

Dickman Farms Garden Center
Autumn 2006

Home & Garden

Autumn Reflections

By Kelly Husby, CDM

Autumn is a time for mother nature to reflect her indescribable beauty in the rich colors of deep gold, vibrant orange, and crimson. Autumn is a "FUN" season! It's the season when we get to play and decorate with scarecrows, scary pumpkins and funky witches and ghosts. Be a kid again!

Dickman Farms Garden Center is "Autumn's Headquarters".

You'll find everything you need to beautify your outdoor living area and decorate your home. Mums, berries, gourds, candlelit luminaries, apple orchard candles, garlands, wreaths, plus so much more... even the funky witches.

Adorn your front porch or deck with an autumn container garden series or make your own. Inside this edition are two recipes so you can create your own gorgeous planter.

Autumn is also a perfect time for outdoor entertaining! Create a warm welcome with everlasting wreaths and garlands. Cooler evenings are the best time to sit by the warmth of a fire pit with family and friends. Go ahead and entertain!

Autumn in the Finger Lakes Region is undeniably magnificent. Enjoy the splendor of the season.

Fall Gardening Seminars Sat. Sept.

Join us for a day full of educational quick study seminars on gardening information you need to know for Fall. Learn about winterizing your landscape plants, what to prune and how to prune this fall and winter, and what to plant now for fabulous fall and spring color. Plus... join us for Landscape Design 101. Our certified nursery professionals and design specialists will garden and landscape. Look for our new edition for our seminars visit dickmanfarms.com

DICKMAN FARMS
 GREENHOUSES & GARDEN CENTER
 Where beauty comes naturally.
 Visit us at dickmanfarms.com

Endless Summer
 40% OFF
 Trees, Shrubs, Perennials and more!

ValVa Bloom
 March 14, 15 & 16, 2007

Dickman Farms Greenhouses & Garden Center, Auburn, NY

The management team at Dickman Farms comes together to compile content for the newsletter, finding the right balance between informational articles and sales promotions without overwhelming readers. "We try to streamline it, keep it focused, and make it an easy read," says Kelly Husby, Operations Manager. Customers who sign up for Club Dickman receive the newsletter via e-mail; non-club members get their copy via snail mail. The three-color, four-page sendout reaches nearly 4,000 customers' inboxes and mailboxes four times a year. An archive of back issues is available at the garden center's website. One of the most popular features of the newsletter, the designer container series, highlights two recipes from the retailers' in-house design team every issue.

WALTER ANDERSEN'S GARDEN TALK
 SAN DIEGO'S GARDEN RESOURCE
 FALL 06
 WWW.WALTERANDERSEN.COM

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Preview Of Roses For 2007
 The roses are in bloom and Walter Andersen has a new collection of roses for 2007. The roses are in bloom and Walter Andersen has a new collection of roses for 2007. The roses are in bloom and Walter Andersen has a new collection of roses for 2007.

Commemorative Olive Oil
 Walter Andersen has a new collection of commemorative olive oil. The olive oil is made from the olives of the Mediterranean region and is perfect for cooking and baking.

Holiday Tradition May Include Paint
 The holiday season is a time for family and friends. One tradition is to paint the house. This is a fun activity that can be done with children and adults.

Coca-Cola Rolling Stock Departs
 The Coca-Cola rolling stock is a historic piece of machinery. It was used to transport the rolling stock from the factory to the distribution centers.

New Collection Selections at Walter Andersen Nursery
 Walter Andersen Nursery has a new collection of plants. The plants are perfect for the fall and winter seasons.

78th Anniversary
 Walter Andersen Nursery is celebrating its 78th anniversary. The nursery has been a family business for over 78 years.

Events Planned!
 Walter Andersen Nursery has several events planned for the fall and winter seasons. The events are perfect for gardeners of all ages.

Home & Garden
 Walter Andersen Nursery has a variety of home and garden products. The products are perfect for the fall and winter seasons.

Walter Andersen Nursery, Poway, CA

For six years, Walter Andersen has mailed "Garden Talk," and it has no plans of going digital. E-mail addresses change so frequently, it would be difficult for the staff to keep up, so instead they continue to print on thick 11"x17" stock. The quarterly piece, which goes to 12,000 people, has a three-month shelf life, including coupons and class schedules. Walter Andersen has cut most of its advertising and relies on their newsletter and website for publicity. "We try and use our newsletter as our primary marketing tool," says Marketing Director Melanie Potter. Vendors whose products sell well are frequently invited to contribute timely articles. This combo-marketing ploy feeds off of itself and has been successful for the retailer - and has helped significantly reduce ad costs.