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## Lawn & Garden Retailer: Inspired Solutions for Profitable Business

**W**elcome to the premier issue of *Lawn & Garden Retailer*, a magazine dedicated to giving L&G retailers the solutions they need to create more profitable businesses.

Sounds good, doesn't it, but what does that really mean — solutions for profitable businesses. Will *Lawn & Garden Retailer* be featuring case studies? Hard good opportunities? New trends? Marketing solutions?

The quick answer is yes. As the following pages will show you, *Lawn & Garden Retailer* is a unique magazine in that it is a true hybrid, offering feature-length articles on topics such as off-season promotions and store layout, as well as extensive product focus sections that detail the newest developments and products in each of the major categories. In short, we'll be covering every aspect of lawn and garden retailing because we believe that a comprehensive approach is the only way for garden centers to remain competitive in the current retail environment.

Independent garden centers are seeing increased pressure from mass merchandisers, coupled with a lagging economy and a host of other challenges. We believe the best sales tactic in this climate is to shift from selling customers a flat of impatiens in the spring and a few mums in the fall to selling them a lifestyle, specifically the gardening lifestyle. The message behind *Lawn & Garden Retailer* is how to sell more product to each customer.

You can see this philosophy reflected in each feature article in the January issue. For example, "A Proper Pottery Department," by Judy Sharpton, page 6, is a case study about how redesigning and relocating a pottery department increases tie-in sales. The pottery department at A Proper Garden, Delaware, Ohio, was redesigned as the focal point for customers heading toward check out — after they had selected plants, exactly when they needed accessories, without having to carry breakable items around the grounds.

Stan Pohmer argues a similar point in this month's column, page 52. He believes garden centers should focus their efforts on those customers that will produce the highest returns. We believe these high-return customers are the ones that are already in your store. In addition to hooking new customers, we need to be maximizing the ones we already have, and *Lawn & Garden Retailer* is going to show just how achievable this goal can be.

*Bridget C. White*

### MEET THE STAFF

While I'm acquainting you with our magazine, I also wanted to tell you a little about the people responsible for its production. We have three full-time, in-house editors that work on *Lawn & Garden Retailer*, as well as two editorial assistants (Catherine Evans and Elizabeth Pensgard).

As editor of *Lawn & Garden Retailer*, I am responsible for delivering a constant, interesting message to you every month, which means that I am anxious to hear from all of our new readers about the magazine we have produced, story ideas or just what's going on in the industry. My background is in writing and literature, and I have seven years of publishing experience working on business, consumer and horticulture publications, including *Lawn & Garden Retailer's* sister publication, GPN.

Associate editor Kelley Murphy is responsible for the magazine's design, conceptualizing the look and feel of the entire book. Kelley has a background in English literature, has been in publishing four years and contributes to three of our sister publications: GPN, Seed World and Canola Grower.



Kelley Murphy



Brandi Thomas

# LAWN & GARDEN Retailer

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