



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

The Leader in Education and Trade.

Presented by the Western Nursery & Landscape Association

www.nationalgreencentre.org

The State of the Industry

Just what is the state of the horticulture industry as we enter 2011? GIE Media's editors – Yale Youngblood, Kelli Rodda, Chuck Bowen, and Mike Zawacki – tell you what they think the state of the industry was for 2010 and what the outlook is for 2011.

Join GIE Media's editors – Yale Youngblood of Garden Center Magazine, Kelli Rodda of Nursery Management & Production, Chuck Bowen of Lawn & Landscape, and Mike Zawacki of Snow Magazine – as they discuss the state of the horticulture industry at the 2011 National Green Centre. Drawing upon information from their Garden Center Magazine's state of the industry survey as well as their own observations as they travel the country and talk to industry professionals, this panel discussion is sure to give you some insight into where we've been and where we're going.

From sales volume and hottest sales items to ordering, staff, and sales projections, Garden Center Magazine's state of the industry survey offers valuable insight into what garden centers are doing and thinking. Combined with the knowledge and insight of Yale, Kelli, Chuck, and Mike, the panel is sure to present a lively discussion of the state of the industry.

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 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, friend us on Facebook, connect with us on LinkedIn and subscribe to our YouTube channel.