



**Halla Nursery,
Chanhassen, MN
www.hallanursery.com**

Halla Nursery's online plant finder allows visitors to search through the thousands of trees, shrubs, perennials, vines, ground covers and other hardy landscape and garden plants the garden center carries by name, plant characteristics, landscape attributes, ornamental features and site conditions. Customers can build their own plant list online, selecting the variety and quantity of plants that interest them. Then, they can either e-mail the list to the garden center or print it and bring it to the store to quickly find what they need. The finder is just one of several interactive features at the website. "We get lots of leads for landscape work through the customer contact form," says Kari Overby, President. "They give us a lot of feedback on other things, too."



**Campbell & Ferrara Nurseries,
Alexandria, VA
www.campbellferrara.com**

About 10 years ago, Campbell & Ferrara launched their website, and since then, it has changed with the times. What appears now is the fourth generation, and the garden center is looking to make additional modifications this year. "I think you have to continue to evolve and change, and look into the future," says Donna Campbell, Vice President. The objective from the beginning has been to get people excited about what the garden center has to offer and intrigued enough to make a phone call, or better yet, visit. Among the ideas for the next update: incorporating a way to obtain more detailed tracking information to determine how long users stay on each page, and adding "before" pictures to the photo gallery to better demonstrate the company's design work.