

Our Story



SEASONED GARDENERS
CONSULTING

“You’re crazy,” everyone said...

Nevertheless, in the summer of 1998, we sold our business in Pennsylvania, packed up our house and moved 2,000 miles away with a four-year-old and two dogs in tow, to the small town of Dolores, Colorado where we bought Four Seasons Greenhouse and Nursery.

Vic had been involved in the horticulture industry since he was 14 and I started working in it at age 17, but even though we had decades of experience behind us by then, including a successful greenhouse operation in Pennsylvania, there was nothing that could have prepared us for what we were about to face.

The first years of owning any business are much like the first years in a marriage – it’s a learning experience and there were certainly some rough patches as we worked to figure out our new life. In 2001, Colorado began experiencing the worst drought in its history and to say it was a challenge to make it through that year and the following years would be a great understatement. At one point we seriously considered just giving up.

However, before we moved to Colorado, I had attended a conference and met Robert Hendrickson who introduced us to The Garden Center Group. In the Fall of 2006, I attended their Fall Event in a last ditch effort to find some answers to help us. I remember excitedly calling Vic from the airport on my way home and saying, “I’m going to change our company!” He just laughed and said, “Yeah, sure. How are you going to do that?” I replied, “Watch me!”

We chuckle about that day now, but we learned what you can achieve with the proper help and guidance. That’s when we started believing in the power and knowledge that a good consultant can bring to your business. With a lot of hard work and by putting what we learned into practice, in 2022 before we sold our company, we achieved a 34% EBITDA setting a new bar as one of the Best of the Best centers in The Garden Center Group.



Vic and Gail Vanik

Seasoned Gardeners Consulting was born of our desire to guide others as we were once guided. We may have made it look easy, but we know what you’re going through because we’ve been there too. We know the struggles with profitability, HR challenges, making payroll, weather problems, growing concerns, and more. With a true passion for this industry, Vic is the numbers and growing guy - after all he’s been doing this for over 50 years! With a similar enthusiasm for marketing and a keen eye for detail, Gail shines when focusing on advertising and management challenges.

This industry has always been about relationships and sharing, and we have certainly benefited from this as we built our business. With nearly a century of combined horticulture and business management experience, we’re ready to put our expertise to work for you!

We know you’ll enjoy your business more when you’re making more money - but you don’t have to go it alone. Let’s grow together!



SEASONED GARDENERS
CONSULTING

Our Services

Seasoned Gardeners Consulting was born of a desire to guide others as we were once guided. With nearly a century of combined horticulture and small business knowledge, we can help you grow!



A Few of Our Achievements Along the Way...

Today's Garden Center Magazine's Revolutionary 100

Southwest Regional Winner 2009, 2012, 2013

National Winner 2013

The Garden Center Group

High Achievers Group 2008, 2009, 2010, 2011, 2012, 2013, 2014

Best Practices Group 2015, 2016, 2017, 2018, 2019

Best of the Best Group 2020, 2021



Some of the Services We Offer...

Content Creation (*for Facebook, Instagram, YouTube*)

E-Newsletters and Blog Articles

Strategy for Direct Mailings (*postcards to an in-house list or EDDM*)

Tips for Photography for use in e-news, website, other media

Marketing Plans

Winter Vegetable Program (*a system for growing and marketing fresh produce throughout the winter months*)

Greenhouse & Horticultural Specialist (*production growing, IPM, disease scouting, crop management, greenhouse solutions*)

Developing Non-Traditional Revenue Streams

Customer Loyalty Programs

Preparing Your Business for Sale and Transition

Contact Us Today!