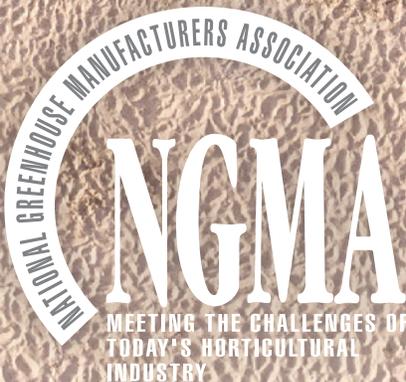


NATIONAL GREENHOUSE MANUFACTURERS ASSOCIATION

SPRING MEETING

2020

APRIL 5-7 | ATLANTIC BEACH, FL



2020 SCHEDULE

SUNDAY, APRIL 5

11:00 a.m. – 5:00 p.m.

Golf Event *(Lunch Included)*

Atlantic Beach Country Club had a deep-rooted history as the Selva Marina Country Club before its successful reinvention as the Atlantic Beach Country Club in 2014. The golf course is just blocks from the ocean and has received praise for its impressive conditions. The 18-hole championship course is a 6,815-yard, Par 71 and offers multiple sets of tees, making it both exciting and also challenging for players of every skill level.

5:00 p.m. – 6:00 p.m.

Registration Open

6:00 p.m. – 8:00 p.m.

Welcome Reception – Opening Remarks and Golf Awards

MONDAY, APRIL 6

8:00 a.m. – 11:00 a.m.

Registration Open

8:00 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 9:30 a.m.

Welcome and NGMA Member Introductions

9:30 a.m. – 10:30 a.m.

Prepare to be Positive

Larry Weaver, President, Trusted Speakers

In this interactive and engaging presentation, Larry uses clean humor and business anecdotes to illustrate the importance of energy, attitude, and motivation. These skills are crucial to success in any venture, whether your focus is on leadership, teamwork, customer service, sales, change, safety, stress reduction or simply having more fun at work. This presentation is part stand-up comedy and part content – seamlessly intertwined. Prepare to leave feeling inspired and encouraged to give to your full potential and creative best each day.

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:45 a.m.

Let Data Work for You! Transform to Data Driven Growing

Ton van Dijk, Global Head of Sales, LetsGrow.com

How can we feed the world? How can we produce more with less resources? The use of data is key to finding the solutions. This session will answer the following questions: What is data? How can you use it? And, why do you need to use data? But most of all, how can you change your mindset and transform your company to 'data driven growing'?

11:45 a.m. – 12:15 p.m.

Committee Updates

12:15 p.m. – 1:15 p.m.

Lunch

1:15 p.m. – 5:00 p.m.

Afternoon on Your Own Evening on Your Own

2020 SCHEDULE

TUESDAY, APRIL 7

8:00 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 10:15 a.m.

Know Your Customer: Part 2 (The Remix)

Richard Kwesell, Co-Founder, Co-Owner, KBGbrands.com

The cannabis/hemp industry moves pretty fast, and if you don't stop and look around once in a while, you could miss it. Last year, Richard delved into knowing your customer in the current marketplace, analyzing current market spending, state legalities, hot and cold markets to track and how to best know your customer's needs. Returning again, Richard will give an updated 2.0 snapshot of the changes over the last year in the hemp and cannabis marketplace and how to best outfit your team for a changing future!

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:30 a.m.

Opportunities for the U.S. Greenhouse Vegetable Industry

John Hoogeboom

John will give you his insights on the opportunities and challenges in the vegetable industry for U.S. greenhouse manufacturers.

11:30 a.m. – 12:00 p.m.

Concurrent Division Meetings:

Structural Member Meeting

Component & Service Member Meeting

12:00 p.m. – 1:15 p.m.

Lunch and Annual General Meeting

2:00 p.m. – 5:00 p.m.

Beach Volleyball

6:30 p.m. – 7:30 p.m.

Reception

7:30 p.m. – 8:30 p.m.

