



Garden Centers of America® The Retailer

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P. Allen Smith to Speak at Garden Centers of America® Membership Meeting

P. Allen Smith, an award-winning garden designer and host of the public television program, P. Allen Smith's Garden Home and the syndicated 30-minute show, P. Allen Smith Gardens, has been invited to speak at The GCA Membership Meeting.



ALLIED MEMBERS



The GCA Membership Meeting will be held at the Hilton Conference Center on Saturday afternoon (9/11) before the Home and Garden Showplace Fall Conference and Market. P. Allen Smith will speak at 2:00 p.m. providing information that will be of interest to all garden center owners. The P. Allen presentation will be followed by a 'Board of Inspiration' panel discussion. A town hall style meeting will feature GCA Board members presenting best practices they have in place at their garden centers. The afternoon meeting will conclude with a membership networking reception and recognition.

The meeting, which has been scheduled in conjunction with the Home & Garden Showplace Fall Market on September 12 -14, 2010, gives members the opportunity to make one trip for two great events. The Home & Garden Showplace Fall Market is considered a buying trip that is a "must" for co-op members or for anyone considering becoming a H&GS co-op member.

For the complete agenda of Home and Garden Showplace Fall Market, please [click here](#).

For more information, please contact Shanan Molnar at smolnar@asginfo.net.

It's Not Too Late! Make Plans to Join Us at the 2010 IGC Show "Everything Is Right Here"

There is still time to make plans and join us August 17 - 19! "Everything is Right Here" at the 2010 IGC Show scheduled at downtown Chicago's stunning waterfront Navy Pier facility. Showcasing the most new products and vendors,



combined with numerous tours, special events and educational sessions, the 2010 IGC Show promises something for everyone and is guaranteed to be bigger and better than ever before.

You won't want to miss any of these awesome events:

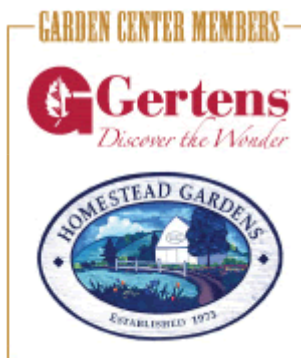
- Over 600 suppliers spanning four football fields of display

- Tuesday's Keynote Speaker

Jamie Durie, HGTV's primetime gardening star, will present "Cashing In On the Outdoor Room"

For complete article, please [click here](#).

For more information or to register go to www.igcshow.com.



GCA Welcomes Commerce Corporation As Newest Roundtable Member



Garden Centers of America® is please to announce that Commerce Corporation is the newest member of their prestigious President's Roundtable. The President's Roundtable, a business alliance partnership, is an opportunity for member companies to establish a 'business alliance partnership' with Garden Centers of America® and receive elite recognition for their support of the independent garden center channel.

Membership in the President's Roundtable is reserved for those companies that market, distribute and/or provide their products or services primarily to independent garden centers. 'The President's Roundtable' members enjoy numerous benefits and receive special acknowledgement during the year at GCA events for their support of GCA.

According to David Williams, President of GCA, "We are so pleased with the announcement that Commerce Corporation has joined the elite President's Roundtable. The continued support of these companies enables us to provide our membership with the services, events and traditions that have become the hallmark of Garden Centers of America®."

Commerce Corporation is a leading lawn, garden and outdoor living specialty distributor serving garden centers with unique and flexible product lines. A family business spanning over 80 years and three generations, the company now has 455 team members, 145 dedicated sales consultants, 5 state-of-the-art distribution centers, a fleet of trucks, and a will to provide the best service in lawn & garden.

A Winter Wonderland Awaits: Holiday Tour Scheduled in November

Make this your best selling season ever by joining us for the 2010 Holiday Tour, scheduled for November 14 - 17, in Minneapolis, Minnesota.



Linders Greenhouse, celebrating their 100th year in business, is just one of the unbelievable stops planned for this tour. The holidays have always been special at Linders. "Rob Linder was the catalyst, always wanting to celebrate the Holidays on a grand scale to let our customers know we were open all year. And so, began the tradition of "Linders Lighting Ceremony", decorating the building and gardens with thousands of lights. Each year it grew bigger

and brighter into what it is today, with automated lighting sequences producing the colorful patterns of the light show.

It has become a yearly tradition for local families to bring their children, often having three generations of the same family attending our lighting ceremony. The Lighting Ceremony is emceed by our local TV weather personality Belinda Jensen and other special guests broadcasting the weather live from our front garden stage. Whether it is snowing or minus 20 degrees we get hundreds of people attending."

Mark your calendars to join us what is sure to be the best tour ever!



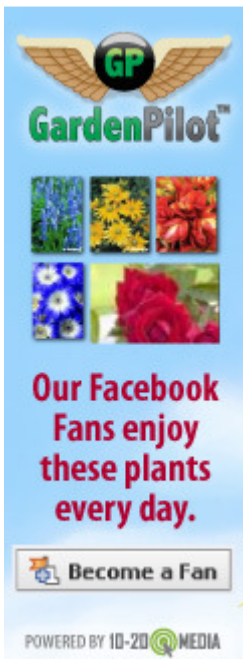
2010 Summer Tour - Piping Hot With Great Ideas

June in Florida is hot - right?! Right! It is not just the thermostat that was hot. It was all the hot ideas. These were ideas that didn't all cost much but had some major impact. One of my favorite comments was from Sandi Hillermann McDonald. We were at Rock City Garden Center and they were sharing

their albums from numerous events they had held at the property. They took the photos from the events and went to an on-line photo producer to create an album. On-line technology made their photos into a professional looking tool that was raising the bar for sharing with customers. Sandi's comment, "That one idea just paid for my trip!" (By the way - the book created by Rock City only cost about \$20 to produce.)

