

# 2022-2023 Board of Directors

## Jeff Echter, Past President

Echter's Nursery & Garden Center  
Arvada, CO

## Diana Mundinger, President

Eagle Crest Nursery  
El Jebel, CO

## Trela Phelps, Vice President

City Floral Garden Center  
Denver, CO

## Amanda Stoke, Director

Good Earth Garden Center  
Colorado Springs, CO

## Michael Morris, Director

The Flower Bin  
Longmont, CO

## David Gesink, Director

Front Range Gardens  
Broomfield, CO

## Jim Wilson, Associate Director

Organix Supply  
Platteville, CO

## John Bruntzel, Associate Director

BFG Supply  
St. Paul, MN

## Jim Klett, Education Liaison

CSU/Department of Horticulture Fort  
Collins, CO

## Cheryl DeBaise, Association Director

Garden Centers of Colorado  
Evergreen, CO

“I joined GCC to have the opportunity to learn from other independent garden center owners in Colorado. Programs GCC has sponsored have addressed ways to make our businesses stronger, allowed opportunities to share ideas and strategies, and provided the ability to meet people I wouldn't have normally.”

**Julie McIntyre, Summerland Gardens**



## Garden Centers of Colorado

[www.gardencentersofcolorado.org](http://www.gardencentersofcolorado.org)  
[info@gardencentersofcolorado.org](mailto:info@gardencentersofcolorado.org)

Focused solely on advancing  
the needs of independent  
garden centers in Colorado  
since 1989

[www.gardencentersofcolorado.org](http://www.gardencentersofcolorado.org)

## We Are Better Together

When we join together, we can make a greater impact on the future of green retail in Colorado.

As a member of the Garden Centers of Colorado, you and your employees have an opportunity to network and learn from other garden industry professionals in the state of Colorado.

Involvement in GCC means you will be afforded many opportunities to connect and learn in order to grow your own business.

It is our goal to help pave the way for future local and independent businesses that support gardeners through Colorado.

## Our Mission Statement

To support locally owned independent garden centers and suppliers to successfully compete through education, networking, promotions and developing new services to support increased business opportunities.

***“One of the most valuable aspects of our GCC membership is the opportunity to share our collective knowledge and experience with our fellow members.”***

Michael Morris, The Flower Bin  
Longmont, Colorado

## Why Join GCC?

Discounted Registration to the Region’s

Premier Education and Trade Show

Discounts with GCC Supplier Members

Education and Networking Opportunities

Exclusive to GCC

Giving Back to the Industry and Association

Your voice is heard on Capitol Hill.

GCC Library of Marketing Content to Use  
Your Own Company Logo

Website Promotion of Members

...just to name a few perks.

***“There are many challenges in our industry that we can face easier as a team. The GCC provides a platform to share ideas to work towards solutions. As an industry supplier, we appreciate the opportunity to get to know our customers better to continually improve the value we offer. A strong industry needs strong supporting organizations, and the GCC delivers.”***

Greg Stone, BFG Supply

## Value of Membership

The value of membership in GCC far exceeds the costs of annual dues.

Membership value means many things for different members. GCC members always come back to the top reason for being a member of GCC – networking and its benefit to help grow business.

If you take advantage of at least one discounted full registration at ProGreen -then over 75% of your annual dues as an active member has been saved.

If you participate in a member discount program through our suppliers, then your annual dues are paid 10x over and without question!

Perhaps you seek out a colleague’s help with product supply, labor issues, or POS system advice while you are participating in a GCC event- the value of this connection far surpasses the cost of membership.

These are just a few examples of the value of membership compared to the cost of dues. Many more exist as a GCC member and its up to you take advantage of these services and make the connections to help your business grow!

***“Our long-time relationship with GCC and its members has offered us the opportunity to provide exclusive products to the dealers. It has been and still is, a great partnership and will be for many years to come”***

Jim Wilson, Organix Supply