

seeleyconference

JUNE 26-29, 2011

Floriculture's
Biggest Challenge:

creating MindShare opportunities



Cornell University
Ithaca, NY



In today's post-recession marketplace, "reborn consumers" are asking tougher questions. They are making more critical decisions as to what is really important and what they really need.

Marketers can no longer assume consumers will return their former buying habits. While total consumption has returned to pre-recession levels, not every subsector of the economy has rebounded, as the consumer is spending differently, buying more in some categories and less in others. Floriculture has certainly felt this change.

Join us at the 26th annual Seeley Conference and we'll explore these questions through thoughtful presentations by industry leaders and lively group discussion.

- Why are people blind to the plants and flowers that surround them in everyday life and how can we overcome this?
- Can we focus our value proposition on the unique ways in which flowers and plants enhance the quality of life by environmental improvement, and health and well-being benefits?
- Case studies of firms using social media strategically to articulate the "more than just pretty" value proposition.
- What is the role of advocacy groups, and city-wide beautification programs? What happens when an entire city takes on a green attitude? Exploring the urban connection.
- Does engaging your neighbors improve your bottom line? Case studies of major greenhouses and nurseries that open their facilities for public inspection and good-will generation.
- How to put it all together and build consumer mindshare for your products and business?

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.

For more information: www.hort.cornell.edu/seeleyconference/

To reserve your place at the conference, please contact Dolores Higareda: dh29@cornell.edu, or 607.255.1789.



Sunday, June 26

Afternoon/evening Arrival in Ithaca

5:30-8:30 PM **Registration** and informal reception at the Hilton Garden Inn
Dinner on your own with colleagues

Monday, June 27

7:30 am **Registration** at Cornell Vet School

8:00 am **Opening, Introduction of participants** (Bill Miller)
Introduction to the Conference

The Mind of the Consumer

Consumer Attitudes and its Effect on Retail Trends and Buying Behavior

— Speaker TBA, Retail Forward

Drilling it home to the Floral industry

Retail Florists, Internet Channels and Strategic Business Planning

— Bob Williams, Smithers Oasis Co.

Discussion

Lunch

Drilling it home to the Floral industry (cont.)

Mass Market and Supermarket Channels

— Stan Pohmer, Pohmer Consulting Group

The Power of Plants and People

"We're More than Just Pretty" and HOW to Capitalize on That

— Charlie Hall, Ellison Chair, Texas A & M University

6:30 pm **Socializing**, Statler Hotel, Cornell Campus

7:30 pm **Banquet**

What is Plant Blindness and How Should we Combat it?

— Katy Moss Warner, America in Bloom

9:30 pm **Networking and Socializing**

Tuesday, June 28

7:30 am **"Early morning" optional tours** including Cornell Campus, Floriculture and Greenhouse Research Programs or Annuals and Perennials at Bluegrass Lane.

8:45 am **Convene at Cornell Vet College**

Using Social Media to Increase Mindshare

Articulating the "More than Pretty" Value Proposition

— Lisa Paschke, VP of Marketing and Sales, Bachman's

— Beth Zwinak, manager of Tagawa Gardens

— Suzi McCoy, The Garden Media Group

Community Involvement as a Way to Increase Mindshare

"We do this Because it Pays"

Living with neighbors

— Jim Gapinski, Heartland Growers

Opening the Greenhouse

— Kasey Cronquist, California Cut Flower Commission

Reaching out to the Community

— Brian Wheat, Lafayette Florist and Greenhouses

The Westfield NJ story

— Dave Williams, Williams Nursery

Lunch

Creating the Urban Connection

Connecting at Retail: Florists

— Tim Farrell - Teleflora Design Team and Farrell's Flowers

Connecting at Retail: Garden Centers

— Ian Baldwin - Industry consultant

Evening **Chicken BBQ at Monkey Run**

Wednesday Morning , June 29

8:00 am **Memorial Room**, Willard Straight Hall, Cornell University

Creating the Urban Connection: In Your Face Horticulture

— Adam Schwerner - Chicago Park District

Reflections and perspectives: Some off the wall marketing ideas

Cornell Applied Economics and Marketing students

Discussion and synthesis

Wrap-up

12:00 pm *Adjourn*

About Seeley Conferences



Seeley Conferences were established in 1986 in honor of Dr. John G. Seeley (1915-2007) following 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, Delta or USAirways (<http://www.flyithaca.com/>). Additional carriers serve Syracuse (60 miles) and Rochester (100 miles). The wider schedule options from Syracuse, generally fewer travel delays, and the short drive (less than 1-1/2 hours), makes Syracuse a good choice for many. Limousine service is available from Syracuse from Airline Limousine, 607-273-3030.