When I write recap articles I have to start at the beginning to not miss anything. I want to always share with you just a small piece from each element to take you back on the tour with us. There is always more to the experience than I can capture in an article. In this case I want you make sure you see some of the magic dust that Disney® helped sprinkle all around us.

For complete article, please [click here](#).



PCI Compliance Rules for Retailers

According to the PCI, Security Standards website, "[PCI] Compliance is mandated by the payment card brands and not by the PCI Security Standards Council. However, for most merchants, the deadlines for validating compliance



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- * Ball

Quick Links
[GCA Home Page](#)

with the PCI DSS have already passed. You should check with your acquirer and/or merchant bank to check if any specific deadlines apply to you, based on merchant transaction volume (level) as determined by the card payment brands. All entities that transmit, process or store payment card data must be compliant with PCI DSS."

Additionally the website states, "All merchants, whether small or large, need to be PCI compliant. The payment brands have collectively adopted PCI DSS as the requirement for organizations that process, store or transmit payment cardholder data. PCI SSC is responsible for managing the security standards while each individual payment brand is responsible for managing and enforcing compliance to these standards. For questions regarding compliance validation requirements and deadlines as well as compliance reporting requirements, we recommend that you contact your acquirer. For more information regarding the PCI security standards and supporting documentation, including the "Navigating the PCI DSS" as well as targeted Self Assessment Questionnaires to assist small and medium merchants, please visit the PCI SSC website at: www.pcisecuritystandards.org."



12 Ways to Create Customer Loyalty & Repeat Loyalty

By Kathryn Dager, Profitivity, Inc.

After a very busy season (especially with the weather roller-coaster ride this year) do you feel like you just need a break? Believe me I relate!

The problem is that if you have an attitude of, "Phew, glad it's over," the worst thing that can happen is to have this reflected in your staff.

It's not over yet. This is the time of year where EVERY customer counts! There may be fewer

customers, however, you are a destination and they do quite a bit to get to your garden center.

They get dressed, get in their vehicle, drive, park and walk in. That's a lot of work.

You see, the worst thing to do is turn the 'light switch' off and only turn it ON when your brain signals, "It's busy." If your staff goes on autopilot now - you may turn off your customers. And believe me, it only takes one disappointing experience to have them hesitate to come back. They have many choices on where to shop and you want their loyalty. But you have to earn it.

For complete article, please [click here](#).

Welcome New Members

Pender Nursery

Wake County, North Carolina

www.pendernursery.com/New/index.html

Pender Nursery is a wholesale container nursery that pride themselves on the diversity of plant material they grow, including perennials, groundcovers, shrubs, trees, vines and ornamental grasses.

Reynolds Garden Shop

Manahawkin, New Jersey

www.reynoldsgardenshop.com/

Reynolds Garden Center is a full-service, retail Garden Center offering gardening products for all four seasons. The Reynolds Garden Shop complex spans two blocks and three buildings all connected by brick walkways

Art by Nature Garden Center

Palm Beach Gardens, Florida
(561) 718-2990

Branches Garden Center

Auburn, Washington

www.branchesgc.com/

Branches Garden Center provides a local garden center where a community is able to get expert advice and find great deals to make their garden beautiful. They believe it is within the reach of everyone to have a garden that is "Always In Season."

Farmington Gardens

Beaverton, Oregon

www.farmingtongardens.com/

Farmington Gardens is a family owned garden center. Established in 1994, they have evolved from a roadside booth into a comprehensive garden center with a reputation for high-quality plant material and a knowledgeable staff. They offer a wide range of annuals, perennials, shrubs and trees, many of which are grown by them on the extensive growing fields surrounding the nursery.

Magnolia Garden Center

Seattle, Washington

www.magnoliagarden.com/

Touted as "Seattle's coolest little garden center" featuring perennials, shrub, trees, containers or pottery for creating great gardens or planted containers. Magnolia Garden Center is a great place to shop whether you need a total landscape makeover, the newest cultivar for the garden, gardening products or tools.

Stanek's Inc.

Spokane, Washington
(509) 535-2939

Environment West

Spokane, Washington

www.environmentwest.com/

Based on quality and integrity Environment West has been winning awards for over 30 years! Their design team of five, including multiple landscape architects, specialize in developing the entire site, including house, driveway, and accessory building placement. They strongly believe the design process should be fun, interactive and informative so the client's expectations are met and exceeded with no adverse surprises!

The Plant Farm at Smokey Point

Marysville, Washington

www.theplantfarm.com/

The Plant Farm has been around for over 15 years and over the last five years, The Plant Farm has been growing and evolving, from continual new construction, to adding more space for great new products and plants. The Plant Farm believes they are like a continual season of spring, always something new, always excited about growth and change.

My Garden Nursery

Mill Creek, Washington

www.mygardennursery.com/

My Garden is a full service nursery focusing on the smaller gardens that many people have now. They have an amazing selection of smaller trees, shrubs, perennials and annuals including the largest variety of heucheras in the Puget Sound area. Since opening in November 2006 My Garden has become

a unique 4 acre garden center full of fabulous displays, colorful combinations that are constantly changing depending on the season, the holiday, and moods. Some days you just feel PURPLE!

Furney's Nursery

Des Moines, Washington
www.furneysnursery.com/

At Furney's gardening is a passion. They are committed to providing their customers with the highest quality products, advice and shopping experience anywhere in the northwest. They are locally owned and operated and pride themselves in the long-lasting relationships they have built with over 4 generations of gardeners.



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