



## Join us on the Riverwalk for MSC's 53rd Annual Meeting!

Covering topics for everyone from  
owners and plant managers to  
account and marketing managers to  
industry suppliers.

*This year's meeting topics will include:*

- The Crow Report - What's Going on in Washington D.C.
- AI & ChatGPT - Impacts on Your Business & the Future
- ERP - Choosing, Implementing and Lessons Learned
- Reducing Costs & Improving Manufacturing Efficiencies
- Sales & Operations Planning - 10 Keys Needed for Successful Planning

**Keynote Speaker: Jeff Hoffman**

*Award-winning Global Entrepreneur  
Bestselling Author*

*Film, Grammy & TV Producer*

*Founder of Priceline.com/Booking.com, uBid.com  
and more*

## We hope to see you there!

## Mulch & Soil Council 2024 Annual Meeting *Celebrating 53 Years!*

**October 8 - 10, 2024**  
**Hilton Palacio Del Rio**  
**San Antonio, TX**

For more info, go to  
[www.mulchandsoilcouncil.org](http://www.mulchandsoilcouncil.org)



# 2024 MSC Annual Meeting

October 8 - 10 2024

Hilton Palacio Del Rio - San Antonio, TX

## Tuesday, October 8

### **1:30p-5:00p MSC Committee Meetings**

Members in good standing are welcomed to participate in committee meetings as observers.

### **5:00p-6:30p Meet the MSC Board of Directors**

Join the MSC Board of Directors for informal talks over cocktails as they share information on the programs and activities of the Council and the industry. *Sponsored By Premier Tech*

## Wednesday, October 9

### **8:00a-12:00p Board of Directors Meeting**

Members in good standing are welcomed to participate in the Board of Directors meeting as observers.

### **12:30p-1:00p Break *Sponsored By SPR Packaging***

### **1:00p-1:30p Official Opening and Welcome**

Hear from MSC President Jim Weber, Program Chair Jessica Bain, Legal Counsel John Hazard and Executive Director Robert LaGasse as we invite you to join us for the start of the 53rd MSC Annual Meeting.

### **1:30p-2:30p Crow Political Report**

Join us as MSC Legislative Representative **David Crow** presents our annual update on the state of US politics in this presidential election year.

### **2:30p-3:00p Break *Sponsored By Reliance Packaging***

### **3:00p-4:30p 53rd MSC Annual Membership Meeting**

Hear reports from MSC leadership and committees, elect Council directors and discuss MSC programs and activities as they may impact your business and the industry. **Moderator: Robert LaGasse, MSC Executive Director**

### **4:30p - 7:00p Opening Reception & Affiliate Member Displays**

Join us to meet with old friends and new members over cocktails and hors d'oeuvres while visiting with the industry's leading suppliers and vendors. *Sponsored By Vermeer Corporation*

## Thursday, October 10

### **8:00a-9:00a Grab n' Go Breakfast *Sponsored By TH Glennon***

### **9:00a-10:00a Can AI Make My Team More Productive Today?**

Businesses today are turning to artificial intelligence (AI) to help streamline operations and boost productivity. If you're unsure of AI's risks and rewards, this session is for you! *Come away with insights into:*

- Real-world examples on how to use AI
- How should you leverage AI to help your employees be more productive?
- AI is here to stay, what is our responsibility in it?
- Is the fear real -- will AI take jobs?
- Should our company invest and engage in AI?
- How do I help my employees embrace the future?

**Speaker: Joel Gunn, C12 Business Forums**

### **10:00a-10:30a Break *Sponsored by Milagro***

### **10:30a-11:30a 10 Keys Needed for Successful Planning**

Success requires planning and Integrated Business Planning/Sales and Operations Planning are essential elements for high-performing firms. In a rapid-fire session we'll identify 10 key capabilities for solid business plan development. If you have IBP/S&OP capabilities in place, you'll gain ideas on how to compare your capabilities with leading practices. If you do not have an IBP/S&OP capability, you'll learn about essential elements and how the IBP/S&OP benefits an organization. We will cover key questions like who should be involved in developing the plans, what horizon is most appropriate, how often should plans be updated, what are the essential inputs and outputs for actionable plan development, how might we measure plan quality, and how can we ensure continuous improvement to the IBP/S&OP process. **Speaker: Dave Angelow, Texas State University**

