



Today's Garden Center Announces 2010 Revolutionary 100 Awards

Watters Garden Center Takes Home National Winner Award

WILLOUGHBY, Ohio, Jan. 8, 2010 – *Today's Garden Center* magazine announced the 2010 Revolutionary 100 garden centers in the United States during a ceremony at the Revolutionary 100 Roundtable in Atlanta, Georgia.

The program, now in its fifth year, surveys garden center owners and managers and culminates in a listing of the 100 most revolutionary garden centers. It is open to all independent garden centers, large and small, and is based on leadership and innovation, not on size or revenue.

"Each year this list honors the truly innovative and unique garden centers across the country that continue to change and evolve as their customers' needs change," says Jennifer Polanz, editor of *Today's Garden Center*. "This year the award means even more because the retailers on the list were able to weather difficult economic conditions and continue to serve their customers well."

The 2010 National Award Winner was Watters Garden Center of Prescott, Arizona, a four-time Southwest regional winner and one of the countries most innovative and public relations savvy garden centers.

Regional winners were also honored at the event and included:

Northeast Region	Greenstreet Gardens	Lothian, Maryland
West Region	Watson's Greenhouse & Nursery	Puyallup, Washington
Southeast Region	VerdeGo	Bunnell, Florida
Midwest Region	Berns Garden Center	Middletown, Ohio

Garden center owners and managers across the United States complete an online questionnaire covering topics such as employee training, industry involvement, profitability, marketing strategies, use of technology, purchasing, and customer and community service. The entrants are ranked according to a point system, and the 100 top entries make the list.

The 2010 Revolutionary 100 Awards program is sponsored by several leading industry suppliers Fafard, Ferti-lome, Goldsmith Seeds, Nexus Greenhouse Corp.

More information on the Revolutionary 100, including the complete listing, can be found in the January issue of *Today's Garden Center* magazine and at www.Revolutionary100.com.

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