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## FOR IMMEDIATE RELEASE



### **‘Shark Tank’s’ Daymond John Will Lay Out His Essentials for Success in Business during His Wednesday Morning Keynote, One of Three for Free at IGC Show this August**

CHICAGO – From his hugely popular role on ABC’s hit TV series, *Shark Tank*, to countless ventures in between, Daymond John’s entrepreneurial journey spans more than 25 years. Now, John will empower the IGC Show audience during his keynote Wednesday morning, August 15, to learn from his experiences and make changes not just in their independent garden center businesses but in all aspects of their lives to realize success across the board.

John knows what it means to push yourself hard in the interest of your garden center’s success - and he also knows how an ironclad work ethic can pay off. As a young person, he founded a modest line of clothing on a \$40 budget by hand-sewing hats between his shifts at Red Lobster. Today, his brand FUBU has realized more than \$6 billion in sales. During his keynote, John will explain that the keys to success require establishing the right mindset and following a specific set of principles, which he distills into five key S.H.A.R.K. points.

John’s tremendous success is many years in the making and is ongoing. In 2009, he joined the cast of a new business-reality concept, *Shark Tank*. After eight seasons, four Emmy Awards, multiple Critic’s Choice Awards and millions of dollars in investments, the ABC television show

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is the most-watched program on Friday nights and among the most successful business reality series of all time. A recipient of more than 35 awards, including *Brandweek's* "Marketer of the Year" and Ernst & Young's "Master Entrepreneur of the Year," John serves as CEO of The Shark Group, which specializes in brand strategy and development, artist relations and talent development.

**IGC Show's trade show, three morning keynotes and Tuesday's all-ages party and concert with The Marshall Tucker Band are free** if you register now at [IGCShow.com/Register](http://IGCShow.com/Register). In addition, for a limited time, seats on the **IGC Show Store Tour and All Access Passes to Continuing Education @ IGC** are deeply discounted at **\$99 each** – enter discount code SMART at [IGCShow.com/Register](http://IGCShow.com/Register)

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