



## Are YOU realizing the opportunity?

**I**t has been an especially challenging year for businesses dealing with the global economic pressures and the resultant impact on consumer spending and changed mindsets. Merriam-Webster defines Chaos as “the confused, unorganized state existing before the creation of distinct forms”. The American writer, Henry Miller has said “Chaos is the score upon which reality is written”.

**If this is the state of the economy and industry early in 2009, we ask the following questions:**

- Chaos, or market disruption, creates new opportunities to reposition and differentiate. Are YOU ready?
- Consumer mindsets and purchase behaviors have changed dramatically. Are they permanent?
- Business Darwinism...survival goes not to the strongest, but to those who are the quickest to adapt to change. Where do you stand?
- We’ve become comfortable with *evolutionary* change. Chaos calls for *revolutionary* change! Can you cope?
- What’s your value message? Is it relevant to today’s customers and how do you communicate it?
- Facebook, Twitter, MySpace, Blogs, Podcasts...new tools to reach tomorrow’s consumers. Are you ready for 21<sup>st</sup> century marketing?

As always, the think-tank atmosphere of the Seeley Conference will allow for plenty of interaction with fellow industry leaders. We invite you to join us in Ithaca for a valuable discussion.

**Sunday, June 28**5:30 – 8:30pm **Registration**; dinner on your own with colleagues**Monday, June 29**7:30am **Registration** at Cornell Vet School8:00am **Opening, Intro of Participants** – Bill Miller**Introduction to the Conference** – Stan Pohmer**The Changing Economy**

Speaker: Dr. Charles Hall, Texas A&amp;M University

What are the changes that the economic challenges have forced on the way we do business and the way the consumer reacts to them? What's the future hold for the consumer and business in general?

*Break***The New American Consumer**

Speaker: Dr. Kit Yarrow, Golden Gate University

How the recent downturn in the economy has impacted what, why and where consumers buy. Predictions for the future - will consumers revert back when their financial futures improve? How to most successfully reach today's new consumer with a special emphasis on the youngest members of our adult market, Gen Yers.

**Discussion**12:30pm *Lunch*1:30pm **Consumer Values and How our Industry Can Meet Their Needs; Positioning our Message**

Speaker: Dr. Fred Kirschenmann, Iowa State University

How do our products and services relate to the new consumer psyche, especially the younger generations? What's important to them and what can we do to adapt?

*Break***Panel Discussion***Adjourn*6:30pm **Socializing**7:30pm **Banquet**9:30pm... **Networking and Socializing**

*“Chaos is the score upon which reality is written.”*

— Henry Miller, American Writer

**Tuesday, June 30**8:00am **Delivering Our Message to Multiple Audiences**

Speaker: Christopher G. McCann, 1-800-FLOWERS.COM

Boomers and the younger generations relate differently to our products and venues, and receive communication messages differently. What are the differences and how do we accommodate them as an industry and as individual companies?

**Communications 101...the balancing act**

Speaker: Steve Marino, Oglivy PR

Examples of communication methodologies and how to maintain the balance between our traditional marketing and the new marketing platforms. (i.e. Newspapers vs. e-newsletters, Twitter, Facebook, MySpace, blogs, WOM, fan clubs)

*Break***Breakout Group Discussions****Group Feedback/Discussions**12:30pm *Lunch***Case Studies**

1. John Kinsella, Terrain

2. Carmen Johnston, Nectar and Company

*Break***Panel Q&A***Adjourn*6:30pm **Socializing - Monkey Run**7:30pm **Chicken Bar-B-Q**

Master of Ceremonies - William B. Miller

9:30pm... **Networking and Socializing****Wednesday, July 1**8:00am **Recap Discussion***Brunch***Recap Discussions****Conference Summary****2010 Topic Discussion**12:00pm *Adjourn***About The Seeley Conferences**

Seeley Conferences were established in 1986 in honor of Dr. John G. Seeley after his retirement from Cornell University. Each year a conference topic important to the future of floriculture, is chosen by the Board of Directors.

Seeley Conferences are intended to promote discussion of issues important to the future of commercial floriculture. The meetings are structured to foster discussion by industry leaders and increase the level of understanding of topics through presentations by speakers with a wide range of backgrounds and experiences. The goal of the Conference is to better prepare attendees to make decisions on issues that have a great impact on their businesses and the industry as a whole.

To assure free exchange of ideas, participants, including representatives of the trade press, are asked not to attribute comments or points of view to speakers or industry leaders unless such dissemination is agreed to by the person expressing their point of view.

**Travel**

Air service to Ithaca is provided by Continental, USAir and Northwest Airlines (<http://www.flyithaca.com/>). Additional carriers serve Syracuse (60 miles) and Rochester (100 miles). Limousine service is available from Syracuse from Airline Limousine, 607-273-3030.

**Housing**

Conference participants are encouraged to stay at the Hilton Garden Inn, Ithaca, where off-campus social events will be held. Information on the hotel may be found at <http://hiltongardeninn.hilton.com>. A block of rooms under the group name "Seeley Conference" will be held until May 31. For reservations, call 607-277-8900.

**NOTE:** The schedule has been altered slightly from past years, with Sunday, June 28 as an arrival date, with the conference ending at noon on Wednesday, July 1.

