



*Strategies, education and Marketing  
To enrich your business*

June 3rd, 2010 at the South Coast Winery Resort,  
34843 Rancho California Road, Temecula, CA 92591 [www.wineresort.com](http://www.wineresort.com)

**EDUCATIONAL PROGRAMS - Designed to Enrich Your Business!**  
**Sign up now for Inspiring Workshops!**

**8:00 – 9:30 Keynote Breakfast with Delilah Onofrey – Greenhouse Grower Magazine  
Cost \$35.00**

**“New Opportunities With New Media”** - Twitter, Facebook and Webinars, Oh My! How is the green industry capitalizing on social media? Greenhouse Grower magazine’s Editor Delilah Onofrey shares how growers, retailers, allied industry suppliers and educators are making an impact. Don’t miss this breakfast to embrace Social Media & Internet Marketing for the Horticulture Industry – What we all need to know for the next decade of buyers! Delilah Onofrey is editor of Greenhouse Grower and has worked for Meister Media Worldwide for 17 years. She holds a bachelor’s of arts degree in journalism from Kent State University and has completed two thirds of her master’s degree in urban planning, design and development at Cleveland State University. She is also a founder and board member of America In Bloom, a national community revitalization program for America’s towns and cities.

**10:00- 11:00 Concurrent WORKSHOPS Cost \$30.00**

**”Inside the Mind of the Consumer – How Growers Can Help Retailers Sell “** - Gary Jones Vice President of Marketing at Armstrong Garden Centers, which is the largest Independent Garden Center in the US will share his knowledge based on an in depth study done with their customer base. The surprising truth about what makes and what kills sales. Learn how you can help retailers sell more of your plants!

**“Calculating the Efficiencies and Costs of Growing Ornamental & Bedding Crops”** – Trent Teegerstrom – University of Arizona – Production costs and product pricing have a major influence on profitability of a nursery business. Trent Teegerstrom, Russ Tronstad, and Ursula Schuch at the University of Arizona and Stuart Nakamoto, University of Hawaii have developed a tool designed to evaluate both. Using production costs and sales prices with the spreadsheet tool, a grower can calculate whether a plant will make a profit or result in a net loss. Production costs for each individual species or group of products, such as all 1 or 5-gal. pots can be calculated. One feature of the program assesses the amount of space and time allocated for a plant to reach either the next stage of production or saleable size. Calculations can determine what container size yields the highest profit for species, and for how long the plant will remain profitable at that size. A projected profit comparison of growing plants in the nursery versus buying stock in is also included.

**“Strategic Thinking Fast Forward”** - Gary Hudson, Founder and President of Hudson & Associates: A business consulting firm that advises businesses in the horticultural industry on strategic planning, management issues, and market plan development and implementation. Hudson has helped clients worldwide achieve success in business growth and improved profitability. Learning to use Strategic Thinking will help you by allowing you to look at all sides of an issue strategically, while also aiding in all steps of the planning process that are so important in moving the business forward. Learn how to use the tools of Strategic Thinking in creating and implementing change and then sustaining the new direction change can bring. You will learn how developing measurable action plans can help drive the business to new levels of success and will help you sustain all the creative action steps you develop in the process. Join us to learn how to use this creative process to better Plan, Discover, Change and Sustain your business in the difficult times.



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**11:00 – 12:00 Concurrent WORKSHOPS Cost \$30.00 each**

**“Thinking Outside the Box - Packaging ideas and strategies”** Brenda Vaughn, Marketing Manager for John Henry Co. - Are You Hip or Are You Square? What basics do consumers need to be successful with our horticultural products and what sets off their emotions? Brenda will touch on basic information, the “I want that” factor, and some recent trends that are still on the rise....such as gifting and being eco-friendly. Brenda has 20+ years in the horticultural industry and over 16 of those were in retail at Bordine’s Nursery which is one of the top independent garden centers in the country. The last six years she has been with The John Henry Company, who last year received the Marketer of The Year award from Meister Media, FIRST time to a supplier. Her marketing efforts at Pack Trials has really sent a message to all that packaging and merchandising is here to stay and is long over due in the retail arena.

**“Generation Why?”** - Lisa Takao-McCall, Takao Nursery. Times have definitely changed and that includes the next generation of consumers. Learn more about this up and coming group and how you can better reach them!” As the Creative Director of Takao Nursery in Fresno, California, Lisa is in charge of marketing and design for the company including website, catalogs, newsletters, tradeshow and California Pack Trial displays. Her out-of-the-box design approach and innovative style have been featured in numerous industry publications. After graduating with honors from Fresno State in 2004 with a graphic design background, Lisa joined the family business full time. Currently, she serves on the OFA Generation Next Committee. Lisa was also highlighted in Greenhouse Grower Magazine’s 25 Ones to Watch Series for her imaginative marketing work.

**“Keeping Your Customer – Delivering Consistent Quality”** Dr. Michael Reid Professor of Plant Science at US Davis - Producing quality flowers and potted plants is only the start of success in the ornamentals business. Customer satisfaction is key to continued profit, and our customers rely on good visual and postharvest quality. Michael Reid will discuss how to ensure long display life for ornamentals, and some of the new research from UC Davis that will impact the industry in the future. Dr. Reid has received numerous awards including the Allan Armitage Leadership Award and Alex Laurie Awards and written more than 300 articles in the scientific and popular press. He has Co-authored of books on postharvest technology, the postharvest handling of ornamentals, and the use of Controlled Atmospheres in perishable storage and transport.



