

# 42<sup>ND</sup> ANNUAL MEETING MULCH & SOIL COUNCIL



*HONING  
YOUR  
COMPETITIVE  
EDGE*



**THE HOTEL MONTELEONE • NEW ORLEANS, LA  
OCTOBER 16 - 17, 2013**

# 42ND ANNUAL MEETING MULCH & SOIL COUNCIL



## HONING YOUR COMPETITIVE EDGE

In an increasingly competitive market, it doesn't matter if your company produces **bulk or packaged products** because differentiating your company from your competitors is equally important to maintaining or growing your market share. The 42nd MSC Annual Meeting is dedicated to providing you with unique information and specific tools to help you **Hone Your Competitive Edge** in the mulch & soil market.

We take a unique look at lawn & garden market data including:

- Who are today's consumers,
- Where is the market trending,
- Market myths to avoid,
- Key growth platforms to focus on, and
- 6 customer profiles that represent major market segments.

Finally, we will demonstrate how to apply innovation tools that are NOT just product related. We will explore the 10 opportunities to innovate within your company in terms of products, packaging, marketing, services, performance and more. Our practical demonstrations will provide **bulk or bagged, mulch or soil companies** the information and insight you need to go apply what you have learned in time for the 2014 gardening season.

So, come to New Orleans to get a fresh perspective on your future and a new tool bag you can use to **Hone Your Competitive Edge** for 2014.

## NEW ORLEANS



### OUR HOST CITY

Cuisine in New Orleans isn't the only thing spicing up the city. TripAdvisor Traveler's Choice® Destination Awards ranked New Orleans as the top destination in the world for night life.

New Orleans offers a compact geographic footprint providing close proximity of hotels to convention and meeting facilities, the French Quarter and attractions, creating a true destination experience.

Immerse yourself in the eclectic culture and experience the historic architecture of the French Quarter.

## Our Program

(Subject to Change)

### Tuesday, October 15

- 2:00p - 3:00p Standards Committee Meeting  
3:30p - 5:00p Certification Committee Meeting  
5:00p Dinner on Your Own

### Wednesday, October 16

- 8:00a - noon Board of Directors Meeting  
1:00p Opening Welcome  
1:15p The Crow Report

David Crow is the Council's man on Capitol Hill who will share his insider's view of what is happening with legislative and regulatory issues that will impact your business. From the Administration's energy policies that threaten mulch & soil industry raw materials to Obamacare to the impending budget deficit battles that will impact markets and the economy, hear what you can do to protect your business. **Speaker: David Crow, DCLRS, Washington, DC**

- 2:00p Coffee Break

- 2:30p How to Use Coir As An  
Alternative Raw Material

We will investigate the uses of COIR as an additional choice of substrates for product manufacturing. Our expert speaker will discuss growing, creating substrates, fertilization, processing and other key issues to help mulch & soil producers understand options for product planning and formulation. **Speaker: Ludo van Boxem, Chief International Trade Officer, Van der Knaap Group, Belgium**

- 4:00p MSC Annual Membership Meeting

Join us for our annual membership meeting with committee reports, elections and other business. MSC will announce an alternative to product certification through a special plant recognition program for bulk product producers.

- 6:00p Supplier Reception

Spend time with friends and suppliers over cocktails as we review the latest product offerings from MSC Affiliate Member companies.

- 7:30p Evening on Your Own

### Thursday, October 17

- 8:00a What Do Biostimulants Offer for  
the Mulch & Soil Industry

What are biostimulants? What form do they take? What impact do they have on growth? How do they impact fertilization, plant growth, disease resistance and stress effects? Most important, what can biostimulants offer mulch & soil producers for product improvements and innovation? **Speaker: Brian Cornelious, Ag-ricen, Inc., Pilot Point, TX**

9:00a Coffee Break

**9:30a Plant Safety & Its  
Impact on Your Business**

Plant safety has a direct impact on the bottom line from lost time for workers to insurance premiums and more. Our speaker will present the process and pitfalls of how they created a safety program that resulted in no recordable lost time injuries for 20 consecutive years.  
**Speaker: Don Dugger, Plant Manager, The Scotts Company, Lawrenceville, VA**

