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Trendspotter Susan McCoy Moderates Panel at *Green Profit's* Retail Experience

Chadds Ford, PA – August 17, 2006 – Trendspotter Susan McCoy, president and owner of the Garden Media Group (GMG), will moderate a panel of up and coming young garden center “stars” during Green Profit’s Retail Experience Tour on September 24, 2006 in Indianapolis, Ind.

“Suzi has been right on the money spotting trends in the industry,” says Bill Calkins, managing editor of *Green Profit* magazine, organizers of the event. “She is a perfect fit for moderating since she has more than 15 years of garden industry experience.”

The discussion, called “The Future of the Industry,” features finalists from Green Profit’s Young Retailer of the Year Award. Green Profit selected these young industry leaders for the positive impact and growth they’ve inspired at their garden centers.

Attendees will have to the opportunity to learn how these bright, energetic, under-35 retailers view the future of the gardening retail industry as well as how they plan on positioning their garden centers to capture customers and sales today and in the future.

McCoy, who launched her communications firm in 1987, keeps a watchful eye on the pulse of the industry, working closely with everyone from growers and retailers to the media and end-consumers.

“This opportunity gives us a new perspective on where the garden retail industry is heading from some of the youngest owners out there,” states McCoy. “With their fresh outlook and our expertise, I’m sure everyone will bring some innovative and thought-provoking ideas to the table.”

The panel discussion is set to take place from 1:30 p.m. – 2:45 p.m. at the Marriott East in Indianapolis, Ind. To register for a spot in the audience, visit <http://www.ballpublishing.com/conferences/retail/> or call 888-888-0013 or 630-208-9089.

About Garden Media Group

GMG, a division of IMPACT Marketing & PR, Inc., an award-winning public relations and marketing communications firm, specializes in the lawn & garden public relations industry. For more information about GMG, visit www.gardenmediagroup.com or email susan@gardenmediagroup.com.

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