

FOR IMMEDIATE RELEASE

Eileen Nelson
eonelson@gardencentersymposium.com
608-265-5283

2012 Garden Center Symposium – “Helping You Sleep Better at Night”

“Helping You Sleep Better at Night” will be the goal of the 48th annual Garden Center Symposium scheduled for January 11-12, 2012, at the Country Springs Hotel in Waukesha, Wisconsin. To help with that, they have scheduled five outstanding speakers who will address those subjects that have been known to cause many a sleepless night among today’s garden center owners and managers. Featured speakers will be:

- Ian Baldwin, well-known international garden center retail consultant will focus on helping you figure out how to tempt customers through topics such as “Thinking Like a Customer” and “Making it easy for Customers to Spent Money”.
- Bob Negen of Whiz Bang Training will focus on training your staff to be Retail Superstars and structuring your time to be as productive as possible
- Chris Beytes, Editor and Publisher at Ball Publishing will enlighten us on gardening trends that he has learned of in his travels.

Two additional speakers will focus on web presence and e-marketing for smaller, independent businesses:

- Barry Callen is a creative marketing guru who assists business large and small create targeted marketing communications, print and electronic. Participants will be encouraged to bring their marketing pieces for individual analysis.
- Barry Roberts of the University of Wisconsin Small Business Development Center will provide guidelines on how small businesses can successfully use the web to supplement their operations.

And, after successfully debuting roundtable discussions last year, attendees will be encouraged to engage in one-on-one conversations with each of the speakers on situations specific to their individual needs.

The Garden Center Symposium prides itself in offering world-class speakers in a convenient location at prices far below those charged at the major garden center shows throughout the country. As in the past, the Symposium will also feature a trade show, silent and live auction and an in-depth look at a featured garden center.

Registration materials for the Garden Center Symposium will be available beginning in September at www.gardencentersymposium.com.