

NOT AGAIN!



Bridget White, Editorial Director
(847) 391-1004
bwhite@sgcmail.com

As I write this column, clouds are rolling in from the West for the tenth straight day of rain in metro-Chicago. We're soaked, and it's hard to get anyone motivated. Construction on the high-rise across from my apartment has halted, the house beside our office building has shin-high grass and I've had my favorite garden center all to myself the past few times I've been in, not to mention the labors of getting contributors to meet their personal deadlines for the magazine.

The weather this spring has been unbearable, and I know those of you in the South, Southeast and Northeast know what I'm talking about. Storms, cold, intermittent searing heat — we've had it all, exactly when we didn't need it and in abundance. And if it's been a struggle for me in my climate controlled office, I can only imagine what it's been like for those of you on the front line, so to speak.

So what makes us keep going? Why do we come back every year for another round? The people associate editor Catherine Evans interviewed for her season review (see page 6 for details) are already making plans for next spring. Surprisingly, none of the plans include finding a new career!

I know all the lures of the industry: working with a beautiful product, having chlorophyll in your blood, being the second generation (or third or fourth), being an eternal optimist, etc., etc., but come on, is all that really enough? How do the people in horticulture find the motivation to start a new year after the fourth, or is it the fifth, year in a row that didn't meet projections

LIVING THE DREAM

I know previous columns have found me speculating on this topic, and I still don't have a satisfactory answer. Except to say pure love. It's an anomaly about horticulture that I haven't seen in any of the other fields I've worked in. People are horticulturists; they don't do horticulture. Compare this to something like accounting or manufacturing where you go to the office, produce a product or render a service and go home.

In many ways, I think being in horticulture is like being a rock star or an artist or something like that — one of those professions where you hear people say how fortunate they are to be able to make a living doing what they love. You never hear that about building design or street paving. People in horticulture, whether its breeding, growing or selling plants, have found a way to earn their living with the thing they love: plants. And I guess *that's* why the industry is recession proof — not because consumers keep buying when they have no money, but because we keep serving them, even when we put to bed another painful spring. ☹️

Coming in September...

Retail Buyer's Guide:

A listing of vendor companies, their contact information and the products they carry.

Visual Product Directory:

An extended product section with pictures and descriptions of this year's best new products.

Bridget C. White

LAWN & GARDEN Retailer

EDITORIAL

Editorial Office:	(847) 391-1004
Bridget White	Editorial Director bwhite@sgcmail.com
Carrie Burns	Associate Editor cburns@sgcmail.com
Catherine Evans	Associate Editor cevans@sgcmail.com
Kelley Murphy	Associate Editor kmurphy@sgcmail.com
Neda Simeonova	Associate Editor nsimeonova@sgcmail.com
Joseph Hanson	Editorial Assistant

ADVERTISING

Sales Office:	(817) 731-9352
Felix Schilling	Account Manager (817) 731-9352 felixschilling@sbcglobal.net
Tami Morrell	Integrated Accounts Manager tmorrell@sgcmail.com

STAFF

E.S. Gillette	Group Publisher egillette@sgcmail.com
Tim Campbell	Publisher tcampbell@sgcmail.com
Judith H. Schmueser	Director of Production Operations jschmueser@sgcmail.com
Scott Figi	Production Manager sfigi@sgcmail.com
Linda L. Lambdin, C.C.P.	Director of Circulation llambdin@sgcmail.com
Erica Rivera	Advertising Coordinator erivera@sgcmail.com
Jody Cardinal	Director of Corporate Communications jcardinal@sgcmail.com
Judy Ann Paul	Sales & Marketing Associate jpaul@sgcmail.com
Donna Aly	Classified Advertising daly@sgcmail.com
Joy Stirling Images	Photo Library Barb Versalle, (231) 894-1774 info@joystirling.com

CONTRIBUTORS

Steve VanderWoude Stan Pohmer
Judy Sharpton Mitch Whitten

CORPORATE

H.S. Gillette	Chairman/CEO
Sheldon Schultz	President
E.S. Gillette	Vice President Sales
K.S. Gillette	Secretary

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 eight times a year in January, February, March, April, June, July, August and September by



Scranton Gillette Communications, Inc.,
380 E. Northwest Highway, Suite 200,
Des Plaines, IL 60016-2282.
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). Application to mail at Periodical Postage Rates is pending at Des Plaines, IL 60018 and at additional offices. Reproduction of contents is forbidden. Copyright 2003.

POSTMASTER: Send address changes to Circulation Department, Lawn & Garden Retailer, 380 E. Northwest Highway, Suite 200, Des Plaines, IL 60016-2282. PRINTED IN USA.