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Lawn and Garden Industry Expert and Consultant Provides Valuable Information through Seminars at Industry Trade Shows

Gilbert, AZ –

Rick Pontz, 25 year expert in the lawn and garden industry and president of The Lawn and Garden Performance Group, LLC, shares his knowledge of the industry through a variety of topics that speak directly to those in need of the information – the manufacturers and retailers.

Mr. Pontz has hosted numerous seminars on such topics as “The Price is Right” which provides guidance on increasing profitability through price increases without damaging customer relationships. The “Size Doesn’t Matter” seminar focuses on helping smaller independent lawn and garden retailers compete against the “big box” retailers.

“I’ve found over the years that educating manufacturers about how to manage their business is a critical need in this ever changing lawn and garden retail industry,” said Pontz. “Home gardening activity, including lawn care, has been steadily increasing over the past decade as the baby boom generation has entered the 55-64 year-old age segment. This represents a tremendous opportunity for manufacturers and retailers in the lawn and garden category.”

Mr. Pontz, a 25 year veteran of sales and marketing of Lawn and Garden products to retailers in the United States, Canada and abroad, founded The Lawn & Garden Performance Group, LLC in 1999. During his tenure in the Lawn & Garden Industry, Rick has managed large and small Lawn & Garden Product companies as President, Executive Vice President, Vice President of Sales & Marketing and as International Sales Manager. Rick was the primary negotiator in nine acquisitions within the last four years and has successfully introduced over 36 products to the Lawn & Garden Industry during the last eighteen years. Many of the products are currently being sold by such major retailers as Home Depot, Lowes, Ace Hardware, WalMart, Costco, TruServ & Gro-Group.

Mr. Pontz has been an active member of professional organizations including General Merchandise Distributors Council, Lawn & Garden Merchandise Council, Mail Order Gardening Association and the Garden Writers Association. He is on the advisory board of The National Hardware Show and the National Lawn and Garden Show and is a guest speaker at many industry events. Mr. Pontz is also on the Board of Directors of three Lawn & Garden corporations.

For more information, contact Rick Pontz at 480-840-6023 or rick@lgpg.com.

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