



Grandma kitten

Born below our office window 17 years ago and the only one of the litter to survive, Pica (pie-kah) is a sweetheart. Upon spending hours to capture her back in 1993, she quickly found her proper place in our then-four-kitty household.

OET with Cheryl Morey Inspired

Capture the Magic

BRINGING THE MAGIC OF DISNEY TO your store may be easier than you think. This issue's "StoreStyle" featured garden center, The Garden Shed, showcases how one IGC has captured the wonderment of Disneyland in their California store.

This inspiring story is about much more than fantastic merchandising, it is about overall charm, inclusive of a fanciful mixture of garden antiques and Thomas Edison-style lamps, along with unique garden decor. Owners Ashley and Lucky Gracey have created a whimsical, almost childlike, joy that transcends throughout the store.

exactly what we wanted to create when we founded the IGC Show, we knew one thing for sure - it had to be different from any other event. It had to be *exclusively* tailored to meet the needs of you, our readers - IGC owners, buyers and managers.

It is our intention to create a one-of-a-kind event that has a certain magic about it - to inspire you, educate you and entertain you. It is our hope that with every corner you turn, you find those new products and vendors that you never knew existed. It is our hope that you find that special inspiration that will bring new life to your store.

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Every turn of the corner offers something new to discover.

The store even remains lit at night, attracting the many visitors who vacation in Cambria and giving it that magical look of a Disneylike castle or a chic restaurant with dramatic lighting and multi-colored flags blowing in the breeze. Although it appears as though this just serendipitously happened, it didn't. It was all carefully conceived and well-executed, just as Walt Disney would do. Oh, did I mention Lucky grew up listening to Walt's ideas in person, in his own home? Intrigued? You'll have to read the details on page 63!

When Jeff and I first starting discussing

And it is our hope that you will be so stimulated by the seven educational tracks and more than 40 educational sessions that you find tons of thought-provoking ideas to take home, helping you create your unique inspiration that will have your customers returning time and again to discover all the treasures you have waiting for them around each corner.

The IGC Show *is* your show. Join us in Chicago, August 17-19, at Navy Pier, and see what you can unearth. We promise, you won't be disappointed.

Come, get inspired!

