



Jan. 9-10, 2011  
St. Louis, MO

**The Leader in Education and Trade.**

Presented by the Western Nursery & Landscape Association

[www.nationalgreencentre.org](http://www.nationalgreencentre.org)

## JOIN THE NGC BOOK CLUB AND DISCOVER WHY WE BUY!

Join Garden Center Magazine's Yale Youngblood for a discussion of Paco Underhill's pivotal book *Why We Buy: The Science of Shopping*

"The best retailers, regardless of focus, know the answer to this question: why does the customer buy? In his book *Why We Buy: The Science of Shopping*," Paco Underhill makes it possible for everyone to get a better grasp on this important part of the retail equation. Who wouldn't want to have that kind of advantage going into any sale?" – Yale Youngblood, Garden Center Magazine.

The more you know about why consumers buy, the closer you are to knowing how to sell to them, and how to sell more to them. Led by GIE Media Horticultural Group's Garden Center Magazine Editor Yale Youngblood, the book club will discuss Paco Underhill's book *Why We Buy: The Science of Shopping*. Join other independent retailers as we discuss "Why Does the Customer Buy?"

We invite you to purchase the book from your local, independent book seller and to read the book prior to the National Green Centre but invite everyone to participate in the discussion.

The 2011 National Green Centre, presented by the Western Nursery and Landscape Association will be January 9-10 at the AMERICA'S CENTER in St. Louis, MO. The Western Nursery and Landscape Association has been on the leading edge of the industry for 120 years. Our newly renamed and rebranded show, the National Green Centre (previously The WESTERN), continues to help shape the industry.

Join independent garden center owners, landscape contractors, landscape architects and designers, growers, and other green industry professionals as the industry gathers at the 2011 National Green Centre. The 2011 National Green Centre - the next generation green industry event.

Watch [www.nationalgreencentre.org](http://www.nationalgreencentre.org) for more information about the 2011 show and sign up for our weekly e-newsletter to get updates delivered right to your inbox. On social media? Follow the Western Nursery and Landscape Association on Twitter (@NatlGreenCentre), friend us on Facebook, connect with us on LinkedIn and subscribe to our YouTube channel.