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Young Retailer Panel at Cultivate'25

Jennifer Polanz

Our Young Retailer Award finalists have a unique perspective on the industry and what younger consumers are looking for in garden retail. That's why we tapped three of them to sit on a panel this year at Cultivate'25 in Columbus, Ohio, to talk about everything from attracting younger shoppers, buying products that appeal to a younger generation and creating work/life balances that attract employees of all ages. I will moderate and our panelists are:

Michael Fiore, President of Smith's Gardentown in Wichita Falls, Texas

Esmeralda Carrasco, Chief Operating Officer of Ponderosa Cactus in Tucson, Arizona

Tanner Jones, Store Manager of Family Tree Nursery in Kansas City, Missouri

Join us from 4:00-5:00 p.m. Sunday, July 13. Still need to register? Head to cultivateevent.org. **GP**