Banquet Dinner

SPEAKERS

Ton van Dijk

Global head of Sales and Operations at LetsGrow.com



Ton van Dijk was born and raised in a big traditional Dutch growers family. He started working at the age of 17 within the family company, an 18 hectare cucumber production facility. He entered into management four years later and after a huge reconstruction phase the company was transformed to 100% bell-pepper production. After selling the company

Ton started as an energy consultant in horticulture. Later on, the growing part of the business kept attracting his attention, so Ton stepped into propagating heated plants. After a short period of managing a greenhouse again, [LetsGrow.com](https://lets-grow.com) came along.

Within [LetsGrow.com](https://lets-grow.com) it is possible to work in the center of growing and technology. In combination with Ton's practical experience, he can do what he loves most; helping growers to improve their business!

John Hoogeboom



John Hoogeboom was educated in the Netherlands and studied electrical engineering. Prior to entering the greenhouse industry, he worked for a large Dutch electrical contracting company as a project manager for several years.

John has been involved in the greenhouse industry since 1972 and has been employed by some of the leading support companies in the industry. In 1995, he started Agronomico International, Inc. to provide greenhouse operators with consultancy services relating to the design, construction and operation of state-of-the-art greenhouse facilities for the production of vegetables, cut flowers, bedding plants, etc. John has worked on greenhouse projects in countries around the world, including the United States, Mexico, Costa Rica, India, Ecuador and Columbia.

In 2003, John joined the Cincinnati-based greenhouse manufacturing company Rough Brothers, Inc. as a greenhouse project development engineer, responsible for designing small, medium and large scale vegetable production facilities, both for the United States and overseas customers.

John is a past president of NGMA, serving from 1994 – 1995.

Richard Kwesell

Co-Founder, Co-Owner, KBGbrands.com



Richard Kwesell is the Co-Owner of KBG Brands (kbgbrands.com, Kwesell Brothers Group) along with his brother Mike. KBG was founded in 2009 with three plants growing in a spare bedroom. Over the past 11 years, they've scaled their

THC operations to include three manufacturing/processing labs, 270,000 sq. ft. of fully automated greenhouse space, four licensed retail dispensaries in Colorado, four medical dispensaries in Ohio, one medical dispensary in Maryland, and just won three more medical dispensary licenses, one growers license and one manufacturer license in Missouri.

KBG Brands also produces 200,000 sq. ft. of feminized hemp seeds specializing in high CBD and CBG varieties of which have been genotyped and have their full stabilizing markers. Over 4,000 acres of KBG's seed was successfully grown in 23 states from Maryland to Minnesota to Arizona and not one crop tested hot as per the combined THC and THC-A which are the new more stringent USDA regulations.

In addition, KBG Brands produces 15 other end consumer brands ranging from nationally distributed CBD pain lotions to CBD rich equestrian products to licensed THC Chaos Crispy treats in four flavors and are releasing a new line of CBD and THC gourmet chocolate.

KBG Brands also built its own internal SOP, company policies, licenses and documents management software (www.teamworkcentral.com) to keep it all stitched together in realtime for the purpose of consistency in all aspects of company functions and quality control.

KBG Brands also has made payroll with cash flow consistently for the last 11 years after three IRS audits and multiple state audits, something few cannabis companies can legitimately claim.

SPEAKERS

Larry Weaver

Larry Weaver, President, Trusted Speakers



Larry Weaver is the President of Trusted Speakers, the author of “101 Funny Employee Awards” and a recognized expert in online marketing. His business insights have been quoted in *Inc. Magazine* and *The Wall Street Journal*.

Larry grew up in the rural village of Saxapahaw, NC and started performing at a young age. After majoring in accounting at the University of North Carolina, Larry left his CPA dreams behind to pursue a career in stand-up comedy. A sought-after speaker, his easy-going demeanor, Southern charm, and quick wit have won the hearts of audiences across America for over 25 years. A true veteran of the stage, Larry has spoken at well over 1,000 corporate meetings, Chamber of Commerce banquets, church functions, conferences, and special events across 38 states. He has the experience you need to make your next event a success!

