

For Immediate Release



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Garden Centers of America™ Announces New ‘President’s Roundtable’

Garden Centers of America™ announces the creation of The President’s Roundtable, a new business alliance partnership. This program is an opportunity for member companies to establish a ‘business alliance partnership’ with Garden Centers of America™ and receive elite recognition for their support of the independent garden center channel.

Membership in the President’s Roundtable is reserved for those companies that market, distribute and/or provide their products or services primarily to independent garden centers. ‘The President’s Roundtable’ members will enjoy numerous benefits and receive special acknowledgement during the year at GCA events for their support of GCA.

“We are excited to offer this new program to our members,” says Charles Hall, Executive Vice President of Garden Centers of America™. “This is a great opportunity for GCA to recognize garden center suppliers that distribute primarily independent retail businesses. In today’s ‘Big Box’ marketplace, we are very pleased to be able to recognize those suppliers supporting the independent garden center.”

Benefits of Roundtable membership include license to use ‘**GCA Business Alliance Partner**’ logo on products, point of purchase materials and in the company’s marketing and advertising; special networking opportunities with GCA members and recognition at all Garden Center of America™ sponsored events.

For more information, please contact Shanan Molnar, Vice President of Operations, Garden Centers of America™ at 888-648-6463 or e-mail smolnar@asginfo.net.

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About Garden Centers of America™

GCA was established in 1973 and has been actively supporting the garden center industry for over thirty years. The membership represents independent garden centers of all sizes from all areas of the country. GCA is proactive in issues and challenges that face the industry and is committed to ensuring the long-term success and sustainability of independent retail garden centers of North America. GCA is the primary forum for information, education and training that promotes the exchange of ideas, profitability and positive consumer awareness of the individual member firms.

GCA is managed by Association Services Group, a professional management firm with offices in Atlanta and LaGrange, GA, and accredited by the Association Management Company Institute..