### **11:30a-2:00p Keynote Luncheon: Mastering Human Capital- The Real Key to Success by Jeff Hoffman**

In this informative and engaging talk, Jeff illustrates the critical importance of hiring the RIGHT people to grow your business, and to get to the next level. Jeff talks about what it takes to attract talent, how to motivate and engage your employees, tips for compensating your team in non-standard ways, and how to lift your team to perform at a higher level. Jeff also discusses the idea of hiring "rockstars" to build your company around, and how to go out and find those rockstars, and how to convince them to join your team. In addition to building your team, Jeff talks about how to achieve "customer intimacy", the practice of truly knowing and understanding your customers so that you can provide them the best possible service and beat the competition. Jeff's talk on customers includes many actionable steps, like finding your "sweet spot" customer and spending a day in the life of your customer. This is a talk you won't soon forget, filled with actionable steps you can take tomorrow. *Sponsored By Agricoatings*

### **2:00p-3:00p Reducing Costs & Improving Manufacturing Efficiency**

Hear from MSC member companies that have a wealth of knowledge and experience in the mulch & soil industry on how they have used various systems and technology to reduce cost and improve manufacturing efficiency.

### **3:00p-3:30p Break *Sponsored By Chromascape***

### **3:30p-4:30p Enterprise Resource Planning (ERP) Panel**

Our panel is comprised of industry members who have recently gone through ERP implementation hoping to educate members thinking of ERP implementation and deciding between different software. Hear first-hand knowledge on choosing ERP software, challenges of implementation, controlling costs and lessons learned.

### **4:30p-6:00p President's Honky-Tonk Happy Hour**

Yee-haw! Grab your boots and cowboy hats, it's time to party Texas style! Join us for our closing event filled with live music featuring country classics, wine tasting showcasing the best local flavors with a flight from Nobleman Wines, and a chance to win our grand prize! Come ready to sip and celebrate with friends old and new before returning home reenergized with new ideas to impact your business! *Sponsored By Viably*

## **Hotel Information:**

When the River Walk is your primary destination, the **Hilton Palacio Del Rio** is the place to stay! Offering an exceptional location directly on San Antonio's famous River Walk, this city center hotel is within walking distance of popular attractions, including the Alamo, and features many modern conveniences. Every room has a balcony overlooking the River Walk or the city. The Palacio Del Rio is surrounded by dining and nightlife, many just a few steps away. Want to explore more...Rio San Antonio cruises and shuttles board just across the river.



## **Hilton Palacio Del Rio Reservations:**

A special block of rooms has been set-aside for MSC meeting participants with a rate of \$249 (+tax)/night. The deadline for discounted room rates and space availability is when the block is sold out or **SEPTEMBER 9, 2024 - WHICHEVER COMES FIRST.**

**A link to online hotel reservations will be provided in the registration confirmation e-mail.**

# Everyone is Welcomed to Participate!

Sharing experiences and learning from others who have gone through the same trials is one of the major reasons for industry meetings. There is no better proof of the value of getting together as an industry than last year's RECORD BREAKING attendance in Savannah. Building on that experience, we plan to set another record in San Antonio for 2024.

From owners to plant managers or marketing and sales executives to industry suppliers, the MSC invites all interested parties to Savannah for the 53rd MSC Annual Meeting. Come in person to network with industry people and to hear what the Council is doing for your benefit.

## General Meeting Guidelines:

**Non-Members:** Participation from non-member companies is welcomed. 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 only. 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 (806) 832-1810.

**Meeting Registration:** Registration fees include participation at education sessions, handouts, coffee breaks, receptions and the Keynote lunch. Travel to the meeting and hotel accommodations are NOT included in the registration.

**Cancellations & Refunds:** Cancellations must be received in writing at the MSC office by September 20, 2024, and will be subject to a cancellation fee of 25%, which will be deducted from the refund. No refund will be made for cancellations received after September 20, 2024.

**Limits of Liability:** The planners, sponsors and host hotel owners, management and staff 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, in residence at or in transit 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

**TO DOWNLOAD REGISTRATION FORM FOR THE MEETING: [CLICK HERE](#)**

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