

The GIMA Awards 2010

Judging Panel



Aaron Sanders
Range Negotiator
Stax Trade Centres plc

Aaron has been employed by Stax Trade Centres for 26 years and has been in his current buying role for 16 years. He is responsible for tools, hardware and ironmongery and more recently gardening tools, growing media and chemicals.



David Herbert
Head of Product Management
Mole Valley Farmers

David joined the Sainsbury's Homebase garden centre management training programme in 1987 after his studies at the Welsh College of Horticulture. Progressing his career he became manager for Country Gardens at the Chilton and Thatcham branches. After 4 years with SCATS Countrystores as Manager at their Newbury branch, he moved to Head Office as a buyer, and took over as Head of Buying in 2000. SCATS was bought by Mole Valley Farmers in 2002. In his current role he is responsible for four product managers, and their teams, as well as the team of replenishment buyers.



Debbie Keeling
Chairman
PPRA

In addition to being Chairman of the Pet Product Retail Association, Debbie is owner of Pets Corner 1 & 2 and Posh Paws Grooming Parlour. Debbie sells everything and anything to do with the domestic pet, with wild bird products being a big part of the business. Debbie's business prides itself in pet food nutrition and only sells the highest quality foods on the market. Small animals like rabbits and guinea pigs are also sold.



Lynn McBain
Regional Director – Midlands
Chartered Institute of Marketing

Lynn has over 25 years' experience in sales and marketing. She is currently working as Regional Director for the CIM in the Midlands; this involves raising the profile of marketing across corporate organisations and universities. Prior to that, she worked with a number of large organisations as a consultant including Vodafone, American Express, O2 and Bacardi Martini. Previous roles have included strategic marketing and key account management. Lynn has a CIM Post-graduate Diploma in Marketing, is a Chartered Marketer and also has a Masters in Marketing; she believes passionately in the power of marketing.



Mike Wyatt
Editor
Garden Trade News

We are delighted to welcome Mike Wyatt back to the GIMA judging panel. Mike has many years' experience at the forefront of horticultural publishing with time spent in both the consumer and trade press. Now as Editor of the well respected monthly trade publication Garden Trade News and more recently the innovative weekly GtnXtra, he has a keen eye for what is "hot" in the garden products supply sector. Mike, in what spare time he has, is also a very keen gardener himself and likes to do his gardening as naturally as possible.



Martin Stewart
Managing Director
Stewarts Garden Centres and Chairman of the GCA

Martin is a well known character in the garden retail industry and a champion for the independent garden centre retailer. Martin's business, which includes two retail outlets as well as a production nursery interior and exterior landscape contractors, is familiar with winning awards itself. The two garden centres rate regularly amongst the top in the country. Ask Martin how they achieve this and he will tell you "it's by identifying good product, knowing how to sell it and having great people to do it." Martin, as you would expect with his background, knows his plants and core gardening products.



Mike Burks
Managing Director
The Gardens Group

Born into a horticultural family, Mike was one of the founders of Castle Gardens in 1987. Working with his team to lead and grow the business they now have three garden centres in Yeovil, Poundbury in Dorchester and Sherborne in Dorset. In addition to strong leadership, passion for our industry and enthusiasm, Mike puts much of the growth of his business down to good product selection and therefore he makes an ideal addition to the GIMA Awards judging panel for the first time in 2010.



Norma Moore
General Manager
Monkton Elm Garden Centre

Norma is well known to suppliers as Monkton Elm is one of the largest independent garden centres in the south west. Having recently expanded retail space again, they have established award winning pets and aquatic areas as well as a massive hard landscape and garden leisure facility. Norma and her team this year have scooped the GIMA Award for Excellence in Garden Product Retailing which is assessed annually as part of the GCA audit process with focus on aspects of range display, advice and retail standards of the core garden product range.



Peter Groves
Category Director - Leisure
Tesco

As Category Director for Leisure at Tesco, Peter's responsibilities include gardening, DIY and home utilities. As you would expect from someone who has attained such a high position in one of the world's leading retail organisations, Peter has grown up through the retail industry, initially selling to it and now buying for it. As Peter explained when he presented to a GIMA Business Meeting a couple of years ago, garden products are seasonal as far as Tesco are concerned and only in store for a comparatively short period. As such, he and his team have to be able to identify real winners that will earn their keep on the shelves by not being there for more than a day or two before need to be replenished.



Rachael Parkman
Category Trading Manager
B&Q

Rachel has recently joined B&Q as Category Trading Manager for Seasonal, having worked within the Kingfisher group for 3 years. Her highly experienced team are responsible for half of the seasonal ranges including Garden Structures, Outdoor Living and Seasonal Events such as Christmas and are passionate about developing and exploring new opportunities for their customers. Her colleague Steve Guy has been one of our judges on a number of previous occasions and as past entrants to the awards will know, the likes of B&Q value highly the opportunity to review products entered into the GIMA Awards with a view to listing them as part of the B&Q range.