

IN TEN YEARS TIME

This may seem like a long shot, but just in case you ever get your hands on a 2001 Trinity High School yearbook, you might come across a photo of me on page 136 with the caption “Class Clown.” Feel free to ignore all that.

Ten years ago, I was so proud of that title. Now if it ever comes up in conversation, I make sure “class funniest” is the terminology used instead. It sounds a little more refined.

You’ll have to forgive me — I have high school on the brain. This month I’m heading home to Cleveland for my 10-year high school reunion — an event rumored about, created, organized and promoted all on Facebook.

A lot has happened in 10 years time and this reunion is going to be an interesting stopping point in our collective timeline to see just how grown up we all really are. But the funny thing is, because of Facebook, I pretty much know broad (and sometimes too specific) details of my relatively small graduating class of 155 — who’s engaged, who has four kids, who still parties Thursday to Sunday and who just checked in at BW3’s for chicken wings.

But before I get ahead of myself and before I log a little more than 300 miles due east and reminisce about the glory days (a life before smartphones, portion control and student loans), I’d be remiss not to mention another 10-year milestone — a milestone sure-footed in our independent garden center industry. I’m talking about the tenth anniversary of this very magazine — *Lawn & Garden Retailer*.

You’re Invited

Ever notice that when a milestone approaches, people tend to ask, “So, what are you doing to celebrate?” You might have a rowdy party or you might make reservations at a nice restaurant with a group of close friends and family.

Well, it’s a little bit different for a magazine. We bring the party to the pages.

Anniversaries are typically a time to appreciate the past, celebrate the present and look forward to the future, and in this tenth anniversary issue of *Lawn & Garden Retailer*, I’m excited to hand over to you an issue that covers all of those bases: From text message marketing campaigns (page 12) and getting involved in children’s gardens (page 24) to what it means to revolutionize your independent brand (page 26) and putting the last 10 years of experiences to work (page 30).

So don’t worry about RSVPs or putting on your fancy shoes to help us celebrate this special occasion. Just get comfortable and turn the page. 🍷



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*Photo taken on the GCA Summer Tour in front of Rutgers Landscape & Nursery in Ringoes, New Jersey — *Lawn & Garden Retailer*’s 2011 Merchandiser of the Year. See highlights from this summer’s tour on page 41.

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