

Thank you
for having us!



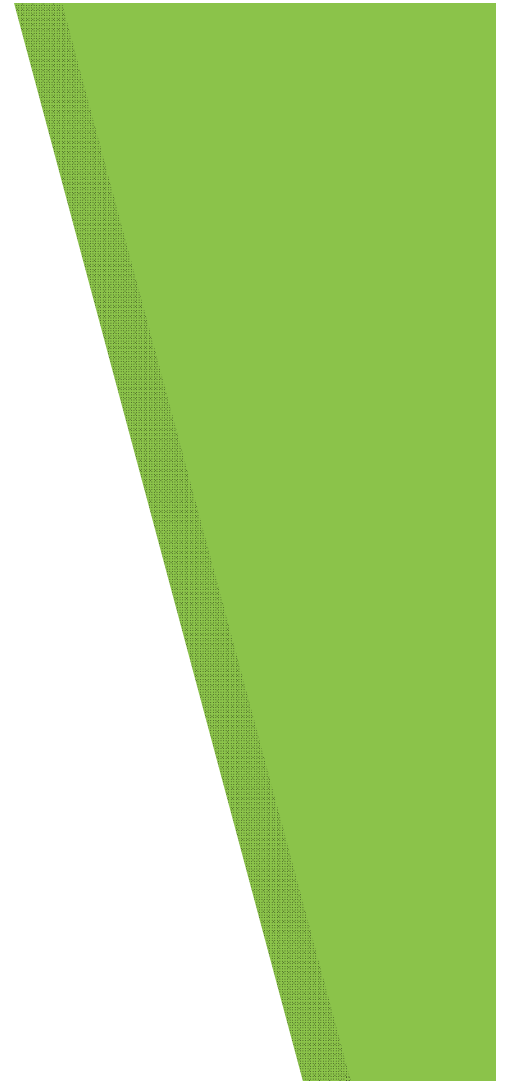
November 15, 2017

Association Services Group

Founded in 1995



...is a challenge driven organization that acts as the catalyst for creating and implementing programs and activities for client associations to *offer dynamic membership services, ensure a stable financial position, and grow brand awareness.*





Office in
LaGrange, GA





Who We Serve





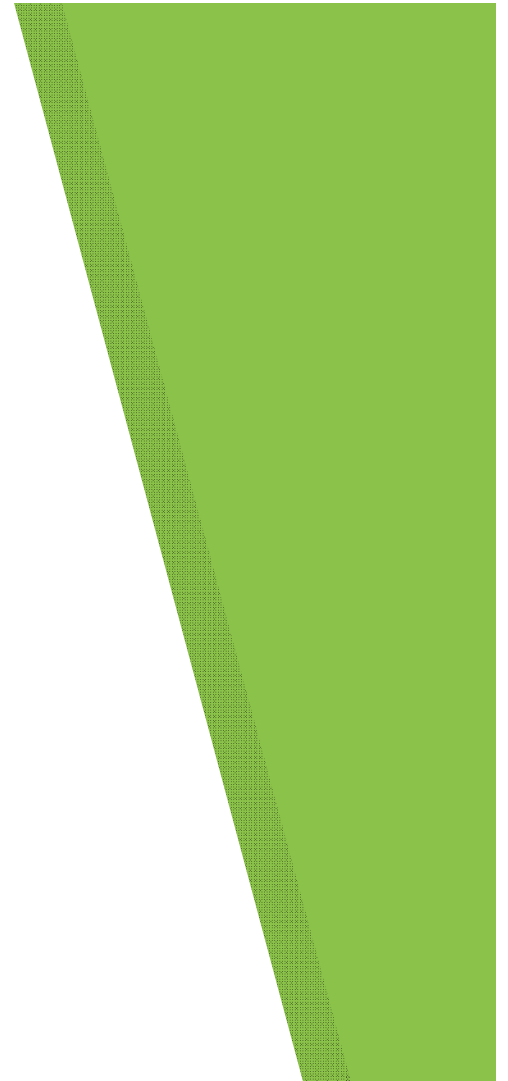
A team that includes marketing, communications, event coordination, administrative and accounting professionals.

