



**DoubleTree Hotel
Orlando, FL
October 20 - 22, 2015**

PLEASE JOIN US

for the 44th Annual
Mulch & Soil Council meeting

This year's meeting will provide you with the essential tools and information you need in **Preparing for What's Next** in the mulch & soil market for the coming year.

Full event details and your registration packet are enclosed.

We hope to see you there!



Are you Prepared ?

44th Annual Meeting Mulch & Soil Council



Our Keynote Speaker Dr. Alan Beaulieu



One of the country's most informed economists, Dr. Alan Beaulieu is a principal of the ITR Economics where he serves as President. Since 1990, he has been consulting with companies throughout the US, Europe, and Asia on how to forecast, plan, and increase their profits based on business cycle trend analysis. Alan is also the Senior Economic Advisor to NAW, Contributing Editor for Industry Week, and the Chief Economist for HARDI.

Alan is co-author, along with his brother Brian, of the book *MAKE*

YOUR MOVE, and has written numerous articles on economic analysis. He makes up to 150 appearances each year, and his keynotes and seminars have helped thousands of business owners and executives capitalize on emerging trends. Prior to joining ITR Economics, Alan was a principal in a steel fabrication company and also in a software development company.

Orlando Our Host City

Orlando is constantly reinventing itself to provide fresh excitement to its guests. One of the newest developments, I-Drive 360, will be home to the 425-foot tall Orlando Eye observation wheel as well as more than 75 shops, restaurants and new attractions.

Few destinations are as traveler-friendly as Orlando. Orlando International Airport provides nonstop service from more than 100 cities around the world.

Orlando is also a veritable foodie paradise, with award-winning restaurants, a growing farm-to-table movement, and renowned celebrity chefs who consistently surprise guests with innovative tastes from around the world that are sure to impress.

Orlando offers endless entertainment options to rejuvenate your group after-hours. Choose from four retail, dining and entertainment complexes including Pointe Orlando, I-Drive 360, Universal's CityWalk, and Downtown Disney offering something to please every taste.

For unique experiences, there's no better place than Orlando! Orlando offers amazing possibilities for one-of-a-kind meetings and truly unforgettable events.

Our Program

Tuesday, October 20

- 2:00p - 3:30p Standards Committee Meeting*
3:45p - 5:00p Certification Committee Meeting*
5:00p Dinner on Your Own

Wednesday, October 21

- 8:00a - noon Board of Directors Meeting*
1:00p Opening Welcome

1:30p *The Crow Report*

As the presidential elections continue to develop for the 2016 elections, MSC Legislative Representative David Crow will inform members about the various forces at play and what to watch for indicators as the election drama unfolds. Expect a lively presentation to captivate your attention and invoke new thoughts on the American electoral process.

Speaker: David Crow, DCLRS.

2:30p Coffee Break

3:00p *Mulch Package Design for Success*

New technology is constantly developing opportunities for manufacturers to create innovative packaging to differentiate their products in the market and better service customers. Our expert will present the latest in consumer response data to packaging design and innovation that can better serve your product, process and bottom line. **Speaker: Julie Rice, PackageInSight, Clemson University.**

4:00p Coffee Break

4:15p *Annual Membership Business Meeting*

The MSC Annual Membership Meeting will bring everyone up to date on the latest activities of the Council and its special committees as well as insights on market and regulatory issues that impact your business. A membership vote on amendments to the MSC Uniform Voluntary Product Guidelines will also be held.

6:00p *Affiliate Reception & Displays* *Sponsored By: T.H. Glennon Company*

Join the MSC Affiliate and Associate Members for an evening of cocktails and hors d'oeuvres as they share information on new products and technologies being offered to members. This is a great opportunity to renew friendships and make new acquaintances.

7:30p Evening on Your Own

Thursday, October 22

8:00a *Choosing the Right Business Software*

Whether you are a mulch or soil company, efficiency often dictates profits when dealing effectively with inventory control, production scheduling, manufacturing materials, order taking, delivery scheduling, customer billing and more. Integrating management

**Council meetings are open to all members. We only ask that you let us know you are coming so we have enough seating for all.*

and control into interlinked data for the very best view of your sales, production and delivery is critical, but understanding how to do that can be overwhelming. Our speaker is an expert in business software consulting and will present information on what options are available and how you can decide what your company wants, needs and can afford in order to make your business as efficient and profitable as possible. **Speaker: George Trudell, Partner, Ultra Consultants.**

9:00a Coffee Break

9:15a ***New Materials: Understanding Mycorrhizae Benefits***
Incorporating micro-organisms in manufactured mulches or soils is a new and innovative way to increase plant health and product profits in growing markets. This presentation covers the science behind mycorrhizal fungi, its benefits, delivery forms, germination requirements, stability in distribution channels, state registrations requirements, specific claims that can be made, shelf life and storage requirements and cost vs. better fertilizer utilization and plant nutrition. These relatively new and effective materials can help differentiate product offerings, quality and profitability. **Presenter: Jeff Anderson, Mycorrhizal Applications, Inc.**

10:40a Coffee Break

11:00a ***Peat Moss Forecast***

The future availability of sphagnum peat moss could play an important role in developing new and manufacturing existing products. Are sufficient raw material supplies available to meet market demand? What do future costs look like? What can we expect in shipping and delivery times and costs? Hear what the CSPMA has to say about the future of peat for the coming season. **Speaker: Paul Short, President, Canadian Sphagnum Peat Moss Association.**

