

40TH ANNUAL MEETING MULCH & SOIL COUNCIL

Photo Courtesy of
Chicago Convention
& Tourism Bureau

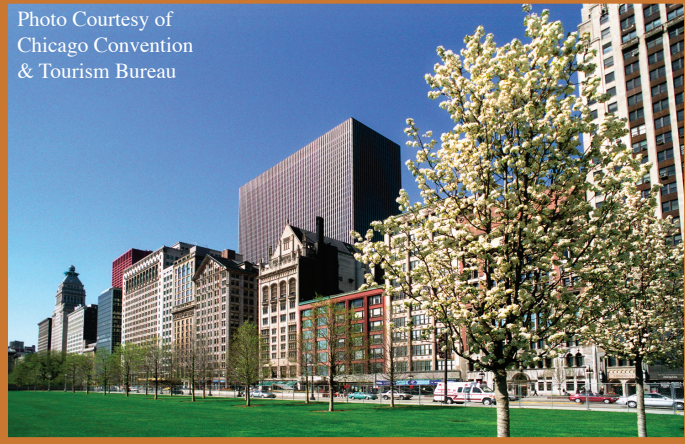
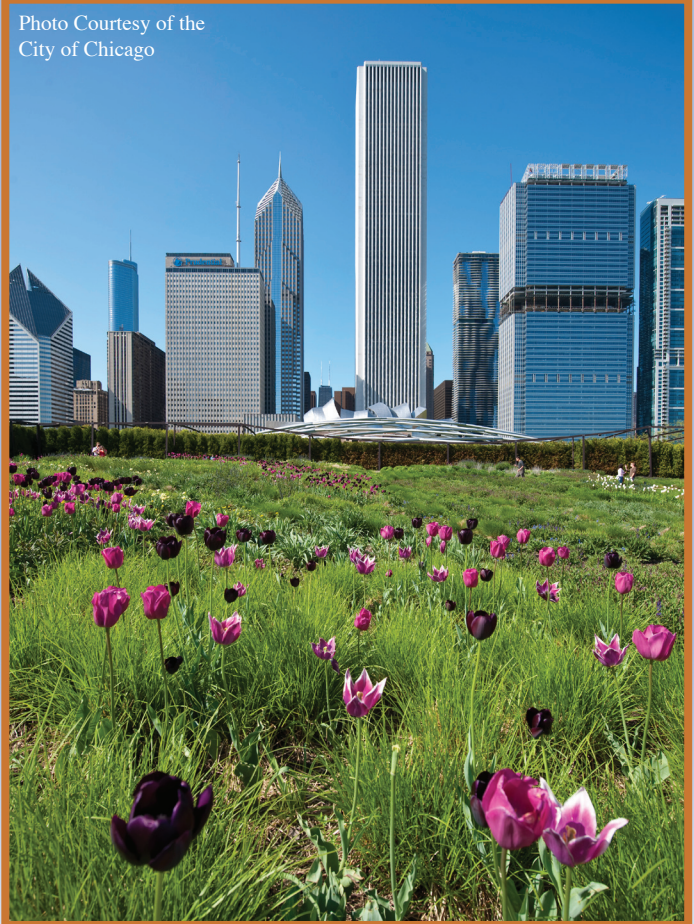


Photo Courtesy of the
City of Chicago



*The New
Business
Environment*



THE FOUR POINTS BY SHERATON • CHICAGO, IL

OCTOBER 26-27, 2011

The New Business Environment

The business environment is constantly changing. Just a few years ago, the home building market was booming and new landscape installations drove high demand for mulch and soil products. Now, any mulch company still relying principally on the new home market is struggling to survive.

Being aware of business trends and watching closely for social, economic or other triggers that cause change on a large scale is difficult when you are trying to meet day-to-day demands to run your business. That is why participating in the Mulch & Soil Council Annual Meeting is such a key part of your business planning for each year.

In a short and effective use of your valuable time, you will learn about:

- Business Trends
- Social Impacts
- Retailer Shifts
- Economic Trends
- Regulatory Activities
- Environmental Movements
- Technology Improvements
- Political Alterations

and other changes to your business environment that can have profound effects on your bottom-line profits and the way you do business.

This year we are focusing our attention on several key factors changing our business environment:

Transportation: Planning how to ship your products to market is increasingly difficult due to changes in fuel costs, truck availability, shipping routes, driver regulations, carbon footprint rating and more. Today's shipping looks nothing like the "good old days" and it is constantly changing.

Sustainability: Consumer environmental concerns are impacting our business environment. Retailer response effects our bottom lines. Where is this going and how do we plan to keep business when the rules change?

