garden centers of america

Monthly E-Newsletter

AMERICA'S ONLY ASSOCIATION DEDICATED SOLELY TO THE NEEDS OF INDEPENDENT GARDEN CENTERS

Together We're Better!

July 2019

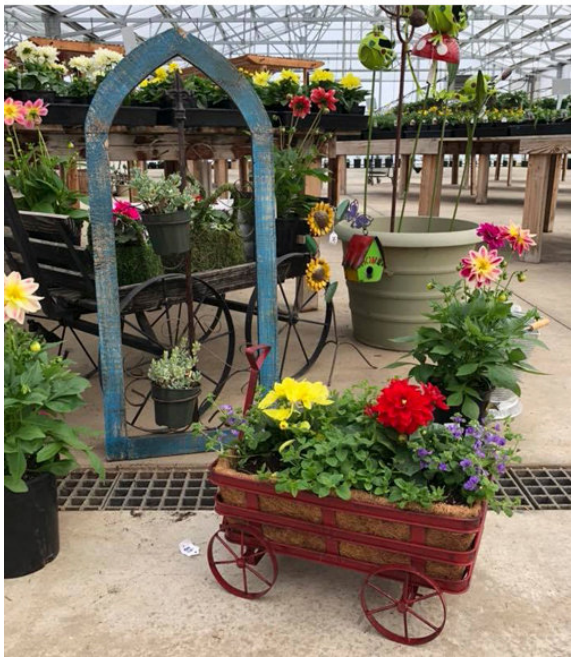
Member Profile:

Margie Barnett, Owner
Margie's Farm & Garden, Aurora, OR

Celebrating family – as well as offering high-quality plants, amazing customer service and reasonable prices – is at the heart of seasonal independent garden center retailer and grower Margie's Farm & Garden. The Aurora, OR-based garden center is open seven days a week from April through the end of June or beginning of July – whenever they sell out of their fresh nursery stock. At the helm, Owner Margie Barnett runs the venture with her husband and four children by her side.

They grow 95 percent of what they sell right on-site in the company's greenhouses so they can offer their customers the highest quality plant material, then they locally source trees, shrubs and other plants they can't grow. "There are so many nurseries where we're located, so if a customer needs something special, we can easily find it and pick it up for them," says Margie.

For the other nine months out of the year, Margie and her family work tirelessly as crop farmers,



before they get back to planning and planting next season's bestsellers for the garden center.

Read More >>

Don't Forget To Sign Up For The GCA Membership Buffet At The IGC Show! Map Out Your Experience With The Show Planning Guide

IGC Show Announces Full Roster of Host Destinations for Monday’s Store Tour, Early-Bird

GCA Members are invited to the exclusive GCA Member Lounge and special Wednesday buffet lunch at IGC Show 2019. The GCA Member Lounge, located in Room 353, is a special place of respite right off the show floor reserved for our members, available exclusively to you during show hours. Here, you will enjoy complimentary refreshments in a quiet spot to relax and visit with your fellow retailers and compare those buys you've made on the show floor!

On Wednesday, Aug. 14, we've arranged to have a delicious catered lunch ready for you, served from 11:30 a.m. - 2 p.m. for your convenience. Your GCA Member Badge Ribbon gets you in, so pick yours up from the GCA Booth #1057 on the show floor. Learn more about the GCA Membership Buffet Lunch here. You must register for this event.

Your complete IGC Show 2019 Planning Guide is here, and it has everything you need to map out your IGC Show experience at Chicago's Lakeside | McCormick this August is now live! Check it out here.

Register Now >>

Discounted Rate Available for a Limited Time

IGC Show officials announced the full roster of dynamic host destinations for the IGC Show Store Tour, ready to roll with retail inspirations on Monday, August 12, the day before the trade show opens. During the daylong educational journey, indie garden center retailers from all across the country will gather to network and get energized with actionable ideas to implement at their stores, from new merchandising displays and signage to trendy product categories that are ringing sales year-round.

Early-bird savings on the IGC Show Store Tour are available now, for a limited time - if you register now, the full-day tour, transportation and lunch included, is just $99.

Monday's IGC Show Store Tour of retail discovery will spotlight:

- Farmers Market Garden Center
- Pasquesi Home and Gardens
- Chicago Botanic Garden
- Chalet
- Jayson Home

Learn More >>

2020 GCA Summer Tour Is Boston-Bound, June 22-25

During its best-attended tour in more than a decade, Garden Centers of America officials just revealed that Boston will be the host for next year's GCA Summer Tour, June 22-25, 2020.

Plans are already in the works for new education and networking in the trendsetting New England capital city of Boston and its scenic surrounds, steeped in history dating back to our nation's founding. GCA officials will personally scout each and every location to develop an itinerary that highlights the best destinations with the most

uniquely differentiating ideas for independent garden center retailers.

The 2019 GCA Summer Tour just wrapped up in Nashville! Click here to see which stops tour-goers loved the most!

Stay tuned for details on GCA Summer Tour Boston as they unfold, including the list of host garden centers, new education and networking opportunities, and hotel reservation information. Registration is now open with extra early-bird savings at www.GardenCentersofAmerica.com.

Learn More >>

Read Up On The Latest Industry News & Trends In The 'IGC Magazine' IGC Show Preview Issue

YOUR DIGITAL EDITION IS HERE! *IGC Magazine's* IGC Show Preview Issue is now live - including your complete IGC Show 2019 Planning Guide! Plus, read all about The GardenShoppe n' Bar's boutique garden center that serves up beer and wine to draw customers thirsting for new shopping experiences. Check out the full IGC Show Preview Issue here: READ MORE

A Sincere 'Thank You' To Our 2019 GCA Summer Tour Sponsors!

GCA Summer Tours would not be possible without the generous support of our sponsors. Sponsors keep tour costs down for you!

Ball

Bonnett Plants

TRUSTED SINCE 1926 BONIDE

Ceramo COMPANY, LTD.

EPICOR

Espoma ORGANIC

fitt TECHNOLOGY FLOW

GARDENER'S Confidence COLLECTION

A garden you can count on.®

Take Advantage Of Your Member Benefits!

Garden Retail Trends Report - A monthly e-newsletter to help you grow your business by keeping on top of retail trends in the industry, as well as what is trending in retail sales.

Online Membership Directory - Connect with your fellow GCA members to share ideas.

Proud Member Logo - Use on your marketing to build rapport and credibility with your customers.

SAVINGS - Your membership in GCA buys you these savings:

- $200 off per person on the GCA Summer Tour
- $100 off the IGC Show Store Tour
- $260 off the Continuing Education @ IGC program
- **FREE** refreshments at IGC Show
- **FREE** lunch at IGC Show
- **FREE** GCA Member Lounge at IGC Show
- **FREE** VIP seating at the IGC Show Wednesday Concert
- **FREE** drink tickets at the IGC Show Concert (2 per company)

© 2013-2019 Garden Centers of America

Go to GCA website: →