

Top Three Ways DGA Benefits You

Networking

- DGA Conventions keep you connected with industry leaders and companies involved with marketing gardening products directly to consumers.

"The conference is always worth the expense and time invested in attending. We value the presentations, the informal discussions with our industry peers, and the chance to network at various social events. We also enjoy the chance to pull back from the day-to-day challenges of running our business to reflect on and plan for our future endeavors."

Bill Boonstra, Bluestone Perennials

Knowledge

- Learn from industry experts, have access to the DGA website for the latest information and benefits from DGA newsletters, meetings and events.

"We have learned so much about direct marketing through our membership in the DGA. The DGA provides excellent value for the cost of belonging. The educational sessions offered at each convention provide a wealth of information that is applicable and timely. The caliber of speakers our organization is able to secure for the conventions is quite impressive. I've heard other members say the expertise and the dynamics of the speakers at the DGA conventions rivals and often surpasses those that appear at much bigger direct marketing conventions."

Bruce Frasier, Dixondale Farms

Increased Profits

- You'll gain new business relationships, a deeper understanding of evolving marketing opportunities, current information on trends, and education on technological and operational advancements.



Join the DGA today!

Cultivate your Business
with the



DIRECT GARDENING ASSOCIATION

Dear potential member:

Thank you for your interest in the Direct Gardening Association. On behalf of the Board of Directors, I extend a warm greeting to you. The DGA, formerly the Mailorder Gardening Association (MGA), is a member organization of gardening products and garden magazine companies. The ultimate goal of the DGA is to provide the finest gardening products, information, and service through the catalogs and magazines of its members.

The organization meets twice annually to discuss and implement ways to make mailorder shopping for garden products the best choice for consumers. Through our meetings, DGA helps build strength, synergy and success for our industry. With member companies deeply rooted in the direct-to-consumer gardening industry, networking is one of our greatest benefits we have to offer. Don't take my word for it: take a moment to reach out to a DGA member today at one of our upcoming annual events. On the other hand, if you're still undecided about the value of joining the DGA, take a look at the following information to get a full sense of what we can do for you.

*Let's start growing together!
Best Regards,*

Caitlin Hyatt
Executive Director
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The DGA - A Strong Industry Voice

The DGA is comprised of both large and small catalog companies and online marketers from every segment of the gardening industry – including seeds, bulbs, organic fertilizers to water gardening and many more.

If you sell gardening products to the consumer or you provide services or gardening products to garden catalogs or online merchants you should belong to the DGA.

Membership in the DGA will benefit you if you are in:

- Operations
- Circulation
- Catalog Design
- Social Media
- Marketing strategy
- Information Technology
- Web Development
- Corporate Management
- List Brokerage and Management
- Sales Planning and Analysis
- Retailing
- Printing/Shipping
- Database Management
- Merchandising

Look to the Direct Gardening Association to help navigate those many challenges facing your business today.



Regular

(Direct Marketers) Members:

Sell their products and services to the end user.

Wholesale Members:

Primarily sell products to a Regular members or other retailers for resale.

Allied Member:

Are open to companies that provide services to Regular and Wholesale members including printing, shipping, internet, advertising, public relations, and marketing. Includes both consumer and trade publications serving the industry.

Your DGA Membership Really Pays Off!



Increased Exposure

Your free listing on the DGA website reaches thousands of home gardeners, as well as other DGA members who could benefit from your products or services. Additionally, the use of the DGA logo on all of your promotional materials provides you with recognition of excellence within the gardening industry.

Green Thumb Awards

Since 1998, DGA's Green Thumb Awards have drawn attention to the best new gardening products of the year. An independent panel of garden writers evaluates all types of gardening products sold directly to consumers via catalog or website, from new seed varieties and annuals to gardening tools and supplies. If you would like more information on how to apply and qualify for the DGA Green Thumb Awards Program, visit the DGA website at www.directgardeningassociation.com.



Industry Cooperation & Government Relations

The DGA enjoys an excellent relationship with many affiliated organizations such as The United States Postal Service/Mailers Technical Advisory Committee, and the American Catalog Mailers Association. Together, we monitor important legislative and regulatory issues that pertain to members of the Direct Gardening Association. Your membership dues support our efforts to inform, protect and lobby on behalf of our direct marketing members.

