

PROGRESSIVE GARDENING TRADE ASSOCIATION

14TH PGTA ANNUAL MEETING



EARTH
FRIENDLY,
WATER-WISE &
ORGANIC
GARDENING



PGTA

Progressive Gardening
Trade Association

IN CONJUNCTION
WITH THE

**INDOOR
GARDENING
EXPO**

DENVER CONVENTION CENTER
MARCH 31 - APRIL 3, 2011

PGTA, KEEPING YOU INFORMED

PGTA 14th Annual Meeting
in Conjunction with the
Denver Indoor
Gardening Expo!






Welcome to the first PGTA Annual Meeting in conjunction with the Indoor Gardening Expo. After listening to our members and manufacturers, PGTA has combined our efforts with the exhibit show production by the popular publishing company, Maximum Yield. By hosting your 14th PGTA Annual Meeting alongside the IGE, you will be given special “members only” privileges in the exhibit hall including exclusive face-to-face trade show time with over 220 exhibitors!

Join Today! Be a Part of the Future of Sustainable Gardening.

Special PGTA Membership Offer:

Take advantage of all the benefits being a member of PGTA has to offer! Join today and qualify for the exciting new offers:

-  A \$300 membership gets you a coupon book with over \$2,000 in savings on sustainable gardening equipment by key industry manufacturers.
-  Any industry company joining the Progressive Gardening Trade Association before the annual meeting will receive the member discount on registration.
-  Meeting participants who registered at the non-member rate will receive a credit for the difference in the member and non-member rate (up to one full year's dues) if they join the association within 30 days after the annual meeting.

For detailed information, contact the PGTA office at info@pgta.org, call 703.392.5890 or visit www.pgta.org.

THURSDAY'S FEATURED SPEAKER:

ALBE ZAKES

Albe Zakes is the 27-year-old Global VP of Media at TerraCycle, Inc., the world's leading “upcycling” company, which converts waste materials into eco-friendly, affordable products. Albe started at TerraCycle as an intern in the PR department, after being told he did not have enough experience for a full-time position! After two months he was offered a full-time position and never looked back.

He helped TerraCycle battle ScottsMiracle-Gro, by running the “Sued by Scotts” Campaign in 2007, which received national media attention. Under Albe's management, the PR department has secured almost 2000 media placements in the last 3 years which have generated over 900 million impressions. This year he secured coverage for TerraCycle on “Oprah” and “Good Morning America” on the same day, Earth Day!

In addition to managing the company's public relations activities, Albe organizes TerraCycle's yearly Graffiti Jam and helps run the summer internship program which hosts over 20 college students every summer and several during the school year as well. Albe's speaking platforms have included Harvard, Harvard Business School, Wharton School of Business, Denver University, the American Horticultural Society Annual Conference as well as countless ‘green’ and business conferences.

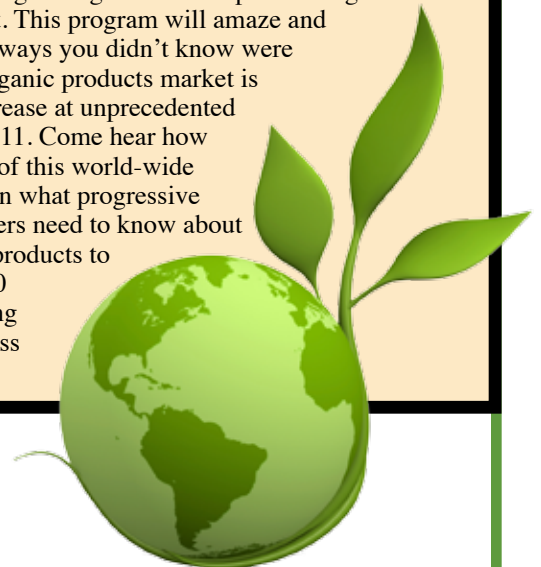
Albe will address the challenges of selling hydroponic and earth-friendly products for local markets in the unique environment retailers face for our industry.



FRIDAY'S FEATURED SPEAKER:

JEFF LOWENFELS

Back by popular request, Jeff Lowenfels is an expert in communicating with the gardening market. His weekly gardening column has run more than 30 years without interruption, in addition to his regular radio program in Anchorage, AK. Jeff's book, *Teaming with Microbes*, is a national revelation of the newest organic growing concepts and how organic soils and growing methods improve our gardens and the environment. This program will amaze and energize you in ways you didn't know were possible. The organic products market is projected to increase at unprecedented rates through 2011. Come hear how you can be part of this world-wide revolution. Learn what progressive gardening retailers need to know about selling organic products to the more than 80 million gardening households across the U.S.



