

# WHAT'S NEW?

**E**arly last month, thousands of eager technophiles gathered in San Francisco's Moscone Center, hungry for information and a sneak peek at Apple's newest developments and plans for the next 12 months. This was Macworld Expo 2009, a yearly conference that has Mac users worldwide buzzing for weeks leading up to and after the event.

The company's 2009 introductions were nothing major, but attendees still got pumped up about a longer-lasting battery and a few software updates — because they were new. And it's not just the tech savvy who yearn for the freshest goods!

## The Big Question

Walk into a booth at the industry's winter markets and trade shows, from AmericasMart in Atlanta to Mid-Am in Chicago, and the first thing out of many people's mouths will be, "So, what's new?" Retailers want to show their customers the latest products on offer. And some manufacturers are getting a little more daring with the products they put out — it feels as if I've seen everything recently, from vegetable gardens grown out of brown bags to garden-ready beaded sandals that could have been pulled straight off a fashion runway. Are you selling these innovative, new and different products? And if you're carrying them, are your customers leaving the store with them?



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

## Fear Factor

Newness can be scary. There's a chance of failure with any new venture, especially during an economic downturn when it's so tempting (and comforting) to stick with the tried and true. But fresh ideas and a sense of adventure can often pay off: I met an employee recently from Terrain at Styer's, one of the new players in our industry, who told me the store's nontraditional approach to the garden center is working, and customers love what they're seeing!

Next month, the *Lawn & Garden Retailer* and *GPN* staffs will be heading off to California again for the 2009 Pack Trials, where we'll see beautiful, brand-new varieties and improvements of existing varieties, the results of pioneering genetic research and curiosity on the part of breeders up and down the coastline. I'm guessing breeders will be aiming, like last year, to show growers how well their products can perform at retail...but will *their* efforts pay off in the long run?

eties and improvements of existing varieties, the results of pioneering genetic research and curiosity on the part of breeders up and down the coastline. I'm guessing breeders will be aiming, like last year, to show growers how well their products can perform at retail...but will *their* efforts pay off in the long run?

## One More Thing...

Apple CEO Steve Jobs loves to save the best of the new for last. He wasn't at this year's Macworld Expo, but in the past, he's ended his keynote address with a big announcement, such as the rollout of the iMac or iPod. "One more thing..." he says to lead in. He's famous for moments like these. Well, I've got "one more thing" to share with you and wrap up this letter: Beaver Bark Gift and Garden Center in Richland, Wash., is our new Merchandiser of the Year! They celebrate the opportunity to try new things with their merchandising, and it shows. Check out their profile on page 18. 🐿️

*Paige Worthy*

# LAWN & GARDEN Retailer

## EDITORIAL

<b>Editorial Office</b>	<b>(847) 391-1019</b>
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

<b>Sales Office</b>	<b>(817) 731-9352</b>
Bob Bellew	Vice President, Group 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
Donna Aly	Classified Advertising Manager daly@sgcmail.com
Michael Mansour	Internet Sales Representative mmansour@sgcmail.com

## STAFF

<b>Circulation Office</b>	<b>(847) 391-1041</b>
Judith H. Schmueser	Director of Production Operations jschmueser@sgcmail.com
Scott Figi	Production Manager sfigi@sgcmail.com
Dan Soltis	Manager, Prepress Operations dsoltis@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
Edward Gillette	President, CEO
David Shreiner	Vice President, CFO
Ann O'Neill	Senior Vice President,
Harry Urban	Vice President, Events
Diane Vojcanin	Vice President, Custom Publishing & Creative Services
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 2009.

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

