

## High seas adventurer to speak at GCA Conference

January 3, 2017



ONE OF BRITAIN'S most highly regarded sailors and a true adventurer will be giving delegates at the Garden Centre Association's (GCA) annual conference (January, 2017) tips on competitive tenacity and the will to win.

Pete Goss MBE will be speaking at the organisation's 51<sup>st</sup> annual conference on Tuesday, January 24.

Iain Wylie, Chief Executive of the GCA, said: "Pete first captured the headlines while competing in the Vendée Globe. Risking his own life in the midst of a fierce Southern Ocean hurricane, he turned around to rescue French rival Raphael Dinelli from his stricken vessel.

"Since winning his first offshore race at 16, Pete has sailed more than 200,000 nautical miles, coming in the first three in every event in which he has participated. He has also taught hundreds of amateurs the skills required to circumnavigate the globe."

Pete attempted a world record with the revolutionary Team Philips catamaran. Sadly it was brought to grief during Atlantic trials by freak waves of such velocity that they halted the progress of the 120ft boat – larger than the centre court at Wimbledon.

"Though a decorated sailor, Pete prefers to describe himself as an adventurer. As he explains in his motivational presentations, all his projects must fulfil three strict criteria: they must involve challenge, innovation and a significant element of technology.

“More than this, they must appeal to his tenacity and his ferocious will to win. I am sure this is something that is really going to appeal to our delegates and I am thoroughly looking forward to meeting Pete and hearing him speak. He’s a true inspiration to all.”

In recognition of his heroism and outstanding seamanship, Pete was awarded the Legion d’Honneur and an MBE.

Iain continued: “As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

“The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise too and we still have places available to anyone interested in coming along.”

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 GCA’s annual conference will be held at St Andrews in Scotland between January 22 and 25, 2017. More than 300 delegates are expected to attend the event.

For other information, please call 01244 952170, visit [www.gca.org.uk](http://www.gca.org.uk), log on to [www.facebook.com/pages/GardenCentreAssociation](https://www.facebook.com/pages/GardenCentreAssociation) or follow the organisation on Twitter at [www.twitter.com/GC\\_Association](https://www.twitter.com/GC_Association).