

Centennial Celebration Week

DATE	THEME	EVENT	TIME	DESCRIPTION	FEATURING	LOCATION
DAILY		Anniversary Video Greeting			Monrovia Owners and Craftsmen	Main Lobby / Check-in Area
		Nursery Tours, Guided by your Monrovia Sales Representative	8 AM - 4 PM (2 PM on 8/27)	See the Monrovia difference in action, from growing operations to our advancements in automation and sustainability.	Monrovia's craftsmanship; preview 2027 crops	Departing from the Courtyard
		Production Tours	See Tour Schedule	Craftsman-hosted in-depth talks on our plants' journey from propagation to shipping.	Monrovia craftsmen	See Tour Schedule
		Breeder Showcase	8 AM - 4 PM (2 PM on 8/27)	Hundreds of the newest perennials and shrubs, grown in Monrovia's trial gardens for this year's Expo. The largest display of its kind on the west coast.	The world's leading breeders	Breeder Showcase
		Lunch	Noon - 1:30 PM	Please let your Monrovia Sales Representative or host know if you plan to join us.	Box lunches from Wild Pear	Courtyard
		Hospitality Hour	4 - 5 PM	Enjoy refreshments and share your experiences	Live music by singer/songwriter Jacob Westfall	Courtyard
		Dinner	5 PM	Please let your host know if you plan to join us	Music continues through dinner	Courtyard
		Giveaways and Raffle Entries		Daily giveaways from our Centennial Celebration Collection while supplies last. Plus, a chance to win a Monrovia full-size display table.		Main Lobby / Check-in Area
MONDAY 24	Heritage & Craftsmanship	Display Garden Tour and Coffee	8:30 - 9:30 AM	A craftsman-guided tour of our display gardens, expertly designed to blend long-standing favorites and new introductions.	Ron Tuckett, Plant Protection Coach; Megan McConnell, Plant Information Director	Monrovia Display Garden
		Marketing Clinic: Tech Tools/Hands-on Help Desk	10:30 AM - Noon	Garden Gateway, My Account, and Social Gateway make it easier to grow with Monrovia. Learn to make the most of these time-saving tools.	Lynn Ledger, Sales Process & Training Coach; Greg Sanchez, Application Development Team Lead; Helen Lawson, Retail Marketing Coach; Caroline Condon, Photo Editor	Library, adjacent to Main Lobby
		Breeder Spotlight	12:30 - 1 PM	Insights about the world's leading breeding program and an inside look at plants coming for the future.	Katie Miller and Sarah Thomson, Dümмен Orange; Amy Gardner, Syngenta Flowers	Main Courtyard - Open Air Theater
		Skills Demonstration and Craftsman Challenge: Topiary Training	2 - 3 PM	How sharp are your pruning skills? Try your hand at topiary against our craftsmen. Limited to ten participants; pre-registration required. Prize awarded to the winner!		Conifer Growing Area
		Featured Talk: New Plants for 2027	3 - 4 PM	See which plants consumers will be asking about next spring and start planning your booking season orders.	Fela Lafi, New Plants Coach; Georgia Clay, Plant Selections Coach	Courtyard - Open Air Theater
TUESDAY 25	Trends & Driving Sales	Marketing Clinic: Consumer Insights 2027	10:30 - 11:30 AM	Learn what Monrovia's proprietary brand research reveals about the latest gardening trends shaping consumer purchasing.	Katie Tamony, Chief Marketing Officer	Courtyard - Open Air Theater
		Breeder Spotlight	12:30 - 1:15 PM	Hear from leaders behind Monrovia's top plant introductions, including the award-winning Pot Belly Pittosporum.	Linda Guy, Plants Nouveau; Darren Barshaw, Darwin Perennials; Malcolm Woolmore, Kiwiflora International	Courtyard - Open Air Theater
		Skills Demonstration/Craftsman Challenge: Speed Staking	2 - 3 PM	Each of Monrovia's vining plants is hand-staked and tied. Are you as fast as our craftsmen? Prizes awarded; pre-registration required.	Adrian Munguia, Vine Growing Coach	Vine Growing Area
		Marketing Panel/Peer Discussion Displays and Destinations: Fresh ways to see plants	3 - 4 PM	Creative displays and in-store events give customers new ways to see plants – and new reasons to buy. Chart a fresh course to higher sales!	Jack Phipps, Allisonville Home & Garden by Sullivan; Arden Burch, Sullivan & Garden; Julie Ellis, Veritiv Visual	Courtyard - Open Air Theater
WEDNESDAY 26	Innovation & Opportunity	Marketing Clinic: Drop Shipping for Garden Centers	10:30 - 11 AM	What you need to know to be at the forefront of our ecommerce dropshipping program.	Kris Lichthart, Digital Marketing Director; Katie Tamony, Chief Marketing Officer	Courtyard - Open Air Theater
		Breeder Spotlight	12:30 - 1 PM	Featuring breeders who bring new plants from around the world and around the corner. Learn about their programs and newest introductions.	Robert Bett, PlantHaven International; Chuck Pavlich, Terra Nova Nurseries	Courtyard - Open Air Theater
		Skills Demonstration and Craftsman Challenge, Automation/Can You Keep Up With a Robot?	2 - 3 PM	Pit your speed and accuracy against our fleet of robots for a chance to win today's prize. Pre-registration required.	Anthony Velazquez, Automation Team Leader	Deciduous Shrub Growing Area
		Marketing Panel/Peer Discussion Evolving your Garden Center for the Next Century	3 - 4 PM	Innovative strategies for defining or updating your garden center brand, showcasing your expertise, and forging connections with consumers.	Tricia Hunt, Millstone Market and Nursery; Michelle Camp, Ace Hardware; Casey & Kale McCollum, Plant Perfect; Cole Webster, The Barn Nursery	Courtyard - Open Air Theater
THURSDAY 27	Centennial Celebration	Marketing Clinic Spring Programs 2027 Rollout	10:30 - 11:30 AM	Plan on these Monrovia marketing programs to jumpstart spring sales and carry you through the peak selling season.	Helen Lawson, Retail Marketing Coach	Courtyard - Open Air Theater
		Featured Talk: Dan Hinkley New Plants and Discovering More	1:30 - 2:30 PM	Renowned plantsman and adventurer, Dan Hinkley, shares what his global explorations have uncovered and reveals what's on the horizon.	Daniel J. Hinkley	Courtyard - Open Air Theater
		Centennial Celebration By invitation only. RSVP required.	4 - 11 PM	The celebration of a century begins with cocktails and light refreshments in the Courtyard at 4 PM. Dinner will be served starting at 6 PM with music and dancing to follow.		Courtyard - Open Air Theater
FRIDAY 28		Marketing Clinic: Spring Programs 2027	10:30 - 11:30 AM	Monrovia's spring marketing programs offers something for every region and ties to trends revealed by our latest consumer research.	Helen Lawson, Retail Marketing Coach	Courtyard - Open Air Theater
		GardenComm Media Tour & Lunch	12:30 - 2 PM	Featuring a high-level overview of garden trends for 2027, new plants preview, and nursery tours. By invitation to visiting members of GardenComm.	Katie Tamony, Chief Marketing Officer; Kathleen Hennessy, Bellmont Partners	Courtyard
		Featured Talk: New Plants for 2027	12:45 - 1:15 PM	Catch the highlights of Monrovia's newest introductions for 2027.	Georgia Clay, Plant Selections Coach	Courtyard - Open Air Theater