PGTA ANNUAL MEETING PROGRAM

(Program and Schedule Subject to Change)

Thursday, March 31

1:00p Welcome

1:00p Featured Speaker

Selling Environmental Benefits In A Unique Market

How can you address the challenges of selling hydroponic and earth-friendly products for local markets in the unique environment retailers face for our industry? Learn how the Global VP for Media at TerraCycle, Inc., the world's leading 'upcycling' company converting waste materials into eco-friendly, affordable products available at major retailers worldwide, gets their message out to local markets through simple, established media channels. Hear how to differentiate your business from others to get your message across and expand your share of the environmental products market. **Presenter: Albe Zakes, Vice President of Media, TerraCycle Inc.**

2:15p-3:00p Concurrent Education Sessions

A. Lighting Technology:

LEDs as Plant Growth Boosters

A review of the state-of-the-art in LED lighting technology. A special look will be taken at the scientific evidence regarding the use of LED lights as supplemental plant growth boosters and other current issues. **Presenter: Mike Anderson, Eye Lighting Inc., Mentor, OH**

B. Basic Electrical:

Getting Started Right

This session focuses on the critical electrical issues and advice for retailers on store setup, how to advise customers on common power setup questions plus the basic dos and don'ts of indoor gardening electrical use. **Presenter: Dave Van Sickle, Diverse Voltage Systems, Los Angeles, CA**

3:15p-4:00p Concurrent Education Sessions

A. Lighting Technology:

What's New in Ballast Technology

Join us for a manufacturers' panel review of the new, state-of-the-art in ballast technology and what is coming for the future.

B. Basic Electrical:

How to Avoid Burning Down the Barn

Setting-up efficient electrical systems is only half the battle. Keeping them operating efficiently and safely is also critically important. Join us for a master electrician's tips on key maintenance points and what happens if you don't monitor! **Presenter: Dave Van Sickle, Diverse Voltage Systems, Los Angeles, CA**

4:15p-5:00p Concurrent Education Sessions

A. Legal Issues:

Fact vs. Fiction on States' Rights and Other Key Issues

Federal law trumps state law; so, in the battle between states and Washington, DC, hydroponic retailers continue to be "at risk" in the middle of medical and other marijuana issues. PGTA's legal expert will review the history of marijuana law, states' rights efforts, current Washington policy on medical marijuana enforcement and other key issues for retailers. **Presenter: Bill Rittenberg, Rittenberg, Samuel & Phillips, New Orleans, LA**

B. Basic Electrical:

UL and Other Electrical Device Certification

From local building codes to business liability coverage, various equipment certification programs may have an impact on your

business. Hear what UL, CE and other electrical device certifications mean for the products you sell and how to tell what is or isn't certified. **Presenter: Jerry Catherine, EYE Lighting, Inc, Mentor, OH**

7:00p PGTA Annual Banquet*

Enjoy an evening of great food, drink and friends while dining at the authentic Italian restaurant, Maggiano's, for the 14th PGTA Annual Awards Banquet. See who takes the prize for exceptional media presentations promoting the retail hydroponics industry through print, electronic and other media channels. Join in prize drawings and awards for a fun evening with industry members from around the globe at a great location just one block from the Denver Convention Center. ***Optional Ticketed Event**

Friday, April 1

8:00a PGTA Business Meeting

Join us for a review of the latest programs and activities of the PGTA and what we have planned for 2011 and beyond.