Hotels

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" will be held until May 30. For reservations, call 607-277-8900. Other rooms are available at the Holiday Inn Ithaca-Downtown, 607-272-1000, until May 26, and the Courtyard Marriott, near the airport, 607-330-1000, until May 26.

More Information

More information and on-line registration forms are available at www.hort.cornell.edu/seeleyconference or by contacting Dolores Higareta by email: seeleyconference@cornell.edu or by mail: Seeley Conference, 134A Plant Science Building, Cornell University, Ithaca, NY 14853; phone: 607-255-1789 or by fax: 607-255-0599.



Profile of Featured Speakers

Ian Baldwin was born in England, working in the nursery industry since he was 16. He holds a BSc Hons in Horticulture from London and a Diploma in Management Studies (Dist) from Medway College. Ian has lived in California since 1986 and is an American citizen. For many years Ian has consulted for garden retailers in site planning, marketing, merchandising, "retail detail" and strategic planning. We are pleased that Ian's participation has been sponsored by OFA: An association of Horticulture Professionals.



Tim Farrell AIFD, AAF, PFCI is an accomplished floral designer, known throughout the country for his creations of beautiful floral compositions. And, he has an accounting background. His understanding and ability to teach the elements and principles of floral design make him a sought after presenter for garden clubs, horticultural schools, and other retail florist organizations throughout the country. In 2007, Tim was honored to represent the United States in the Teleflorist of the Year Competition held in Tokyo, Japan. We are pleased that Teleflora has sponsored Tim's participation at the Seeley Conference.



Susan McCoy is President and Founder of The Garden Media Group, the leading public relations firm in the "green" outdoor living industry. GMG has helped build the reputation of such green industry giants as Costa Farms, The Conard-Pyle Co., terrain and Ball Horticultural Co. Her firm has helped introduce brand rock stars, including Knock Out Roses and Endless Summer. The firm produces the annual GMG Garden Trends Report®, one of the most published garden studies in retail and consumer news.



Katy Moss Warner is President Emeritus of the American Horticultural Society (AHS), a national, non-profit, member-based organization with a bold vision of "making America a nation of gardeners, a land of gardens." From 1976 to 2000, she was Director of Disney's Horticulture and Environmental Initiatives at the Walt Disney World Resort. With a team of nearly 700, she was responsible for the landscapes of four theme parks, 15 resort properties and over 70 miles of roads on the 30,000-acre property, ensuring that Disney's horticultural traditions of beautiful gardens and environmental responsibility were sustained.



Lisa Paschke is Vice President for Marketing and Sales at Bachman's, Inc., a 125-year-old floral, gift and garden retailer based in Minneapolis. Prior to Bachman's, Lisa was with Campbell Mithun, Fallon Worldwide and Macy's. Her brand management experience includes United Airlines, Starwood Hotels, Citibank, Nestle Purina, Famous Footwear and Subway.



Adam Schwerner is Director for the Department of Natural Resources for the Chicago Park District. Among his current responsibilities is the management of 7,800 acres of park land comprised of 170,000 trees, 1,000 ball fields, 12 acres of annual gardens throughout the city, 18 acres of perennial/shrub gardens, 26 miles of lake front, 6,000 acres of turf and, the oversight of the Park District's two historic conservatories with a full time staff of 300, growing to 800 in-season. Increasingly, Adam has been relying on his arts background to enliven the gardens created for the parks and engaging community members in a whole new way. He has a degree in ornamental horticulture from Rutgers University.



Beth Zwinak is Manager of Tagawa Gardens in Centennial, Colorado. Tagawa Gardens is the first garden center/retail grower to receive VeriFlora Certified Sustainable certification. Beth coordinates marketing and strives to create an enjoyable experience for their community.



Other presenters

Jim Gapinski is owner and CEO of Heartland Growers a large and modern greenhouse operation in Westfield, Indiana.

Charlie Hall is the Ellison Chair of International Floriculture at Texas A & M University and a member of the Seeley Board of Directors.

Stan Pohmner is owner of Pohmer Consulting Group in Minnesota and is also a member of the Seeley Board of Directors.

Brian J. Wheat, AAF, PFCI is the Chief Executive Officer of Lafayette Florist & Greenhouses, Inc. in Lafayette, Colorado.

Bob Williams is Vice President, North American Operations for Smithers-Oasis Company and a member of the Seeley Board of Directors.

David Williams is owner of Williams Nursery, a 6-1/2 acre retail garden center in Westfield, NJ.

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?
- 2009 Chaos! Are YOU realizing the opportunity?
- 2010 Floriculture's Environment Footprint: An Inconvenient Truth or Consumer Opportunity?