



# Garden Centers of America® The Retailer

November/December 2010

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 October 31 to Help Trees for  
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 Your Attitude is Showing!



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## Shopping at the Mart in January? Chicago and Vegas Offer Free Rooms! Deadline to Register is January 3rd!



If you are going to the Mart in January be sure and take advantage of these great offers available to GCA members!

### Chicago Market January 20 - 26, 2011

1. Free Hotel  
Buy 1 night, get the 2<sup>nd</sup> free. [Click here for the form.](#) The list of

participating hotels is on the website. [www.ShopChicagoMarket.com/Travel](http://www.ShopChicagoMarket.com/Travel)

2. Free lunch the entire time at market

Contact Debra Egli at [degli@mmart.com](mailto:degli@mmart.com) or 312-451-6429 to receive these. 3.50% off Amtrak, up to \$50

The Chicago Market will reimburse up to \$50 of their Amtrak travel - for more details visit the website.

4. Free Parking

Select garages apply - email or call Debra Egli for more information.

5. Great Events

Editor-In-Chief of O Magazine is the keynote and many more events.

For more information, please go to [www.ShopChicagoMarket.com](http://www.ShopChicagoMarket.com)

### Las Vegas Market January 24-28, 2011

Any GCA retailer who RSVPs for Market receives \$300 AmEx upon arrival!

Buyers are simply asked to call or email Sarah Jones at [sarah.jones@wmclv.com](mailto:sarah.jones@wmclv.com) or (608) 712-8998 & WMC will prepare & reserve your \$300 AmEx for pick up.

## Take Advantage of the Newest Benefit for Members: AHS and GCA Forge National Partnership to Encourage Gardening



As part of the new partnership between the American Horticultural Society (AHS) and Garden Centers of America®, GCA members have a new benefit that is available to members only. Beginning immediately, twenty articles from AHS are available for duplication and reproduction for use in both stores and newsletters (electronic and printed) for informational and consumer education.

This benefit is available on the GCA website and is password protected. If you need your password or more information, please contact Melissa Boyd at [mboyd@asginfo.net](mailto:mboyd@asginfo.net).

## 2010 Holiday Tour A Shining Success



The 2010 Holiday Tour, held November 14 - 18th in Minneapolis, Minnesota, was a tour to remember. It started off full speed ahead at The St. Paul Hotel with an opening reception featuring a presentation from a unique panel. "A Beginning to End Product Cycle" panel highlighted products from vendors that sell Christmas items to garden centers and displayed them on a screen. The products were current items, past items or even something not yet released. The panel included three vendors, three buyers, and three consumers. Each item was discussed from the different points of view reflected by the panel. This made for a very interesting evening! The vendor panelists included Danny McDonald from Regency International, Beth Lorenz from 180 Degrees, and Deb from Midwest CBK. Buyers on the

panel included Teresa Pitera, Dave Williams and Jeff Pfarr. Consumers panelists were Linda O'Brien, Ryan Douglas and Angela Rust.

The next morning, and the first official day of the tour, dawned bright and early. The first stop was Tonkadale, a tour favorite. The Pinecone Chandeliers, which have already been implemented by several people since the tour, were a crowd favorite. An investment of \$6.99 plus 30 minutes of labor equaled \$60.00 in retail sales! The Fairy Gardens, a popular summer trend, is something Tonkadale has

these plants every day.

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- \* The Chicago Market
- \* Kurt Adler

### Quick Links

GCA Home Page

specialized in for years. In fact, attendees enjoyed a special educational session about fairy gardening at this stop.

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

### 2010 Holiday Tour Generates Numerous Ideas



Since the recent 2010 Holiday Tour was such a tremendous success we asked several attendees what ideas they took away from the tour. If you were unable to join us for the tour we hope that these ideas will be beneficial to you as well!

....."After returning from the Minnesota GCA Christmas tour, we decided to make up some cut greenery porch pot arrangements in large pots. Although our climate is mild, we feel we can build this as an important volume category. In addition we have increased our efforts to decorate, or 'dress', live poinsettias in a more aggressive way (ie. In fancy pots or with more fancy wrap and bow)"

Roger Mayes, Owner, Louisiana Nursery

"The idea that I came home with and plan to implement after the first of the year came from Linder's. We are celebrating our 50th year next year and we've been searching for ways to tell our stories. I loved the history wall at Linder's (they were celebrating 100 years) the framed photo collages and descriptions of each time period was inspiring. I also loved the enlarged prints of old farm equipment & founders displayed all through the store. We will definitely use these ideas as we celebrate our anniversary."

Theresa Riley, Rockledge Gardens

For more great ideas, please [click here](#).

### Start the New Year with a Bang! TPIE Set for January 19 - 21, 2011



#### Setting the Trends with V.I.P.'s - Very Important Plants

Mark your calendars for January 19 - 21, 2011 and attend The Tropical Plant Industry Exhibition (TPIE), the trade event showcasing the latest trends in foliage, floral and tropicals in warm and inviting South Florida. TPIE's trade show is more than an exhibit area - it's 200,000 square feet of living and vibrant plants creating a virtual indoor garden of showstopping displays.

With more than 500 exhibiting companies, TPIE offers wholesale buyers the widest array of resources for foliage and tropical plants in the country. Connect with

vendors in person and touch and feel their plants and products.

