



For Immediate Release

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Garden Concepts Judges Awards Contest

June 6, 2001, Glenview, IL—Garden Concepts, Inc. was chosen to judge the Design Awards competition of the South Dakota Nursery and Landscape Association (SDNLA). Members of the company's design team performed the judging at the Glenview firm's offices. Owner Tim Thoelecke, APLD, ASLA, presented a short slide show of the winning submissions at the SDNLA's February banquet, and provided a commentary as to why the winners were selected.

Thoelecke also provided two key presentations at the group's educational seminars the following day, to two audiences of 150 landscape professionals. The first program, entitled "The Transition Zone," focuses on the importance of creating transitions or connections in the designed landscape. "The Transition Zone" was also the title of a January 2000 article Thoelecke penned for *Landscape Architect and Specifier News*.

The second presentation, entitled "The Ten-Step Design Process," outlined the specific process Garden Concepts goes through in dealing with its clients. The illustrated lecture took attendees on a journey from the initial sales call through actual installation of a landscape project.

Garden Concepts, whose mission is to "Create attractive, functional spaces and improve lives—by design," designs and installs high-end, custom residential landscapes for discriminating clients. Although based in the Chicago suburb of Glenview, they have ongoing projects in Illinois, Wisconsin, Michigan and Maryland. They can be found at 847-657-7900 or www.gardenconceptsinc.com.