ASG STAFF IS
YOUR ADVANTAGE





Committed to **Professional Excellence**





Committed to Professional Excellence



- ✓ One of only 79 Accredited AMCs
- ✓ Assures compliance with the highest level of professional management



Committed to **Client Service**



Committed to Quality Customer Service – **24 Hour Standard**



98.7% of client satisfaction surveys say ASG **'meets or exceeds'** expectations



ASG will work with the IFTA Board to develop a path to future success.

Focused on
IFTA's Success





Focused on IFTA's Success

Achieved through :

- Commitment to Agriculture
- Conservative Fiscal Philosophy
- Effective Conference & Tour Management
- Communicating IFTA branded content



Committed to **Agriculture**



40% of our clients are
AGRICULTURALLY BASED



45% of our staff are
Land Grant University graduates



60% of those have
Agriculture Degrees



Committed to **Agriculture**

ASG is currently managing:



Six associations providing funding for research projects through foundations and grants



*Fourteen USDA and state grants for over **\$400,000** in funding*



Committed to **Financial Success**



Average 52% Increase in **Revenue** During the First 5 Years

Revenue Growth





Committed to **Financial Success**



Average 103%
Increase in **Equity**
During the First 5
Years

Equity Growth





ASG will work with the IFTA Board to develop a path to future success.

**Committed to
IFTA's Conference
and Tour Success**





Meeting and Conference Management

54 *one-day events*

two-five day conferences **22**

Impacting more than

16,000

association attendees



Effective Meeting Management





Study Tours

2011 SUMMER TOUR
NEW JERSEY JUNE 13TH - 16TH

STOP & SMELL THE ROSES

www.gardencentersofamerica.org

Garden centers of america logo

SUMMER TOUR
NEW JERSEY JUNE 13TH - 16TH

Reynolds Garden Shop
The ever-evolving and ever-changing Reynolds Garden Shop began more than a decade ago as a small roadside flower stand. Today this thriving business spans two blocks and three buildings, all connected by brick walkways. It has evolved into a garden shop featuring an eclectic mix of thousands of unique home improvement products in celebration of all four seasons and a recently renovated and expanded greenhouse featuring an array of seasonal cut flowers and arrangements, as well as indoor plants and topiary. The furniture shop features selections from around the world. There is also a full service nursery and garden center, a residential landscape design business, a commercial general and annual flower garden design business, a pottery and a landscaping and design business. Reynolds Garden Shop hosts a variety of events throughout the year to appeal to a wide range of customers. You will get some great new ideas while visiting this special location.

Bob's Garden Center
Bob's Garden Center is a customer favorite. One review read, "Bob's is a great place to purchase a large amount of annuals, shrubs, trees, and WAY too many perennials. The customer service is great, and the atmosphere is perfect! Thank you Bob's for making Spring my favorite time of year!" We hope to see you at a garden center owner's ears. At this stop you won't be disappointed and you will definitely generate great customer service at your own garden center.

Garden Greenhouse and Nursery
The Greenhouse & Nursery, run by three generations of the Catanoso family, has served South Jersey for over 40 years. In addition to their famous Garden Center, they offer full service landscaping, an on-site florist, and a full service nursery in the adjacent Woodland Village. Woodland Village definitely makes this stop unique. Adjacent to the quick stroll through a Williams-owned park and along the impressively landscaped path through the year-round shopping experience. Enjoy the beautiful setting while finding that one-of-a-kind purchase for your home. The shopping experience is enhanced by shops to a unique stationary store and more. Don't miss the fabulous chess shop.

Market
The Market has been a favorite destination for the best produce, plants, gourmet products, and more. Family owned and operated for four generations, Stokes continues to provide the highest quality and selection of its products. The Market's dedication to community support is evident in its bakery, butcher, cheese shop, deli and more. The Market's commitment to fresh produce, the garden shop offers specimens from the most trusted growers. The Market also features decorative plants, vegetable seeds and plants, evergreen trees, flowering trees and shrubs. It also features decorative plants for handy long-lived, and lush gardens, seasonal accents, home decor, and gifts. Prepared to be inspired at this delightful stop.

