



Tim Hodson,
Editorial Director

Trialing Times & Time for Trials

The winter of 2013-14 has been one for the record books. It doesn't matter where you are located, Mother Nature has presented a cornucopia of challenges for growers. Record snowfalls, bone-chilling temperatures and unprecedented ice storms hit a large portion of the United States with a vengeance while drought conditions continue to ravage the West.

Hopefully, in the states where Old Man Winter and Mother Nature collaborated and made life miserable for pretty much everyone, spring will be here very soon — he writes with his fingers crossed. It has to show up sometime, right?

Since consumers have been confined indoors all winter, maybe, just maybe, their cabin fever will translate into pent-up demand and we will see a run on garden centers as gardeners want to get outdoors to plant something.

The water situation in California is a different story — and a scary one at that. The state has experienced three straight years with below-normal rainfall and it is really taking its toll on everyone. With the possibility of mandated water conservation, growers and gardeners are going to have a tough time this spring.

It's too bad the northern states aren't able to "share" some of the surplus snow/sleet/ice/rain with those regions that really need it.




California Here We Come

One thing we can definitely count on every spring is our annual California Spring Trials adventure (April 5-10).

Team *GPN* will make its way out west in a few weeks to check out the new variety introductions, products and marketing programs that growers and retailers can expect to see in the future.

This year's journey will be a little different than in years past as the southernmost leg of the tour has been eliminated and the breeder companies have shuffled some of their locations.

If you are going to Spring Trials and need to find out the who, what and where of the 2014 exhibiting companies, just go to *GPN's* CaliforniaSpringTrials.com and click on our digital companion to find the info you need to get your trip started.

And when you're in California, keep an eye out for us. We'd love to get your thoughts and opinions on this year's trials. 

(847) 391-1019
thodson@sgcmail.com
www.facebook.com/thodson1
www.twitter.com/gpnmag

EDITORIAL

Editorial Office	847.391.1019
Tim Hodson thodson@sgcmail.com	Editorial Director
Jasmina Dolce jdolce@sgcmail.com	Managing Editor
Pete Mihalek pmihalek@sgcmail.com	Retail Editor
Abby Kleckler akleckler@sgcmail.com	Associate Editor
Kelsey Craig kcraig@sgcmail.com	Graphic Designer
Jim Barrett	Consulting Editor

ADVERTISING

Sales Office	847.391.1056
Bob Bellew bbellew@sgcmail.com	Vice President, Group Publisher
Amanda McAdam amcadam@sgcmail.com	Integrated Media Consultant
Kimberly Sammartino ksammartino@sgcmail.com	Integrated Media Consultant
Donna Aly daly@sgcmail.com	Classified Advertising Manager
Nadia Porter nporter@sgcmail.com	Marketing Manager
Tina Kanter tkanter@sgcmail.com	Sales & Marketing Associate

STAFF

Circulation Office	847.391.1043
Doug Riemer driemer@sgcmail.com	Director of Audience Development
• For list rental information, call Geoffrey Gardner at 845.201.5331	
Lois Hince lhince@sgcmail.com	Manager of Editorial & Creative Services
Lyn Hennessey lhennessey@sgcmail.com	Advertising Coordinator

EDITORIAL ADVISORY BOARD

Deena Altman	Altman Specialty Plants
Kurt Becker	Dramm Corporation
Marshall Dirks	Proven Winners
Jim Faust	Clemson University
Dave Edenfield	Visions Group
Paul Pilon	Perennial Solutions Consulting
Stan Pohmer	Pohmer Consulting Group
Rich Reilly	Rough Brothers
Jim Snyder	Sustainability Services
Lloyd Traven	Peace Tree Farm
Dianna Turner	Ball Horticultural Co.

CORPORATE

Karla A. Gillette	Chairperson
Edward Gillette	President, CEO
Ann O'Neill	Senior Vice President
Rick Schwer	Senior Vice President
David Shreiner	Senior Vice President, CFO
Harry Urban	Vice President, Events
Diane Vojcanin	Vice President, Custom Media & Content Management
Joel Hughes	Vice President, Information Technology
Halbert S. Gillette	Chairman Emeritus (1922-2003)



2011, 2009 & 2006
Eddie Gold Award Winners

2011, 2010, 2009, & 2008
Tabbie Award Winners