charlotte Street Foundation and has been named a fellow by AIGA, the national association for design.



"Take time on a regular basis to look up and step away, to open our minds and imaginations, and to take in others' perspectives. Let's keep listening to people we have things in common with and those we don't. Let's keep exploring new ways to reflect people's hopes, dreams, disappointments and needs for connection. And above all, let's keep embracing the belief that our ideas can create positive change."

~Darren Abbott



DARREN ABBOTT is Senior VP – Global Product Development and Consumer Experience, and Corporate Officer at Hallmark Cards, Inc. He leads one of the world's largest and most renowned creative, product development and consumer experience teams, including more than 700 artists, designers, stylists, writers, photographers, marketers, data scientists, merchants, and other creative and product professionals. Throughout his career, Darren has led efforts to develop and build creative capabilities across multiple studios focused on product design, innovation, trend forecasting, writing, illustration, lettering, photography, marketing creative services, visual merchandising, and digital content.

Since joining Hallmark in 1996 as a typography artist in the lettering studio, Darren has been a pivotal creative leader at Hallmark, serving as a founding creative director of the creative marketing studio and as vice president for creative marketing before being named leader of Hallmark's creative organization. Darren was promoted to his current role as leader of both creative and product development in 2020, and his accountabilities expanded to include marketing, analytics, and consumer care in 2022. Darren's oversight extends across all of Hallmark's product categories and the global marketplace.



JEAN SEAWRIGHT is president of Seawright & Associates, a management consulting firm located in Winter Park, Florida. Since 1987, she has provided human resource management and compliance advice to employers across the country.

For centuries, businesses have turned to attorneys for litigation support and CPAs for tax advice, as they should. But many small business owners are at a loss when it comes to finding the expert advice needed to meet their challenges in the human resource arena. Unaware that professional human resources help is available, CEOs and business owners often call the wrong professional or “go it alone” and end up with a worse situation, losing valuable time and creating more legal and financial liability.

As a member of the Group, you don’t have to face daunting HR challenges alone! With our professional HR consulting firm, Seawright & Associates, help is only a phone call away. The experts at Seawright & Associates are there to provide advice and assistance with hiring, coaching, and terminating your employees; employee handbook development; compliance with state and federal employment regulations; performance evaluations; job descriptions; compensation plans; management training and development; personality profiles; internal investigations; management advice; and a variety of other human resource services.

TUESDAY, SEPTEMBER 20 - Continued

1:30pm - 2:30pm **Beyond the Boundaries of HR:
Coaching Employees to Success**
Jean Seawright, Seawright & Associates

Ever wonder what the secret is to bringing about a change in an employee? You'll find out in this session!

Known for her unique and visionary approach to everyday human resource challenges, the Garden Center Group’s HR Consultant, Jean Seawright, will share useful and practical tips for coaching employees and addressing performance challenges. There’s no doubt about it, the workplace is the stage for acting out much of life’s drama! But Jean has solutions that are **Beyond the Boundaries** of HR!

Using the insights, inspirations, and proven principles she has applied to her successful consulting ventures, Jean will offer clear, passionate guidelines for effectively coaching employees, documenting performance issues, and bringing about changes in behavior. Don’t miss this insightful session!

Seawright & Associates
MANAGEMENT CONSULTANTS

In today’s ever-changing world of business, managing your human resources effectively calls for uncommon wisdom, creativity, knowledge, good judgment, and, oftentimes, expert advice. Not sure where to find this support for your “people” function? Relax. Seawright & Associates has you covered.

Beyond the Boundaries...

TUESDAY, SEPTEMBER 20 - Continued

3:00pm - 5:00pm Beyond the Boundaries Breakouts
Facilitated by Thought Leaders

Sharing and collaboration are 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 these two hours, we will open the gates to freedom of choice and allow you to pick and choose the topics of most interest to you. There will be room to run with big ideas and reap the benefits of connections and conversations within The Garden Center Group Community. No doubt, you'll find new energy fueled by creativity and entrepreneurial spirit!

