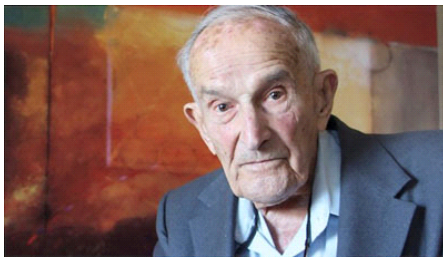


Front Lines

5/1/2018

GCA Tour's Special Guest

Ellen C. Wells



If you haven't had the pleasure of being on a tour bus with architect and industry expert Ernest Wertheim, then now is your chance. Ernest, widely acknowledged as the father of garden center store design, will be joining the GCA Summer Tour as the featured guest and commenter. You'll recall the tour will be heading to the Seattle, Washington, area for three days of touring 15 hosting IGCs.

What I love about Ernest's insights while touring garden centers is his dedication to and focus on the basics of the business, which can often be pushed to the side when owners want something to "look great." But what about the parking? The entrance? What about ease of theft? Can customers walk comfortably? Ernest asks these questions and about a thousand more on each visit—and he'll comment about them in the visit recap. You'll leave the bus conversation thinking, "Gee, I didn't even see those things."

Needless to say, it's a one-of-a-kind opportunity to learn from the best in the business. If nothing else has convinced you to take a few days and head to Seattle, this certainly will. So register at www.gardencentersofamerica.org soon for your chance to be on the bus! **GP**