



Retail news from inside and outside the green industry

Friday, June 26, 2009

**Coming up this week:**

- When you have lemons...
- Get back on the bus
- OAN & GCA get together
- Bring on the throwdown at Short Course
- Looking to unload a label machine?

**Some Cool Refreshment**

All this week, Al Roker's temperature map on "The Today Show" has painted a big swath of the country in the red zone, with the thermometer hitting 90F-plus and a triple-digit heat index for some areas. That's hot, no doubt about it. Rain can do a lot to drive away business at garden retail, but so can heat like that.

Here's an idea:  
Reward those who do come in with a cool drink of lemonade. And dress it up a bit, too. On last week's ANLA Retail Roadshow, many of the tour attendees stopped at the lemonade stand at Feeney's Nursery in Feasterville. Sure, the lemonade was



tasty, but this was one of those "I gotta do this when I get home" ideas. Just look at how cool and refreshing the display is!

The lemonade is kept in a large ceramic jug that looks like it came straight from the streets of Sorrento, Italy. They've also cross-merchandised a bit, including gallons of lime and lemon trees. The glass pitchers filled with lemons and limes add color and drive home the message: "Have some lemonade!"

I'd like to thank Cathy Bishop of Mesquite Valley Growers Nursery in Tucson, Arizona, for sending in this picture. She submitted this as part of ANLA's Great Idea From the Retail Roadshow Contest held in conjunction with *Green Profit*. Roadshow attendees can submit one photo from any tour host site with an explanation of why they think it's a great idea. We'll pick the greatest of the great ideas and publish it (or them) in the August issue of *Green Profit*. So if you were on last week's Retail Roadshow and you have a great idea (and I know you found many!), submit the photo with a description to me—[ewells@ballpublishing.com](mailto:ewells@ballpublishing.com). Deadline is June 26 (today!) but if it slips into my inbox over the weekend, we won't turn it away.

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## Portland Bound

Speaking of Feeney's Nursery, Jim Feeney just happens to be the president of **Garden Centers of America** (GCA), and that organization is revving up the buses for its Summer Tour this coming week. The group is headed to the Portland, Oregon, area and will visit various garden centers, nurseries, plant breeders and other hort-related businesses.

I'm re-packing my bags and heading out to join them. This is my first time visiting the Northwest and I'm psyched for it! Plus, the good people at **Terra Nova Nurseries** have invited me on a private tour of their facilities while I'm out there. Very cool.

I'll be chronicling the tour's stops via Twitter, so do check in on my Twitter feed to see what's happening. You can follow me at [www.twitter.com/GPBuzz](http://www.twitter.com/GPBuzz). My tweets are automatically posted onto the **Green Profit website**, as well. Don't worry, you can also catch a recap of what we saw and heard in next week's edition of *Buzz*.

## OAN Partners With GCA

And speaking of the Garden Centers of America... They recently partnered with the Oregon Association of Nurseries (OAN) in a move that will give members of both organizations expanded opportunities to network, gather ideas and learn from each other.

The tour sites the GCA Summer Tour will visit next week in Oregon are all members of the OAN. And later this summer, the GCA will return to Portland to produce a special visual merchandising workshop as part of the 2009 Farwest Show's newest feature, the Interactive Learning Center. The in-depth, three-hour educational experience will take place Saturday, August 22, and features Aaron Shriver, boutique designer and visual merchandiser with Monrovia. This workshop-type session will have attendees actually building displays from scratch. Talk about hands-on.

"Partnering with GCA brings a new dimension to the Farwest Show this year," says Allan Niemi, director of events and education for the OAN. "The visual merchandising workshop is an ideal wrap-up for our Interactive Learning Center, where we've expanded our programming to add value for the retail community."

For information about the Farwest Show's seminar and workshop series (August 20-22), visit <http://www.farwestshow.com/>.

## OFA Short Course Gets Interactive, Too

OFA—an Association of Horticulture Professionals always puts on a spectacular show at its annual Short Course in Columbus (pre-registration ends TODAY, June 26th, so register **HERE** now!). I'm especially excited about this year and what they're planning to do with the Merchandising ShowCase.

Last year OFA launched the Merchandising ShowCase to create an interactive and educational area where garden center folks could find easy-to-implement merchandising tips. They had 10 spaces set up where various companies could showcase their best tips. Cool idea.

Cooler idea: This year they're expanding on the concept and making it more interactive—with real live people sharing their ideas! They'll have demonstrations by some of the trade show exhibitors with a convenient seating area. They'll also incorporate the ShowCase displays into the session lineup.

I'm looking forward to the "throwdown" portion of the ShowCase, the Merchandising Contest. The contest consists of four visual merchandisers—each sponsored by one of four garden center trade magazines—sparring off against each other to create the display that is most captivating and has the most potential to lure customers to buy.

*Green Profit* is among those four, and we're being represented by an awesome visual merchandiser—Scott Daly, merchandising manager for **Homestead Gardens** in Davidsonville, Maryland. He's been in the business for more than 30



years and during that time has made it his goal to challenge customers' imaginations and use inspiration to drive sales. We're proud to have him in our corner.

Round 1 will take place Sunday, July 12, from 11:00-11:45 a.m. You can catch Scott working his magic in Round 2 on Monday, at 11 a.m. The winners of Rounds 1 and 2

will square off on Tuesday at 11. Come check out the displays the four worthy opponents create, get some ideas to take home for your own store, and cast your vote for the People's Choice Award. We hope you come cheer on Scott as he represents *Green Profit*. Bring it on!



An example of the merchandising handiwork from Scott Daly and the crew at Homestead Gardens.

## Replacing Your Label Machine?

Are you replacing an old label machine at the end of the season? If so, I have a not-for-profit organization in the New England area that would gladly take it off your hands. And since it's a not-for-profit organization, that donation means a tax deduction for you. It's recycling with a tax break.

If you have one you're looking to unload, [EMAIL ME](#) and I'll put you in touch with them.

Questions or comments or trends you want to share? E-mail me at [ewells@ballpublishing.com](mailto:ewells@ballpublishing.com). And visit the *Green Profit Buzz Cuts* page on Facebook!

Until next time!

Handwritten signature of Ellen Wells in black ink.

Ellen Wells  
Editor-at-Large  
*Green Profit*

**This week's BUZZ! was sent to 12,055 loyal readers!**

If you're interested in advertising on BUZZ! contact [Luke Nicholas](#) ASAP!

A vertical promotional banner. The top section has a blue background with a sun icon and the text "WELCOME to the NEW Fabulous GARDEN MARKET EXPO". Below this, it says "The ONLY Expo for the Southwest!". The middle section has a white background with red text: "Garden Market Expo Sept. 23-24 Las Vegas Convention Center Register TODAY: GardenMarketExpo.com". The bottom section has a blue background with white text: "OFA Short Course July 11-14 2009" and a photo of green grass at the bottom.