TRAVEL INFO

Airport

Jacksonville International Airport (JAX)

2400 Yankee Clipper Drive

Jacksonville, FL 32218

904-741-4902

[Flyjax.com](http://flyjax.com)

Airport Ground Transportation

Lyft and Uber are authorized to provide pick-up services at JAX. Passengers can make a request once they are located on the terminal curbside. Signs that state “App-Based Rides Service” are positioned on the Lower Arrival Curb outside Baggage Claim Door 3 and to the right. Always confirm that you are getting in the correct vehicle with the designated driver shown on the app.



Car Rentals

Budget Rent-A-Car

800-527-0700

budget.com/budgetWeb/home/home.ex

Enterprise Rent-A-Car

904-741-6390

enterprise.com/en/home.html

Hertz Rent-A-Car

904-741-2151

hertz.com/rentacar/reservation/

HOTEL INFO



One Ocean Resort and Spa

1 Ocean Blvd
Atlantic Beach, FL 32233
(904) 249-7402
oneoceanresort.com

NGMA has negotiated discounted room rates at One Ocean Resort and Spa for the days of the meeting as well as three days before and three days after the meeting based on availability. Reservations can be made [online](#) or by calling **1-800-874-6000**. The reservation deadline is March 3, 2020. Mention the **NGMA 2020 Spring Meeting** to receive the discounted rate.

**Please note, to make a reservation outside of the meeting dates, you will need to call the hotel to receive the discount.*

Room Rates

\$189.00 Deluxe Ocean View + \$20 *Resort Fee/night + applicable taxes and fees.

(Rooms can be reserved as either two double beds or one king size bed according to availability)

All discounted rooms in our block are available on a first-come, first-served basis. The negotiated rate is only available until the deadline date of March 3 is reached or our room block is full.

Cancellations

Reservations must be cancelled by 3 p.m. 3 days prior to arrival to avoid a one-night room, resort fee and sales tax penalty.

*Resort Fee

There is a daily **\$20 Resort Fee** (discounted from \$33) plus applicable tax, which provides you with the following services and amenities:

- Property-wide Complimentary Wi-Fi
- Daily Newspaper Delivery
- In-Room Safe
- Molton Brown Bath Amenities
- In-Room Keurig Coffee
- In-Room Bottled Water
- In-Room Snack Variety
- In-Room Spa Robes
- Complimentary Garment Steam Pressing and Shoe Shining
- Complimentary Morning Coffee Delivered to Guestroom
- Complimentary Local & Toll-Free Calls
- Fruit Infused Water at Lobby & Pool Bar
- Morning Lobby Coffee & Tea Service
- 24 Hour Fitness Center

Check-in: 4:00 p.m.

Check-out: 12:00 p.m.

Hotel Parking

Overnight valet parking will be available to all attendees/registered guests at a discounted rate of \$20 per day plus applicable taxes. Self-parking is not available.

PLACES TO EAT

IN THE HOTEL



One Ocean's Azurea

904-249-7402

Experience fine dining at One Ocean's Azurea restaurant. Situated on the shimmering waters of the Atlantic Ocean, Azurea boasts a wealth of fresh seafood.

Room Service

Express from 5 a.m. – 8 a.m. and in-room dining from 6 a.m. – 11 p.m.

A SHORT WALK

Ocean 60 Restaurant

(About a 1-minute walk from hotel)

60 Ocean Blvd, Atlantic Beach, FL 32233
904-247-0060

Ocean60.com

Seafood with a Latin and Pacific twist in an upscale-casual cafe with global artwork and a martini bar.

North Beach Fish Camp

(About a 1-minute walk from hotel)

100 1st St, Neptune Beach, FL 32266
904-249-3474

thenorthbeachfishcamp.com

Airy, modern spot with lively bar for creative and traditional seafood dishes, plus a take-out counter.

Ragtime Tavern

(About a 1-minute walk from hotel)

207 Atlantic Blvd, Atlantic Beach, FL 32233
904-241-7877

www.ragtimetavern.com

Seafood and house-brewed beer served in a lively, rustic-industrial space with a patio and live music.



Cantina Louie

(About a 17-minute walk from hotel)

9726 Touchton Rd suite 105, Jacksonville, FL 32246
904-329-4369

cantinalouie.com

A fun, affordable Mexican Cantina serving authentic Mexican street food and specialty cocktails.

