

Media release for the Garden Centre Association

Rising Stars reach round two

YOUNG representatives of the horticultural industry are preparing to take part in the next round of the Garden Centre Association's (GCA) 2014 Rising Stars Programme next month (June, 2014).

The second of three masterclasses to be held throughout the year will take place at Westland Horticulture in Peterborough on Thursday, June 5.

Iain Wylie, GCA Chief Executive, explained: "The first masterclass included a session on merchandising, opportunities for business growth and managing the seasons to make maximum sales and profits.

"The second round will see all of the candidates put what they've learnt to the test. They will also receive more extensive coaching and mentoring on working in the horticultural industry and we're hoping to arrange a trip to Van Hage Garden Centre in Peterborough on the day too."

Twenty-eight candidates are taking part in the competition, sponsored by Westland Horticulture, and from the original 28, just 10 will then be selected in September to take part in the third round.

From those 10, five will be chosen as finalists to attend the GCA Conference in Chester in January.

Iain added: "At our conference they will make a presentation on what they have achieved during the year. A winner will then be chosen by conference delegates before being presented with his or her prize at the GCA's annual gala dinner on Tuesday, January 27, 2015."

The GCA Rising Stars 2014 Programme has received a record number of entries from garden centre staff looking to get ahead in the world of horticultural retailing.

The initiative is now in its sixth year and has been welcomed by the industry and participants alike.

The next masterclass will be held on Thursday, June 5 and the third on Thursday, September 11. The venue for the third masterclass is yet to be confirmed.

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

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

Photograph caption: The Rising Star candidates who have reached round two of the programme.

