



Horticulture Leadership Retreat

Friday, November 2 – Saturday, November 3, 2018

[The Antlers, A Wyndam Hotel](#)

Friday, November 2nd

2:15 – 3:00 pm Registration

3:00 – 3:10 pm **Welcome**
Dan Wise, CCNP, CNGA Board President

3:15 – 4:45 pm **Colorado Green Industry Economic Outlook and Consumer Insights**
Marco Palma, PhD, Associate Professor and Extension Economist, Texas A&M

The green industry in Colorado has seen a boom over the past few years. Will it continue and what will it look like? Dr. Marco Palma will provide an economic outlook with an emphasis on the green industry. He will highlight the structure and composition of the green industry and the major production and marketing factors. Throughout the presentation, he will review and discuss the implications for your competitive strategy, which strategy is right for you and how innovation shapes the current and potential profitability of your business.

During the second portion of the presentation Dr. Palma will examine the field of Neuroeconomics and the connection between the neurobiological roots of human behavior and purchasing decisions. Key marketing concepts will be made throughout the presentation with an emphasis to product quality, branding, prestige, and product differentiation. Dr. Palma will give you a unique look into the mind of the consumer and what drives or limits their buying decisions.

4:45 – 5:00 pm Break

5:00 – 5:30 pm **Colorado Department of Agriculture Update**
Laura Pottorff, M.S., CGG, Program Manager: Nursery, Phytosanitary, Plant-Pest Quarantine, Seed, Plant Industry, Colorado Department of Agriculture

5:30 – 6:00 pm **CNGA Workforce Initiatives**
Allison Gault, MBA, CAE, Executive Director, CNGA

Labor, or lack thereof is the number one issue that members have expressed over the past several years. During this session, we'll review some of the tactics that CNGA is planning on employing over the next several years. Time will also be provided to collect input and suggestions of other tactics.

6:00 pm **Happy Hour**

7:00 pm **Fellowship Dinner**

Saturday, November 3rd –

8:00 – 8:30 am	Breakfast
8:30 – 8:50 am	Plant Something Colorado – This free member program is geared at getting younger and novice gardeners into the independent garden center and outside planting. During this presentation, you'll hear what we've done with the Plant Something Colorado Program and what we have planned for the coming years.
8:50 – 9:25 am	Roundtable rotation one
9:30 – 10:05 am	Roundtable rotation two
10:10 – 10:45 am	Roundtable rotation three
10:45 – 11:45 am	Highlights from each topic presented by facilitator – 10 minutes per table

Roundtable Topics:

- 1) **Colorado Department of Agriculture Update** - Emerald Ash Borer, Japanese Beetle Quarantine and other updates about what you can expect in 2019. *Facilitated by Laura Pottorff, Colorado Department of Agriculture*
- 2) **Offering Branded Products and Creating Your Own Brand** – During this roundtable, you'll discuss the pros and cons of offering branded products and how to stay in compliance with their rules. The group will also discuss creating your own brand of products and the benefits or draw backs to your organization.
- 3) **How to Prepare for Weather Issues** – Discuss the variety of considerations you need to consider when planning and preparing for weather related issues. From the various types of insurance coverage, staffing considerations, logistical issues and financial policies, several areas will be discussed.
- 4) **New Technologies** – Discuss software to track and handle employee relations, inventory control, websites and inventory, etc.
- 5) **Experiential Marketing Trends** – Brick and mortar businesses need to work hard to get their customer in the door. During this roundtable, we'll discuss different options for marketing experiences that bring customers to your business. This isn't only for retail garden centers, wholesale organizations can also utilize experiences to drive participation by customers.
- 6) **What Plants Are You Growing that I Should be Growing?** Join this group to discuss the “hot plants” of 2018 and 2019 to ensure that you're offering the right array to your customers.