



**NAHSA's 23rd Annual Meeting Schedule of Events**  
**Hyatt Tamaya Resort, Albuquerque, New Mexico**  
**June 6-9, 2010**  
*(Subject to change)*

**Theme:**

**Saturday, June 5, 2010**

- 1:30 p.m. – 5:00 p.m. Board of Directors Meeting
- 5:30 p.m. – 7:00 p.m. Registration Open
- 6:00 p.m. – 8:00 p.m. Informal Happy Hour

**Sunday, June 6, 2010**

- 7:00 a.m. – 7:45 a.m. Golf Tournament Participants Depart
- 8:00 a.m. – 1:00 p.m. Golf Tournament with breakfast
- 4:00 p.m. – 7:00 p.m. Registration Open
- 2:00 p.m. – 5:00 p.m. NAHSA 360
- 6:00 p.m. – 6:20 p.m. Contact Booth Scheduling Session-Manufacturer Hosted
- 6:20 p.m. – 6:30 p.m. Contact Booth Scheduling Session- Distributor Hosted
- 6:00 p.m. – 6:30 p.m. Spouse Welcome Reception
- 6:30 p.m. – 8:00 p.m. Welcome Reception

**Monday, June 7, 2010**

- 7:00 a.m. – 12:00 p.m. Registration
- 7:00 a.m. – 8:00 a.m. Networking Breakfast
- 8:00 a.m. – 9:00 a.m. NAHSA General Business Session
- 8:30 a.m. – 9:30 a.m. *Spouse Breakfast*
- 9:00 a.m. – 9:15 a.m. Networking Break
- 9:15 a.m. – 11:30 a.m. Keynote Speaker- *Rick Segel-Thriving During a Slow Economy...How to Turn Customers into Fanatic Followers*
- 11:30 a.m. – 12:30 p.m. Lunch
- 1:00 p.m. – 6:00 p.m. Manufacturer Focus Groups- *Note New Day!*
- 7:30 p.m. Departure for Dine-Around Dinners

**Tuesday, June 8, 2010**

- 7:00 a.m. – 7:30 a.m. Networking Breakfast
- 7:30 a.m. – 9:30 a.m. General Session- *Grower-Retail Panel*
- 8:30 a.m. – 9:30 a.m. *Spouse Breakfast*
- 9:30 a.m. – 9:45 a.m. Networking Break
- 9:45 a.m. – 10:45 a.m. General Session: *Rick Segel-Making Your Website More Competitive...a website review sharing the HOT techniques to adopt and adapt.*
- 9:45 a.m. – 10:45 a.m. Business Weather Intelligence® - *Planalytics, Inc.*
- 10:45 a.m. – 11:45 a.m. Horticulture Trend Watch
- 10:45 a.m. – 11:45 a.m. Water Management
- 11:45 a.m. – 12:45 p.m. Lunch (with roundtable discussions)
- 1:00 p.m. – 6:50 p.m. Contact Booth Program- *Note New Day!*
- 7:30 p.m. – 10:30 p.m. Closing Dinner & Awards

**Wednesday, June 9, 2010**

- 7:30 a.m. – 9:30 a.m. State of the Industry- Hort. 2020
- 9:45 a.m. – 10:45 p.m. Program Committee & Industry Advocacy Meetings – *All members welcome!*
- 10:45 a.m.- 11:45 a.m. Membership Committee & Communications Committee Meetings - *All members welcome!*
- 12:00 p.m. – 2:00 p.m. Board of Directors Meeting & Luncheon