



JANUARY 18-20 | TAMPA

## 2023 TPIE WORKSHOPS

	Title	Date	Time	Presenter
	<b>TPIE OPENING SESSION</b>	Weds 1-18-2022	9:00 – 10:00 am	
<b>WEDNESDAY, JANUARY 18</b>				
<b>TRACK ONE</b>				
Session 1	What's Your Pink Pig	Weds: 1-18-2023	1:00 – 2:30 pm	Anne Obarski, Merchandise Concepts
Session 2	Deeper Dive Deeper Dive   Design Language Forecast for 2023-2024	Weds: 1-18-2023	3:00 – 4:30 pm	Christine Boland, Trends & Mindsets, Amsterdam, The Netherlands
<b>TRACK TWO</b>				
Session 3	Recruiting and Retention   Building a Successful Team	Weds: 1-18-2023	1:00 – 2:30 pm	Victoria Cheskis, John Mini Distinctive Landscapes, New York, NY
Session 4	Establishing a Consistent Interview Process	Weds: 1-18-2023	3:00 – 4:30 pm	Heather Ruiz, Natura, San Antonio, TX
<b>TRACK THREE</b>				
Session 5	Diagnosing and Strengthening Your Privately Held Business	Weds: 1-18-2023	1:00 – 2:30 pm	Willing Phillips, The Third Agenda LLC
Session 6	Developing a Successful Exit Strategy	Weds: 1-18-2023	3:00 – 4:30 pm	Art Campbell and Al Martin, NIN
<b>THURSDAY, JANUARY 19</b>				
<b>TRACK ONE</b>				
Session 7	On the Floor	Thurs: 1-19-2023	9:00 – 10:30 am	Anne Obarski, , Merchandise Concepts
Session 8	2023 Garden Trends: Free to Be Me	Thurs: 1-19-2023	10:45 – 12:15 pm	Katie Dubow, Garden Media Group, Kennett Square, PA;

Session 9	Marketing at the New Speed of Commerce	Thurs: 1-19-2023	1:00 – 2:30 pm	Katie Dubow, Garden Media Group, Kennett Square, PA; Peter Wigren, Simple Spring; LaManda Joy, Great Grow Along
<b>TRACK TWO</b>				
Session 10	Expanding Your Creative Interior Designs	Thurs: 1-19-2023	9:00 – 10:30 am	Michelle Ritter, Seattle Plant Company, Seattle, WA; Julie Davis Farrow Plantscapers, Inc., Irvine, CA
Session 11	Designing Moss Walls	Thurs: 1-19-2023	10:45 – 12:15 pm	Olga Rose Anthony, Plant Me Rosey, Homestead, FL
Session 12	Tech's Corner   Pest & Soil Nutrition for Interior Plants	Thurs: 1-19-2023	1:00 – 2:30 pm	Suzanne Wainwright-Evans, BugLady Consulting, Slatington, PA
<b>TRACK THREE</b>				
Session 13	Cultivate Customers With SMS   Text Marketing 101	Thurs: 1-19-2023	9:00 – 10:30 am	Katie Elzer-Peters, The Garden Of Words, Wilmington, NC
Session 14	Future of Retail Technology	Thurs: 1-19-2023	10:45 – 12:15 pm	Clint Albin, Washington, D.C.; Sam Kirkland, Epicor Software Corporation
Session 15	How to Offer a Better Customer Experience by Enhancing Traffic Pattern Design	Thurs: 1-19-2023	1:00 – 2:30 pm	Robert Hayter, LKC Engineering, Aberdeen, NC

# What's Your Pink Pig?

**When:** 1 - 2:30 p.m. (EST) Wednesday, January 18, 2023

**Where:** Tampa Convention Center

Marketing, service and creating a customer experience are all critical parts of any successful business. But what is it that really sets your company apart from the competition...in an unusual way, post crisis? When your customers talk about your business, what is the first thing they now say to describe your business? Discover simple things that you must do to cement your brand in your customers' mind. Ask yourself, "Is my team part of my brand and how can I make that impression one that lasts and spreads? Learn how creating and marketing a "Contagious Experience" for your customers will drive them to your business the first time—and then encourage them to return and spread the word along the way.

