

Today's GardenCenter

TodaysGardenCenter.com

g...olution in Garden Retailing



8 tips

you need to know before venturing into online sales. p. 10.

Is eCommerce For You?

4 Marketing Campaigns Designed To Attract New Customers p. 14

Trends To Follow In Signs, Labels And Tags p. 20



cover story:

10 How To Make eCommerce Work For You

Experienced garden centers and others offer tips on what you need to know before venturing into online sales.

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Jesse H. Neal
National Business Journalism Awards

2011 Best Integrated Package Finalist
Revolutionary 100 Garden Centers Program



2013 National Bronze Award
Best Use Of Social Media
#CrowdSomething

2010 Multi-Platform Honorable Mention
Steal This Idea

2010 National Bronze Award
2010 State Of The Industry Report

2009 National Gold Award
2008 Revolutionary 100 Roundtable Special Report



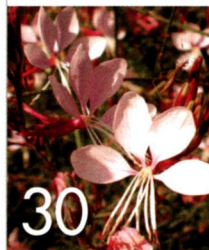
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12 New Natives And Drought Tolerants For 2014

Drought conditions and water restrictions in some regions have made drought-tolerant varieties more important than ever. Here's a look at some of the latest natives and drought-tolerant offerings from leading nurseries and breeders.

Baptisia 'Decadence Vanilla Cream' (Walters Gardens)

This is a Proven Winners perennial selected for its petite size. This drought-tolerant native fits easily into today's suburban landscapes. Its foliage emerges bronze in spring, contrasting nicely with the 10-inch-long spikes of pastel-yellow buds which open to creamy-vanilla flowers in late spring followed immediately by decorative seed pods. The foliage matures to grey-green and remains attractive all season. It has a height of 2½ to 3 feet and width of 3 to 3½ feet. It is hardy in Zones 4 to 9.



Callistemon 'Scarlet Torch' (Monrovia)

This new drought-tolerant variety has the largest bright-red flowers we've seen on any bottlebrush and is irresistible to hummingbirds. It blooms from late spring through summer and intermittently year-round in frost-free climates. This easy-care evergreen shrub has gray-green foliage and makes a fantastic hedge or pruned as a small tree. From breeder Dr. John Ruter at the University of Georgia, this floriferous bottlebrush has a compact form that is perfect for smaller landscapes. It will reach 9 feet tall and 12 feet wide in 10 years. Grow in full sun in Zones 8 to 11.



Cuphea 'Vermillionaire' (Proven Winners)

'Vermillionaire' cuphea will reach 18 to 28 inches in height. It will keep blooming through the heat and drought of the season while still attracting dozens of hummingbirds to your garden. This gem from Proven Winners is a hummingbird magnet. There is no deadheading required, so it is easier for gardeners to enjoy. It is best in full sun.



Echinacea 'Dixie Belle' (Terra Nova Nurseries)

Echinacea 'Dixie Belle,' part of the Dixie series, is a glowing pink, daisy-like bloom. This perennial flourishes during the summer and is long-lasting. It is fragrant, drought-tolerant and deer-resistant. The average size of 'Dixie Belle' is 16 inches high by 20 inches wide with a 24-inch flower height. It grows best in Zones 4 to 10.



Euphorbia 'Glitz' (PanAmerican Seed)

'Glitz' is the first Euphorbia propagated from seed. Growers can rely on its availability and quality. It has the perfect habit for mixed combos. No pinching is needed to hold its shape. It offers drought tolerance for containers and has long-lasting, frothy displays. It has a height of 10 to 14 inches and a width of 12 to 18 inches. Full sun is needed.



Ceanothus 'Marie Rose' (Proven Winners ColorChoice Shrubs)

In mid-summer, 'Marie Rose' ceanothus displays lacy pink flowers that are adored by butterflies. Glossy foliage, purple stems and red fall seed capsules extend the season of interest of this compact native. It is 2 to 4 feet tall by 3 feet wide. This extremely drought tolerant shrub will grow in full sun or part shade and is hardy to Zone 6.



Gaura lindheimeri 'Mr. Liko' (American Beauties Native Plants)

'Mr. Liko' is a selection from Civano Nursery in Tucson, Ariz. It has blush pink flowers from early spring until first frost. It has a rounded form that stays tight and doesn't fall apart, like so many other gaura have a tendency to do. While delicate in appearance, this plant has outstanding heat and drought tolerance. It is a butterfly and hummingbird magnet.

