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IGC Show Offers Education Sampler

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Attendees to this year's IGC Show in Chicago (August 15-17) can partake in an educational workshop on the house through the IGC Conference Sampler. Tuesday morning's workshop on Aug. 15 from 9 a.m. to 10:30 a.m. featuring Judy Sharpton is free to all attendees. She'll focus on case studies of garden centers that have evolved over time to remain profitable. Also, the keynote speakers each morning are free to all attendees and this year will feature IGC consultant John Stanley, Navy SEAL and author Robert O'Neill, and "The Retail Doctor" consultant Bob Phibbs.

It's not too late to register for the annual IGC Retailer Conference, complete with five new tracks, and join Judy, Steve Bailey, Jeff Milchen and other speakers highlighting a wide variety of topics. Monday, Aug. 14 is tour day, too, and attendees can register to visit the following garden centers: The Growing Place (Naperville and Aurora locations), Aquascape Inc., Pasquesi Home and Gardens and Atrium Garden Center.

As always, this year's show takes place at Navy Pier. There are multiple show hotels listed on the website, and shuttle buses pick attendees up and drop them off Tuesday through Thursday of the show. Don't forget to rock out to Blue Öyster Cult for free Tuesday night. Find everything you're looking for at www.igcchicago.com.

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