**Speaker Bio:** Anne Obarski: As founder of Merchandise Concepts, Anne's "Retail Snoops" program extensively researches all aspects of customer service. She's gathered priceless knowledge after mystery shopping in more than 2,000 stores and businesses over 15 years. Through that research, whether from fast-food restaurants or Fortune 500 companies, Anne developed a laser focus in actual customer service experiences that she used to author and co-author the following content rich books:

- Conversations on Sales and Customer Service
- Surprising Secrets of Mystery Shoppers
- Make Your Business CONTAGIOUS
- Make Your Customer Service CONTAGIOUS - for garden centers
- Make Your Customer Service CONTAGIOUS - for retail stores

She knows what works and what doesn't. Driven by 30 years of experience, Anne shares her wisdom designed to motivate you to take a deeper look at what your customers go through every day. Anne is an award-winning speaker and has been a member of the National Speakers Association and the Global Speakers federation since 1996. When she's not speaking, traveling, or consulting with business leaders, you can find her on the golf course, playing with her two grandchildren or searching for new ways to cover anything in chocolate.

# Deeper Dive Deeper Dive | Design Language Forecast for 2023-2024

**When:** 3 - 4:30 p.m. (EST) Wednesday, January 18, 2023

**Where:** Tampa Convention Center

**Overview:** This session takes the information shared in the TPIE Opening Session and applies it at a micro level to design elements such as fabric, color, textures and much more. Christine's method will help your team funnel their ideas and thoughts into one clear vision and be able to recognize the ingredients, a useful tool, when making choices and decisions for buying, designing and creating concepts. The process will make your teams feel part of the solution and thus really delivers full buy in from everyone.

**Speaker Bio:** Christine is driven to identify, clarify and create a deep understanding of the spirit of the time and then use this to assist people, brands, enterprises and organizations, in a meaningful way, taking the right steps going forward. She extracts a great deal of pleasure and energy from investigating what exactly is going on around us and by analyzing what the signs the shadows of the future that already touch us hold and contain. Christine then seeks out the connections and joins the dots across the whole, finally finding the words to pin this down in succinct, straightforward language. She filters relevant information from world news, from developments in science and technology, as well as from art, design and everyday life. Rising above things to obtain a wider image, before zooming in to the human scale.

When you understand the spirit of the time, you will see what drives people, and if you know what drives people, anticipating their wishes and desires will become the next obvious step. Christine has been doing this all her life and finds it's only becoming even more fun and interesting as time progresses. She has had the opportunity of lecturing worldwide, across every continent, collaborating with brands and organizations. Assisting people and brands to discover their strengths through appropriate insight, information and inspiration. Connecting the spirit of the time with their mission and vision and opening up the space for amazing new concepts. Simply because once you have unpicked the weave, your eyes will literally open up to the endless possibilities and opportunities.

As well as giving presentations on the spirit of the time and trend analyses, Christine works for the University of Amsterdam Academy as a (C-level) consultant program manager of their 'The Future Of Strategy' executive program. This is an outstanding program which promises the participants a well-equipped strategy toolbox by completion. From its initiation, she has also been a co-author of Trendrede, an annual lecture by the Netherlands' most prominent future watchers, and an active member of the Advisory Board advising on advertising law.

# Recruiting and Retention | Building a Successful Team

**When:** 1 - 2:30 p.m. (EST) Wednesday, January 18, 2023

**Where:** Tampa Convention Center

**Overview:** This session will look at recruiting and retention strategies for getting the right people on your team and developing each team member into strong leaders. As a rockstar HR representative of John Mini, session leader Victoria Cheskis keeps their team growing together! Come hear the processes used to build environments where employees, future business leaders, and executives thrive!

**Speaker Bio: Victoria Cheskis**, SHRM-CP, heads up Human Resources at John Mini Distinctive Landscapes. Victoria graduated from Marist College with a Bachelor of Science in Business Administration with an emphasis on Human Resources. She is an active member of the Society of Human Resources Management and earned her SHRM-CP certification. Victoria joined the John Mini team in 2015. She has helped grow the department from a team of one to now a department of four that serves their 200+ teammates. She oversees the execution of all general Human Resource functions and develops strategies that meaningfully enhances the employee experience at John Mini. Victoria feels the people are the heart of any organization and is passionate about creating a culture and an employee experience that allows her teammates to grow and thrive.

# Establishing a Consistent Interview Process

**When:** 3 - 4:30 p.m. (EST) Wednesday, January 18, 2023

**Where:** Tampa Convention Center

**Overview:** Does your company have a solid interview process and tailored to look different from one candidate to another? This session will take a deeper dive into the interview process and teach you how to be consistent in your approach. This step-by-step process will support your recruitment efforts, ensure your company is legally protected and ultimately lead to hiring the right team player.