Raw Material Supply: The economics and regulatory impacts of forest utilization are constantly changing our business. Knowing the current trends in costs and availability and how competition will change markets is critical information for your business.

New Technology: Everything from labeling to packaging to colorants is constantly changing. Keep up with what's new and how it can help you.

Come to Chicago and seize this opportunity to get ahead in the new business environment.

Chicago Our Host City

You'll find magic in such sparkling Chicago attractions as Navy Pier – the Midwest's top tourist destination – and its boardwalk, 150-foot Ferris wheel, boat and segway tours, and countless dining or shopping options. Chicago looks



Photo Courtesy of
Cesar Russ Photography

Photo Courtesy of the
City of Chicago



great from every angle, whether you're exploring the city's astonishing architecture or you're enjoying the birds-eye view from the 103rd floor of Skydeck Chicago in the Willis Tower and the 94th floor Hancock Observatory. The city's 29 miles of lakefront paths are just one reason Chicago is one of the world's most walkable and beautiful cities.

Chicago is often called a friendly city – and you'll agree. Make sure you don't miss out on anything the city has to offer, make your very first stop the Chicago Cultural Center — Chicago's Architectural Showplace for the Lively and Visual Arts and the city's official Visitor Center. For more information visit: <http://www.choosechicago.com/attractions/>

40TH ANNUAL MEETING

MULCH & SOIL COUNCIL



Schedule of Events

(Subject to Change)

Tuesday, October 25

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

Wednesday, October 26

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

1:30p Product Labeling

Knowing the basics of package labeling regulations can protect you from costly design errors that can put products off sale. Our speaker will review key product labeling issues every manager should know to assure those working for him are following the rules and what can happen if they don't. **Presenter: Ken Butcher, Office of Weights & Measures, National Institute of Standards & Technology (NIST).**

2:30p Coffee Break

3:00p What's Happening in Transportation?

FTR Associates is the industry leader in freight transportation forecasting for U.S. freight by mode of transportation. FTR is the only company with a complete set of freight data for all modes of transportation tracking and forecasting 209 unique commodity groups both quarterly and annually as a result of its proprietary U.S. Freight Model. Hear what FTR predicts for freight conditions now and through 2012 that will impact your ability to move products to market. **Speaker: Noel Perry, FTR Assoc., Columbus, IN.**

4:10p Annual General Membership Meeting

Join us for a review of committee activities and other issues like BCAP, arsenic, asbestos, cypress sustainability and more. Hear what you need to do to protect your business from regulatory interference, and vote for our new Board of Directors for 2012.

6:00p Affiliate Reception

Spend time with friends and suppliers over cocktails as we review the latest product offerings from MSC Affiliate Member companies.

7:30p Evening on Your Own

Thursday, October 27

8:00a The Crow Report

As we go into the 2012 Presidential election year, the economy, jobs, housing, trade and other issues will either bring the nation together or further polarize the public and congress. Will the President's deferral of new environmental regulations help industry and the economy? Will bioenergy resurface in the 2012 Farm Bill? Hear MSC's legislative expert review current and future issues that will impact your business. **Speaker: David Crow, DC Legislative and Regulatory Services, Washington, DC.**

9:00a Coffee Break

9:30a Sustainability's Impact on Your Business

In a recent national survey, almost 70% of consumers expressed concern for the environmental impact of gardening products. A growing number of retailers have responded with new demands for sustainability from vendors. Businesses using natural resources face increasing pressures to prove their environmental friendliness. This session will explore what sustainability means and what you can do to meet the growing demand for environmental responsibility. **Presenter: Daniel Krohn, Colorbiotics, Ames, IA.**

10:30a Coffee Break

11:00a New Colorant Technologies

As the market continues to evolve for alternative raw materials, colorants have played a key role in expanding industry options. Join our panel discussion on new colorant technologies and what they will mean for the mulch and soil industry.

12:00p Keynote Luncheon

Taking Control of Environmental Issues

America is ready for a new vision of conservation and environmental stewardship that is based upon hope instead of fear. In order to share this vision we must first reintroduce the American consumer to the processes and the people of production and then lead – not just fight – the discussion over our environment. Those who work at the ground level in implementing society's framework for protecting the environment are positioned at the leading edge of the changes and challenges of this discussion. That edge provides exciting opportunities and hope. **Speaker: Bruce Vincent, President, Communities for a Great Northwest, Libby, MT.**

1:30p Coffee Break

2:00p Forest Industry Trends & Forecast

Competitive uses for wood fiber are continuing to change the forest products markets. This session will focus on the influence biomass, co-generation, pellets, biofuels and national economic trends are having on the present market and the future outlook for forest products and wood fiber availability nation wide. **Speaker: Rocky Goodnow, Forest Economic Advisors, Westford, MA.**

3:15p Coffee Break

3:45p New Packaging Technologies

Join us for a lively panel discussion of what is new in packaging technology and what new developments are coming soon.