12:00p ***Keynote Luncheon
Prosperity in the Age of Decline
Sponsored By: BASF***

How do you protect personal and corporate wealth in the current economic environment? Will the stock market decline as predicted? How does the Greek financial collapse impact mulch and soil? Where are we going, how will we get there and what should we do to protect our options? These and other key economic questions will be addressed by our expert presenter and author of the book, "Prosperity in the Age of Decline." (See box on previous page for more information.) **Keynote Speaker: Dr. Alan Beaulieu, President, ITR Economics.**

1:30p Coffee Break

2:00p ***Managing Growing Media Substrates***

Our speaker is a professor and extension specialist in the Environmental Horticulture Department of the University of Florida. He has done extensive research on managing growing media substrates for greenhouse and floriculture use and will share his expertise on techniques to use to best manage substrates from raw materials intake, manufacturing and distribution. **Speaker: Dr. Paul Fisher, Environmental Horticulture Dept., University of Florida.**

3:00p Coffee Break

3:30p ***How Social Media Can Benefit Your Sales***

Social Media has many facets including FaceBook, Twitter, Pintrest, LinkedIn and more. Each has a function and audience in a broad scope of the marketplace. How can social media help your company expand its brand recognition and sales? That is the topic of our investigation into this subject. **Speaker: Jesse Till, Chatter Buzz Media.**

4:45p ***President's Reception
Sponsored By: AgriCoatings***

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

6:15p **Meeting Ends**

Stay a few days to enjoy the city and then have a safe trip home.

Our Program Sponsors

Platinum:



Gold



Silver



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.

George Trudell



George Trudell has over 25 years supply chain and technology experience helping mid-sized manufacturing and distribution companies improve their businesses. He worked in industry for 15 years as a Corporate Director of Supply Chain, Planning Manager, Strategic Planning and Master Scheduler. He has worked in consulting for almost 15 years, from Senior Consultant to Partner at Grant Thornton, McGladrey, and now Ultra Corporation.

George has selected and implemented ERP systems at each step in his career, leading ERP projects from both perspectives (industry and consulting). As a consultant he has led over 40 ERP Selection

Our Speakers

and Implementation projects, working with all major ERP and CRM vendors including SAP, Oracle, Microsoft, Infor, QAD, Epicor, IFS, Sage, and Consona. His ability to lead his clients through process change enabled by ERP systems is his strength. George has deep experience with both process and discrete clients and ERP projects. George has his BBA from The University of Michigan's Ross School of Business and his MBA from Northwestern University's Kellogg Graduate School.

Paul Fisher



Dr. Fisher is an Associate Professor in the Department of Environmental Horticulture at the University of Florida in Gainesville. He has done extensive research in greenhouse floriculture focused on production, propagation, and shipping of plugs and cuttings, pH-management for soilless media and production-monitoring and financial analysis software. His research includes Media-pH and micronutrient management, including understanding how factors drive pH changes over time and correction of pH-related problems. He holds a BS in Botany from the University of Auckland, a Masters of Applied Sciences in Resource Management from Lincoln University in New Zealand and a Ph.D. in Horticulture from Michigan State University.

Jeff Anderson

Jeff Anderson represents Mycorrhizal Applications LLC from Grants Pass, Oregon. MAI is the largest mycorrhizal inoculum manufacturer in the world, and produces the world's largest selection of quality commercial inoculum available: MycoApply®. Jeff received his BS in the Political Economics of Natural Resources at the University of California. Although not a physical scientist by training, years of experience in the business including plant trials, laboratory colonization assays, and improved production technologies have cemented his understanding, appreciation, and belief in the need for mycorrhizae in a world heavily impacted by man. Jeff has a firm understanding of these particular micro-organisms and a keen interest in sharing what he has learned regarding the practical applications of these materials in agricultural biological soil management, soil manufacturing, and sustainable landscape practices.

Paul Short



Paul Short is President of the Canadian Sphagnum Peat Moss Association in Alberta, Canada. CSPMA is the association of peat moss producers and related Enterprises devoted to promoting the sustainable management of Canadian peatlands and the industry. Paul directs support and advocacy for association members and leadership in environmental and social stewardship and economic well-being related to the use of Canadian peatland resources.

Jesse Till

Jesse Till represents Chatter Buzz Media that delivers results as an award-winning digital marketing agency that specializes in website design, SEO, social media marketing, and content creation. Founded by an engineer recruited by Google and a journalist, Chatter Buzz Media is a certified women and minority owned Internet marketing firm that's fueled by innovation and sugar-free Red Bull.

Stay at the DoubleTree Hotel

60 S. Ivanhoe Blvd.
Orlando, FL 32804



Overlooking Lake Ivanhoe, The DoubleTree by Hilton Orlando Downtown hotel delivers premium hotel amenities in a convenient location. Enjoy the legendary children's favorite Universal Orlando or take the hotel's shuttle to downtown's Amway Arena.

Expect well decorated guest rooms that include flat panel TVs, generous work surfaces, comfortable SweetDreams® beds and complimentary Internet access. Enjoy on-site amenities including a heated rooftop pool and lounging deck, fitness center by Precor® and an extensive breakfast buffet. Dine on site at the Sixty South Restaurant & Bar.

For Room Reservations Go To:

<https://aws.passkey.com/event/12489338/owner/3897435/home>.

Or Call: 407.425.4455

Discounted room rate is \$129/night + taxes.

The deadline for guaranteed room rate and space availability is:

October 5, 2015

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 1, 2015**, 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 1, 2015.**

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 & Get 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.



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