**Speaker Bio:** Heather Ruiz's HR experience includes recruiting, training and development, employee engagement, and department management. Heather is an active member of the Society of Human Resources Management and is currently the San Antonio-based Human Resources Management Association's director of public relations and marketing. Heather brings a plethora of knowledge which ranges from non-profit human resource management, company acquisitions, executive leadership, and improving company culture. Her passions within the HR realm include training and development, measuring and building company culture, recruiting, employee retention, and streamlining processes. She has experience building and stabilizing human resources departments within small businesses, large corporations, and non-profits. Heather has overseen company communication, created training material for all levels of management and employees, and has streamlined processes for companies with new HR departments. She believes her position and passion help build environments where employees, future business leaders, and executives thrive!

# Diagnosing and Strengthening Your Privately Held Business

**When:** 1 - 2:30 p.m. (EST) Wednesday, January 18, 2023

**Where:** Tampa Convention Center

**About the Session:** This presentation is based on 30 years of refining the 100 most common problems in small privately held businesses. Participants learn how to uncover issues that have escaped their attention, understand their importance, and finally set up a business improvement process that regularly identifies organizational problems, resolves, and implements the solutions successfully.

**Speaker Bio:** Founder of REX Roundtables for Executives serving over 150 business owners. These Executive Roundtables have the highest retention of any executive roundtables in the world. The 20 roundtables in REX are now being led by Willing's successor, Eddie Tock. Willing continues to chair roundtables in the green industry, specifically the Silverado Roundtable which he has facilitated for over three decades. Four decades coaching and consulting in 34 Industries in nine countries. 300 Vistage CEO presentations in North America, England, and Australia. 75 key presentations at business associations in North America, Mexico, and Europe. His book *Responsible Managers Get Results* was first published by The American Management Association and was selected by Executive Book Summaries as one of the 10 best business books of the decade. Outside of work, Willing has co-led the first ascent mountaineering expeditions in Alaska and South America. He has also skippered his oceangoing sailboat throughout New England. Willing is married to Mary and together they have six adult children.

# On the Floor

**When:** 9 - 10:30 a.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**Overview:** The job of acquiring talented employees for your company can be challenging - now more than ever.

As customers return to physical stores, it's the eye-catching displays that grab your customers' attention and drive revenue. They have been used to buying online and now you have them on your "stage". Have you re-done your floorplan for your store including signing and traffic patterns and merchandising that will keep them shopping? Is your lighting and décor drawing attention to your merchandise or taking away from it? Are you still struggling at creating the right "displays" and using the right strategies to place product on your shelves? Has every product earned its right to being in your store or is some of your inventory slowing your turnover? This session will address the "new" ways to address your inventory and your store merchandising to receive a standing ovation from your customer.

**Speaker Bio:** As founder of Merchandise Concepts, Anne's "Retail Snoops" program extensively researches all aspects of customer service. She's gathered priceless knowledge after mystery shopping in more than 2,000 stores and businesses over 15 years. Through that research, whether from fast-food restaurants or Fortune 500 companies, Anne developed a laser focus in actual customer service experiences that she used to author and co-author the following content rich books: – Conversations on Sales and Customer Service – Surprising Secrets of Mystery Shoppers – Make Your Business CONTAGIOUS – Make Your Customer Service CONTAGIOUS - for garden centers – Make Your Customer Service CONTAGIOUS - for retail stores She knows what works and what doesn't. Driven by 30 years of experience, Anne shares her wisdom designed to motivate you to take a deeper look at what your customers go through every day. Anne is an award-winning speaker and has been a member of the National Speakers Association and the Global Speakers federation since 1996. When she's not speaking, traveling, or consulting with business leaders, you can find her on the golf course, playing with her two grandchildren or searching for new ways to cover anything in chocolate.



# 2023 Garden Trends: Free to Be Me

**When:** 10:45 a.m. - 12:15 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

Why should you care about trends? It's simple. Trends drive consumers and consumers drive sales. Once again, TPIE '23 is the place to learn about new trends, stay relevant and grow your business. Join Katie Dubow, global trendspotter, president of Garden Media Group and QVC guest host, in this informative session. Katie will outline the seven 2023 Garden Trends, including the color of the year, and offer tips on how to apply each trend to your own business. Garden trends are more important than ever to guide us in uncertain times and give us hope. When you're ahead of the curve, your company becomes a trendsetter and you become the go to place for what's new - whether you are a breeder, grower or retailer.

