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# THE POTENTIAL OF A NEW SEASON

**C**an you believe it is August? I certainly can't. Kids are going back to school, all of the teachers you hired over the summer are leaving and it is time for a nice vacation for you and your employees. Trust me you deserve it. It is time for a whole new season!

## Heading Into Fall

The excitement of the fall season is in the air. That means pumpkins, tractor rides, mazes and so much more. I know this is not a huge money making time for garden centers, but it is a fun time of the year for the whole family. Actually, I have gotten a number of reports from retailers in the last few years that their fall season is getting more and more popular. It may actually be number three behind spring and Christmas. Fall is a time where you can transform your store into a Halloween town or even just a place with great fall activities.

What are some of the things that you do best in your fall season? Do you even have a huge fall season? I know a lot of garden centers go right from summer clearance to winter holiday joy. How does it work at your garden center?

Many garden centers that close for the winter season really go out with a bang in

the fall because it is the last time they will be open for months and they don't want people to forget about them. There are haunted houses, apple events, pumpkin carving, contests and so much more. Most garden centers mean family — whether it is blood or just a close group of people — that is how it is in this industry. When your garden center can provide autumn fun for the families in your area, more power to you. To those of you who aren't, that's OK too because Christmas is coming and you can bring in the family spirit then.

## Short Hiatus

Next month we will publish the *2007-2008 Visual Sourcebook* providing you with all the information you need to successfully run your business.

Then we get to take some time off in October and December to get together and plan what is going to come next in 2008. Our next regular issue will be published in November. Keep an eye on your mailbox.

## Merchandiser Of The Year

In this issue, you will find the last *Lawn & Garden Retailer* Merchandiser of the Year finalist. When November hits your desk, you will get one more recap and then it will be time to vote for your favorite displaying garden center. Take a look at the April, June and this issue of *Lawn & Garden Retailer* to refresh your memory and get ready to vote. Your vote matters!

Remember we will start the process all over again next year. Start taking pictures of your best displays now and get ready to send them in. The deadline is Feb. 15, 2008, and we want as many entries as possible. Good luck and happy fall! 🍂

Don't be dismayed by good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends.

— Richard Bach

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