5:15p President's Reception

Join us for an evening of cocktails and hors d'oeuvres to network with old friends and new industry participants.

6:30p Meeting Ends - Evening on your own

Join Us at Our Host Hotel:

THE FOUR POINTS BY SHERATON 630 N. Rush Street Chicago, IL 60611

The Four Points by Sheraton is located at Rush and Ontario Streets, placed conveniently near Michigan Avenue and the Magnificent Mile. Take advantage of the great location settled among some of Chicago's finest dining, shopping, sights and entertainment.

Indulge in the signature Four Points by Sheraton Four Comfort Beds and take advantage of the indoor heated pool, whirlpool, spacious sundeck, fitness center and free wired & wireless Internet throughout the hotel.

A special block of rooms has been set aside for MSC meeting participants. The preferred guest rate for MSC members is: \$139 (+tax)/night. To make reservations, call the number and be sure to say you will be attending the MSC program.



**For Room Reservations Call:
312.981.6600**

**The deadline for guaranteed room
rate and space availability is:**

October 4, 2011

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 6, 2011**, 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 6, 2011.**

Weather

Average temperatures in the Chicago area for October range from 44°F at night up to 63°F during the day. Plan your wardrobe accordingly. Please note that meeting rooms will be air conditioned and cooler outdoor temperatures may cause rooms to be chilly. A light coat is recommended.

Attire

Please plan for casual attire for all events.

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 & Receive 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 (703) 257-0111 or go to the MSC website.



MULCH & SOIL COUNCIL
10210 LEATHERLEAF COURT
MANASSAS, VA 20111-4245

TEL: (703) 257-0111

FAX: (703) 257-0213

EM: INFO@MULCHANDSOILCOUNCIL.ORG

WEB: WWW.MULCHANDSOILCOUNCIL.ORG

REGISTRATION FORM

40TH MSC ANNUAL MEETING • October 26-27, 2011

THE FOUR POINTS BY SHERATON • CHICAGO, IL

(Please print clearly in block letters and photocopy for additional registrants)



Name: _____ Nickname for Badge: _____
Spouse (if attending): _____ Spouse's Nickname: _____
Affiliation: _____
Street Address: _____
City, State, Country & Postal Code: _____
Phone #: _____ FAX #: _____ E-mail: _____

***** Please Submit Individual Forms for Each Additional Company Representative *****

| <i>REGISTRATION & ACTIVITY FEES</i> | Postmarked by October 6 | Postmarked after October 6 | Amount Due |
|---|------------------------------------|---------------------------------------|-------------------------|
| <i>Annual Meeting Registration</i> | | | |
| Member: 1st Company Representative | \$399 | \$430 | Yourself \$ _____ |
| <i>Each Additional Company Representative</i> | <i>\$299</i> | <i>\$330</i> | |
| Non-Member: First-Time Non-member | \$499 | \$530 | Spouse \$ _____ |
| Non-member | \$650 | \$750 | |
| Spouse Registration (Member or Non-member) | \$80 | \$80 | |
| <i>Grand Total (Pay this amount)</i> | | | Grand Total \$ _____ |

GENERAL REGISTRATION INFORMATION:

- Member and first-time non-member registration fees postmarked on or before **October 6, 2011**, will receive the early meeting registration discount.
- 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, and coffee breaks. Lodging and recreational activities are not included in the registration fees.
- Non-member companies are welcome to attend the meeting and all functions. Non-members may attend one Council meeting as a first-timer at member rates and a second meeting at non-member registration rates. Attendance at additional meetings is by special invitation. Non-member spouses are invited to attend the program at member spouse rates at all times.
- **Cancellation:** In the event it is necessary to cancel your meeting registration, a written cancellation notice must be received at the MSC office on or before **October 6, 2011**, in order to receive a full refund. No refunds will be made for cancellations received after **October 6, 2011**.

Credit Card Payment Option

Card Type: VISA MC AmEx

Card No.: _____

Name On Card: _____

Exp Date: _____

Signature: _____

Send completed registration form with payment to:

MSC ANNUAL MEETING, 10210 LEATHERLEAF COURT, MANASSAS, VA 20111-4245

TEL: (703) 257-0111 • FAX: (703) 257-0213 • E-MAIL: INFO@MULCHANDSOILCOUNCIL.ORG • WEB: WWW.MULCHANDSOILCOUNCIL.ORG