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Last year was my first trip in many years, and it was a blast! Not only did I get a lot of new ideas, but to be able to renew friendships with so many folks. In both business, and more importantly in life, it's all about relationships, networking, and learning—and if you are in our industry, Cultivate is a one-stop shop! See you in Columbus!

Carole Barton
Barton's Greenhouse & Nursery
Alabaster, Alabama

Cultivating the industry
for over 220 years.



VARIETY CENTRAL

natives and drought tolerant

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Osteospermum 'Blue Eyed Beauty'

(Ball FloraPlant)

This exciting bicolor osteo can enhance your premium spring end-cap displays. New 'Blue Eyed Beauty' has a bright, spring-yellow petal with a deep-blue eye and white halo. Osteospermums are great for erosion control on slopes, and they are drought tolerant for water-wise cool-season gardens. Cut back in late summer to encourage re-blooming and improve its habit. It has a height of 10 to 14 inches and a width of 14 to 20 inches. Full sun is recommended.

Pentas 'Starcluster' (Syngenta Flowers)

A new Heat Lovers series, 'Starcluster' pentas is great for hot summer days. It features large flower clusters supported by strong stems, making it a showstopper in the landscape. Its low-maintenance performance requires no deadheading as new flowers form over spent blooms. 'Starcluster' is available in white, rose, red and lavender. These plants must be established in the landscape in order to exhibit drought-tolerant qualities. They are not — nor are most other spring annuals — drought-tolerant from the beginning.



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***Physostegia virginiana* 'Pink Manners'** (Aris Horticulture)

'Pink Manners' is a stately plant with clear pink blooms. It has the same sturdy, clumping form as 'Miss Manners,' only taller. Its upright habit will top out around 42 inches with an 18- to 24-inch spread. Vernalization is recommended for flowering and best performance. It was bred by Darrell Probst and prefers moist conditions and full sun, but can tolerate some shade. It flowers in mid to late summer and does well in Zones 4 to 8.

***Salvia* 'Autumn Moon'**
(Star Roses And Plants)

Salvia 'Autumn Moon' is a novel new *Salvia* hybrid with bicolored pale pink and yellow blooms. The color and flowering effect is set off even more intensely by the contrasting dark calyx. It exhibits a compact habit in containers and will tolerate drought-like conditions. *Salvias* also attract butterflies and hummingbirds.

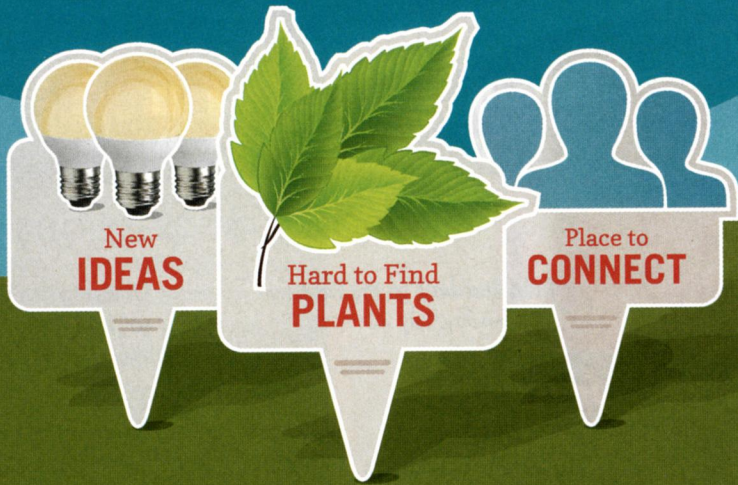


***Schizachyrium* 'Prairie Munchkin'**
(Plants Nouveau)

This native ornamental grass won't get too tall, takes poor soils with little to no organic matter and loves to be dry. 'Prairie Munchkin' was selected by Donovan Boehm of Boehm's Garden Center in west-central Illinois for its steel blue new growth. It's the perfect size for median and municipal plantings that require plants to be 3 feet tall or smaller and it does not flop in late summer or even winter like most little blue-stems do. Use it in naturalistic plantings in a border or mass it in a hedge row for a very minimalist, modern look. The steel blue foliage persists throughout the heat of the summer, then the flowers appear and the foliage slowly turns a shade of strawberry blonde, then to tawny for the remainder of winter.



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