10:15a Coffee Break

**10:45a Lawn & Garden Market Trends**

Understanding markets is key to expanding sales, but where are we now? This program will look at where the L&G industry is trending for the next 5-10 years, debunk myths about Gen X & Y gardeners, identify future growth platforms, and discuss 6 distinct consumer “personas” that will help you understand key market segments.  
**Speaker: Kip Creel, Standpoint, Inc., Atlanta, GA**

**12:00p Keynote Luncheon  
& Featured Speaker  
Innovation for a Competitive Edge**

Grow your business! In these sessions you’ll learn about tools you can use to better connect with your customers and to grow the value of your company. By focusing on your customers’ needs in new ways, you can differentiate your company from the competition. Companies typically focus on product innovation, which is only one of 10 types of innovation, and is the type most easily copied. Understanding the other 9 types has allowed top innovators to create bolder, more valuable and more sustainable innovations.

Learn from what many of the leading innovators are doing today, and apply these insights to your business right after the conference. Our speaker led one of the most influential innovation firms, Doblin (now a part of Deloitte), for over a decade. He will share with us insights from his work with over 100 of the Fortune 500 companies. **Speaker: Todd McCullough, McCullough Partners LLC, Brentwood, TN**

1:30p Coffee Break

**2:00p Innovation for a  
Competitive Edge – Part 2**

We continue our previous session with market review and a practical demonstration of innovation techniques you can take home and use. **Speakers: Todd McCullough & Kip Creel**

3:30p Coffee Break

**4:00p Bulk Inventory  
Measurement Challenges**

Taxes, production planning, company valuation, cost assessments and more are all important times you need to know how much product you have in bulk piles. Estimating too much or too little can have costly consequences, but getting an accurate assessment of bulk inventories can be extremely difficult. Our panel of industry representatives will discuss the methods they use to determine bulk inventories and how you can learn from their successes and pitfalls.  
**Panelists: Kathryn Louis, Sun Gro Horticulture, Bellevue, WA; John Leber, Swanson Bark & Wood Products, Longview, WA; Scott Salmon, Oldcastle Lawn & Garden Inc., Atlanta, GA; John Wohler, The Scotts Company, Marysville, OH.**

**5:00p President’s Reception**

Join us for a final session of networking, food & cocktails as we wrap up our annual meeting and review what we learned.

**6:30p Meeting Ends**

Have a safe trip home.

## Our Program Sponsors

Platinum:



Gold:



## Our Speakers

### David T. Crow



David Crow founded DCLRS in 1991 and built a talented team specializing in policy areas including agriculture, climate, energy, international, labor/immigration, pesticides, fertilizers, small business, transportation and infrastructure, and water policy.

David developed a wide range of contacts and knowledge working for Rep. Tom Coleman (R-MO), Secretary of Agriculture Jack Block, the Fertilizer Institute, the National Council of Farmer Cooperatives and the Jefferson Group. He also speaks to a wide range of industry audiences. He continues to be deeply engaged in the political process on issue areas that impact our members. David also worked on several presidential and congressional campaigns in order to connect to the political process.

### Kip Creel



Kip Creel is president of StandPoint, an Atlanta-based firm that studies the consumer and uses this information to assist companies with the development of new products and services. StandPoint utilizes a proprietary technique called SCORE that starts with an understanding of consumer needs, involves ideation of new solutions, and the development of product and service concepts. StandPoint is recognized as one of the nation’s foremost authorities on the home and garden industries, which includes lawn and garden, outdoor living, landscaping, horticulture, home décor, home improvement, kitchen and bath, and new home construction.

For a decade, Kip has been the industry’s top source for market information and solutions, sharing a knowledge base that spans the supply chain from manufacturing to the consumer. Kip holds a bachelor’s of science in microbiology and statistics and a master of business administration in marketing, both from the University of Florida. StandPoint is a member of the American Nursery and Landscape Association.

# Our Speakers

## Todd A. McCullough



Todd helps organizations achieve their growth goals through strategy and innovation. Todd has worked with scores of Fortune 500 firms (and some smaller ones) across numerous industries: helping them design strategies; align innovation strategy with their corporate strategy; design and implement breakthrough innovations; and build strong innovation capabilities and culture.