Bring your best ideas, new concepts, your biggest questions, or your biggest challenges and be ready to brainstorm with thought leaders and your peers!
*Let's move **Beyond the Boundaries** – Together!*



*The Group gives you access to the industry's leading experts and more than 130 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, a wealth of knowledge and expertise, boundless energy, brilliant ideas, and an openness to share. Get ready to share and explore **Beyond the Boundaries** at The Fall Event!*

Connect



Network



Share



Collaborate



The Fall Event 2022 – Program

Analyze



Envision



Learn



Implement



TUESDAY, SEPTEMBER 20 - Continued

5:00pm Discover Kansas City – On Your Own

When it comes to great food and drink, Kansas City has made its mark. Smoky barbecue. Local distilleries. Every aspect of the culinary and spirits scene possesses a uniquely KC twist that makes it something special. It's a culture that embodies the city's diverse influences, from international flavor and home-style cooking to unrivaled craft beer breweries. The Country Club Plaza, just a short distance from our hotel, features premier shopping and dining destination. It's 15 blocks, endless possibilities. And be sure to check out the American Slang Modern Brasserie in the InterContinental Hotel.

9:00pm Connections – High Voltage Networking

Quench your thirst for knowledge every evening during Connections – a High Voltage Networking opportunity! Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and exploring **Beyond the Boundaries** at the Intercontinental Kansas City at the Plaza, American Slang and Oak Bar.



The Fall Event 2021 – Hotel DuPont, Wilmington, Delaware

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.

Beyond the Boundaries...

TUESDAY, SEPTEMBER 20 - Continued

7:00pm Discover Kansas City – On Your Own

Wind down after a long day of touring Kansas City. Well-known chefs and buzzy dinner spots provide perfect dining options. There's no shortage of fantastic cuisine in Kansas City!

9:00pm Connections – High Voltage Networking

Quench your thirst for knowledge every evening during Connections – a High Voltage Networking opportunity! Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and exploring **Beyond the Boundaries** at the Intercontinental Kansas City at the Plaza, American Slang and Oak Bar.

Paint Your Pet's Portrait

6:00pm - 10:00pm Paint Your Pet's Portrait

Founding artist of Wagging Tail Studios, Sherry Kendall, and founding artist of Wet Nose Greeting Cards, Natalie Kendall will be with us at The Fall Event in Kansas City showing off their products so it's the perfect time for them to host this special event where you can unwind, unleash your creativity, and enjoy a private **Paint Your Pet's Portrait** session at the Intercontinental Kansas City at the Plaza, American Slang and Oak Bar.

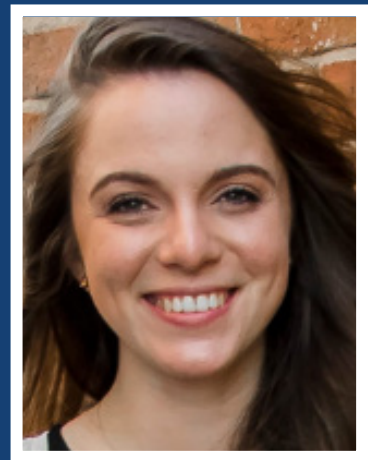
Even if you've never painted before, Sherry will guide you step-by-step through the painting process. Prior to the event, you will submit a good closeup photo of your pet. Sherry will sketch your pet's likeness onto your canvas. When you arrive, your canvas will be ready to paint your pet's portrait. You can get creative by adding your own special touches to your pet's portrait.



Registration is separate from The Fall Event Registration. Fee is \$65 and is limited to 30 people. Registration includes pre-event sketch on an 11" x 14" canvas, instruction, and all art supplies needed to create your masterpiece! And, of course, to feed your creativity we'll supply snacks and drinks. We suggest you wear comfortable clothes. Aprons will be supplied for protection from the water-based acrylic paint. These paints become water-resistant when they dry, so roll your sleeves up and get ready to have some fun! No doubt you will find some inspiration and ideas for an event at your center! For complete details and registration go to: <https://paintyourpetsportrait.com/the-garden-center-group>



SHERRY KENDALL is the founding artist of Wagging Tail Portraits. A graduate of Parsons School of Design in New York City, she has worked as an illustrator and portrait artist for the last 34 years. Sherry's ornaments and paintings, which started out as gifts for friends, have launched into a full time career. Sherry's custom pet portrait ornaments even caught the eye of Oprah, who picked them as one of her favorite things in 2011!



NATALIE KENDALL is the founding artist Wet Nose Greetings, a line of greeting cards, note card, and gift enclosures. She began illustrating these cards as a senior in high school. As a freshman in college, she attracted the attention of Oprah in 2012. After graduating from Hood College with a Communication Arts degree, she continues to illustrate the cards, which are inspired by real pets. It's no surprise that being surrounded by the arts both at home and many years of classical ballet training that Natalie would eventually pick a career in the arts.

The Fall Event 2022 – Tour

WEDNESDAY, SEPTEMBER 21

8:30am - 7:00pm **The Fall Event Tour**

Kansas City, Here We Come...

