



Tim Hodson,
Editorial Director

What Lies Ahead for *You* in 2011?

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As we get ready to close the book on 2010, I got to thinking about what an eventful year this has been and all the things that have happened in our industry. Then I got to wondering about next year and what is going to happen in 2011.

So we asked some of our industry experts — Jim Barrett, Charlie Hall, Dean Chaloupka, Michael Geary and Lloyd Traven — for their insight into where they think the industry will be going in the coming months. We wanted them to look into their crystal ball and make their predictions on what may or may not happen in the next 12 months.

All five of them have very different perspectives (from the academic to economic to business, all the way to the greenhouse), so I think you will find their responses reflective, thought provoking and even a bit provocative.

One thing is clear, today's consumers have changed their purchasing habits when it comes to floriculture products, and growers need to continue to learn as much as possible about those consumers.

You can find their predictions on page 16 in "2011: What Lies Ahead."

What Do You Think?

After you have read that article, I'd like you to ask yourself the same questions we asked our industry experts.

The three questions are:

- How is the changing economy going to impact *your* business in 2011?
- What will *you* be doing differently in 2011?
- What trends do *you* see taking place next year and beyond?

Once you have answered those questions, drop me a line at thodson@sgcmail.com and let me know what your answers are and where you think *your* business is headed in 2011.

Next December, we can look at those answers and see how they played out during the year.

Happy holidays from everyone at *GPN!*

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Will your company be ready to roll in 2011?

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SUBSCRIPTION INFORMATION
GPN (ISSN 1529-5524) is published monthly with an extra issue in December by Scranton Gillette Communications, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025. Subscription rates in the U.S. are \$30 per year (Canada is \$50 and all other countries are \$60 payable in U.S. currency). Reproduction of contents forbidden. Copyright 2010. Periodical postage paid at Arlington Heights, IL and additional mailing offices.

Printed in the USA. Postmaster: Send address changes to Greenhouse Product News, 3030 W. Salt Creek Lane, Suite 201, Arlington Heights, IL 60005-5025