



## Monthly E-Newsletter

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

Together We're Better!

MARCH 2019



### Member Profile:

*Peter Mahoney, Co-Owner & Partner  
Mahoney's, 7 Retail Locations in MA*

Since Mahoney's Garden Center was founded in 1959 as a vegetable farm stand, delivering quality has always been its No. 1 focus, according to Peter Mahoney, Co-Owner and Partner of his family's business. "To this day, we really believe in giving the customer good value for our products," he says. "It will always be quality first."

Evolving from that farm stand that Paul Mahoney established in Winchester, MA six decades ago, Mahoney's has grown to include seven retail stores (Brighton, Chelmsford, Concord, East Falmouth, Osterville, Tewksbury and Winchester), one growing range with 5 acres under glass, a second production facility that's outdoors and a 200-acre Christmas tree farm in Nova Scotia.

[Read More >>](#)

### More GCA Tour Stops Revealed!

All aboard! Get your annual dose of retail inspiration and networking on the 2019 GCA Summer Tour Nashville, June 23-26. This summer's tour in Music City is a dynamic mix of independent garden centers, one to two eye-opening educational sessions per day and more

opportunities for networking with owners and managers at each store stop than ever before.

Not only will the 16th annual tour visit a wide variety of garden retailers, from trendy, urban garden boutiques to country-rustic nurseries and multi-generational, established independents, the tour will also feature enlightening Q&A sessions with the leadership at each garden center stop, as well as Shop Talk sessions to share your thoughts on hot-button retail topics affecting your store.

Newly announced stops include Yarrow Acres, Optimara/Holtkamp Greenhouses, Bates Nursery & Garden Center, Hewitt Garden and Design Center, Long Hollow Gardens & Vineyards, Johnny Cash Museum and *American Pickers* Star Mike Wolfe's Store in Marathon Village. Don't delay – register you and your staff now to benefit from the early bird extra savings!

[Learn More >>](#)



## Five Brand-New Continuing Education @ IGC Tracks Announced!

Continuing Education @ IGC is the best education for independent garden centers offered anywhere in the United States and around the world. These exclusive retail-centric tracks will break out into sessions pinpointing the solutions that will have the greatest impact on your store's profitability and success. Sessions include: Grab & Go Ready-Made Container Gardens, The Great Houseplant Boom of 2019 & Beyond, New Floral Concepts & Trends of IGCs, Quick-Start Sales Strategies, and "Dream



## Two New Inspiring Keynotes

Get pumped for the day at IGC Show Center Stage - located at Show Entrance - each morning just prior to its official opening for your product scouting and order writing. THREE dynamic keynote presenters at IGC Show 2019 will challenge you to think outside the box and take your business' success to the next level.

On Wednesday, Aug. 14, rock musician and national security consultant Jeff "Skunk" Baxter will help you solve your retail problems. As a consultant to the Department of Defense with

Team" Hiring, Training & Retaining. Details for each track can be found at [IGCshow.com](http://IGCshow.com).

Conveniently located right off the show floor, the classes will convene at Continuing Education Stages in special sound-buffered areas for All Access Pass badge attendees.

Now for a limited time, substantial early bird savings are in effect on Continuing Education @ IGC All Access Passes – now only \$99 each, no limits – and the trade show, three keynotes and Wednesday's concert from San Francisco rock music legends Starship are always free.

[READ MORE](#)

[Register Now >>](#)

high-level security clearance at the Pentagon, he now advises top military and civilian groups on "out-of-the-box" warfare, next-generation technologies and unconventional strategies.

Then, on Thursday, Aug. 15, radio show host Mark Belling demystifies Millennials. The vastly different Millennial generation is changing both our country's economy and culture. Talking with thousands of call-in listeners over the years, Belling has developed an insightful vision into this unique generation that he will bring to our IGC Show stage. [READ MORE](#)

When you register, be sure to book your hotel room - six hotel choices at various price levels to fit your budget!

[Book Your Hotel >>](#)

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## Monrovia Announces Its 2019 Featured Plants Collection

Monrovia unveiled its 2019 Featured Plants collection, showcasing a diverse group of exclusive offerings each of which represent the newest, best, and most improved versions of these plants on the market. An overview of the 2019 Featured Plants collection is available in the "Featured Plants Lookbook" on Monrovia.com. [READ MORE](#)

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## All-America Selections Unveils Seven New AAS Winners For 2019

All-America Selections has announced seven new AAS Winners at the American Seed Trade Association meeting in Orlando, FL. Each of the following new AAS Winners was trialed throughout North America by professional, independent, volunteer judges who grew them next to comparisons that are considered best-in-class. [READ MORE](#)

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## 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!





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## 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)

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Go to GCA website: 