Culhane's Irish Pub & Restaurant

(About a 19-minute walk from hotel)

967 Atlantic Blvd, Atlantic Beach, FL 32233
904-249-9595

culhanesirishpub.com

This upbeat Irish pub hosts karaoke, trivia and live music nights while serving brews and traditional grub.

THINGS TO DO



One Ocean Resort and Spa

- Beachside Heated Pool
- Beach Access
- The Spa at One Ocean
- Preferred Tee Times & Golf Instruction at Queen's Harbour Yacht and Country Club (18-Hole Mark McCumber Royal Course)
- 15 Minutes from Downtown Jacksonville
- 45 Minutes from Historic St. Augustine

Shorelines Gift Shop

(About a 1-minute walk from hotel)

109 1st St, Neptune Beach, FL 32266

904-246-9133

<https://m.facebook.com/Shorelines-Gifts-Shop-290218467661342/>

Keeping it cheap and cheerful for 34 years, Shorelines has a wide selection of trendy trinkets, t-shirts and an assortment of fun items.



ABET | All Beaches Experimental Theatre

(About a 9-minute walk from hotel)

544 Atlantic Blvd, Neptune Beach, FL 32266

904-249-7177

ABET's mission is to bring the excitement of live theatre to diverse audiences. There is an emphasis on new and original plays and neglected classics, and on developing new talent.

Beaches Town Center

(About a 1-minute walk from hotel)

Shopping, Dining and Nightlife – Connecting the border between Atlantic and Neptune Beach, you'll find the eclectic Beaches Town Center. Shop the boutiques filled with unique clothing and trinkets before stopping into one of the many restaurants for delectable cuisine.



Autobahn Speedway

(About a 30-minute drive from hotel)

6601 Executive Park Ct N, Jacksonville, FL 32216

904-425-5005

<https://autobahnspeed.com/>

Autobahn Speedway is the largest indoor go-kart speedway of its kind in the region and offers year-round entertainment for the whole family.

NGMA Spring Meeting Registration Form

April 5 – 7, 2020, Atlantic Beach, FL

Registration and Cancellation Deadline is March 30, 2020



Cancellations must be submitted in writing on or before the cancellation deadline to receive a full refund (less a \$25 service fee plus any processing fees). No refunds will be given after the deadline. All fees are in USD.

NGMA Member Registration Rate

\$800 per person

Includes: Sunday reception; Monday breakfast, morning sessions and lunch; Tuesday breakfast, morning sessions, lunch, reception and dinner.

NGMA Non-Member Registration Rate

\$1,000 per person

Includes: Sunday reception; Monday breakfast, morning sessions and lunch; Tuesday breakfast, morning sessions, lunch, reception and dinner.

Companion Registration Rate

\$400 per person

Includes: Sunday reception; Monday breakfast and lunch; Tuesday breakfast, lunch, reception and dinner.

Golf Registration Rate

\$150 per person

Includes: Lunch and a round of golf on Sunday at the Atlantic Beach Country Club.

Contact Information (Please complete one form per attendee; duplicate as needed.)

Attendee Name (as it should appear on name badge): _____

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Are you a first time attendee? Yes No

Registration Rate: \$ _____ NGMA Member Non-Member Companion Golf

Emergency Contact Name: _____ Emergency Contact Phone: _____

Meal Preference: Standard Meals Vegetarian Meals Gluten-Free Meals

If you require special accommodations to participate in the meeting, please contact the NGMA office.

TOTAL DUE: _____ Check (made payable to NGMA in USD) MasterCard Visa Discover

Card Number: _____ Exp. Date: ____ / ____ 3-Digit Security Code: _____

Cardholder Name (please print): _____

Cardholder Signature: _____

Billing Address (if different than above): _____

Don't forget! You can register instantly online at www.ngma.com via our secure server.

Please return this form to NGMA at 2207 Forest Hills Drive, Harrisburg, PA 17112, via fax to 717-238-9985 or email admin@ngma.com. For questions regarding this form or the Spring Meeting, please call 717-238-4530.