This year's tour day is jam-packed with garden retailing at its best! We've put together a full-day of five of the Kansas City area's best retail garden centers plus a little emotional inspiration along the way. Be ready to network with fellow retailers, our service pros, and our sponsors and discover new possibilities for profit. Bus captains will provide behind-the-scenes statistics to prepare you for your exploration at each stop.

So hop on board and be ready to enjoy a beautiful fall day filled with inspiration and discovery in America's Heartland and return to the hotel in time for dinner and entertainment in Kansas City!

Buses depart curbside from the InterContinental Hotel at 8:30 am and will return at 7:00 pm.



Inspiration is everywhere and often in unexpected places. You just have to keep your eyes open. ~ Unknown

Take your inspiration from wherever you find it, no matter how ridiculous. ~ Roy H. Williams

There are little gems all around us that can hold glimmers of inspiration. ~ Richelle Mead

Beyond the Boundaries...

WEDNESDAY, SEPTEMBER 21 - Continued

Hallmark Visitor's Center

The Hallmark Visitor's Center is located in the Crown Center complex, in downtown Kansas City, MO – just a short ride from the hotel. It offers something for everyone. If you love history and are as fascinated by the Hallmark story as we think you will be, you'll be hard-pressed to explore it all in this quick stop.

Discover how a teenager from Nebraska tucked two shoeboxes of postcards under his arms and set out to create an iconic company in Kansas City. More than 100 years later, this billion-dollar brand contains a diverse portfolio of businesses (Hallmark, Crayola, Crown Media Family Networks, and Crown Center) and is still privately owned and family-directed. Hallmark businesses employ approximately 27,000 worldwide. Combined with one of the world's largest creative communities, Hallmark helps to foster a more emotionally connected world.

Interactive displays and fascinating exhibits will give you a glimpse into the rich history and creative spirit of Hallmark. And don't miss the theatre to watch a film that showcases Hallmark's 100+ year history.

While Hallmark may be a much more established and larger company than your business, there are interesting similarities and philosophies. Perhaps we can gain some insight and inspiration from their vision.



Hallmark Cards, Inc. believes that when you care enough... you can change the world. That's why they are dedicated to creating a more emotionally connected world and making a difference in the lives of others. Founded in 1910 by J.C. Hall, and remaining a private company with family members on the board of directors today, Hallmark's businesses employ approximately 27,000 worldwide and generate revenues of approximately \$3.5 billion.



The Fall Event 2022 – Tour

WEDNESDAY, SEPTEMBER 21 - Continued

Family Tree Nursery - Shawnee

Ron Nelson opened the Family Tree Nursery in Overland Park more than 50 years ago, and, through the years, the family business has grown, adding a production facility, a store in Liberty, and eventually the location in Shawnee in 1981. Ron's son Eric is the current owner, and his grandsons, Jonah and Jesse, manage the three locations. Grandson Bo Nelson runs the coffee side of the business with Cafe Equinox.

Family Tree Nursery owns and operates three retail locations and one growing facility which produces annuals, hanging baskets, poinsettias, mums and perennial crops. This Nieman Road location features 5 acres with 9,000 SF garden center, a 30,000 SF greenhouse, and a 40,000 SF nursery.

While the Family Tree Nursery has always been a destination for great plants and gardening supplies, in the last decade their customers have come to trust them as an outlet for beautiful and unique gifts for the home as well. The Shawnee store also houses Café Equinox, a botanically inspired café, where you can enjoy a wide range of Thou Mayest coffee drinks, local KC pastries, and more. The greenhouse seating offered the perfect opportunity to open a café. Keeping the family business theme, it was natural to work with Bo Nelson, who founded Thou Mayest Coffee Roasters, a local batch roaster. Customers can get their fix of both caffeine and chlorophyll while sitting amongst a tropical paradise in our cozy indoor seating.

Every year the Shawnee store hosts a Fall Festival Event, which includes live music, food, and tons of family activities.



Customer service and quality are paramount at Family Tree. They are committed to high-quality plants and passionate about their plants, so they spend a lot of time and energy around the genetics that they grow and to making sure they're the best available on the market. With two production facilities in Kansas City, Kansas, Family Tree grows all of its annuals, perennials, hanging baskets, tubs, and arrangements, providing a unique product selection for customers.



Beyond the Boundaries...

