



AGENDA

Thursday – October 11, 2007
8:00 AM – 9:30 AM
TBG - Terrace Room

Members of
Advisory Group

Dick Bostdorff

Michael Carroll

Tom Creque

Bill Dearing

Beth Fausey

Theresa Hoen

Tony Keil

Walt Krueger

Joe Perlaky

Neil Reid

Tom Wardell

- Report: Champion, Dean Krauskopf
 - Regular Monthly Meeting Minutes (9-13-07)
 - Advisory Group Meeting Minutes (10-04-07)
- Reports: Projects
 - MVGA (MVG to MVGA Transition)
 - Legal – Neil Reid
 - Ohio - Gas Program Rollout – Kirk Mizerek
 - SE Michigan - Gas Program Rollout – Kirk Mizerek
 - New Business:
 - Branding, Fall/Winter Marketing Plan - Judy McFarland
 - UT Plant Science/USDA - Scott Leisner/Jonathon Frantz
 - ABE Center – Beth Fausey
- Other:
 - Greek Hill - Neil Reid
 - Ohio OFA/Nursery Meeting – Dick Bostdorff/Walt Kruger
- Presentation:
 - Mike Hopkins from *Cardinal Aggregate* will review the use of their **Big Bag** program and how their recently produced animated video (& flyers) by Thread can be used to market the product in your retail operation. It shows your customers the innovative new way they can purchase topsoil, mulch and stone without any heavy hauling or mess. One call from the grower to Mike and the order arrives at the customer's driveway or yard the next day.

Our next meeting is November 08
8:00 am
Toledo Botanical Gardens