



August 15-17, 2017
Navy Pier | Chicago

Contact:
Jeff Morey, IGC Show Co-founder & Co-producer
Jeff@IGCshow.com
888-266-6868

FOR IMMEDIATE RELEASE
June 8, 2017



IGC Show Brings Back Free Education Sampler on Tuesday, 'Cashing In On Shop Local,' 'Work-Life Balance' & More the Focus of Five New Tracks at IGC Retailer Conference

CHICAGO – Following enthusiastic response to the offering last year, IGC Show organizers announce the IGC Retailer Conference Free Sampler on Tuesday is back for 2017. All IGC Show attendees are invited to Judy Sharpton's workshop, "Starting Over: What If You Did Use a Bulldozer," on Tuesday morning for free - **no 'All-Access Pass' required. No need to RSVP - IGC Show officials encourage you to come as you are, and pull up a seat to get a taste of the interactive conference. Free coffee and donuts will be served.**

This year's IGC Retailer Conference features **five tracks of all-new interactive retail workshops** that dig deep into issues of paramount importance to the success of indies today, including **Cashing In on the "Shop Local" Movement, Trying to Find the Work-Life Balance, Dollars & \$ense, Store Makeovers** and **Using Google to Power Your Market Research**. Each of the tracks' sessions is detailed in full in the IGC Show 2017 Planning Guide, now available for download here:

http://www.igcchicago.com/uploads/2017_IGC_AttendeBrochure.pdf

(more)

Jeff Milchen, Co-founder and Co-director of the American Independent Business Alliance, leads the track, Cashing In On the “Shop Local” Movement. His sessions will look at what works – and what doesn’t – in building effective “shop local and independent” campaigns that draw more customers to your garden center. This all-new track will look at how to turn your garden center’s community roots into customer loyalty, and how to build your base through community partnerships. Part of this process involves working with other local independent businesses to form an alliance that puts muscle behind the “shop local” push. Milchen will tell you how to initiate an independent business alliance and how to collaborate as a group to promote it for maximum impact at your cash registers.

Another new presenter at this summer’s conference, Eliz Greene, is an award-winning health and wellness speaker and author of several books, including her new release this year, *The Trouble with Busy*. Greene is ready to help IGC owners and staff gain more control over high-stress situations during her interactive track, “Trying to Find The Work-Life Balance: Managing Garden Center Stress.” Her sessions will discuss protective methods to deal with the high-stress environment of the busy spring peak, while giving you strategies for stress recovery and initiating a mental reset.

IGC Show runs from August 15-17 at Navy Pier, Chicago, on the sparkling summertime waters of Lake Michigan. **In addition to Tuesday morning’s IGC Retailer Conference Sampler, the trade show, three keynotes and concert with classic rockers Blue Öyster Cult are all free,** if you register now at www.IGCChicago.com

###