

Speakers

Cheryl Boyer, Nursery Crops Specialist, KSU

Raymond Cloyd, Entomologist, KSU

Eric George, Monrovia, Kansas City, MO

Jason Griffin, Director, John C. Pair Horticulture Research Center, Haysville

Gregg Hadley, Asst. Director, Agriculture, KSU

Timothy Howard, Clarity Connect, Holly Springs, NC

Barbara Meyer, Horticultural Services, Manhattan

Purpose

Getting ready for the spring gardening season is an exciting time. We hope the sessions at RetailWorks will help you grow your business in 2012. Whether you are a garden center, nursery, landscape architect or maintenance firm, you will find something of value at RetailWorks 2012.

Location

Capitol Plaza Hotel (1717 SW Topeka Blvd., Topeka)

The Capitol Plaza Hotel is offering block rates at \$89.99 per night. Mention *RetailWorks* when making reservations.

Questions about the program?

Please contact Cheryl Boyer at:

crboyer@ksu.edu or **785.532.3504**

<http://www.hfrr.ksu.edu/RetailWorks2012>

Kansas State University is committed to making its services, activities, and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, or a dietary restriction, please contact Christy Dipman at (785) 532-6173, or Clyde Howard, Director of Affirmative Action, KSU, (TTY) 785-532-4807.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

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K-STATE
Research and Extension
Horticulture
2021 Throckmorton Plant Science Ctr.
Manhattan, KS 66506-5506

For managers and employees
of retail garden centers,
grounds maintenance and
landscape companies.



RETAILWORKS
Spring Training for Garden Centers

**Friday,
February 17, 2012**

8:00 a.m.—4:30 p.m.

**Capitol Plaza Hotel
1717 SW Topeka Blvd.
Topeka, KS**


K-STATE
Research and Extension

Program Agenda

Thursday, February 16

6:00—8:00 p.m.

Pick the Brain of our Featured Speaker

Meet with Timothy Howard at Falling Water Grille (Capitol Plaza Hotel) to ask questions specific to your business or to just hang out and relax prior to Friday's conference.

Friday, February 17

8:00—8:30 a.m.

Registration and coffee

8:30—10:00 a.m.

How Growers and Grower Retailers can Utilize Their Website to Increase Profitability —Timothy Howard

Review grower and grower-retailer websites to see how they utilize them to increase market share and profitability.

10:00 —10:45 a.m.

2011 Horticultural Odyssey: What Worked and What Didn't —Jason Griffin
Observations from the historic freeze in February to heat and drought not seen since the dust bowl years. Landscape plants experienced it all. What did we learn from last year?

10:45—11:00 a.m.

Break with refreshments

11:00 a.m.– Noon

Who Will Take Care of the Nursery When I'm Gone? —Gregg Hadley
What will happen when you are no longer available to make business decisions for the nursery? The conversation about succession planning starts now.

12:00 —1:00 p.m.

Lunch

1:00—1:45 p.m.

Rock Solid Perennials and Shrubs for Kansas —Eric George

Customers always want to try the newest plant, but some just want plants that thrive in harsh conditions. These plants are winners throughout the state.

1:45—2:15 p.m.

How to Distinguish your Independent Garden Center from the Big Box Stores — Barbara Meyer

Finding a competitive edge in the garden center marketplace is essential to survive in 2012. Barbara has 20 years of experience in garden center management and she will share ways to make your garden center the best it can be!

2:15—2:45 p.m.

Creating Cost Effective Signage for your Garden Center— Timothy Howard
Timothy will discuss various options available for creating garden center signage, including Clarity Connect solution, www.POPsignage.com

2:45—3:00 p.m.

Break with refreshments

3:00—4:00 p.m.

Bug-B-Gone: Pesticides and How They Kill Insect and Mite Pests—
Raymond Cloyd * **Qualifies for 1 hr 3A (Ornamental) & 1 hr 3B (Turf)**

4:00—4:30 p.m.

Growing Your Business with Social Media—Cheryl Boyer
Incorporating this marketing angle into your business will enhance relationships with customers. Sort out which social media platform fits best with your business and how to use it to achieve your goals.

Registration Form

Name of Company

Address

City, State, Zip code

Phone #

E-mail

Cost is \$60 per person (Lunch is included)

Attendee _____

Attendee _____

Attendee _____

Attendee _____

_____ X \$60 = \$ _____
No. Total enclosed

_____ I require special assistance. Please indicate nature of disability or dietary restriction.

**Return registration with payment by
February 14 to:**

RetailWorks 2012
Attn.: Christy Dipman
2021 Throckmorton, KSU
Manhattan, KS 66506
Fax: (785) 532-5780

**Make checks payable to:
HFRR Department**