Get Your Motor Running!

June 25th - 28th, 2012

Summer tour
Detroit, Michigan

www.gardencentersofamerica.org

Garden centers of america logo



Communications and Marketing



- *Increase Brand Awareness*
- *Establish a **monthly** e-newsletter*



Communications and Marketing

Agricultural Communicators Network
THIS WEEK: April 14th

Byline in Brief

[BECOME A MEMBER!](#)

IN THIS ISSUE

1. Midwest Regional Meeting Next Week!
2. AAEA: Where We Are Now, and Where We Are Going Next
3. Affiliate Members: 12 Reasons to Enter the AAEA Awards Program
4. Come to This Session: 20 Questions
5. Renew Your Membership for 2017

SPONSOR SPOTLIGHT

FMC

Incident's Guide to Pest Management
Handy resource helps journalists stay on top of crop production trends.
Unless you are an ag retailer, keeping up on what's new in crop

Midwest Regional Meeting Next Week!

See you at the Midwest Regional Meeting next week! Haven't registered? Don't wait any longer! World-class education and all of your ag media friends are waiting for you in Ames, Iowa!

To register, contact:
Diane E. Johnson, executive director
200 West Exchange Avenue, Fort Worth, TX 76164
diane@livevoicepublications.com
diane@livevoicepublications.com
Phone: 817.256.1130
Cell: 817.267.1200

[Click here for a schedule at a glance.](#)

AAEA: Where We Are Now, and Where We Are Going Next

By Mike Wilson, AAEA President
(Read Time: 2 minutes)

Next week the AAEA board will meet for its annual spring get-together, and we've got a full plate of topics to discuss. It's a chance for the association's leaders to catch their breath, look at what we've done so far, and plot out

the update

Georgia Fruit & Vegetable Growers Association
March 7, 2017

Waters Agricultural Laboratories, Inc.

Food Safety Services
GAP
Don't be caught off guard!
ISO 17025 Accredited for:
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280 Acworth Hwy • apt B1 • #12
Cummin, GA 31118
(770) 225-2114
www.waterslab.com
info@waterslab.com
Tel: 770-225-2114

Georgia Ag Awareness Week: Celebrating Farmers and Food

The Georgia Department of Agriculture is announcing the first annual Agriculture Awareness Week in Georgia, March 20 - 24, 2017. There will be a themed event each day of the week, all designed to better communicate the important role agriculture contributes to our daily lives, while allowing more involvement from our agricultural partners. GDA encourages you to get involved in your communities and schools to spread the word, share your knowledge and help us promote Georgia's #1 industry - agriculture.

[Click here](#) to learn more.

Georgia Soaks Florida in Battle Over Water

A ruling from the Special Master of the United States Supreme



What our current partners

say about us...

“

Your efforts for HAPS have been excellent this year... You guys were always there with an answer or the counsel we needed on any issue we faced... thank you.

”

Don Kelly
Mohawk Valley College
Utica, New York



What our current partners

say about us...



Management staff must not only understand and appreciate the role of an organization but also interact in a productive manner with the association leadership... based on the reputation of this company, I do not think a better management team could be found.



Dr. Laura Perry Johnson
Associate Dean for Extension, UGA



What our current partners

say about us...

“

I have said for a lot of years now that you are the most thorough and professional group I have ever worked with. Keep up the good work!

”

**Drew Echols
Jaemor Farms
Alto, Georgia**



What our current partners

say about us...

“

Thank you for all of your hard work. We feel we are already reaping the rewards of ASG working with our ECGA membership.

”

Brady Mouzin
Mouzin Brothers Farms
Vincennes, Indiana



Committed to serving the needs

of IFTA...

THANK YOU!



QUESTIONS?