**Speaker Bio:** Katie Dubow is president at Garden Media Group, a women-owned and run public relations firm specializing in the home and garden industry. Author of the annual Garden Trends Report, Dubow travels the world scouting and presenting garden trends to audiences from Italy to Chicago. Dubow is a guest host on QVC for Cottage Farms, judge at the Philadelphia Flower Show, the inaugural recipient of the Emergent Communicator Award from the Association of Garden Writers, vice-chair of the Pennsylvania Landscape and Nursery Association, and an awarded member of the 2018 Forty Under 40 from Greenhouse Product News. Previously, she worked at CBS Studios in New York City and was a public relations & marketing manager at Monet Jewelry. Katie received a degree in communications from Northeastern University where she was also a Division I rower on the crew team. Dubow lives and gardens in West Chester, PA with her husband, two daughters, one dog, and six chickens. Find her in the garden with her children, practicing yoga or dancing to Zumba. Her goal is to convince people that brown thumbs can, in fact, be turned green. Follow along @KatieGMG and on Facebook at KatieGardenGirl.

# Marketing at the New Speed of Commerce

**When:** 1 - 2:30 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

Marketing at the New Speed of Commerce Industry - and life - has changed since the advent of social media and the boiling pot of the worldwide pandemic. Commerce is moving faster than ever before, and businesses need to equip themselves with the tools to move with it. Join Peter Wigren from marketing research company Simple spring, Katie Dubow from Garden Media Group and LaManda Joy from Great Grow Along to discuss how data, trends and education are leading the way in this new fast paced world - and how to not burn yourself and your staff out keeping up.

## Speaker Bios:

**Katie Dubow** is president at Garden Media Group, a women-owned and run public relations firm specializing in the home and garden industry. Author of the annual Garden Trends Report, Dubow travels the world scouting and presenting garden trends to audiences from Italy to Chicago. Dubow is a guest host on QVC for Cottage Farms, judge at the Philadelphia Flower Show, the inaugural recipient of the Emergent Communicator Award from the Association of Garden Writers, vice-chair of the Pennsylvania Landscape and Nursery Association, and an awarded member of the 2018 Forty Under 40 from Greenhouse Product News. Previously, she worked at CBS Studios in New York City and was a public relations & marketing manager at Monet Jewelry. Katie received a degree in communications from Northeastern University where she was also a Division I rower on the crew team. Dubow lives and gardens in West Chester, PA with her husband, two daughters, one dog, and six chickens. Find her in the garden with her children, practicing yoga or dancing to Zumba. Her goal is to convince people that brown thumbs can, in fact, be turned green.

**Peter Wigren:** is the CEO and founder of Simple Spring, LLC. a market research firm dedicated to providing small businesses in the garden and lifestyle sectors the access to data - and its interpretation - to thrive in an increasingly competitive retail environment. A technologist, US Patent holder, consultant and entrepreneur, Peter believes that data can tell a story that makes the small business owner's role more streamlined, more informed and more profitable.

**LaManda Joy** is an author, speaker, master gardener and a firm believer that the world is a happier place with more gardeners in it. She is the founder of the award-winning Chicago-based nonprofit food gardening education program, Peterson Garden Project, and the author of Start a Community Food Garden: The Essential Handbook (Timber Press.) LaManda frequently speaks on the importance of community and gardening education across the country in both public and business settings. She is co-founder of the Great Grow Along - a free virtual garden festival dedicated to bringing together the worldwide community of gardeners with great education, connection and joy.

# Expanding Your Creative Interior Designs

**When:** 9 - 10:30 a.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**Overview:** Interiorscapers create beauty every day by bringing nature to places where people live, work and play. This session will showcase innovative interiorscape designs that will challenge your creativity and walk you through the trials and successes of projects from concept to completion. Come be inspired by Michelle and Julie's very own imagination and creativity.

## Speaker Bios:

**Michelle Ritter:** From a child and through her 25 years in the horticulture industry Michelle realized people and plants have a deep connection. Her goal is to connect people with plants. Michelle started as a horticulture technician 25 years ago. She quickly perfected her craft and knew she found her calling working with plants and people. Michelle grew her passion into her career. Michelle's experience in managing people, horticulture design, project management, account management, procurement, maintaining vendor relationships and business development have given her the tools to launch her own company on January 1st 2020. Seattle Plant Company is a full-service horticultural resource providing Interior plantscapes, patioscapes, holiday décor, floral and living walls. Michelle is proud to be federally, and state certified as a woman owned business, to be an active member of Green Plants for Green Buildings as well as receiving numerous national awards for interior plant design, major renovation and large scale installation accomplishments.

