

Gardener News

TAKE
ONE

Serving the Agricultural, Gardening and Landscaping Communities

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January, 2017

GARDENERNEWS.COM

No. 165

2016 PERSON OF THE YEAR



By Tom Castronovo
Executive Editor

Gardener News proudly bestows our 2016 “Person of the Year” to Jeff Morey, for being a dedicated advocate who tirelessly promotes the independent garden center industry.

Jeff is the co-founder and co-producer of the Independent Garden Center (IGC) Show, the world’s largest trade show and retail conference for independent garden centers, now in its 11th year.

Every August, independent garden centers and vendors from across the country and around the world gather at the trade show and conference, the industry’s biggest event - IGC Show at Chicago’s Navy Pier.

He is also co-director of Garden Centers of America, the nation’s only association focused exclusively on the needs of independent garden centers. As the hands-on second-generation CEO and Publisher of *IGC Magazine*, the garden center industry’s leading B-2-B publication, Jeff carries on the tradition of editorial excellence founded by his father, the late Richard Morey. He draws upon 40-plus years of experience, which includes business development, marketing and editorial direction, to inspire the IGC industry to think

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Jeff Morey

Tom Castronovo/Photo

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2016 Person of the Year

(Continued from page 1)

outside the box.

Jeff focuses 100 percent on the North American independent garden center channel. He does everything in his power to help garden centers band together for success through education.

In today's business climate, trying to go it alone is doing it the hard way. Jeff helps garden center operators on a daily basis tap into professional networks of leading retail specialists. He continuously searches all corners of the world for innovative ideas and methods to help the industry.

Jeff's lifestyle also gets him deeply involved in all areas of garden center operations and management, including merchandising, sales, marketing, inventory and strategic planning on a daily basis. And he's willing to share that information with anyone that asks.

He is a true expert at culture development and leadership. Jeff has a great reputation as a garden center industry forward thinker. He also constantly searches out ways to help independent garden centers increase their foot traffic.

Dave Williams, co-owner of Williams Nursery and Gift Shop in Westfield, Union County said: "I am very excited to see that Jeff Morey has been awarded 'Person of the Year' by the *Gardener News*. I've known Jeff for a long time, and he has been extremely supportive to the independent Retail Garden Center. He created the Independent Garden Center show as the marketplace for myself and hundreds of other garden center owners to buy product and to network with other owners and managers. When I was President of Garden Centers of America, he joined our board, and eventually took the organization under his wing. This was the only way that our organization could continue to run our important Retail Garden Center tours, which still continue to this day. He is a true leader in our industry. If it wasn't for Jeff, consumers wouldn't see many of the new and innovative products at local garden centers each season."

This paper now wholeheartedly salutes Jeff Morey for his passion and appreciation for the independent garden center

industry family and for helping increase the demand for gardening with everyone. We also salute him for immersing himself in nature regularly. He is invaluable to the independent garden center and gardening world.

Gardener News began the annual "Person of the Year" cover story in 2008. *Gardener News* will annually bestow our "Person of the Year" award to a person who performs exemplary outstanding service to the agricultural, farming, gardening and/or landscaping communities.

Editor's Note: Tom Castronovo is executive editor and publisher of Gardener News. Tom's lifelong interest in gardening and passion for agriculture, environmental stewardship, gardening and landscaping, led to the founding of the Gardener News, which germinated in April 2003 and continues to bloom today. He is also dedicated to providing inspiration, and education to the agricultural, gardening and landscaping communities through this newspaper and GardenerNews.com.

Gardener News

is
Now Accepting Nominations
for its

2017

Person of the Year Award.

Do you know someone in the "Green Industry" whose contributions deserve recognition?

This person must be from the landscape, nursery, garden center or gardening industries who best epitomizes concern for, involvement in, and dedication to those pursuits. Or a person who performs exemplary outstanding service to the green industry.

The deadline for receiving nominations for 2017 is November 1, 2017.

Gardener News annually bestows our "Person of the Year" Award in our January edition.

To download the form, please visit www.GardenerNews.com and click on the "Person of the Year" link on the left side.

Thank you!

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