

Media release for the Garden Centre Association

GCA gets training and leadership tips from former army commander

DELEGATES at the Garden Centre Association's (GCA) annual conference this month (January 25-28, 2015) will be standing to attention when a former army commander takes centre stage.

Nicky Moffat CBE, who is a speaker, trainer, coach and mentor, will be presenting at the prestigious industry event in the morning on Tuesday, January 27.

Iain Wylie, Chief Executive of the GCA, said: "Nicky delivers inspiring and thought-provoking advice and guidance, drawn from a career spent leading and developing people, optimising team performance and improving outputs."

Until December 2012, following 27 years military service, Nicky was the most senior serving woman in the British Army.

She has extensive leadership experience as Commander of a Training Unit delivering leadership, management and technical training to Army officers, soldiers and civilians and as Director of the Army's 5,000 HR, Finance and Personnel Administration specialists.

As a Private Secretary, she supported the Secretary of State in the formulation and communication of the Government's agenda for Defence including fast-moving operations in Iraq, Afghanistan and Sierra Leone.

She was appointed Commander of the British Empire in the New Year's Honours' List 2012.

Iain added: "Nicky now advises clients on leadership and career progression planning. As a speaker she offers a unique perspective on the role of strong leadership in driving and optimising operational performance.

"We're very much looking forward to hearing Nicky speak and seeing how we can all develop and enhance our leadership skills to better improve our businesses and the industry."

Kevin Gaskell, the businessman and entrepreneur who ran Porsche GB Limited in the early 1990s, will also present to the conference at the De Vere Carden Park on the Tuesday.

Roger Martin-Fagg, a renowned economist turned strategist, will be speaking to delegates on the same day too. He presents at conferences around the world on the economic outlook and its impact on business. His quarterly economic update is sent to 1,200 SME's.

Iain added: "It's still not too late to book up for our conference, so if you are hoping to attend, please visit the members' section of our website via www.gca.org.uk to book your place.

“With a new venue, a great line-up of speakers and plenty of opportunities to catch up with old friends from the industry, the conference is set to be a fantastic event.

“To book, please visit the members’ section of our website via www.gca.org.uk. Sponsorship slots have filled up well too but there are still one or two left so if companies are interested in this, please give me a call.”

The conference kicks off on Sunday, January 25 with an afternoon of fundraising activities for the charity Greenfingers. Two teams will go head-to-head to battle it out for the Greenfingers Challenge Cup.

Iain continued: “Monday’s (January 26) part of the conference will focus on the operational side of our industry and will include talks from a range of inspiring and engaging business speakers to help motivate us for the year ahead.

“During the day on Tuesday (January 27) there will be more of a focus on the strategic element of business, with opportunities to listen to some inspirational speakers and a chance to experience the associate’s exhibition.”

Scotts and Westland Horticulture are the event’s headline sponsors and David Thomas, who broke the world record for reciting the maths formula Pi (3.14..) to 22,500 digits will also be attending. He will speak about techniques for improving memory at the conference on Monday, January 26.

Professor Greg Whyte OBE, who has helped celebrities complete various physical challenges, will be sharing his secrets on achieving the seemingly impossible at the conference too.

Professor Whyte, who is an advisor to the Benetton and Renault Formula 1 Teams and several Premiership football clubs, will also be speaking at the event on Monday, January 26.

The GCA represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

The conference takes place at the De Vere Carden Park in Chester from January 25 until 28. More than 300 delegates are expected to attend.

For further information, please call 0118 930 8918. Alternatively, visit www.gca.org.uk, log on to www.facebook.com/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Rachel@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photo caption: Nicky Moffat CBE who will be presenting at the GCA’s 2015 Conference on

Tuesday, January 27.

