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## FOR IMMEDIATE RELEASE



## IGC Show Announces Destinations for Monday's Store Tour, Discount Code SMART for Limited-Time Savings

CHICAGO – IGC Show officials just announced the destinations for the IGC Show Store Tour, departing from the Sheraton Grand Chicago hotel on Monday, August 13, the day before the trade show opens. Indie garden center retailers from all over the country will gather to network and get energized with new ideas during the daylong industry excursion. Tour-goers are encouraged to bring their toughest questions for valuable input gleaned from peer conversations on the bus and in the field.

**Early bird savings on the IGC Show Store Tour and Continuing Education @ IGC All Access Passes available now, for a limited time. Enter discount code SMART** when registering online to reserve your seat for just \$99. IGC Show's trade show, three morning keynotes and Tuesday's party and concert with The Marshall Tucker Band are free - if you register today at [www.IGCShow.com](http://www.IGCShow.com)

The IGC Show Store Tour 2018 destinations are:

### **Christy Webber Farm & Garden, Chicago, IL**

As the retail arm of the larger Christy Webber Landscapes company, Christy Webber Farm & Garden has situated itself as a resource and gathering place for the community, offering gardening-related programs, classes and festivals. The retailer's advocacy for urban agriculture and responsible, sustainable horticulture is apparent in the store's selection of native plants, organic soils and fertilizers, and knowledgeable staff specializing in topics of permaculture, beekeeping and more - not to mention the resident free-range chickens that roam around the

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store. Check out the genuine, modern indoor vignettes that are created to inspire customers with the designs, while educating them on the best plant care practices to ensure gardening success. Don't let the small retail square footage fool you – Christy Webber Farm & Garden stocks an exceptional selection of edibles, annuals, perennials, trees and shrubs, as well as a collection of pottery at varying price points. Furthering the store's sustainable focus, the plant material is primarily sourced from local nurseries.

[www.cwfng.com](http://www.cwfng.com)

### **Pesche's Garden Center, Des Plaines, IL**

Family-owned and -operated for more than 90 years in the Chicagoland community, Pesche's Garden Center today stands among the nation's top independent garden centers, ranking No. 59 in *IGC Magazine's* IGC 100 report with \$11 million in annual sales from its single store. During our visit, take a self-guided tour throughout the 7-acre facility that encompasses the greenhouse, nursery, flower shop and gift area, discovering firsthand how Pesche's overcame a customer flow challenge. Since most of the store's plants are grown on-site and others are sourced from a network of local growers, Pesche's boasts a diverse selection of annuals, perennials, herbs, vegetables, blooming tropicals, natives and hanging baskets. A year-round tropical and houseplant conservatory keeps the sales and inspirations flowing, while the home decor and gift selection that changes weekly encourages repeat visits. Ask how third-generation Owner Chris Pesche operates a successful online fairy gardening business, MyFairyGardens.com, generating \$1 million in sales, in addition to his retail garden center.

[www.pesches.com](http://www.pesches.com)

### **Henri Studio, Wauconda, IL**

Our visit takes us to the headquarters of Henri Studio, where Old World craftsmanship is combined with modern manufacturing processes to create the company's premium quality line of cast stone fountains, birdbaths, planters, statuary and garden decor. Get an exclusive behind-the-scenes look at Henri's newest rollouts. Learn more about Henri's design and manufacturing processes, performed on-site, including hand-casting, hand-painting and -staining, hand-finishing and hand-sculpting molds from an original sculpt. Find out how Henri can customize products for your store. Take a guided walk through the vendor's showroom, then meet Henri's talented sculptors and learn how their ideas become reality. You'll have the opportunity to network with other tour-goers and share feedback with Henri's management, all while enjoying a delicious lunch.

[www.henristudio.com](http://www.henristudio.com)

### **Hawthorn Gardens, Hawthorn Woods, IL**

After undergoing renovations during the last two decades in business, including the addition of a historic 1860s barn adorned with farm memorabilia as the property's centerpiece, Hawthorn Gardens is a visual showcase of the community's history. The family-oriented store atmosphere encourages shoppers to bring the whole crew along for a daylong Hawthorn Gardens'

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experience - kids can feed the fish swimming in the indoor raised ponds or find painted rocks scattered throughout the property by the “rock fairy.” Everyone is treated like family at this independent garden retailer, and the friendly, knowledgeable associates are seen as a key aspect of the whole experience. Customers can stock up on annuals, perennials, birding and other gardening supplies here, including water gardening, which is one of the largest selections in the area. Find out how Owner Bill Koch’s YouTube videos have garnered more foot traffic for the store, filmed right on-site by the raised vegetable garden beds behind the greenhouse.  
[www.hawthorngardens.net](http://www.hawthorngardens.net)

### **Lurvey Garden Center, Des Plaines, IL**

Remodeled and debuted just two years ago, Lurvey Garden Center continues to improve its retail facility, with the newest addition of 8,000 square feet of covered shopping space, bringing the total to 14,000 square feet. Thinking about expanding your home decor and outdoor living sections? Take a look at Lurvey’s carefully arranged, inspiring design vignettes that cross-merchandise interior decor and exterior pottery and furniture. Recently, Lurvey’s product selection has grown to include interior furniture, home accents and patio furniture, in an effort to further promote the outdoor living lifestyle that the garden retailer supports. Shoppers are always assured that they will find the freshest plants and largest product mix at Lurvey Garden Center due to the high-volume turnover the store goes through with its professional contractor and homeowner clients, who shop from the same selection as the retail customers. Be sure to take a walk through the organized display cases of natural stone, pavers and other landscaping materials that Lurvey’s sells.

[www.lurveys.com](http://www.lurveys.com)

### **Gethsemane Garden Center, Chicago, IL**

The colorful ambiance of Gethsemane Garden Center starts even before you step foot on the property - you can’t miss the wide median along Clark Street in front of the store’s main building that Owner Regas Chefas spruces up every year with perennials, annuals, trees and pre-planted containers, turning it into a huge, vibrant focal point for the whole neighborhood. The color doesn’t stop there, as the store’s greenhouse and nursery yards are always teeming with the freshest, brightest plants, supplying customers with a wide range of garden staples and unique varieties to choose from. Don’t miss the store’s Wild Pansy Gift Shop, stocked with more than 75 product lines that are made in the USA, fine jewelry and linens, and see firsthand why this department is a destination for many shoppers. Bring all your questions on how this gardening oasis helps clients “green up” their suburban Chicago homes, as there are always plenty of Gethsemane Garden Center staff members on hand. This indie’s method of retailing, employed for four decades, has earned Gethsemane Garden Center a spot among the nation’s top garden retailers, ranking No. 50 in *IGC Magazine’s* IGC 100 report with \$11.7 million in annual sales from one store.

[www.gethsemanegardens.com](http://www.gethsemanegardens.com)