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St. Louis, MO

**The Leader in Education and Trade.**

Presented by the Western Nursery & Landscape Association

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

## Western Nursery and Landscape Association Partners with John Stanley to Offer Year-Round Education

The Western Nursery and Landscape Association and John Stanley agree that training is essential for all garden retail businesses to keep up to date and adopt new ideas. "We know that national conferences like the National Green Centre, presented by the Western Nursery and Landscape Association are essential means of keeping up to date," says association president Jim Mason of Country Landscapes. "We also know that most businesses need to keep up to date throughout the year. We are excited to partner with John Stanley to offer United States garden centers quarterly educational webinars in addition to the meaningful education programming already offered at our annual conference and trade show."

John Stanley with John Stanley Associates of Australia is launching the Retail Nursery Training Academy, a Webinar based training academy, on a global level. These webinars will be offered in the United States solely through the Western Nursery and Landscape Association. John will present training from his office that comes directly to your computer in your business. These 60 minute training session will enable you to obtain global ideas to improve your business and keep ahead of your competition.

"As a garden center owner, I am excited to have the opportunity to hear John Stanley's new ideas multiple times a year," says Sandi Hillermann McDonald, association board member and owner of Hillermann Nursery and Florist, 2009 Garden Center of the Year. "These webinars will be a cost-effective, timely addition to the annual educational opportunities offered at the National Green Centre."

The plan is to present four Webinar sessions a year that will be available to garden centre and nursery operators around the world.

In the first year the sessions planned include:

- Customer Service will Not Grow Your Business
- Building displays that grow sales
- Merchandising for success
- Christmas is coming plan the event

The first Webinar session, 'Customer Service will Not Grow Your Business', is aimed at getting your team ready for the spring season. It will cover:

- Your team and your brand ..... living the brand
- Don't sell, grow the business instead
- Why customer service is dead
- The 5 keys to growing sales in 2010
- Getting the basics right with for the customer
- Measuring your success

The first Webinar will be held on Thursday 11th March 2010. The webinar will cost \$45. To sign up, please email [exhibits@nationalgreencentre.org](mailto:exhibits@nationalgreencentre.org).

Watch the Western Nursery and Landscape Association's e-newsletter and website, [www.nationalgreencentre.org](http://www.nationalgreencentre.org), for more information about this exciting partnership with John Stanley to offer these webinars.

*The 2011 National Green Centre, presented by the Western Nursery and Landscape Association is Jan. 9-10 at the AMERICA'S CENTER in St. Louis, MO. For exhibit information sign up to receive our weekly e-newsletter at [www.nationalgreencentre.org](http://www.nationalgreencentre.org), visit [www.nationalgreencentre.org](http://www.nationalgreencentre.org), e-mail [info@nationalgreencentre.org](mailto:info@nationalgreencentre.org), or call 888-233-1876.*