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

### GCA Extra!!

Roger Mayes has been purchasing tropicals from Florida for years. He has agreed to share his relationships and buying locations with other GCA members that are going to be at TPIE. It's very simple - send Shanana Molnar an e-mail ([smolnar@asginfo.net](mailto:smolnar@asginfo.net)) and let her know you are interested in spending 2-3 days with the Mayes in a Minivan - sharing the costs of the vehicle rental and gas - and we'll add you to the list. Keeping it simple is the key! The dates for TPIE are January 19-21. (If you need more info on TPIE visit [www.tpie.org](http://www.tpie.org).) We will confirm details as soon as we have an idea how many people are interested.

If this method works - we are going to consider something similar for the Pack Trials this spring.

### 2011 Summer Tour Planned for New Jersey



Summer Tour is a GCA tradition and an excellent way to get new ideas and participate in peer-to-peer networking. On June 13 - 16, 2011 make plans and join us as we discover the

hidden treasures that New Jersey has to offer. Plans are underway and some of the stops being considered include:

- Reynolds Garden Center \* Bob's Garden Center
- \* Garden Green House & Nursery \* Lucas Greenhouses \* Sickles Market
- \* Barlow Flower Farm \* Dearborn Market
- \* Montgomery Gardens \* Hall's Garden Center \* Williams Nursery
- \* The Farm at Green Village \* Metropolitan Plant Exchange
- \* Fairfield Garden Center \* Strawberry Blossom Flower Shop
- \* 14<sup>th</sup> Street Farmer's Market \* Max is Back \* Willow Run \* The Heldrich
- \* Well-Sweep Herb Farm \* Condurso River Front Farms & Garden Center

Look for more updates in the future!

### Monrovia's New Online Feature Helps Property

## Monrovia's New Online Feature Helps Property Owners and Managers Find a Design Professional

Monrovia, the leading grower of premium plants, has introduced a new feature on its popular website, one that allows site visitors to [find a design professional](#). "We have almost 6,000 people a day visiting [Monrovia.com](#) looking for plant information and gardening ideas," explained Katharine Rudnyk, specialty accounts manager. "And many people are seeking help with design. We wanted to facilitate that process."

Monrovia is inviting members in good standing with the US Green Building Council (USGBC), American Society of Landscape Architects (ASLA), Association of Professional Landscape Designers (APLD), Professional Landcare Network (PLANET) design & build, Garden Centers of America (GCA) and American Nursery & Landscape Association (ANLA) who practice in the U.S. and Canada to [submit an online profile](#). They can create a mini portfolio with up to six photos, a logo, social network links, favorite Monrovia plant, and background information.

Then, residential and commercial property owners and managers seeking design assistance can search by zip code, design style or project type to [find a qualified designer](#) near them.

"We want this to be an easy to use, one-stop resource with extensive portfolios in the database," she added. "So we are encouraging design professionals who are landscape architects, designers, or design and build professionals to [sign up](#) and post their information for free. It's fast and easy, and one more way for potential clients to find you." Monrovia will send a printed 2011 plant catalog to the first 50 submittals. For more information, please contact Katharine Rudnyk at 800-999-9321 ext. 1148 or [krudnyk@monrovia.com](mailto:krudnyk@monrovia.com).

## IGCA to Host 53rd Congress In Italy



IGCA will be hosting their 53rd Congress in Italy from September 11 - 16, 2011. The event kicks off on Sunday where attendees will enjoy a Welcome Reception in the gorgeous hall within the Laurin Parkhotel Bozen. A Welcome Dinner will be held that evening in the Park Restaurant Laurin and includes a selection of light and summery dishes that will be served under white sails in the fresh garden air.

Monday will be spent less than half an hour west of Bozen in Meran, Südtirol's second largest city and greatest spa. Meran's secrets: its Mediterranean climate, its countless aristocratic country houses and castles with snow-covered "three thousanders" as a backdrop. The city looks back on a long tradition as a health and spa resort and is held to be one of the first exclusive tourist resorts of the Austro-Hungarian Empire, boasting many famous visitors from the spheres of politics and culture. Scientists and physicians have highly rated the spa town's mild, Mediterranean-like climate and clean air which they deem to be especially beneficial for sufferers of lung ailments.

Meran incorporates parks and nature better than any major city in Südtirol. The group will visit some important garden centers here including the flagship, Empress Sissi's (Elisabeth) Castle Trauttmansdorff with his Botanical Garden, which is the winner of many awards.

For complete article, please [click here](#).  
For more information about the tour, please [click here](#).  
For the IGCA December E-News, please [click here](#).



## Why is There Never Enough Time?

By Kathryn Dager, Profitivity, Inc.

Have you noticed that time has become one of our most precious commodities? Our lives are overflowing with things we have to do to fulfill all of our commitments at work, to our relationships, family, our homes and to our communities. We rarely put ourselves on the list of priorities.

That is not the best strategy. And since we are wrapping up this year and moving into a brand new one, we can have fresh starts lighting our path. I highly recommend that we ALL vow to put our own needs on the list. We need to take care of ourselves so we can take care of others. We need to take care of our health, get enough sleep and organize our responsibilities so we can have more peace of mind.

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



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