

Scranton Gillette Communications

LAWN & GARDEN

Retailer

INSPIRED SOLUTIONS FOR PROFITABLE BUSINESS

MAY 2011

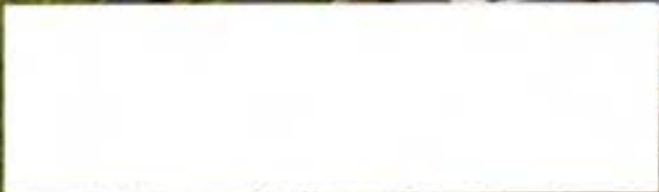
VOLUME 10 NUMBER 5

Merchandiser of the Year
Finalists

Retail's Seven Deadly Sins

Product Focus: Apparel; Birding;
Garden Décor & Accents

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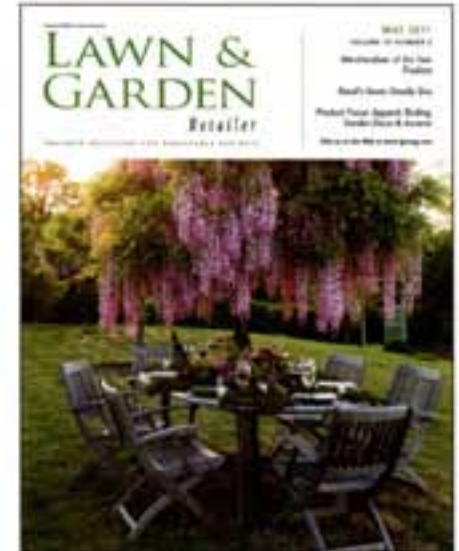
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Retail's Seven Deadly Sins

The original list of Seven Deadly Sins is more than 1,500 years old. Here's an updated version for independent lawn and garden retailers. Feeling guilty?

By Paul Erickson



Cover photo provided by P. Allen Smith Co. Photo taken by Jane Colclasure at P. Allen's Garden Home Retreat.



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From OFA to You

OFA Short Course —
The Business of Color

By Danny Takao, OFA President

I'd like to invite you to this year's OFA Short Course, July 9 to 12 in Columbus, Ohio. It's considered horticulture's premier convention and marketplace. I don't think that's just hyperbole; it really is THE place to be each year. OFA's board of directors, committees, other volunteers, and professional staff have planned an outstanding opportunity for the industry to come together, share ideas, solve problems and get inspired.

Make the Commitment

If you've never been to the OFA Short Course or it's been awhile since you've been there, this is the year you must attend. Working ON your business is just as important as working IN your business. This year's OFA Short Course has new learning formats, new speakers, more entertainment, more networking, an expanded Garden Center Live!, and a 7-acre exhibit area with everything you need for your business.

There are nearly 130 educational sessions, tours and workshops; dozens of interactive activities and networking events; and more than 500 companies exhibiting on the trade show floor. If you make the investment to attend Short Course, take advantage of everything being offered. Don't just go to the trade show. Attend the outstanding educational opportunities and participate in the fun activities occurring each day. We also have a few surprises in store this year, which I'm anxious for everyone to experience.

OFA — The Association of Horticulture Professionals — is a member-focused organization of greenhouse growers, garden center operators, nurseries, landscapers, florists, interior plantscapers, green industry suppliers, students and educators. The OFA Short Course is just one of the benefits the organization provides, but there's no better place to get inspired to achieve higher results for you and your business.

Save Money — Become an OFA Member

OFA members receive discounted registration to the Short Course. As a member, you and everyone else in your company that attends will automatically receive reduced rates. In fact, the lower registration fees will more than pay for your annual membership. In addition to that discount, members receive monthly publications, access to industry information and other important business tools. And by special arrangement, members of the American Nursery & Landscape Association will also receive the member discount.

OFA is proud to welcome horticulture professionals to the OFA Short Course. Unlike for-profit trade shows, OFA Short Course proceeds go back to the industry through programs and services developed to make horticulture businesses more successful.

To learn more about OFA and the Short Course, visit www.ofa.org. I'll see you in July!

TERRA NOVA'S HEIMS MAKES
APPEARANCE ON THE MARTHA
STEWART SHOW

Dan Heims, Terra Nova Nurseries president and esteemed horticulturist, made an expert guest appearance on The Martha Stewart Show Friday, March 18. The show included two full segments featuring Heims and his plant discovery and breeding skills.

The first segment included an interview between Stewart and Heims, during which Heims discussed plant exploration trips, tissue culture and propagation. The second segment provided Stewart and her viewers a look at Terra Nova Nurseries' select new plants for 2011, specifically, acanthus 'White-water', cyclamen 'Something Magic', heuchera 'Georgia Peach', tiarella 'Jeepers Creepers' and heucherella 'Solar Power'.

You can see Heims in action on The Martha Stewart Show website, www.marthastewart.com.

SCOTT'S' LAWN FERTILIZERS TO BE
PHOSPHORUS-FREE

The Scotts Miracle-Gro Company recently launched new initiatives involving product changes and consumer education efforts to improve water quality and conservation in the United States.

"We want to provide consumers with the tools they need to create the lawn and garden they want while also being stewards of the environment," said Jim Hagedorn, chairman and chief executive officer. "What better time to announce these initiatives than on World Water Day, and also at the start of another lawn and garden season."

Two key initiatives related to the nutrient content of lawn fertilizers were announced. First, by the end of 2012, phosphorus will be removed from ScottsMiracle-Gro's lawn fertilizers, which includes the Turf Builder brand.

Scotts has also committed to research and development in consumer lawn and garden care, announcing it is increasing its focus on more efficient and optimized ways to use nitrogen in its lawn fertilizer products through enhanced science and technology efforts.

The company's CEO also commented on Scotts' new multi-year commitment to new consumer communication, education and grassroots outreach regarding water quality and conservation. This commitment includes incorporating water quality and conservation messaging into ScottsMiracle-Gro's consumer advertising, dedicated websites and other digital outreach tools for consumers as well as funding for educational outreach efforts with environmental partners and local organizations.

For additional information, visit www.scotts.com.