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**12:00 – 1:00 Concurrent WORKSHOPS Cost \$30.00 each**

\_\_\_\_\_ **“Marketing – who needs stinking marketing? We need to shrink the industry – not grow new customers!”** Laurie Scullin, from the New Product Marketing Group will share what is going on today with our missing consumers (anyone under the age of 50), speak to how media is changing all the rules and outline a few ideas that will work for your business or industry segment. He will also spend a few minutes and talk out the issues on a national scale to see if a coordinated effort with trade associations adds to the solution.

\_\_\_\_\_ **“Best Management Practices (BMPs), Integrated Pest Management (IPM), and going green in the face of invasive pests”** – Jim Bethke UC Davis There is a trend in ornamental production to use IPM and BMPs and to become more sustainable through certification. However, the ornamental industry is vexed by the invasive species issue that causes growers to abandon IPM and BMPs so that they can comply with restrictive regulations. This presentation will discuss the issue and give recent examples of unintended consequences. Jim Bethke has 26 years of research in the area of ornamental horticulture and has presented over 200 scientific and technical research presentations. He is an invited contributor to Greenhouse Product News, GM Pro, Nursery News, Grower Talks, and many other trade publications, author of 114 publications that include 95 scientific and technical publications, as well as over 150 technical reports to industries related to ornamental horticulture. Also,

**“Save on Energy-Efficient Equipment and Projects”** - Arnie Garcia is currently the Agriculture Segment Advisor for San Diego Gas & Electric (SDG&E). In this role, he helps promote energy efficiency saving programs and works with customers, statewide utility counterparts, and outside organizations to find cost effective solutions for growers. Over the course of 10 years with SDG&E, Arnie has worked as an Outreach Advisor, a Public Affairs Officer, a Rebate Programs Processing Supervisor and the Program Manager for the largest demand response program in the SDG&E service territory.

\_\_\_\_\_ **“Pioneering New Markets for Better Profits”** – Chris Berg, Director of Marketing for EuroAmerican Propagators. Based off the book, Blue Ocean Strategy, Chris will lead a group discussion to discover new territories for our industry’s products. Rather than competing in the low-margin, bloody red waters, he’ll guide us to new blue oceans with new opportunities without conventional price ceilings.



June 2 & 3, 2010

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**1:00 – 2:00 Concurrent WORKSHOPS Cost \$30.00 each**

**“The Wow Factor - Wonderful outrageous ways to grow your business!”** Sue Kirby - A National sought after speaker. You will be entertained as you learn many fresh approaches to customer, products and profits!” Sparklingly Upbeat, Funny, Inspirational, Practical and Down-to-Earth. Sue Kirby is packed with wisdom and tips to empower people to be more successful. This clever business woman motivates people to celebrate themselves and others; improving relationships, productivity, performance and profits in businesses, organizations and relationships. Her exceptional gift of storytelling has audiences laughing in the aisles...Sue’s message is simple...”People learn when they are laughing”. Sue is a popular guest on radio and television talk shows and has been featured in Redbook magazine, the Los Angeles Times and the Oregonian. Sue has been voted the most popular speaker at numerous trade shows and conferences across the country.

**“Shipping - How to get your products delivered through out the US”** - Ken Soles from EuroAmerican brings over 26 years experience in Transportation & Logistics. Ken will be presenting The current challenges of Trucking, How product currently moves within the US, How Shipper/Growers can reduce their cost/freight Invoices, New era consolidations and The future of our industry as it relates to trucking. Having grown up in the heartland of Southern California’s Floriculture and Horticulture Industry, his expertise inside a temperature controlled environment makes a perfect fit for these topics. With a degree in Transportation Management and an extensive background in Sales & Marketing, Ken will add much to inspire and teach you how to ship product throughout the US.

**“The huge potential to grow for the Organic Consumer market”** - Josh Schneider, Cultivaris Inc. – Gardening with Organic plants ranks among today’s fastest growing lifestyles. Josh will present a lively inspiring talk about the facts, reasons and studies that show that organic is not “just a fad” but is here to stay. Herbs and Vegetable sales are on the rise every year and we will continue to see increased growth. Sharp-witted, inquisitive and sometimes blunt—but well informed—Josh has had a dizzying career in the horticulture industry. Starting with his own garden center, he then worked for one of the largest propagation nurseries in the industry managing sales, marketing and new product development, all while acting as Spokesperson for the Proven Winners network and hosting his own TV gardening show. Josh lives in San Diego, California.



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**2:00 – 3:30 “Meet the Buyers Panel”** Gary Hudson as Moderator - FREE

National Buyers Panel Presentation & Discussion with: Big Box Store, Grocery, Independent Retail Garden Center and Plant Broker Buyers

**WORKSHOP REGISTRATION:**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

How do you prefer to receive your information?  E-mail \_\_\_\_\_ or  Fax \_\_\_\_\_

Sign up for 3 workshops and pay only \$75.00. Great savings!  
(Reminder with the purchase of a 10 x 10 exhibit area you receive 2 free seminars)

TOTAL WORKSHOPS \_\_\_\_\_ x \$30.00 = \_\_\_\_\_

Breakfast Keynote \_\_\_\_\_ x \$35.00 = \_\_\_\_\_ (excluded from discount)

Make your check payable to San Diego County Flower & Plant Association  
mail to: 5600 Avenida Encinas #108, Carlsbad, CA 92008

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Thank you for signing up for HortSmart 2010. Please visit our website [www.flowerandplant.org/hortsmart](http://www.flowerandplant.org/hortsmart)



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