## CONTENTS

- Publisher's Note ................................................................. 2
- Message from the President/CEO ................................. 5
- Show Agenda & Show Sponsors ........................................ 9
- Cutting Gardens: Helping Protect and Beautify Your Whole Garden ........................................ 11
- Show Map & Vendor Participants ...................................... 14-15
- L&L Rocks! .............................................................................. 20-21
- L&L Honors Our Employees Who Served in the Armed Forces ........................................ 26
- L&L Retirements ................................................................. 33
- Pricing? Aim High, You Can Always Trim Selectively Later ........................................ 34-35
- New Product Showcase ...................................................... 36-44
- Introducing the Marketplace Show Mobile App ............... 45
- Where in the World is the L&L Backpack? ...................... 46-47
- Employee Spotlight: Greg Menke .................................... 48
- Message from IGC Sales ..................................................... 50
- Top Sales Representative .................................................. 53
- Advertiser Index ................................................................. 54
With so many garden enthusiasts growing their own food, a time-honored trend is springing up anew, as it did for many of our predecessors. This ‘New’ trend is the Cutting Garden. Gardeners are re-discovering the old truth that many of the flowers that we know and love to have adorning our homes and offices are also the same flowers that attract the beneficial insects that protect our vegetable and ornamental gardens. Gardener’s new-found interest in Cutting Gardens could be a great opportunity for nurseries and garden centers. Planting up a sample combination pot of herbs and flowers that attract beneficial insects can be a great sales tool. Seeds, starter plants, soils, and organic fertilizers can all be tie-in sales for a well-signed sample garden.

Spring blooming cutting flowers that thrive amongst the kale and chard include oriental poppies, calendulas, and cosmos. Zinnias, nasturtiums, and rudbeckias that bloom throughout summer and into fall offer pollen and nectar for syrphid flies, ladybeetles, and minute pirate bugs. The fall blooming golden rod, a California Native, produces stalks of tiny yellow flowers that are a favorite of soldier beetles and parasitic wasps. Sunflowers if left on the stalk provide a habitat for overwintering beneficial insects.

So, this is a great opportunity to engage those customers who are interested in organic gardening, and to help them to be successful in both beautifying and increasing the production of their gardens, and in improving your bottom line at the same time.