

always changing

In October, I walked into the pancake house right outside my apartment building to find its largest wall painted pink. Everyone had stopped noticing the restaurant's signature lime green color, but the minute a change was made, it was the talk of all the customers.

The vibrant, yet subtle tribute to Breast Cancer Awareness Month was fresh and relevant. One waiter told me that everyone had been commenting on the new wall and loved it. Mission accomplished.

If something is working, the easiest solution is to stick with it. Don't tell that to New York gift shop Story though. Flip to page 42 to read about Story, which redesigns its entire retail space (products and all) every four to eight weeks. Nothing has the chance to get stale, and customers have a good reason to come back on a regular basis.

Also, flip to page 16 to see some unique ideas from garden centers this summer. Take a look at Caan's in Sheboygan, Wisconsin, which re-branded its store and does a wonderful job of utilizing the new logo throughout. What a great way to let people know things have changed, and they need to stop by.

an exciting shift

We've changed too! In September, Great American Media Services — a business-to-business publisher and event management company — acquired Lawn & Garden Retailer, sister publication Greenhouse Product News

and all our industry-related events.

"We're very excited to introduce these industry-leading publications, events and top-notch team to our growing business," said Matt McCallum, CEO of Great American Media Services, based in Sparta, Michigan.

"With a strong foundation already established in both the retail and agriculture industries, these new assets are the ideal complement to our existing publications and services. We look forward to creating exciting

new opportunities among them for the benefit of the customers and the industries they serve."

Great American Media Services' strong portfolio of publications in the retail, fruit and vegetable and speciality agriculture markets, makes this fit perfect. Some new

sister titles include Gift Shop, Fruit Growers News, Produce Processing and Vegetable Growers News.

Some more great news is Lawn & Garden Retailer's editorial and sales teams are staying the same, and it's business as usual. Everyone has been working together to make this transition as smooth as possible.

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