

SPRING HAS SPRUNG

It's April. Spring is finally here.

As I write this, it is 55 degrees in Chicago, the first springlike weather we've had all year, and it's barely the middle of March. I'm still recovering from the shift to daylight-saving time. But by the time this issue reaches your hands, the spring equinox — when the center of the sun is positioned directly above the equator, and day and night will be exactly the same length — will have passed by almost a month, and I'll be well into my first glorious spring in Chicago.

The Jetsetting Season

Before you've even glanced at April's table of contents, our staff will have returned from a week in California, gathering information and photographing all the newest varieties at the 2008 Pack Trials. Tim and I also will be preparing for a trip in early May to Las Vegas for the National Hardware Show and Lawn & Garden World. You've probably noticed the logos on our front cover — *Lawn & Garden Retailer* will be Lawn & Garden World's official sponsor publication again this year.



Paige Worthy
Managing Editor
(847) 391-1050
pworthy@sgcmail.com

Considering I'm already looking forward to it, I'm sure by then I'll also be making my travel plans to head out east for a few days in Raleigh, N.C., with the Garden Centers of America's 2008 Summer Tour. OFA's Short Course in Columbus, Ohio, will be fast approaching as well. Spring will fly by and rocket us into summer before we know it!

New Beginnings

But back to the season at hand. Spring is traditionally considered a time of new beginnings. And in that spirit, we're kicking off our second annual Merchandiser of the Year competition this month. From now until July 1, you can submit photos and a description of your best merchandising ideas from 2007 by mail or through our website, www.lgrmag.com. See page 36 for more information on how to enter.

This year's winner, Smith's Acres of Niantic, Conn., was unveiled in February. They stood out among the other two finalists in part because of the staff's team spirit in creating displays — everyone gets to add their input — and a general

passion for presenting their merchandise in creative, festive ways to their customers. How will you set yourself apart from the other entries?

I know this is an incredibly busy time, but if you're out and about this spring, from Pack Trials to the Hardware Show, keep an eye out for the staff of *Lawn & Garden Retailer* and *GPN*. Even if you only have time to drop me an e-mail about how your selling season is going, I'd love to hear from you. Spring has sprung!

Paige Worthy



(Left) The Veggie Girls, part of Merchandiser of the Year Smith's Acres award-winning staff, take a break from their creative toils at the garden center. (Right) Associate Editor Darhiana Mateo and I caught up at ANLA's Management Clinic with Goldsmith's Faith Savage, who was also at this year's California Pack Trials.

LAWN & GARDEN

Retailer

EDITORIAL

Editorial Office	(847) 391-1019
Tim Hodson	Editorial Director thodson@sgcmail.com
Paige Worthy	Managing Editor pworthy@sgcmail.com
Darhiana Mateo	Associate Editor dmateo@sgcmail.com
Jasmina Radjevic	Associate Editor jradjevic@sgcmail.com
Kelley Murphy	Graphic Designer kmurphy@sgcmail.com
Jason Kenny	Production Editor jkenny@sgcmail.com
Adam Terese	Web Editor aterese@sgcmail.com
Morgan Jeffrey	Web Production Editor mjjeffrey@sgcmail.com

ADVERTISING

Sales Office	(817) 731-9352
Diane Pirocanac	Vice President, Group Publisher dpirocanac@sgcmail.com
Bob Bellew	Associate Publisher bbellew@sgcmail.com
Felix Schilling	Account Manager felixschilling@sbcglobal.net
Tami Morrell	Integrated Accounts Manager tmorrell@sgcmail.com
Kim Sammartino	Integrated Accounts Manager ksammartino@sgcmail.com
Judy Ann Paul	Sales & Marketing Associate jpaul@sgcmail.com
Lori Glenn	Classified Advertising lglenn@sgcmail.com
Michael Mansour	Internet Sales Representative mmansour@sgcmail.com

STAFF

Judith H. Schmueser	Director of Production Operations jschmueser@sgcmail.com
Scott Figi	Production Manager sfigi@sgcmail.com
Mike Serino	Director of Circulation mserino@sgcmail.com
Erica Rivera	Advertising Coordinator erivera@sgcmail.com

EDITORIAL ADVISORY BOARD

Dale Bachman	Bachman's, Inc.
Kathleen Benken	H.J. Benken Florist and Greenhouse
Stan Pohmer	Pohmer Consulting Group
Jack Williams	Ecke Ranch

CORPORATE

Karla A. Gillette	Chairperson
Sheldon Schultz	Vice Chairman
Edward Gillette	President, CEO
David Shreiner	Vice President, CFO
Ann O'Neill	Vice President, Human Resources
Halbert S. Gillette	Chairman Emeritus (1922-2003)

Lawn & Garden Retailer accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers or advertising agencies.

Subscription Information

Lawn & Garden Retailer magazine (ISSN 1540-9023) is published ten times a year in January, February, March, April, May, June, July, August, September and November by

Scranton Gillette Communications, Inc.
3030 W. Salt Creek Ln., Ste. 201
Arlington Heights, IL 60005-5025
Telephone: (847) 391-1000 Fax: (847) 390-0408.

Subscription rates in the U.S. are \$30 per year (Canada and Mexico are \$50 and all other countries are \$60 payable in U.S. currency). Periodical postage paid at Arlington Heights, IL 60005 and at additional mailing offices. Reproduction of contents is forbidden. Copyright 2008.

POSTMASTER: Send address changes to Circulation Department, Lawn & Garden Retailer, 3030 W. Salt Creek Ln., Ste. 201, Arlington Heights, IL 60005. PRINTED IN USA.



www.lgrmag.com