WEDNESDAY, SEPTEMBER 21 - Continued

Family Tree Nursery - Overland Park

Ron Nelson opened the Family Tree Nursery in Overland Park more than 50 years ago. This is the original, and still largest, retail location, covering 5 acres. Can you imagine owning a second store less than 4 miles away?

With two production facilities in Kansas City, Kansas, Family Tree grows all of its annuals, perennials, hanging baskets, tubs, and arrangements, providing a unique product selection for customers.

The third Family Tree Nursery location is northeast of Kansas City in a community called Liberty.

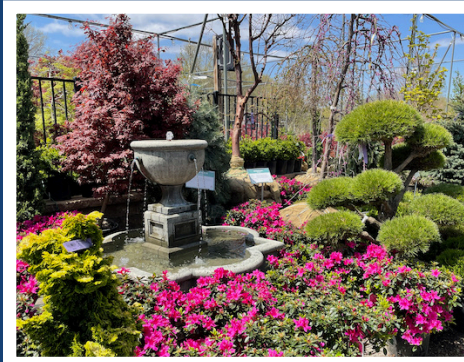
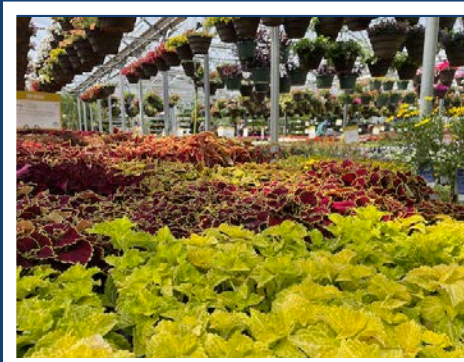
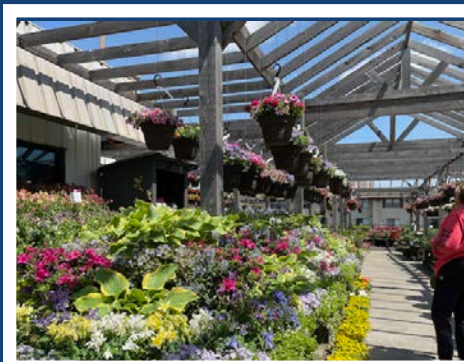
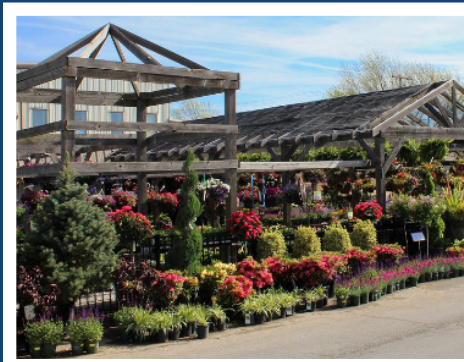
Every year the Overland Park store hosts several events, including the Annual Spring Open House – with live music, appetizers, amazing display gardens, in-store specials, and more.

Although the family is in the horticulture industry, Nelson emphasizes that they're truly in the hospitality business. Every customer is seen as a guest, and staff members work to determine how they can best make the customer's experience exceptional... a very similar philosophy as The Group!

No doubt, we will find new ideas and inspiration at Family Tree Nursery!



Educating the public is part of the Family Tree mission. Staff members provide helpful tips and advise for the best products to ensure the life of the plants. In the spring, a container gardening workshop fills quickly and guests leave with a beautiful potted plant. Online, Family Tree has an educational video series on topics from growing succulents to planting a garden.



The Fall Event 2022 – Tour

WEDNESDAY, SEPTEMBER 21 - Continued

Suburban Lawn & Garden - Kansas City

Located in historic Martin City of south Kansas City, this 40-acre nursery has been a destination for gardeners and professional landscapers since 1990. Centered on a state-of-the-art 45,000 square foot greenhouse, it features a vast selection of Suburban's own locally grown trees, shrubs and flowers.

KCMulch.com is a valuable addition to the Suburban Lawn & Garden family. Now customers can easily reserve mulch, decorative gravels, or soils. The Lawn Care Department operates out of a facility adjacent to the Yard Waste Recycling Center and provides full-service grounds maintenance to many customers both commercial and residential. Services include mowing, turf and tree fertilization, shrub pruning and lawn renovation.

Suburban has a truck shop that maintains a fleet of 150 vehicles used for delivering our many products and transporting our lawn care crews. Also at this facility, Suburban bags the soils and mulches sold at our nurseries under the Summer Field Farms label. A three-person crew can assemble 6000 bags of mulch or soil products each day.

