

Mark your calendar for:

The 2009 Great Ideas Summer Conference!

Sponsored by: Massachusetts Nursery Landscape Association (MNLA) and The Massachusetts Flower Growers Association (MFGA). Education program organized by UMass Extension.

Date: July 22, 2009 (8:00 AM - 3:00 PM)

Location: Sylvan Nursery, Westport, MA

Join Massachusetts' largest green industry associations - MFGA and MNLA - for their sixth annual collaborative event, the 2009 Great Ideas Summer Conference and Trade Show on Wednesday, July 22, 2009 at one of the region's largest and most successful wholesale growers of large and unusual woody ornamentals.

Featuring – Keynote Rick Segel discussing

How to Thrive During A Slowing Economy

Businesses can thrive during economic downturns and recessions if they know the right strategies to use. Economic slowdowns create opportunities when competitors cut back their marketing efforts, suppliers are more willing to negotiate, and lower interest rates prevail. Doom and gloom will become a self-fulfilling prophecy for those who believe in them. This seminar will show you the strategies that will teach you how to:

- Restructure your marketing tactics to acknowledge but not succumb to negative sentiment
- Focus on retention and awareness strategies
- Reinvent yourself to become a true value driven organization
- Seek out alternative marketing strategies
- Create emotional attachments
- Uncover new channels of distribution
- Direct your marketing toward the 8 key customer types

The Essential Online Solution ... the five step formula for small business success

Is this the right time to jump on the ecommerce band wagon?

This program is modeled from Rick Segel's new book of the same name. It explores why NOW is the time to embrace certain technologies that can reenergize and revitalize your business. This program is a marketing program designed for the independent retailer (not the techies) to explore ways to generate more revenues from your existing business. You will see how other stores are succeeding and how you can use them as your role models. You will leave with the essentials of how to do it!

- Learn why stores are succeeding beyond expectations
- Learn why websites are only one component of the online solution

- Learn the ingredients of the electronic Combo-Cocktail that has catapulted sales
- Understand why it is more economical than you think
- Learn why just having a web site means nothing
- Understand why every store must have a blog
- Learn why ecommerce isn't about being big but rather being special
- Learn how to partner with your vendors for increased profitability

Examples of more educational programs being offered.....

Quarantine Procedures of Invasive Pests

State of the art operation systems at Sylvan

Basic Plant Identification

Calibration, Coverage and Control for Difficult to Manage Pests

Growing Edible Berries in the Landscape

Choosing Sustainable Plants

Scouting for Pests on Trees and Shrubs

One Alternative Solution to the Labor Shortage: Bigelow Nursery Pilot Project

Visit more than 70 vendors at the Trade Show

Certification and Pesticide Credits given

Attend tours of Sylvan Nursery's Wind and Solar equipment and learn more about these transitions and innovations

For more information go to www.mnla.com