

# Being Independent is GREAT...

but you're on your own to figure out how to grow and manage your business.

For less than \$375/month (< \$12.40 per day) you can be an active part of a network of more than 140 independent garden centers, just like you, to learn and share business-building ideas and experiences.

## The Group Experience...

Consists of two major components of sharing

### 1 Sharing data, benchmarking, and networking with fellow garden centers

- Weekly Enews - GROUPTalk
- Weekly Department Review (WDR)
- Annual P&L Study
- Timely Topic-Specific Conference Calls - GROUPTalk-Live
- Group Email ListServes
- Full Group Member Contacts for Direct Access

- Group Meetings:
- The Annual Fall Event and Other Group Activities
  - Retailers' Choice Awards™ at industry trade shows such as Cultivate, Farwest, TPIE, and more

### 2 Interaction with our Service Providers – professional in their areas of expertise:

- Financial Management
- Business Strategies
- Branding and Marketing
- Marketing Matters
- Integrated Digital Marketing
- Property/Site Design
- Human Resources
- Team Building & Succession
- Visual Merchandising
- Media Placement
- Voice & Production Services

So why go it alone? Join The Garden Center Group and leverage the power of this network of professionals and like-minded retailers – ready to help you become more profitable!

Visit [www.thegardencentergroup.com](http://www.thegardencentergroup.com) to learn more.



In today's business climate, trying to go it alone is doing it the hard way. The Garden Center Group offers you access to the most innovative ideas in the industry. Proven methods that take the guesswork out of important business decisions. Direction, support, guidance and step-by-step assistance in some of the most important aspects of operating a successful garden center in these radically changing times. And best of all, you'll be part of The Group – a multi-million dollar alliance of some of the industry's leading garden centers.

## We Invite You to be a Part of The Garden Center Group!



Garden Centers across North America have seen the benefit of The Group. Our community is like no other group of independent garden centers you will find. It's a unique experience... one we are confident will benefit you and your business!

Give us a call today!



**The Garden Center Group**  
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[info@thegardencentergroup.com](mailto:info@thegardencentergroup.com) | [www.thegardencentergroup.com](http://www.thegardencentergroup.com)



Business Strategies

Site Design & Development

Branding

Marketing

Financial Management

Benchmarking

Human Resources

Team Building

Succession Planning

Peer Sharing

Mystery Shopper Program



## Who We Are

Being independent is great, but you're on your own to figure out how to grow and manage your business. The Garden Center Group is a community of garden centers, consultants, service providers and vendors with one goal in mind... helping each other build successful companies. By building a community of garden centers that agree to work together toward a common goal, The Group is able to provide a network of professionals and business services most centers would not be able to afford on their own. And, unlike a buying group that boosts your purchasing power on products that you sell, we focus on business solutions designed to help you increase sales, improve operations and retain more profit. Our Exclusive Annual Profit and Loss Study, now in its 20th year of extensive financial benchmarking, is unmatched in helping garden centers make solid financial decisions.

## What We Do

The Group is North America's resource for solutions for garden retailing – benchmarking, budgeting, inventory and margins, marketing, merchandising, brand building, property and site design, human resources, team building, succession, and more. We offer direction, support, and step-by-step guidance in some of the most important aspects of operating a successful garden center today to reduce the time and trials of doing it alone.

So why go it alone? Get involved in our community today!

## Our Team of Professionals

The core to the success of The Group rests on the people involved. We've pulled together an ever-growing list of experts (Service Providers) who assist our centers in solving operational challenges by providing insight, direction and one-to-one assistance when needed. With hundreds of years of combined experience, our team of experts will help you navigate the transformation of your business – providing the guidance you need to stay focused on your goals, and grow your profitability.

Following is a list of some of the current products and services available to garden centers in The Group. Many are included in your annual retainer – at no extra fee.

- ✓ Telephone, Email & On-Site Consultation
- ✓ Financial Benchmarking & Management
- ✓ Budgeting & Inventory Control
- ✓ Human Resources
- ✓ Team Building
- ✓ Mystery Shopper Program
- ✓ Strategic Planning
- ✓ Site Design and Development
- ✓ Business Transitioning/Succession
- ✓ Brand Building
- ✓ Marketing/Advertising
- ✓ Greenhouse Production Guidance

We believe that we're only as good as the good we do. All the facts and figures that point to our ability, diversity and years of history, as notable and important as they may be, are secondary to the truest measure of The Garden Center Group – The impact we make on our Clients' businesses. Let us put our cumulative experience to work for you today!



**CEO and Managing Director**  
Danny Summers  
The Garden Center Group  
Chief Instigator



**CFO and Client Services**  
Karen Summers  
The Garden Center Group  
Chief Magician



**Financial Management**  
Tim Quebedeaux  
RetailKPI Consulting  
Chief Statistician



**Business Strategies**  
Sid Raisch  
Horticultural Advantage  
Chief Strategist



**Human Resources**  
Jean Seawright  
Seawright & Associates  
Chief Sentinel



**Team Building & Succession**  
John Kennedy  
John Kennedy Consulting  
Chief Catalyst



**Property/Site Design**  
Robert Hayter  
LKG Engineering  
Chief Architect



**Branding and Marketing**  
Tom Kegley  
Tom Kegley Communications  
Chief Envisioner



**Integrated Digital Marketing**  
Steve Kendall  
The Design Works  
Chief Digital Dynamo



**Marketing Strategies & More**  
Gail Vanik  
Seasoned Gardeners Consulting



**Greenhouse & Hort Specialist**  
Vic Vanik  
Seasoned Gardeners Consulting

## Benefits of The Garden Center Group

### Communications

- ✓ GROUPTalk – weekly electronic newsletter (every Monday morning)
- ✓ GROUPTalk LIVE – virtual conferences on hot topics
- ✓ GroupEs – 12 group email list-serves for peer-to-peer information exchange

### Financial

- ✓ Weekly Department Review (WDR) – retail sales tracking & analysis
- ✓ Annual P&L Study – an industry exclusive detailed benchmarking

### Group Website Resources (Clients Only)

- ✓ Welcome page – weekly updates and Group news links
- ✓ Client List – plus photos and Google location map and direct links
- ✓ Group Partners – service provider and preferred vendor contact list
- ✓ Business Tools – forms, templates and documents to help you manage your day-to-day operations
- ✓ GROUPTalk enews – posted weekly
- ✓ Group Events – listing of trade show gatherings, Fall Event details, GROUPTalk LIVE schedule, and more
- ✓ Meeting Notes – notes, handouts, trade show product reviews
- ✓ WDR reports – posted weekly
- ✓ GROUPTalk LIVE – recordings posted seasonally

### Meetings & Events

- ✓ The Annual Fall Event – workshops, retail tours, P&L review, sharing and more
- ✓ Group Gatherings – at trade shows & industry events, including our exclusive Retailers' Choice Awards

### Product/Program Support

- ✓ Group Partners for Success – programs & products
- ✓ The Fall Event Sponsors – new product introductions

### A Sense of Community

The Garden Center Group provides an environment for the open exchange of ideas, experiences, best practices, and information to fuel success. This community brings together a diverse group of independent retailers from across North America to share, create and multiply the capabilities beyond that of any one individual garden center.

**Need Help** in connecting or implementing any new services at your business? Contact Danny Summers today and we'll get you moving toward taking full advantage of The Group!

The Garden Center Group... North America's Resource for Garden Retailing Since 2000  
Give us a call at 678-909-7770 to discuss how The Group can help you!

With hundreds of years of combined experience, our team of experts will help you navigate the transformation of your business – providing the guidance you need to stay focused on your goals, and grow your profitability.