At the height of the Spring season, they have 420 employees ranging from cashiers to construction workers. Each Suburban employee is charged with the responsibility of performing to high standards, ensuring customer satisfaction, and providing all of our services in a friendly, helpful manner.

Since 1989, Suburban has been processing and recycling Kansas City's organic plant waste, keeping millions of tons of waste out of landfills, and turning it into compost and mulch instead. Regulated by the USDA, EPA and Missouri Department of Natural Resources; Suburban strives to offer the cleanest, friendliest, and most convenient Yardwaste site in the country. This facility is open to both residential and commercial customers 7 days a week in the spring, summer and fall, and 5 days a week in the winter.

Golf carts are available to customers to make shopping the huge variety of over 25,000 different items easy.

Suburban Lawn & Garden also makes mulch, producing over 200,000 cubic yards annually. The raw material for the mulch comes primarily from their Yard Waste & Recycling Center. They take in brush, wood chips and yard debris, often delivered by the same individuals who arrive to shop, and manufacture them into color-enhanced mulch or organic compost. Making the mulch is a three-step process. They first perform a primary grind and let it stockpile. Then, several months later, they regrind and color enhance it with a dye machine a few days later."



Beyond the Boundaries...

WEDNESDAY, SEPTEMBER 21 - *Continued*

Suburban Lawn & Garden - Overland Park

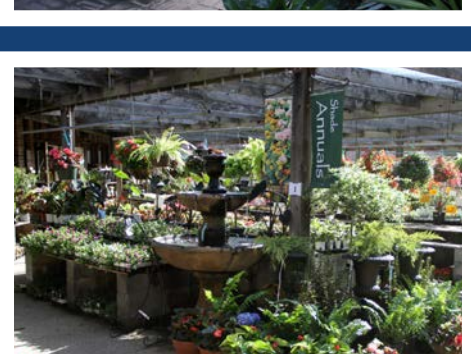
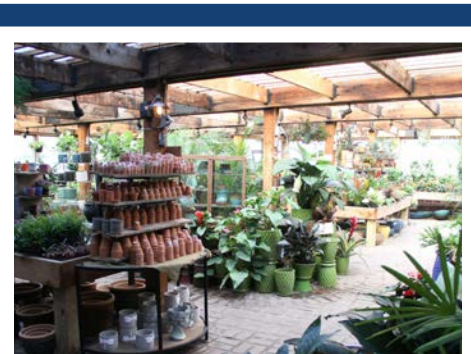
This Overland Park location is the original location of Suburban Lawn & Garden. Open since 1965, this original “flagship” garden center doubled as the headquarters for Bill and Bo Stueck’s growing lawn and landscaping business and has been a Johnson County landmark. As the city has grown around it, so too has the garden center. Suburban has two growing facilities that supply nearly 75% of the trees, shrubs, and bedding plants sold at the nurseries.

We’re confident we can all learn from Suburban Lawn & Garden!



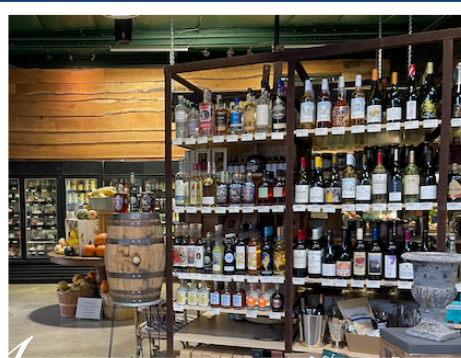
The majority of mulch — 145,000 cubic yards — is sold in bulk. Bagged mulch is sold under the label Summer Field Farms. The center occupies 10 acres of the 30-acre operations site.

For those Fall Event Participants interested in getting a first-hand look at the mulch operation, a shuttle will be available during our time at the Suburban Lawn & Garden Kansas City location.



The Fall Event 2022 – Tour

WEDNESDAY, SEPTEMBER 21 - *Continued*



Colonial Gardens

Formerly Colonial Nursery, owner Tory Schwope purchased the property in February of 2016 with a vision “To reinvent the retail nursery business by introducing events, entertainment, food, and local agriculture to the traditional Garden Center business model.” Colonial Gardens is a part of DCA Outdoor, a family of brands that connect the agricultural, nursery stock production, landscape distribution, retail, agritourism and transportation industries.



