



Wisconsin Ornamentals.com

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PAST NEWSLETTERS

Garden Center Symposium

January 27-28, 2009 are the dates for this year's Garden Center Symposium being held at the Country Springs Hotel in Waukesha, WI.

This educational symposium is an opportunity for growers, wholesalers and retailers to participate in educational seminars, visit with vendors and learn from each other as we go in to the 2010 season.

The agenda, registration information and a list of the vendors can be found at www.gardencentersymposium.com. On-line meeting registration is available.

Additional Upcoming Events

[Mid-Am Horticultural Trade Show](#), January 20-22, 2010, Chicago, IL

[Northern Green Expo](#), January 6-8, 2010, Minneapolis Convention Center

Hort TV

The latest video is from Jim Barrett at the University of Florida and Poinsettia Production.

They also have a series of videos from the 2009 OFA Short course that can be viewed at the same site.

Census of Horticultural Specialties

Please complete the Census of Horticultural Specialties questionnaires when you receive them. They are scheduled to be mailed out in December.

Craig Christianson in the Wisconsin Agricultural Statistics Bureau will be the statistician working on this project.

The results are important to the Green industry in Wisconsin to help reflect an accurate assessment of the value of horticultural crops in Wisconsin. Specialty Crop Block Grants which have been part of the US Farm Bill have relied on these statistics. Also, it boosts our industry position with legislators and regulators.

For more information about the Census of Horticulture, visit www.agcensus.usda.gov or call (609) 224-4832

Building A Training Culture

PLANET's blog "Voice of the Green Industry" has just published an article on small businesses developing a training culture. The article opens stating that untrained people typically fail, or, at best, underperform and that if you the business manager do not devote time and resources to training, staff skills will not be easily built.

For a list of practical suggestions on Training, [link here](#).

Maximizing your Silent Sales Force

In the November issue of [Green Profit](#), Ellen Wells authors an article on giving your business signage a makeover. Included are the following Seven Cs on communicating effectively provided by Dan Truesdale of Rolling Green Nursery in Greenland, New Hampshire.

Consistency

- Use "one voice"
- Be consistent with format, font and layout
- Size appropriately
- Clearly write the price

Connection

- Create an emotional response to your message
- Audience more likely to act on a message with a connection

Credibility

- Establishes your audiences trust
- One of the most important and challenging of the guidelines
- Credibility occurs when information, education and empowerment are all in sync

Clarity

- Less is more - save full information for sales report or handout
- Use small words or short phrases
- Short, sharp and straight to the point
- Make sure the message is repeated - repetition can aid in comprehension
- Be sure and include your logo

Cleanliness

- Replace faded, dirty and torn signs
- Avoid crossing out words and prices - take the time to remake the sign
- Maintain clean format within the sign's design for a more professional look

Coverage

- Sign adequately to achieve desired purpose.
- Oversignage is confusing while under-signage is alienating and will not promote sales

Be proactive! Pre-plan signage needs and have signs available and in place as materials/products are placed on display

Change inspirational signs frequently as seasonal highlights change

Nurture and create the impulse sales

Contagiousness

Relates to the catchiness of the message you present to the audience

Audiences' attention is caught by the message in such a way that they discuss it with others, repeat lines from it and in the most powerful cases the message passes over into the common language of the broader community.

To read the complete article [go here](#).

Check in with your Customers

[Greenhouse Management](#) provides a very [timely article](#) on reconnecting with customers to see how your products performed this year.

If you have point of sale software or sales figures for a wholesale business, you can group customers by dollars they spent with you. Some suggested groups: Champions, Solid Customers, Emerging Customers, Switchers, The Lost.

The article also provides some ideas on how to see customer feedback.

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