



Moana Nursery Named One of Today's Garden Center's "Revolutionary 100"

RENO, Nevada – Moana Nursery joined the ranks of the horticulture industry's top independent garden centers when it was named one of *Today's Garden Center's* Revolutionary 100 for the second consecutive year.

The program, now in its fifth year, surveys garden center owners and managers and culminates in a listing of the 100 most revolutionary garden centers in the nation. It is open to all independent garden centers, large and small, and is based on leadership and innovation, not on size or revenue.

"Comparing our customer service, best practices and programs, staff knowledge, plant and product selection, value and facilities with thousands of garden centers across the USA is an obvious way to make sure Moana Nursery is keeping its business model relevant and healthy for our northern Nevada/Tahoe customers. We are pleased and honored to find out that we continue to be recognized as one of the best," says Bruce Gescheider, owner.

Garden center owners and managers across the United States fill out an extensive online questionnaire covering topics such as employee training, industry involvement, profitability, marketing, use of technology, purchasing, and customer and community service. The entrants are ranked according to a point system, and the 100 top entries make the list.

Since 1967, locally owned Moana Nursery has been serving the landscape and gardening needs of northern Nevada and the high desert from three locations in Reno/Sparks. New at all three locations are exclusive Wild Birds Unlimited birding products. The Moana Lane garden center offers unique garden & home gifts, an outstanding selection of greenhouse plants and a full-service florist. The South Virginia Street garden center is also home to Tree Land (5 acres of specimen trees), Moana Rock and Moana Waterworks which specializes in water feature design/installation. The Pyramid Highway garden center is a full service nursery that will grow to almost 6 acres during the next two years . . . with its own Tree Land, greenhouse and Moana Rock yard for both retail and contractor customers.

"Each year this list honors the truly innovative and unique garden centers across the country that continue to change and evolve as their customers' needs change," says Jennifer Polanz, editor of *Today's Garden Center*. "This year I think this award means even more because the independent retailers on the list were able to weather difficult economic conditions and serve their customers well."

The 2010 Revolutionary 100 Awards program is sponsored by several leading industry suppliers including Fafard, Goldsmith Seeds, Nexus Greenhouse Corp. and the Voluntary Purchasing Group.

More information on the Revolutionary 100, including the complete listing, can be found in the January issue of *Today's Garden Center* magazine and at www.Revolutionary100.com.

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