After a two-year renovation of the original property, the redesigned “Modern Prairie” style garden center blends the original architecture of the site into a newly created open-air courtyard, showcasing cutting-edge landscaping design techniques with a naturalized boulder wall, stone fireplace, contemporary covered stage, and luminous event space. Renovations include five remodeled greenhouses, an 11,000 square foot outdoor showroom, enlarged pond, offices, and an eco-friendly bio-swale and bio basin. A new classroom and workshop space offers educational opportunities for everyone from beginning gardeners to experts.

There is no other place in Kansas City where you can take a class on gardening, grab a cup of coffee, listen to live music while you are eating lunch, pick out flowers and landscaping materials and even complete your grocery shopping for the week.

Colonial Gardens is comprised of 80 acres, which includes space that will be future “You Pick” fruit fields, an amphitheater, and “You Cut” flower fields. Divisions include annuals, perennials, trees and shrubs; Local market with produce, meat, cheese and dairy; The Bean Counter Café; greenhouses for fresh produce production to supply both market and café; satellite site for KAT, and Schwope’s landscape distribution company. During peak season they employ 40 people.

Colonial Gardens sells flowers, trees and food. We plant, teach and celebrate all things outdoors, but most importantly, we create experiences. Here, people find solutions, inspiration and connections. We want to help people reconnect with nature. By strengthening our relationship with the earth, we can build a better future for ourselves and the planet.

Find some inspiration and motivation at Colonial Gardens!

Beyond the Boundaries...

WEDNESDAY, SEPTEMBER 21 - *Continued*

7:00pm Discover Kansas City – On Your Own

Wind down after a long day of touring Kansas City. Well-known chefs and buzzy dinner spots provide perfect dining options. There's no shortage of fantastic cuisine in Kansas City!

9:00pm Connections – High Voltage Networking

Quench your thirst for knowledge every evening during Connections – a High Voltage Networking opportunity! Grab a drink and pull up a chair for an informal gathering of Group Clients and Experts engaging in conversation and exploring **Beyond the Boundaries** at the Intercontinental Kansas City at the Plaza, American Slang and Oak Bar.

Kansas City...

The best time to visit Kansas City is in September and October when the summer crowds have subsided, and the city still enjoys sunny days but overall pleasant weather. Kansas City, here we come!

Kansas City Facts:

Population: 508,090 (2020)
Elevation: 910'
Time Zone: Central
Average Temp: 80° (Sept)

Get the 10-day weather forecast here:

<https://weather.com/weather/tenday//ec41724d7413d97bfb674275be79d-f322b42ed2eee88b2bc3772dec038a60bad>

View the Visit Kansas City's 2022 Official (Digital) Guide at

<https://maddendigitalbooks.com/mokcvg22/>

See why Kansas City is called The City of Fountains:

<https://www.visitkc.com/visitors/things-do/attractions/everything-you-need-know-about-fountains-kansas-city>

See the 10 Best Attractions in Kansas City:

<https://www.youtube.com/watch?v=JEIKr-xG-4o>

Visit The Group's Best of Kansas City web page at:

<https://www.thegardencentergroup.com/the-fall-event-2022--best-of-kansas-city>

HELP WANTED?

Forward-thinking, innovative independent garden center? Seeking like-minded to help you increase sales, build traffic off-season, increase net profit, and minimize the stress of ownership and management?



See what other garden centers are saying at:
www.thegardencentergroup.com

HELP GIVEN.

Forward-thinking, innovative, group for independent garden centers will offer services and professional resources for business solutions to operational issues facing retail, with the goal of increasing sales, improving operations, and retaining more profit.



THURSDAY, SEPTEMBER 22

8:15am - 9:15am **Kansas City Post-Tour Panel Discussion**
Moderated by Danny Summers

You just experienced five of Kansas City's best Garden Centers. Now you can engage with the owners (and/or managers) up close and personal to ask all those burning questions you wanted to ask during the tour. This interactive, audience-driven discussion will feature crowdsourced questions during and after the tour then upvoted for the best ones to kickstart with a great list of questions to get the most out of our Q&A time. Don't miss this 'ask anything' session guaranteed to be lively and fun!

9:30am - 10:30am **Beyond the Boundaries of Entrepreneurial Thinking**
Robert Hayter, LKC Engineering

Experience is a great teacher, except when it isn't. We rely on the present, what we currently know, through what I call The Learning Cycle. Our perspectives of the past and future are formed by present thinking. And owning and or managing a small business are wicked learning environments.

Robert will offer a paradigm-shifting, and thought-provoking presentation on thinking, acting, leading, and changing your entrepreneurial perspective. Leaving the safety of your current position you will discover some myths, new realities, and pathways to breakthrough thinking leading you **Beyond the Boundaries**.

