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Registration Now Open for GCA Summer Tour Nashville, Organizers Announce New Intensive Focus on Retail Education **FOR IMMEDIATE RELEASE**



NASHVILLE, TN – Registration with early bird extra savings just opened for GCA Summer Tour Nashville, June 23-26, 2019, as organizers continue to map out an itinerary of retail education and inspiration for the 16th annual event.

Many new and exciting features are being added to the tour, namely more education and networking opportunities that will enrich attendees' experience.

New for next summer, at the conclusion of each visit, **the store's owners and key leadership will join the 2019 group for a question-and-answer session** that will allow GCA Tour-goers to dive deeper into the best practices driving each store's profitability. Attendees will be able to ask the questions that will help them bring back new ideas tailored to the special interests of their own store operations back home. Topics up for discussion will include merchandising, signage, marketing, management, staffing and more.

"We want GCA Tour-goers to get exactly the answers they're looking for during the tour," says GCA Executive Director Jeff Morey, "and there really is no better way to do that than to give them that direct interaction with the owners and operators."

As an extension to the inspirations discovered at the host stores, **the retail education will carry through to themed Shop Talk Retail Discussions** during the tour. Attendees will have the opportunity to share their thoughts on a wide range of retail hot-button issues with their peers during this facilitated discussion format, modeled after the IGC Show's popular Shop Talk Retail Discussions in the IGC Networking Lounge.

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But wait, there's more! "Lots of fun will be had by all," says GCA Executive Vice President Cheryl Morey. "With our host hotel, the Sheraton Grand Nashville Downtown, within steps of Music Row and many restaurants and bars, including Blake Shelton's Ole Red, Jason Aldean's Kitchen & Rooftop Bar and Florida Georgia Line's restaurant, FGL House, it only makes sense to give attendees the opportunity to **add a Nashville-themed pub crawl among Music City's hottest nightlife spots.**" This Tuesday evening networking event is an entertaining, professionally-guided tour with stories about Nashville's past, funny toasts, drink specials, snacks, great picture opportunities and special VIP seating at each bar. The Music City Pub Crawl, awarded the *Trip Advisor Certificate of Excellence the last five years* and listed as one of the *Top Ten Things To Do In Music City*, takes place on historic 2nd Avenue in downtown Nashville. Your Pub Crawl registration includes the professionally-guided tour, VIP seating at each stop and snacks. Your first drink is on us!

IGC retailers are **encouraged to firmly mark their calendars for the GCA Summer Tour, June 23-26, 2019, and make their reservations at the Sheraton Grand Nashville Downtown now.**

Nashville is a popular summer destination and books up quickly, and hotel rates will quickly climb to \$350 or higher, so be sure to make your decision to go early on.

GCA Summer Tour Nashville is open to GCA members and non-members alike. **Register today and enjoy early bird savings at www.GardenCentersofAmerica.com** - stay tuned for more details on the featured garden center destinations and local points of interest planned for next summer.

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