9:00a Featured Speaker

Selling More Organic Products

By Explaining It Better: Part 1

Today's market is proliferated with "organic" items, but what does organic really mean? Learn the essentials to representing and selling organics within your retail establishment. Also, learn how organics can work for you in your retail market! **Presenter: Jeff Lowenfels, Author & Garden Writer, Anchorage, AK**

10:00a-10:45a Concurrent Education Sessions

A. Selling Organics:

Selling More By Explaining It Better: Part 2

There is more to organic selling than meets the eye. Part 2 continues our presentation on how retailers can aggressively attack the rapidly growing consumer organic market with a more in-depth understanding of the forces at play, how organics work and understanding what the consumer truly wants. **Presenter: Jeff Lowenfels, Author & Garden Writer, Anchorage, AK**

B. Understanding Nutrients & Supplements: Part 1

A variety of plant nutrients and supplements are being marketed today. To sell them properly, progressive gardening retailers should understand how they work and what to recommend for specific uses. Hear our expert review the basics of plant nutrients and supplements and what you need to know about them. **Presenter: Harley Smith, Hydrodynamics International, Lansing, MI**

11:00a-noon Concurrent Education Sessions

A. Selling Organics:

Secrets to Selling Aquaponics

Aquaponic systems offer new opportunities for retailers to diversify into more organic methods. Hear a practical approach on what it takes to be successful. **Presenter: Sylvia Bernstein, The Aquaponic Source.com, Boulder, CO.**

B. Understanding Nutrients & Supplements: Part 2

By popular demand, this session will continue our lecture series on hydroponic plant nutrition and organic biostimulants. Learn a little plant science, and discover the secrets of the latest bio-based gardening products. **Presenter: Harley Smith, Hydrodynamics International, Lansing, MI.**

For More Information and to Register Online, Visit www.pgta.org

Noon- 1:00p Lunch on your own

Enjoy the scenic environment that downtown Denver has to offer. With a wide variety of dining opportunities, enjoy the afternoon break.

1:00p-5:00p Exclusive Indoor Garden Expo Preview For PGTA Members Only

Teaming with Maximum Yield for the Denver Indoor Gardening Expo brings a unique benefit to PGTA members and annual meeting participants. Join us for a special afternoon preview of the entire show and interact with vendors in this exclusive, retailer-only environment.

8:00p- 12:00a Charlie Watson Memorial*

The industry was stunned recently by the untimely death of Charlie Watson, an industry pioneer and Vice President of the PGTA. Friday night is devoted to an industry wide memorial celebration of Charlie's life at the Four Seasons Ballroom in the Denver Convention Center. Everyone is invited to share in this special event of food, drink and music to remember one of the industry's favorite retailers and support the educational causes that he championed.***Donations will be requested.**

Saturday, April 2

10:00a-6:00p Open Trade Day in Exhibit Hall for the Denver Indoor Gardening Expo.

Sunday, April 3

Noon-5:00p Public Day in Exhibit Hall for the Denver Indoor Gardening Expo.

**Our Host Location:
Denver Convention Center**

**650 15th Street,
Denver, CO 80202**

**Special Indoor Gardening Expo room rate
available at the Hyatt Regency Denver:**

\$145.00 Single/Double

*Please make your reservations today
to secure a room at the Hyatt!*

To make reservations call:

1-303-436-1234 OR

https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3282035

***Remember to say you are with
the Indoor Gardening Expo!***

General Registration Information

Pre-Registration:

Registrations must be accompanied by the appropriate registration fees to be eligible for the registration discount. Early sign-up discounts will end on **March 14, 2011**.

Non-Member Participation:

Non-member participants are invited to attend the PGTA meeting and all functions. Non-members participating for the first time will receive a partial credit toward membership.

What Is Included:

Full registration for the PGTA program includes admission to educational sessions for that meeting, admission to the Indoor Gardening Expo and related symposium handout materials. The registration fees do not include optional food functions (available as ticketed events), hotel room or transportation to the meeting. Tickets for the Annual Awards Banquet must be ordered and paid in advance of the meeting. *Tickets cannot be guaranteed to be available after March 14, 2011.*

Cancellation:

In the event it is necessary to cancel your meeting registration,

a written cancellation notice must be received at the PGTA office on or before **March 14, 2011**, in order to receive a 50% refund. No refunds will be made for cancellations received after **March 14, 2011**.

Limits of Liability:

The planners and sponsors of the PGTA Annual Meeting and its associated events claim no liability for the acts of any supplier to this meeting, nor for the safety of any attendee while in transit to or from this event. Attendees who purchase non-refundable airline tickets do so at their own risk. In the event of meeting cancellation, the total amount of liability of the planners and sponsors will be limited to a refund of any registration fee. Submission of the registration form acknowledges acceptance of these provisions.

Meeting Decorum Policy:

Professional decorum is expected at all PGTA activities. PGTA reserves the right to expel any participant from an event or entire meeting, without refund, for actions or activities deemed inappropriate.