How we think matters. We act now, modifying our perceptions of the future. We recall now. We learn now, which is to say we modify ourselves to act more effectively in the future.

Why do most things stay the same?
What is different about things that change?
What can each of us do to ensure we will be ready for tomorrow as the present?

Don't miss this exercise of the mind to reset your entrepreneurial thinking!

en·tre·pre·neur

An entrepreneur is an individual who creates and/or invests in one or more businesses, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship. The entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures.

ROBERT HAYTER offers site planning, evaluation, and renovation services exclusively to independent retail garden centers.

Robert has spent 32 years helping garden center owners develop or enhance the function, appearance, physical security, and "shop-ability" of each site and its facilities. His goal is to achieve the maximum sales potential, create ease of shopping, improve operations, and produce a pleasant and attractive location for customers. Emphasis is placed on the sales areas of the garden center to create product-merchandising flexibility, ease of stocking, and better customer access.

Robert Hayter offers solutions in the areas of arrival and parking, layout, receiving, and product display fixtures. The firm is available for on-site consultation services to The Group clients addressing new or redo property and facility upgrades. Robert Hayter will provide insight into construction issues, answer costing questions and interpret retail shopping trends.



Beyond the Boundaries...

THURSDAY, SEPTEMBER 22 - Continued

11:00am - 11:45am Beyond the Boundaries of Traditional Marketing
Moderated by Danny Summers & Tom Kegley

Being creative is absolutely essential in marketing. To stand out from your competitors, creativity is key. However, simply 'being creative' isn't as easy as it sounds, so let's take a look "inside the box" and tap into our wealth of knowledge and talent that lies within The Group before we step "outside the box" to explore other alternative points of view and ways of doing things to discover even more novel ideas and solutions.

Let's take a look **Beyond the Boundaries** at the intersection of art and innovation where Creativity is King!



11:45am - 12:00pm The Fall Event Wrap Up
Danny Summers

In this final wrap-up, Danny will highlight the past three days of collaboration, intensive learning, stretching the mind, and expanding the vision **Beyond the Boundaries**. As he explores the many opportunities presented at The Fall Event, you will discover there are plenty of takeaways to wrap up and take home!

You'll be challenged to set new goals, take action, and move **Beyond the Boundaries** in the year ahead. And speaking of the year ahead... you'll be the first to know which road will lead to The Fall Event in 2023!

Tom Kegley is The Group's Branding Guru and offers a full range of corporate marketing communications services based on in depth experience in brand development/management, advertising, and collateral communication in print and electronic mediums.



TOM KEGLEY has worked extensively in the horticulture industry since the late 90's, helping growers, retailers, and companies with strategic and tactical marketing communications programs.

Tom Kegley Communications has broad and innovative experience on local, regional, national and international levels with trade and consumer brand creation and management. Having played key roles in the development, introduction, and maintenance of plant brands and products directed to gardeners, Tom Kegley's work includes hands-on creation of in-store messaging and consumer outreach through print and electronic media. His efforts across the spectrum of the industry, from growing to retail to the gardening consumer, offer a comprehensive insight to the challenges and potential for independent garden retailers.

As a creative resource for The Group, Tom can help define the quintessential value of your garden center brand, align that essence at all constituent touch points, and coordinate the message across all appropriate channels.

Tom Kegley's "easy as PIE" approach to effective garden center marketing is based on the three key ingredients of Planning, Identity, and Execution. With the right mix of strategic planning, focused identity and message, and dynamic executions, garden centers have a ready recipe for stronger sales.

The Fall Event 2022 – 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 Kansas City ground transportation information below. See special offer for Shuttle Express Ground Transportation on next page.

HOTEL

InterContinental Hotel Kansas City at the Plaza

401 Ward Parkway
Kansas City, MO 64112
Tel: 816.756.1500

The InterContinental Kansas City at the Plaza is an iconic 371-room hotel located on the corner of one of Kansas City's most stylish and historic shopping, dining and entertainment districts. Sitting on a hill overlooking the picturesque Country Club Plaza area and along Brush Creek, the hotel has had many lives and updates but still maintains its old-world character and charm.

Online Reservations: See instructions below

Phone Reservations: 877-666-3243

Online Reservations Instructions:

Click on the Online Reservations link on The Group Website at <https://www.thegardencentergroup.com/the-fall-event-2022---hotel-and-travel>
Select Book Now in the upper right corner of the screen.
Select your Check In and Check Out dates, Number of Rooms, and Number of Guests. Rate Preference defaults to Group Rate. Select your preferred Room Type.

