



### Monrovia's Passion for Plants

Since 1926, the name Monrovia has been synonymous with Distinctively Better<sup>®</sup> premium plants. What makes Monrovia plants superior is our process -- part art, part science, all loving-care! We start with the best stock, raise each plant in specially formulated and nutrient rich soils, and nurture and care for each plant by hand.

Everyday we continue to improve our research and propagation techniques, as well as our plant selection process to ensure our plants are hardier, hardier and more disease resistant. Each plant must meet our high quality standards for size, foliage, color and number of blooms or it will not be approved for shipment.

Our Vision Statement, **"To unleash the passion of plants in each of us"** is taken to heart by each of our Horticultural Craftsmen --many who have been with Monrovia for over 20 years! Each Craftsmen is proud of his or her contribution to growing our Distinctively Better plants and undergoes continued training on the newest growing techniques.

Each member of our Sales team has on average at least five years of "at nursery" training before being assigned a sales territory. Just like our Production teams, our Sales Craftsmen have been with us on average of 20 years. They are experts on the specific needs of your region and work hard to bring you the newest and best plants to meet your needs.

### Our Celebrity Spokesperson!

As Monrovia's Director of New Plants, Nicholas Staddon works with breeders, hybridizers and professional plant explorers, searching for exciting new creations and discoveries in the plant world. He looks for varieties that have improved habits -- such as more pest and disease resistance, easy care, dwarf or compact size, outstanding flower or foliage color and other desirable attributes. Originally from England, Nicholas has been with Monrovia for 25 years. Because he regularly travels around the country and internationally, he has his eye out for the next gardening trend. He is a frequent speaker at flower and garden shows, botanical gardens, gardening clubs and independent garden centers. He is sought out by gardening journalists looking for insight into plant and design trends. His incredible enthusiasm and deep passion for plants is evident in every word he speaks. He is featured in a series of how-to [videos on eHow.com](#) and in dozens of Monrovia's [plant savvy videos](#). To learn more about Nicholas speaking at your garden center, [click here](#). (pdf of his speaking kit)





**MONROVIA**  
HORTICULTURAL CRAFTSMEN SINCE 1926

## New “Grow Together” Social Media Partnership Campaign

We are pleased to partner with a limited number of independent garden centers in Phase One of our “Grow Together” Social Media Campaign. This campaign focuses on shared editorial content, exciting contests fulfilled in-store, and helpful administrative support and tips. These social media initiatives will help attract younger consumers to your garden centers. This valuable program, backed by leading social media third party experts, is being offered at no cost to participating garden centers. If you are interested in joining the Phase 2 roll out of this program, please inform your Monrovia Sales rep.

To download our 2013 catalog and access our online ads go to:  
<http://www.monrovia.com/retail/>



Meet the Monrovia family



### **AZUSA**

Corporate Headquarters  
(800) 999-9321  
817 E. Monrovia Place  
Azusa, CA 91702  
Fax (626) 334-3126

### **VISALIA**

(800) 449-9321  
32643 Road 196  
Woodlake, CA 93286  
Fax (559) 564-5820

### **DAYTON**

(800) 666-9321  
13455 S.E. Lafayette Hwy  
Dayton, OR 97114  
Fax (503) 868-7352

### **CAIRO**

(800) 342-6012  
1579 Highway 111 South  
Cairo, GA 39828  
Fax (229) 377-9394

### **LA GRANGE**

(800) 790-9194  
4588 Brothers Road  
La Grange, NC 28551  
Fax (252) 566-9786



Danny Summers, Community Manager  
4705 Saddle Oaks Dr, Acworth, GA 30101  
Ph: 404.996.0041 • Cell: 678-761-7145  
danny@thegardencentergroup.com