

Front Lines

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New IGC Consulting Firm

Ellen C. Wells

That would be Garden Center Consultants LLC, which just launched in July. And the folks behind it are some of the best minds to have been in the IGC business themselves—Erik Dietl-Friedli and Dave Williams.

I know Erik from my many trips to the Tropical Plant International Expo (where he was the chairperson of the event at least once), and from his time at Martin Viette Nurseries and Flamingo Road Nursery in Florida. Erik brings more than 35 years of experience to this new gig, along with his expertise in creating must-visit departments, enhancing the customer experience and, maybe most importantly, driving sales growth.

I know Dave from his nearly 40 years at the plant-lovers paradise, Williams Nursery in New Jersey, and with his involvement with Garden Centers of America. Dave's experience and amazing horticultural knowledge has made him a go-to for global IGC consultancy already, and that's even before pairing up with Erik! Oh, and he's a world-class photographer, too.

Erik and Dave can do it all—strategic planning, trend forecasting, staff training, merchandising, and on and on. If you're in need of their services, you can find out more about what they offer at gardencenterconsultants.com. **GP**