



King's Gardens Landscape & Nature Center, Nicholasville, KY

Steve King, Owner of King's Gardens, uses his full-color newsletter as an opportunity to extend both the beginning and end of his sales season. "It's going right into the hands of my customers," he says. "It gets them back in." The newsletter features coupons and announces seminars, and is "definitely cheaper" than advertising in the local newspaper, King says. "I can take that same money and do a newsletter that's much more personal," he explains. King's also makes its newsletter available at its website, www.kingsgardens.com. "That's what it is about - generating traffic - and hopefully that ends up into revenue for the business," King says.



John Shelley's Garden Center & Nursery, Felton, PA

John Shelley, President, presents the 15,000 readers of his newsletter with much needed knowledge about what he knows best. "It offers tips, advice and information for customers and friends of the garden center," he says. Shelley finds that a newsletter with a lot of helpful information makes a better connection with his client base. He's even heard from people who save his quarterly newsletters or call when they don't receive one. "We also put it online as an [Adobe Acrobat] PDF file on the newsletter page of the garden center website," Shelley says. The site, www.gdnctr.com, also archives past newsletters as PDFs for viewing or printing.

THE HORSFORD Leaflet
A NEWSLETTER FOR CUSTOMERS OF HORSFORD GARDENS & NURSERY
1401 HORSFORD RD. • CHARLOTTE, VT 05611 • TEL. 877-361-2

Planning a New Garden? BY EILEEN SCHILLING

Planting a new garden can be as fun as well as rewarding in doing the planning. Over the years, we have developed some tricks for success that often gardeners pass readily to those who share their wealth of experience.

First, give the garden a clear and concise title - for example, I create my garden to define the left side of the new property, across the neighbor's pool, and provide seasonal interest from across the street.

Second, begin with the larger plants and work out way down. In our example, you may want to include some small trees that either bloom in the summer or have remarkable fall foliage. Consider Japanese maples, rose hedges, hydrangeas, or red maples. Next, you

would fill the gaps for screening, walk and sit-in, large flowering shrubs. Next the article deals with the woodlands on the mountains. Finally you would want to see the planting with a mixture of groundcovers, perennials, and possibly some annuals.

Third, repetition throughout the planting will be important. The garden will feel well-balanced if species are repeated. While some effort and planning, you can achieve balance through the repetition of color, form, and texture.

Finally, whenever possible, repeat patterns that you find in the natural surroundings of the landscape you are trying to enhance. Focus the scale of

your garden along a ledge. Place dishes and containers if you are near a window. Try ferns and papaya droppers in your window.

The garden at Horsford provides lots of ideas and inspiration for beautifully successful combinations. We placed them in them here plants only given in Vermont. We invite everyone to consider our gardens with a real map, which are given more than they come. Our gardens can answer your questions and help you better understand your scale and expansion, meeting you around their location for certain situations. We choose the plants we grow because they succeed in Vermont.

Lilac Sunday Blooms Again BY EILEEN SCHILLING

I don't often see the girls here for help with the setting of the tables, but this time I did. The request was simple: "These were your favorite lilacs and all we why you like it." The following are their responses.

Lisa: "Sometimes, because that's what it is in my yard. Plus, I like the way they smell."

Tali: "Common Purple lilac. It is the center to my house in its compact size situation."

Ryan: "Double Missouri lilac because you have been what you are going to get."

HORSFORD GARDENS & NURSERY • Route 7 • Charlotte, VT 05611 • 802-433-2811
www.horsfordnursery.com

Spring Planting the Garden

Small Signage

Lilacs 20%
May 21-22

Annie's Annuals & Perennials
Newsletter For Flower Enthusiasts
Summer 2006

Get Ready For Summer Now!

Ah, the joy of the Summer Garden! The deliciously long evenings, butterflies galore, exotic tropical scents, happy Sunflowers, Dahlias, Morning Glories & many of the showiest bloomers of all!

And to make it more tempting, June & July are the two months here at the nursery when more new & exciting plant varieties are available than any other time of the year! Rare tropicals, loads of Salvia, South African perennials & shrubs & much, much more.

A garden can entice us for more than just one season...

When I first started gardening, Spring was the THING! That April gardener's ray would rise in my body - compelling me now with the narrow margin - to find final expressions of my enthusiasm & excitement in the freshness & newness that is

Spring. But like so many other newish gardeners - Spring was the only thing.

I would work so hard creating an exuberant Springtime extravaganza & I'd bask in the excitement. As the end of May rolled around, my charming Spring bloomers would fade, the weeds creeping in to replace them. By June, my garden no longer felt inviting. I'd begin to avoid it & by mid-Summer it was just plain ugly & I knew it was too late to do anything about it. By Fall, it was a disaster, choked with

weeds, neglected treasures dried up & perennials overgrown & starving. And so, by the next Spring I would feel frustrated, feeling every year I was starting my garden from scratch. Most miss the joy of a Summer garden.

A Summer garden annual...

With a little real & planning, your garden can be the most seasonal garden of all with our long days, more hours to enjoy

Annie's Annuals Fall & Spring Summer Blooms

... [List of plants and prices]

Horsford Gardens & Nursery, Charlotte, VT

For Eileen Schilling, Co-Owner of Horsford Gardens & Nursery, a newsletter presents the opportunity to reach out to customers as an advertiser and advisor. "We have to find the fine line between promoting our product and educating," she says. While the front page usually features a main advertisement, the newsletter also offers specific advice about an important event of the season, like what to do with damaged trees from an ice storm. Schilling uses a sign-up sheet to collect addresses from those interested in receiving mailings. She currently has about 8,000 on the mailing list.

Annie's Annuals, Richmond, CA

More than 7,500 customers receive Annie's Annuals' six-page newsletter in the mail, and another 3,500 customers see it via e-mail every spring. In it, customers find information on special promotions, such as the garden center's "Big, Fab Spring Party;" new varieties of hard-to-find plants, or "horticultural hotties," as Owner Annie Hayes calls them; and general gardening instruction. "Annie's philosophy is that gardening should be fun, and our newsletters, website, marketing materials and signage support that feeling," says Elayne Takemato, Marketing Coordinator. The newsletter is designed in house and then outsourced to a local print shop for printing and mailing.