For more information: [www.hort.cornell.edu/seeleyconference/](http://www.hort.cornell.edu/seeleyconference/). To reserve your place at the conference, contact Dolores Higareda: [dh29@cornell.edu](mailto:dh29@cornell.edu), (607) 255-1789.



## Profile of Featured Speakers

### Christopher G. McCann

Chris McCann is President of 1-800-FLOWERS.COM, responsible for the Company's overall performance and direction. Under his guidance, 1-800-FLOWERS.COM has earned a reputation as one of the leading multi-channel retailers in the country. McCann's role in building their e-commerce channel has helped accelerate the Company's growth. McCann earned a BA in political science from Marist College, Poughkeepsie, New York, and currently serves on their Board of Trustees. Prior to 1-800-FLOWERS.COM, he was President of Flora Plenty, a floral retail chain.



2007 as Professor and Ellison Chair in International Floriculture. His major academic areas include strategic management, market situation/outlook, cost accounting, and financial analysis for Green Industry firms.

### Carmen Johnston

Carmen Johnston is owner of Nectar and Company of Thomaston, GA. As a child, her father taught Carmen to garden, and this passion flowered when she married a second generation grower and owner. Carmen founded Nectar and Company 2006 to share her passion for using container gardening to inspire the imagination. Today she designs container gardens for commercial and residential gardens, fashions affairs to remember, and shares the garden experience through Nectar Garden Parties. Carmen is on a passionate pursuit to share her love of gardening and designing with her generation and others to come.



### Dr. Kit Carmen Yarrow

Professor of Psychology and Marketing, and Chair, Department of Psychology, Golden Gate University. Kit is co-author of Gen BuY: How Tweens, Teens and 20-Somethings are Revolutionizing Retail. An award-winning consumer research psychologist, she's also been visiting professor of consumer behavior in Slovenia, Malaysia, the Helsinki School of Economics and U.C. Berkeley. Kit has appeared frequently on ABC World News, Good Morning America. Kit's clients have included General Electric, Del Monte and Nokia.



### Steve Marino

Stephen Marino is Senior Vice President of 360° Digital Influence of Ogilvy Public Relations Worldwide, with responsibility for the day to day operations for the 360° digital influence. Stephen brings more than 16 years of experience in developing digital business and communication strategies, as well as interactive software development. Stephen has consulted with Johnson & Johnson's Baby, Unilever's Bertolli, Merck, Pfizer and Intel. His focus is to increase the value of a company's footprint in the digital space, whether it is a site redesign or deploying social media strategies and implementation in Web 2.0.



### Dr. Frederick L. Kirschenmann

Fred is Distinguished Fellow at the Leopold center at Iowa State University, and ISU Distinguished Professor of Religion and Philosophy and President, Stone Barns Center for Food and Agriculture. He also manages his family's 3,500-acre certified organic farm in south central North Dakota. Helped found Farm Verified Organic, Inc., a private certification agency, and the Northern Plains Sustainable Agriculture Society. Earned degrees from Yankton College in South Dakota, Hartford Theological Seminary in Connecticut, and a Ph.D. in philosophy from the University of Chicago.



### John Kinsella

John Kinsella is the Managing Director for Terrain, the new garden center division for Urban Outfitters, Inc. launched in April 2008. John has held senior level positions at Smith & Hawken, Williams-Sonoma and Banana Republic focusing on operations, marketing and organizational development. He has consulted Home Depot, Cabella's, Sundance, Smith & Hawken, Sur La Table, Nike, Hewlett Packard, and Design Within Reach. John is active in gardening and sustainability interests, and has directed a non-profit organization to create organic community gardens in Petaluma, CA.



### Dr. Charles Hall

Charlie Hall received his B.S. in Agricultural Economics from the University of Tennessee in 1984, his M.S. from the University of Tennessee, and the Ph.D. from Mississippi State University in 1988. After faculty stints at Texas A&M and the University of Tennessee, he returned to Texas A&M in



## Past Conference Topics

- 1986 Floriculture 2000: The Role of the University
- 1987 Biotechnology: Its Imminent Impact
- 1988 Will Floriculture Meet Its Marketing Opportunities?
- 1989 Floriculture's Role in Environmental Stewardship
- 1990 Floriculture's Changing Business Structure: What Lies Ahead in the '90s?
- 1991 Supermarkets: Their Impact on Floral Distribution in the '90s
- 1992 How Government is Changing Floriculture's Future
- 1993 Has Success Spoiled Floriculture?
- 1994 Harnessing the Forces Shaping Floriculture
- 1995 How Consumer Behavior Drives Floriculture
- 1996 Who Took the Fun Out of Floriculture?
- 1997 Keeping the Family in Floriculture
- 1998 Germ Plasm for Floriculture's Next Millennium: The Good, The Bad, and the Ugly
- 1999 Floral Merger Mania: Is Bigger Better?
- 2000 Profitability in Floriculture: The Role of Human Capital
- 2001 e-floriculture: pearls or perils?
- 2002 Floriculture's Profit and Market Crisis: Charting A New Course
- 2003 Chasing Success in Challenging Times: Finding a Winning Strategy
- 2004 Understanding the Consumer: Is Floriculture Relevant?
- 2005 Stayin' Alive: Can We Captivate the Elusive Consumer?
- 2006 The Globalization of Business: Will Floriculture Prosper?
- 2007 Profit Squeeze: Is There a Solution?
- 2008 Profit Squeeze: Is There an Alternative?