**Julie Davis Farrow** started Plantscapes in 1981 while she pursued her college degree in interior design, horticulture, and business. Today, she serves the company as Founder and CEO and is instrumental in the direction, culture, and leadership of the organization. Julie also serves as a Design Consultant, working alongside our many clients in making their dream interiors a reality. Julie specializes in creative and innovative designs utilizing "green products" and the finest plants from the best growers. Julie is an active member of Green Plants for Green Buildings, AmericanHort, and The National Association of Landscape Professionals. Additionally, Julie was a founding member of Pinnacle V, an international peer group of plantscape professionals who share best practices and progressive business strategies. She is a registered speaker trained by AIA to present "Authentically Green Interiors: Optimizing Nature's Design." Julie finds passion in her clients' reactions once a job has been installed. She enjoys working together as a team with the design community to complete their work with her "green" designs. You will find Julie reading a good book and being a compassionate writer in her spare time, but she loves a good workout, playing pickleball, and heading to the river for some water skiing. Family and friends are true to her heart. Spending time with her husband, Mark, and two children, Courtney and Trevor. The twinkle in her eye is her beautiful grandsons: Dakarie and Hendrix.

# Designing Moss Wall

**When:** 10:45 a.m. - 12:15 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**About Workshop:** This workshop will showcase Moss Wall designs. Olga Anthony, owner of Plant me Rosey Plant Design & Landscape Design has created award winning biophilic Moss wall designs and will inspire you as she shares the successes and challenges of moss wall installations from finding the right sources to successfully securing the product.

**Speaker Bio:** Olga Rose Anthony, aka Plant Me Rosey™, is a biophilic designer. Biophilic design includes designing with all things green to connect with nature, typically in the context of interior design.

Anthony has a passion for plants including (but not limited to) all genera of plants, green walls (living and ornamental), and interiorscaping.

She has a strong respect and admiration for nature, fostered by her upbringing and life experiences. Anthony grew up in a little town called Homestead/Redland – one of the last remaining agriculture and semi-rural areas in South Florida. Farm work at a young age was Anthony's first taste of plants. The work also showed her how plants benefit people.

Anthony's experience in the landscape and horticulture industry includes the areas of sales, marketing and new product development.

A taste for innovation and knack for original creativity propelled Anthony to significant accomplishments. One of Anthony's proudest accomplishments include successfully designing and installing her first commissioned 20' x 30' living green wall.

# Tech's Corner | Pest & Soil Nutrition for Interior Plants

**When:** 1 - 2:30 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**About Workshop:** This workshop will take a closer look at scouting, proper identification, and control of common pest in interior landscapes. Hands-on instruction will be given on how to properly release and use beneficials with your pest management programs.

**Speaker Bio:** Suzanne Wainwright-Evans is a horticultural entomologist specializing in integrated pest management. Suzanne has been involved in the Green Industry for more than 30 years with a primary focus on biological control and using pesticides properly.

She is a graduate of the University of Florida with degrees in both Entomology and Environmental Horticulture. She has worked throughout the United States and internationally consulting to greenhouses, nurseries, landscapers, cannabis production and interiorscape companies.

Additionally, Suzanne has published articles in trade magazines and scientific journals. She teaches workshops and lectures professionally to industry groups bringing her scientific as well as practical approach to learning. Her lectures use her extensive library of insect photos and macro insect movies.

She is the owner of Buglady Consulting, now in business for 22 years. Suzanne lives in Pennsylvania with her husband, 1 dogs and 3 cats in a log home built in the 1820s.

# Cultivate Customers With SMS | Text Marketing 101

**When:** 9 - 10:30 a.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**About Workshop:** Customers have learned over the past couple of years to expect text marketing to be provided by businesses (don't make them dig around in email boxes). This session is key for both e-com and brick and mortar retailers. While the benefits of SMS and basics of SMS for marketing are basically the same for online and in-store retail, you will learn how to implement them faster and easier, understand why and when to use SMS and how to engage your customers.

**Speaker Bio:** Katie Elzer-Peters is the founder and CEO of The Garden of Words, LLC, a digital marketing firm that specializes in email marketing, web development, web strategy, and business development for green industry clients. For 14 years she has helped green industry businesses of every size (from individuals to small, family-owned businesses and large corporations) grow and thrive in the age of technology. Katie and her team specialize in making digital marketing tools and tips accessible to everyone, regardless of background or experience. Katie has a B.S. in horticulture from Purdue University and an M.S. in Public Garden Management from the University of Delaware and Longwood Gardens and is a member of the Society of Fellows of Longwood Gardens. Prior to opening her marketing firm, Elzer-Peters served as the Assistant Director at Airlie Gardens, Curator of Landscape at Fort Ticonderoga, and managed educational programs, marketing programs, and horticultural staff at public gardens around the United States. Katie is a frequent contributor to Green Profit Magazine and a frequent speaker at green industry conferences.

