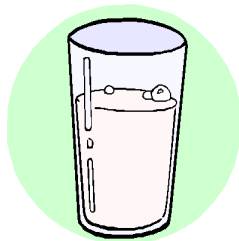




## Half Empty - Half Full

We all, at one time or another, have found ourselves in a discussion about seeing the half empty, or the half full glass of water.



Are we positive or negative thinkers? Do we see the bright side or focus on the dark side?

In the most recent issue of [Today's Garden Center](#), Sid Raisch, president of Horticultural Advantage, discusses just that. While the economy isn't great, he believes that the economy we live in may have more to do with the ones we create by our own actions.

Quoting from his article:

"If we begin by thinking consumers are cash-strapped and in saving-not-spending mode, we're toast. On the other hand, if we believe some people have money to spend and they'll be willing to spend it with us if they perceive a need and value – there is opportunity!"

[Link here](#) to read his article on how to create opportunities through

- Extracting the Full Value of your business
- Increasing your businesses value
- Building your Base

## Capitalizing on "Grow Your Own"

(vegetables that is)

Vegetable gardening is hot, and it's time for garden center owners to rethink how they serve this growing group of customers.

Anyone with a patch of ground that gets six to eight hours of sun a day can grow vegetables. By asking great questions and then suggesting appropriate products, you can be certain your customers will have success.

Not only will your business gain a loyal customer, but more important, you will substantially improve your average sale in a product line that may have been marginally profitable in the past. Plus, there will be pleasure all around as your customers will be enjoying safe, healthy food and all involved will be helping our planet by reducing the carbon footprint of the food we eat.



[Read on](#) for ideas to help your garden center focus on this fast-growing market segment of helping your customers grow food at home

## Would this occur to you?

From Sciencedaily.com, researchers from The Ohio State University and Illinois State University have found a correlation between touching an item prior to purchasing it and how much the purchaser was willing to pay for it.

Using an ordinary coffee, researchers found that people become personally attached to the mug within the first 30 seconds of contact. Holding the mug longer than a few seconds compelled people to outbid others in an auction setting, and they were also willing to bid more than the retail price. Previous research had revealed people begin to feel they own an object prior to actually owning it. This study was the first to show the feeling of ownership can take hold in just 30 seconds.

Many retailers have been using these tactics for years, the study's co-author said, in the form of test-driving cars, having that adorable puppy lick a customer's face, and so forth.

*Garden retail can do that, too. Have hand tools ready for a demo. Raise pots and containers to hand and nose level. Include signage that encourages experiencing the feel of feathery, soft or fuzzy foliage.*

*In short, get your customers "in touch" with your product. They'll be more likely to buy it.*

## **POS and Profitability: Preparing Your Garden Retail Business for Success Over the Next Decade.**

As competition heats up and economic conditions remain uncertain, independent garden centers must be ready to take on any challenge. Is your business prepared not just for today and tomorrow, but for the next ten years?

Join us for this insightful Webcast as two of the nation's top garden retailers share their point-of-sale technology experience. They'll explain how these systems have helped them not only manage costs, but also increase revenues and drive profits -- and how you can use these lessons in your own operation.

Log on to this on-line presentation delivered by Today's Garden Center. Registration is required. [Link here to access the presentation.](#)

## **Color Trends for 2009**

HOPE is the official color of the year, that is, the color of hope. Yellow is the color of hope, warmth, radiant optimism, and positive energy. Pantone calls it Mimosa Yellow (Pantone 14-0848).

Line to a complete discussion of 2009 colors at [Walters Gardens Site.](#)

Read this [additional article](#) on colors for 2009 from Ball Horticultural Company.

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