



**Tim Hodson,**  
Editorial Director

# The Keys to the Future

**T**hanks to technology the old fashioned fold-up-and-stick-it-in-the-glovebox road map is rapidly becoming a thing of the past. Nowadays, most of us rely on a plug-it-in-the-cigarette-lighter global positioning system (GPS) system to help us chart a course for where we want to go and how we need to get there.

In the past, trying to find a road map to figure out where our industry is headed and who was going to be in the driver's seat was always a bit of a challenge.

That's where *GPN's* 40 Under 40 comes in! It's kind of like a GPS for the industry's future.

For the past three years in our May issue, we have been selecting 40 men and women under the age of 40 who have been identified as people who are holding the keys to the horticulture industry's future. Each one of them is already in the car, the engine is warmed up and they are ready to shift into overdrive and take this industry to new and exciting destinations.

Starting on page 12, you can learn about the members of the Class of 2014. Each one of these individuals was nominated by their peers based on their personal and professional accomplishments. They are in charge of the GPS and are going to be steering us into tomorrow.

## Meet, Mix and Mingle

If you would like to meet some of the members of this year's class, there will be a special Mix n' Mingle session at Cultivate'14 (formerly OFA Short Course) in July. This is your opportunity to learn more about these individuals and find out what really makes them tick.

The one-hour free session will take place on July 14, at 10:45 a.m. in Terrace Ballroom 5 in the Columbus Convention Center. Go to [www.Cultivate14.org](http://www.Cultivate14.org) to learn more.

## Who Do You Know?

In June, we will begin accepting nominations for our Class of 2015. If you know someone who you think belongs in this special class — an individual who is helping drive our industry into the future — then please take the time to nominate him or her.

You'll find the nomination form under the Awards tab on our website, [www.gpnmag.com](http://www.gpnmag.com). 

(847) 391-1019  
[thodson@sgcmail.com](mailto:thodson@sgcmail.com)  
[www.facebook.com/thodson/](http://www.facebook.com/thodson/)  
[www.twitter.com/gpnmag](http://www.twitter.com/gpnmag)



### EDITORIAL

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

### ADVERTISING

Sales Office	847.391.1056
Bob Bellew <i>bbellew@sgcmail.com</i>	Vice President, Group Publisher
Amanda McAdam <i>amcadam@sgcmail.com</i>	Integrated Media Consultant
Kimberly Sammartino <i>ksammartino@sgcmail.com</i>	Integrated Media Consultant
Donna Aly <i>daly@sgcmail.com</i>	Classified Advertising Manager
Michael Porcaro <i>mporcaro@sgcmail.com</i>	Marketing Director
Tina Kanter <i>tkanter@sgcmail.com</i>	Sales & Marketing Associate

### STAFF

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

### EDITORIAL ADVISORY BOARD

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

### 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**