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Center**

Press Release

Watters Garden Center most revolutionary Garden Center in Arizona

Watters Design & Garden Center has been nationally recognized as a top 100 most revolutionary garden center in the United States. "This is really more of a "100 Club" of garden centers who share the same progressive characteristics" says Jennifer Polanz of Today's Garden Center magazine.

"Our management team travels the country each year looking for new and innovative ways to run Watters Garden Center. To be competitive in the Mile High Cities I figure we have to be at the leading edge. Our goal is to be the best in our region, but I never imagined we would be voted as one of the best in the country. It's quit an honor." Brad DeKruyter, general manager.

Garden Centers from across the country were rated based on eight criteria: their employee training, industry involvement, profitability, marketing, use of technology, purchasing, customer service and community involvement. Watters was specially recognized for their community fundraisers through wine tastings hosted on the garden center grounds.

Watters will host their next wine tasting event the evening of June 25 with all proceeds going to support the Frontier Rotary clubs summer reading and math programs. Any one in the community can attend these fun social events with tickets sold directly at the garden center or through Rotary club members. Six vineyards and multiple local restaurants rally to support these fun socials.

"We have hosted several wine tastings for community groups we support. We've rented out the garden center for bridal banquets and graduation parties; I can't wait to host our first wedding. Watters is like a park that others just like to be a part of", says Lisa Lain, owner. Out of 100 garden centers throughout the country only 10 were recognized from the Southwest and only one in Arizona.

"My father-in-law passed on the same business model and work ethic that has run Watters family garden center since 1962. It's not about the plants, but about the people who work and shop here. The garden center business has such great people in it with even better products to sell, it's just a joy to come to work every day. I think this comes out in our store and others in the industry have seen fit to recognize us for it. I give all the credit to my staff and management team." Ken Lain, owner.