

Welcome to your IGC Show Issue!

After more than a year of planning, showtime is finally here. We have poured our hearts and souls into The Independent Garden Center Show, jam-packed with product, information and fun.

What's so special about The IGC Show? Some say a trade show is a trade show, is a trade show. That would be true if this were the traditional show. Don't get me wrong. The events put on by the regional associations are fine productions, but they cover many sectors of the industry. The IGC Show, on the other hand, is specifically tailored to serve your needs, the independent garden center.

The first thing you'll notice is that all of the vendors exhibiting at the expo are dedicated to your business. Their target market is the IGC market. As such, you won't need to worry about what is going to end up on the shelves of the boxes and mass merchants. So plan on spending a lot of time on the expo floor. With all of these dedicated vendors, you'll want to stop by every booth!

A killer conference program also awaits you at The IGC Show. The industry's leading experts will cover the hottest topics to help make your business even more dynamic.

Trends, trends, trends are the name of the game! With three leading trend experts on tap to present, you will walk away with the knowledge you need to make confident buying decisions. No need to guess what's hot and what's not for next season. Discover what colors will drive buying decisions, as well as how to simplify and demystify the art of trend tracking.

Your customers are consumers first. The

IGC Show's Consumer Trend Watch track will guide you through the minds of these very consumers. There's a lot of money to be made from all of those HGTV and TLC makeover shows, and this track will focus on how to profit from the interest they generate in the hearts and pocket-books of viewers.

Panel discussions are a lively, interactive way to get great ideas from retailers who excel. Organics, water gardening and garden cafes are the toughest categories to pull off, so we are tackling them head-on. Launching or expanding store events or loyalty programs? Come find out what really works!

Once you learn the trends and have tackled those hard-to-merchandise categories, learn how to make every department, and your entire store, a shopper's paradise. Our Marketing/Merchandising track will lead you through the merchandising maze, from start to finish. Everything from how to create upscale looks on the cheap to how to train your employees to get the job done, and maintain the look, awaits you.

**For retailers, by retailers. It's your show!
It's your market! It's your move! See you in Chicago!**

Looking for new, innovative ideas to take your garden center to the next level? The Global Perspectives track is for you. Not only will we look at the newest ideas in garden center retailing around the world, we will show you how to apply these trends here in our U.S. market. Can all of those "zany" ideas really work here? Come and see for yourself.

There is so much more planned than there is room here to cover. Check out all of the action at www.IGCShow.com. By the way, you'll want to bring all of your key employees just to cover the basics!




chic [sheek] *adjective*, -er, -est.

1. style and elegance, esp. in dress: Parisian clothes are so *chic*. 2. fresh; beautiful; progressive: *Garden Chic* is dedicated to raising the bar and helping independents bring the *chic* style to their stores.



a.k.a. 'Football'

Charlie, who loves to be carried like a football, is a 14-year-old Humane Society rescue and a true momma's boy. Severely stricken with diabetes and on death's doorstep four years ago, our now-happy, healthy little "miracle kitty" is a testament to God's healing power.