

GROWERTALKS

Front Lines

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What's on Tap at IGC Show

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On the fence about heading to the IGC Show in Chicago this August? I've got some updated information about its Continuing Education @ IGC, the show's rebranded and renovated educational offerings.

This year's five educational tracks are:

- **Turn a Healthy Profit from Grab-&-Go Container Gardens? Oh, Yes You Can!** Implement a fast-moving, highly efficient, stand-alone container department that produces strong profit margins. Sharon Hadden of Allisonville Garden & Home in Fishers, Indiana, had standing-room-only crowds last year—so you know she knows what she's talking about!
- **The Great Houseplant Boom of 2019 & Beyond.** Houseplants are hip again and consumers can't get enough. Indoor plant sales consultant Ra Gadd details what you need to make your houseplant department a profit center.
- **New Floral Concepts and the Hottest Trends for Indie Garden Centers.** Flower expert J Schwanke will tap into his 20-plus years of experience working with flowers and foliage to show you how a floral department will help your store draw and keep customers across demographics.
- **Quick-Start Sales Strategies for Independent Garden Centers.** Phil Wrzesinski, a third-generation independent retailer, helps you key in on how to attract both Millennials and Gen Z, retail's next demographic nut to crack.
- **Dream Team Hiring, Training and Retaining for Staff-Strapped IGCs.** Hiring professional and consultant Jeff Kortez will share his "caring, respect, appreciation and praise" strategy to help you hire and keep a quality team that won't break your budget.

Also new regarding the educational offerings is that they're located close to the show floor, thanks to the show now being located at Lakeside | McCormick. No more long walks like at Navy Pier! All Access Passes for Continuing Education @ IGC are now at the early-bird pricing of \$99. For more information or to register, visit www.igcshow.com. **GP**