Welcome to Seeley!

How many times have you been to Seeley?

1. First time
2. 2-5 years
3. 6-10 years
4. 11-15 years
5. 16-20 years
6. 21-24 years
7. 25+
What made you decide to come to Seeley this year?

1. Networking
2. Educational program
3. Social opportunities
4. Cool Ithaca weather
5. Folklore of Seeley
6. All of the above

Philosophy of Seeley

- Free & informal exchange of ideas
- Provoke conversation r.e. underlying issues
- Stimulate advanced thinking
- Better prepared to make decisions
2007 and 2008

Profit Squeeze
Is There A Solution?

2007 Seeley Conference
June 23-24

Profit Squeeze Part 2
Is Differentiation the Solution?
In addition to conventional wisdom, there must be more?

2009

Chaos!
Are YOU realizing the opportunity?

2009 Annual Seeley Conference
June 25 - July 1, 2009

- Effects of the data feeds containing feeder was a DMI, are at the following questions:
- Does a technical analysis create new opportunities to recognize and differentiate them, we will work?
- Consumer related decisions behavior has changed dramatically. How has it happened?
-laneous or almost revolutionary leverage advantage, how it works. The period for enterprise change. Where do you want?
- We are interested in talking with revolutionary change. Do we have any advice for change?
- Facebook, Twitter, LinkedIn, Blogs, Podcasts... revolutions much different consumers. It is necessary for P2P networking marketing.
- Facebook, the most important implications of Seeley Conference and several changing if innovation will follow industry leaders.
- Whether to play an active role in a valuable discussion.
2010

Floriculture’s Environmental Footprint: an inconvenient truth

As in any sector, transition takes time and there will be bumps along the way. To ensure a healthy, sustainable future, the questions facing the floriculture industry include:

- What kinds of things can we produce through emerging technologies and new methods of growing that allow us to minimize our footprint and have a positive impact on the environment?
- What is the impact of our industry as a whole on the environment and what can be done to improve our practices?
- How can we help retail customers make more informed decisions about their purchases?
- How can we develop better ways to communicate the environmental benefits of our products to consumers?
- How can we minimize our carbon footprint without sacrificing the quality or viability of our operations?

For more information, see our conference website.

To reserve your place at the conference, please contact Claire Agger at seeleyconference@cornell.edu or 607.255.7868.

2011 – consumer focused (again)

Floriculture’s Biggest Challenge: creating MindShare opportunities

As always, the think-tank atmosphere of the Seeley Conference will allow for plenty of interaction with fellow industry leaders, who may be keen on sharing tips for a successful education.
**Mindshare Defined**

- **Main Entry:** mindshare
- **Part of Speech:** n
- **Definition:** the amount of attention required by something, the time spent thinking about something

- **Main Entry:** mindshare
- **Part of Speech:** n
- **Definition:** the development of consumer awareness about a specific product or brand in hopes that they will buy the product or brand

EXACTLY WHAT IS ON THE CONSUMERS’ MIND?
Why is the recovery so weak?

Why is unemployment still so high?
Is housing ever going to come back?

When will my home’s value go back up?
Do I have to worry about inflation too?

What are fuel prices going to do?
Which of these factors do you consider to be most important to consumers?

1. Unemployment  
2. Housing  
3. Home prices  
4. Inflation  
5. Fuel prices  
6. Other

Regardless, all of these things affect consumer confidence.
Personal saving rate has increased.

Higher savings offset by wealth transfers.
HH balance sheets are improving.

The net effect?
Retail sales have been better than expected.
How much better?

Compared to Dec 2007, my own company’s sales are...

1. About the same as they were then.
2. Less than they were then.
3. More than they were then.
Two insightful principles

1. Expenditures rise to meet income.  
   -- (C. Northcote Parkinson)

2. People afford what they want.  
   -- (Lowell Catlett)

So what are the BIG questions we are here to address?
The BIG Questions

How has consumer mindset changed during the Great Recession? Will floral spending ever go back to the way it was before?

The BIG Questions

Why are people blind to the plants and flowers that surround them in everyday life?
The BIG Questions

Can the industry overcome plant blindness and increase consumer mindshare by understanding and communicating that our products are necessities in people's lives and not mere luxuries?

The big questions?

Can we focus our value proposition on the unique ways in which plants enhance the quality of life by economic contributions, environmental eco-systems services, and health/well-being benefits of flowers in interior and exterior landscapes?
The big questions?

How do we best articulate this "more than pretty" value proposition?

The BIG Questions

What is the role of advocacy groups, promotion programs, or city-wide beautification programs?

How do we creating the urban and destination connection and build involvement with plants and flowers?
The BIG Questions

Does engaging your neighbors improve your bottom line?

What happens when an entire city takes on a green attitude?

The BIG Questions

Do we need to rethink our offerings one product at a time, or does everything we do need a major makeover to connect with the consumer?

How do we put it all together and build consumer mindshare for our products and services?
Floriculture's Biggest Challenge: creating MindShare opportunities

Register today: www.hort.cornell.edu/seeleyconference