An entrepreneur early on, Todd was later the long-time managing director of one of the world's most respected innovation strategy firms (Doblin), and then a partner at a strategy consulting firm (Monitor Group). He now serves only a few select clients at a time, teaming with handpicked colleagues from his network of individuals and firms. Todd teaches at the design school (Institute of Design at IIT) that started the marriage of business and design for innovation, a marriage which now permeates advanced thinking about innovation. He also teaches executives and MBA students about innovation and leadership at Vanderbilt's Owen Graduate School of Management.

Todd's background includes: Big 8 accounting; IT consulting; marketing channel consulting; change management consulting; coaching entrepreneurs and senior executives; being an entrepreneur; a CPA designation; a BBA from Harding University; and an MBA from Vanderbilt.

Todd is still a basketball player (using the term somewhat loosely), and enjoys spending time with his wife and two school-aged children, when he's not on an airplane or in a hotel somewhere.

## Don Dugger



A graduate of the University of Richmond Business School in Industrial Management, Don Dugger began his management career as a plant manager at a log home manufacturer for 7 years. In 1988, he moved to Scotts as the plant manager in Lawrenceville, VA. At Lawrenceville, Don has grown the plant from an annual sales volume of \$800,000 in 1988 to over \$46 million in 2013. In addition Don

has responsibility for a second plant in Waverly, VA.

Don is a veteran plant manager and trainer. His strength in operations is in safety, training and automation, and he is a trainer for The Scotts Company for new managers and supervisors. On July 28th of this year, the Lawrenceville plant reached an industry milestone of 20 years without a lost time accident and also has had up to 11 years without a recordable accident. No small task in one of the larger operations plants in The Scotts Company.

# Our Host Hotel:

## THE HOTEL MONTELEONE

214 Royal St., New Orleans, LA 70130

The Hotel Monteleone boasts 600 luxurious guest rooms, including 55 suites, the new Criollo Restaurant & Lounge, the famous Carousel Bar & Lounge, Logo Shop, heated rooftop pool and 24/7 exercise facility, Spa Aria, business center, 25,000 square feet of newly renovated state-of-the-art meeting space, and valet parking. The Hotel Monteleone also offers 24/7 In-Room Dining and a Grab-n-Go Breakfast in the Lobby Lounge. A special block of rooms has been set aside for MSC meeting participants. The preferred guest rate for MSC members is: \$165 (+tax)/night. To make reservations, go online and be sure to book using the MSC website.

### For Room Reservations Go To:

<http://www.mulchandsoilcouncil.org/meetings/hotel.php>

The deadline for guaranteed room rate and space availability is:

## September 24, 2013

## GENERAL MEETING INFORMATION

### Full Meeting Registration

All advance registrations must be accompanied by the appropriate registration fees to be eligible for the registration discount. Registration fees cover attendance for all meetings, receptions, Thursday lunch and coffee breaks. Entertainment and tour fees are additional. Lodging is not included in the registration fees.

### Non-Member Participation

Participants from non-member companies are welcome to attend the meeting and all functions. Non-member participants may attend one association meeting as a first-time registrant and are entitled to the member registration rate. Participation at a second meeting as a non-member is permitted at non-member registration rates. Attendance at additional meetings is by special invitation.

### Cancellations & Refunds

Requests for cancellation of meeting registration or guest tickets must be received in writing at the MSC office. Cancellations received by **October 1st, 2013**, will be subject to a cancellation fee of 25%, which will be deducted from the refund. **No refund will be made for cancellation requests received after October 1st, 2013.**

### Limits of Liability

The planners and sponsors of the MSC 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 the registration fee. Submission of the registration form acknowledges acceptance of these provisions.

### Join the Mulch & Soil Council & Receive an Immediate Discount

Non-members of MSC may join the Council at any time prior to the Annual Meeting and receive an immediate discount on the registration fee. For information on becoming a member, contact the MSC office at (806) 832-1810 or go to the MSC website.



**MULCH & SOIL COUNCIL**

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