IGC SHOW garden centers of america gca IGC MAGAZINE 100% INDEPENDENT GARDEN CENTERS SINCE 1955

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URGENT REGISTRATION ALERT

May 31 Is Last Day for GCA Summer Tour Nashville Early-Bird Savings, Seats & Hotel Rooms Are Filling Fast

FOR IMMEDIATE RELEASE

NASHVILLE – **Friday, May 31 is the last day to take advantage of early-bird discounts for GCA Summer Tour Nashville - a savings of $50 per person, plus $30 for each additional person registered, no quantity limits**. *GCA Summer Tour is not restricted to GCA members and is open to all independent garden center retailers.*

Event organizers report registrations from indie garden center retailers all across the country continue at a brisk rate, and seats are filling fast. **Tour-goers are encouraged to book their hotel now to take advantage of deeply discounted rates at host hotel Sheraton Grand Nashville Downtown while rooms are still available.** Nashville is a popular summer destination, and rates at other area hotels will quickly climb to $350 or higher.

The 16th annual GCA Summer Tour Nashville is ready to inspire with visits to a wide variety of garden retailers, from trendy, urban garden boutiques to country-rustic nurseries and multi-generational, established independents. For the first time, attendees will have the opportunity to participate in enlightening Q&A sessions with the leadership at each garden center stop.

In addition, for the first time ever, attendees will share their thoughts on the industry's hot-button issues with their peers during daily facilitated conversations, modeled after the IGC Show's popular Shop Talk Retail Discussions in the IGC Networking Lounge. Tour-goers can swap strategies with fellow indies in a uniquely focused, collaborative setting, on these topics:

- Staffing Symposium - Ideas on hiring, training and retaining great employees; pay and benefits; continuing education and training for staff; and more.
- Events & Activities - How to plan successful events and workshops that bring in shoppers.
- Enhancing Your Web Presence - Covering websites, social media, email blasts, online ordering and more.

(more)

Adding even more educational value this year are daily container garden-building demos with Sharon Hadden, who wowed audiences at the IGC Show last summer with her energetic workshops. She will reveal her latest recipes for Grab & Go container sales that will turn a fast profit at your store.

During Sunday's Opening Night Reception & Dinner at the Sheraton, tour-goers will enjoy networking over two complimentary beverages from the full bar, followed by dinner with a range of choices that include chicken and beef fajitas, an assortment of pastas with a mix of sauces and meats, and fresh tossed-to-order salads.

Don't forget to sign up for the Tuesday night pub crawl on Nashville's famous Music Row, home to many restaurants and bars, including Blake Shelton's Ole Red, Jason Aldean's Kitchen & Rooftop Bar and Florida Georgia Line's restaurant, FGL House and more.

Register today for your early-bird savings at www.GardenCentersofAmerica.com

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