Note: *You will not be charged the standard Amenity Fee as noted at \$8.29 per night.*

Group Block: Garden Center Group (GCG)
Online Reservations: See instructions
Phone Reservations: 877-666-3243

Group Rate: \$187 single/double.
The Group rate is available beginning Sunday, 9/18 through Thursday, 9/22 with limited availability 2 days prior and post-event.

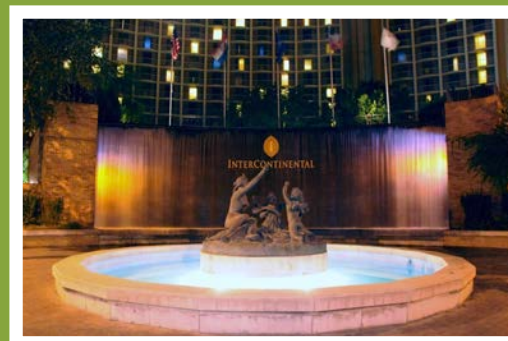
Check-In/Out: Check-in after 4 pm;
Check-Out before 11 am.

Reservation Deadline: September 3
(but we expect to fill sooner so book early)

Complimentary WiFi, Access to Fitness Center and Pool, Discounted Self Parking \$10/day; Valet Parking \$30/day

Hotel Shuttle is not available to/from the Kansas City International Airport. See Air and Ground Transportation on page 25.

The Intercontinental Hotel features a ground transportation page (under About) that provides information on Car Rental, Taxi Service, Shuttle Service, Limo Service, Metrobus Service and more. Go to: <https://www.kansascityic.com/about/#transportation>.



Kansas City, Missouri

TRANSPORTATION

By Air: Kansas City International Airport is served by AeroMexico, Air Canada, Alaska Airlines, American Airlines, Delta, Frontier Airlines, SeaPort Airlines, Southwest Airlines, Spirit, United Airlines and US Airways. Rental cars are available at the airport. The physical address of the airport is: 1 International Square, Kansas City, MO 64153.

By Train: It may not be the fastest or easiest way to get to Kansas City, but it may certainly be the most affordable and enjoyable. With six daily trains to Kansas City – Union Station there's a chance you can find a route to get there! Visit Amtrak for schedules.

By Car: Within a day's drive for more than 55 million people, no matter where you're coming from, your trip to Kansas City, Missouri is probably shorter than you think. With easy access to many major transportation hubs in the region, you can indeed get there quickly and easily. And you can always "get some kicks" on Route 66! Sprinkled with romance and unconventional attractions, it was and still is the epitome of "cool". A winding highway to Hollywood, lined with neon, running from Chicago to L.A. right through the heart of the Show-Me State.

GROUND TRANSPORTATION

Kansas City offers many different ways to travel in the metro area. Following are several links for transportation to and from the airport and getting around town.

SuperShuttle Express is offering a Group Discount for travel to and from the airport and around town – good 5 days prior and 5 days post-event. They offer Express Direct Ride, Shared Ride, and Black Car Luxury Service. All details and reservations are available on their website. Follow the SuperShuttle Express Direct Group Link for a 5% discount, or go to the SuperShuttle Express Website and enter the discount code: **KHC6Y**. You can also download the SuperShuttle App from their website at <https://www.supershuttle.com/app/?return=fromhome> and enter the discount code.

Visit The Group Website Travel Page (link below) for more details on transportation, including the Kansas City Streetcar Line and numerous links to information on KC Transportation.

<https://www.thegardencentergroup.com/the-fall-event-2022---hotel-and-travel>



Explore some of the most unique, most historic and most quintessentially "Kansas City" things to do and see while traveling along the 2.2-mile KC Streetcar route. Ride through the heart of it all in style, for free, which takes travelers to and from iconic hotspots such as River Market, the Power & Light District, Union Station, and Crown Center. Although they are currently expanding the KC Streetcar route, it does not yet extend to the Country Club Plaza area or our hotel.

Streetcars run every 10 - 15 minutes during peak weekday periods. During other periods, streetcars run every 15 - 18 minutes.

MON - THU 6am - 10pm.
FRI 6am - 12am
SAT 7am - 12am
SUN 7am - 10pm

Visit The Group Website Travel Page (link in green box below left) for more details on the KC Streetcar Line.

You'll find all things Fall Event 2022 at:
<https://www.thegardencentergroup.com/the-fall-event-2022---intro>



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.

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.

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

