



WILLOUGHBY, OH (November 4, 2011) — Build your business, bone up on the latest retail trends and get tips from experts on understanding customers and marketing products at the *Today's Garden Center Business Builder Conference* "The Essential Buyer's Workshop" in Atlanta, GA, January 11-13, 2012. As a further benefit, the conference is tied into AmericasMart, the largest gift and home furnishings buyer's market in the U.S. Participants have the benefit of the TGC Business Builder experts as well as being able to attend Americas Mart, which is taking place simultaneously in the same location.

This year's conference, titled "The Essential Buyer's Workshop," includes sessions on identifying trends, negotiating with vendors, tracking product performance, organizing and displaying sales areas and more. Attendees receive real world advice and actionable solutions from industry experts and from their peers in presentations, one-on-one discussions, and numerous networking opportunities throughout the event.

More than 250 garden product vendors are exhibiting at AmericasMart, as well as hundreds of other vendors, including apparel, gifts, housewares and outdoor accessories. The workshops will be held in three half-day sessions, allowing time to shop.

The *Today's Garden Center Business Builder Conference* series provides retailers the practical ideas and business management strategies that will help them finish 2011 strong and prepare for growth in 2012.

Register by November 30, 2011 to receive the early bird discount of \$175, which includes all sessions and admission to America's Mart. Beginning December 1, registration is \$195. **To register, go to <http://www.tgcbusinessbuilder.com/>.**

Today's Garden Center is the go-to brand for progressive businesses thriving in the highly competitive and evolving garden retailing sector. The magazine reaches 20,000 garden center retailers, mass merchandisers, and growers across the United States with cutting-edge information on retailing trends and techniques, business management, flower and plant varieties, and hard goods products and suppliers. *Today's Garden Center* also compiles annual rankings of the most revolutionary garden centers in the nation, offers dynamic e-media products and manages leading events and award programs.

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