



The Lawn & Garden Pavn & Garden Performa

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FOR IMMEDIATE RELEASE  
April 2, 2009

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## **“Trends & Opportunities in the Lawn & Garden Industry” Seminar offered at the 2009 National Hardware Show**

Gilbert, AZ –

Rick Pontz, industry veteran, author, guest speaker and president of The Lawn & Garden Performance Group LLC, will be presenting a seminar at the National Hardware Show, May 7, 11:00am, North Hall, Room N240, of the Las Vegas Convention Center, Las Vegas, NV.

The seminar titled, “Trends & Opportunities in the Lawn & Garden Industry”, will give attendees critical information they need to stay on top in the Lawn & Garden industry. Attendees will also learn how today’s economic conditions have completely re-directed trends in the lawn and garden industry and have created emerging markets that did not exist before and the brand new opportunities to go with them; the business models that have worked for the past 25 years are now obsolete and don’t work in today’s economy, but new opportunities have created new business models that do work; how to use facts not fear to manage your lawn & garden business; about the great new ideas and up to the minute trends in the lawn & garden industry that are taking off and will help companies make smarter business decisions.

“The lawn & garden industry is witnessing unprecedented change driven by the economic conditions and transition from a micro-niche category into an emerging destination category for many large and small retailers representing as much as 27% of a retailers selling space. There is a lot of opportunity for companies to take advantage of this trend,” stated Rick Pontz, president, The Lawn & Garden Performance Group LLC.

The seminar is free of charge. For more information visit the National Hardware Show website at [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com).

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