# Future of Retail Technology - Self Check-Out, QR Coding, and In-House Experience

---

**When:** 10:45 a.m. - 12:15 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**Overview:** Consumer horticulture is constantly changing. What are consumers expecting in their retail experience and how does our industry integrate the technology available into the everyday experiences? During this time of plenty, the industry needs to create a business development vision that guide daily growth to achieve higher revenues, incorporate “plug and play” technology, and more. In this session, you will catch a glimpse of what it will look like as we move into the future and how to attain this vision, when businesses use more modern performance metrics and strategies to achieve top-line growth.

## Speaker Bios:

**Clint Albin** is a Retail Strategist at Homestead Gardens After LSU, Clint worked for Shemin Nurseries (IL, CT, MD) before becoming the director of Garden Centers of America. After 10 years with GCA, he became a consultant to the industry. As an industry consultant, Clint has led countless tour groups looking for the best-in-class ideas to create successful retail garden centers. He was the public relations director of the IGC show for 8 years, where he had the ability to see and hear first-hand trends that were making companies, retailers and brands more valued by consumers. He helped startups in hort-i-tech get involved in garden retailing. Using his unique understanding of the industry channels, he offers strategic positioning insights for companies who want to become more consumer-facing and increase market share with key horticultural products. The greatest growth will come when the category can consumer-face all 320 million Americans and be available 52-weeks-a-year. He believes the future will be brighter for the category by making consumer horticulture more relevant and accessible to all through changes in the retail format, consumer messaging and product development to reverse the declining trend in sales and annual shopping visits. Consumer Horticulture must become a greater destination for those gardeners who would like a more holistic shopping experience and find products that encourage gardeners to continue to enjoy the activity as they age while providing a development space for the next generation of gardening products and services.

**Sam Kirkland** serves as National Business Development Strategist at Epicor Sam Kirkland brings over 38+ years of experience to his role at Epicor Software Corporation. He joined Epicor in May 2011 following a merger with Activant Solutions Inc., where he served as a National Accounts Manager in the Retail Distribution Group. Kirkland joined then Triad Systems in 1984 when he started his career as a Field Engineer and worked through the ranks as a Sr. Field Engineer and then a Regional Network Consultant before becoming one of Epicor's National Business Development Strategist. His 37+ years has all been in the industries of Lawn & Garden, Firearms & Sporting Goods, LBM, Hardware Retail, and Farm Ranch/Home businesses. In his role at Epicor he supports Epicor partners and builds strong programs to drive our partner's initiatives.

# How to Offer a Better Customer Experience by Enhancing Traffic Pattern Design

**When:** 1 - 2:30 p.m. (EST) Thursday, January 19, 2023

**Where:** Tampa Convention Center

**About Workshop:** Every space in your garden center affects the way your customers feel about their shopping experience. Today's customers are conditioned on what to expect from any store's physical and visual environment. Do you know what they expect? Is your garden center designed to meet their expectations? Garden center design, like all successful retail environments must start with proven functional principles. No amount of great merchandising or quality product display will overcome dysfunctional facility layout. To ensure you are providing your customers with a desirable shopping environment you may need to rethink their shopping environment at your center. Robert will share what you need to know to improve your center's layout. You will learn key aspects of spatial design, layout principles and the integrated relationship of shopping space design.

**Speaker Bio:** Robert Hayter offers site planning, evaluation, and renovation services exclusively to independent retail garden centers. Robert has spent 32 years helping garden center owners develop or enhance the function, appearance, physical security and "shop-ability" of each site and its facilities. His goal is to achieve the maximum sales potential, create ease of shopping, improve operations, and produce a pleasant and attractive location for customers. Emphasis is placed on the sales areas of the garden center to create product-merchandising flexibility, ease of stocking and better customer access. Robert Hayter offers solutions in the areas of arrival and parking, layout, receiving, and product display fixtures. The firm is available for on-site consultations services to The Group clients addressing new or redo property and facility upgrades. Robert Hayter will provide insight into construction issues, answer costing questions and interpret retail shopping trends.