

Garden Centers of America®

# The Retailer

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## President's Roundtable

GCA expresses special recognition and appreciation to these companies for their commitment to independent garden centers.

### Allied Members



## Fafard Joins President's Roundtable

Garden Centers of America® is pleased to announce that Fafard 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.

Fafard, GCA's 2009 Supplier of the Year, is headquartered in Agawam, Mass., and is a leading manufacturer of packaged growing media for professional ornamental growers and retail outlets. It currently owns and operates production facilities in Anderson, S.C.; Apopka, Fla.; Marshall, Texas; Floodwood, Minn.; and New Brunswick, Canada, as well as peat bogs in the New Brunswick and Manitoba provinces.

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



Garden Center Members



Showcase the Products You Sell



## Summer Tour in Orlando, Florida: Experience the Magic June 27- 30, 2010

The 2010 GCA Summer Tour will take attendees on a journey through tropical Florida. Central Florida is one of the premium vacation spots in the world and Walt Disney World's Contemporary Resort will serve as the host hotel for the tour.

From Florida's gulf coast to the space coast and all the magic in-between, attendees will visit garden centers, botanical gardens and some of Florida's top nurseries. Come see where 85% of the nation's tropical foliage gets its roots. Discover how garden centers meet the challenges of year-round merchandising and marketing. From the hot summer months to the cool winter season, see how garden centers and Walt Disney World showcase a unique array of sub-tropical and tropical plants.

Locations for the tour include:

Walt Disney Animal Kingdom Tour

Kerby's Nursery

Earthscapes Garden Rooms

Willow Tree Nursery

Rock City Gardens

Busy Bee Nursery

Everything Outdoors

Rockledge Gardens

Ron Jon Surf Shop

Lukas Nursery and Butterfly Encounter

Appenberry's

Palmers

Local Greenhouses

Fafard Potting Soil

To register for the 2010 Summer Tour, please [click here](#).



**We Grow  
Beautiful  
Gardens.  
Naturally.**

**THE KNOCK  
OUT® FAMILY  
OF ROSES**



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## Customer Service Training and Seasonal Hiring Webinar Offered

A unique four-week customer service training seminar featuring Kathryn Dager of Profitivity, Inc., is being offered exclusively to GCA members. A seasonal hiring webinar is also available.

The seminars, entitled "Your Front Line Creates Your Bottom Line," will take place on March 23, 30 and April 6, 13. The series will train, motivate and empower garden center employees and get them ready for the busy spring season. Each week participating companies will watch a short uploaded video with tips on service and sales followed by participation in a live teleseminar. The hour-long webinar focuses on hiring the right people to help make businesses successful.

"We are so excited to offer our members this great opportunity," says David Williams, President of Garden Centers of America®. "Kathryn Dager offers garden center

owners the chances to not only ensure they are hiring the right staff but also gives them the chance to take their staff to the next level. Customer service is the key to getting ahead in today's market and this series will give garden center owners the means to do it."

Topics covered during the training seminar include the video 'Be A Person: Not A Salesperson' followed by the teleseminar 'Creating Loyal Customers', the video 'How to Wow Your Customers' followed by the teleseminar 'Exceeding Customer Expectations' and the video 'Merchandise Suggestions and Product Knowledge' followed by the teleseminar 'Presenting Packages.' The four-week series concludes with the video 'Service is A Culture; Not A Program' followed by the teleseminar 'Building Trust and Crowd Control Activities.'

## 2010 Officers and New Board of Director Members Announced

Dave Williams, of Williams Nursery in Westfield, NJ, has been elected the 2010 President of the Board of Directors for GCA. A member of the Garden Centers of America® Board of Directors for many years, Williams is a strong and well-recognized leader in the green industry. According to Williams, "I am truly looking forward to serving Garden Centers of America® as their 2010 President. I have a great passion for the green industry and all the wonderful individuals that it employs."



Other officers for 2010 include Gino Pitera of Gertens in Inver Grove Heights, MN, elected to serve as president-elect, Kris Shepard of Alsip Home and Nursery in Frankfort, IL elected Treasurer and Jim Feeney of Feeney's Nursery in Feasterville, PA, who will serve as

past-president.

New Directors elected to the 2010 Garden Centers of America® Board of Directors include Frances Grossman of Grossmans Garden and Home in Penfield, NY, Sandy Noten of Bob's Garden Center in Egg Harbor Township, NJ, Julie Hoffman of East River Nursery in Huron, SD and Tim Elbert of Four Season's Nursery in Central Point, OR.

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



## Hiring Your Front Line is Critical to Your Bottom Line!

By Kathryn Dager, Profitivity, Inc.

After 30 years of coaching and consulting with hundreds of companies, I personally believe that hiring the right people is singly the most important aspect of building and running a successful business. Hiring the right seasonal associates is CRITICAL to your bottom line since every one of them represent YOU.

The truth? Your FRONT LINE creates your BOTTOM LINE! Why? Let me share some of our perspectives.

1. First of all - business is people. (It is not the plants, fixtures, hardware, software, systems and merchandise.) Your "culture" is the combination of all of the people you employ. So, the success of your business ultimately depends on the energy, effort and enthusiastic attitudes of the employees. Who will your customers be seeing - YOU or your seasonal employees?

2. You can't play the game without a team. If you don't have enough people you will miss out on sales. You may not be bringing on as many seasonal associates this year, however, every person COUNTS! Dozens of owners have told me that they rehire the same group of seasonal people every year. That scares me! I have news for you - people change. How are they being screened, evaluated and qualified to take a critical position during your peak season? Hiring a "misfit" can be a real detriment. If left unchecked, broken trust, self-centeredness and negativity eventually kills profit, morale and teamwork. How does that impact your customer's experience?

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

## Welcome New Members

### Country Flower Farms

Middlefield, CT  
[www.countryflowerfarms.com](http://www.countryflowerfarms.com)

Family owned and operated, Country Flower Farms is dedicated to quality, selection and service. Their many greenhouses are filled with an outstanding collection of Annuals, Perennials, Shrubs, Mums and Poinsettias. They grow many annuals not found anywhere else in Connecticut. The Fall Mum crop is always outstanding and they grow over 40 varieties of Poinsettias for Christmas. The selection at their retail location (Country Flower Farms, Rt. 147, Middlefield, CT) as well as on their website, changes seasonally. Nestled on 20 acres of fields, woods and pond the one acre greenhouses are filled with an outstanding selection of plants. Customers are welcome to browse and shop all of the growing facility. The specialty annual, herb and perennial selection is known to be the best in the state. They also offer lush tropical plants, hanging baskets, houseplants, roses and specialty planters.

### Red Oak Garden Center & Landscaping

St. Boniface, MN  
952-446-8100

Ken Matthews Garden Center  
Yorktown, VA

[www.kenmatthewsgardencenter.com](http://www.kenmatthewsgardencenter.com)

Ken Matthews Garden Center was started in 1984 in Yorktown, VA. A 2009 Daily Press Choice Awards winner for Best Garden Center, Ken Matthews Garden Center is a Master

Nursery Garden Center and also features a Christmas gift shop and offers full custom landscape design services. Additionally, Ken Matthews offers numerous events and seminars including Bird gardening, Going Green and Grow Your Own - Veggie Gardening.



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