

2012 Garden Center Symposium

Tricks of the Trade

Prairie du Chien True Value	Pansy Party: A pansy party is held the first week in April. At the time they provide pansy treats, pansy recipes, pansy aprons, anything pansy oriented. They keep the pansys outside prior to that time so that people can see that they survive cold weather. The goal is to give their customers a taste of spring to get the gardening season off to a good start.
Lammscapes	Santa's Elf: During the Christmas season they "employed" Santa's elf to tell stories for little kids while their parents are shopping.
Gateway Tech	Beat them at their own game: During the holiday season students purchased plants at Wal-Mart, decorated them, labeled them, marked them up and sold them.
Hawthorn Gardens	The Rock Fairy: Purchased lots of trinkets at merchandise marts and had the "rock fairy" hide them around the garden center so kids had something to look for while their parents were shopping.
Lammscapes	Kids' Garden: A raised bed was built. Kids put in the soil and in May they planted selected plants. Throughout the season while children were there they weeded, and otherwise took care of the plants. Education was provided. Parents took pictures. In the fall they harvested the plants and sponsored a pizza party. Also let kids eat those plants that were ready right out of the garden.
Ebert's Village	Lady's Night Out: They scheduled an evening where they had 2-3 hours of wine, jewelry and craft vendors. Offered additional percentage off products that were sale. They brought in an additional \$3-4,000 on that one August night. The evening was advertised through e-mails, direct mail, and fliers of upcoming events. The Vintner providing the wine took care of the permit.
Sargent's on 2nd	Pink Day for Breast Cancer Research: Scheduled an event where two vendors came, one with mittens from old sweaters - 10% of her profits went to research. The jewelry vendor donated \$6500. Focussed on everything pink.
Burlington Garden Center	Grow your own salad: Had an educational event where people got to plant a salad bowl. Charged \$25.00 for materials.
Knoppers Nursery	Christmas Card Pictures: During the second week in November they had three different "scenes" where families could come in and using their own camera or having the staff take their picture, were able to have their Christmas card picture taken.
Piala's Nursery and Garden St	Farmers' Market: Provide spaces out front of their area for a Farmers' Market held every Thursday from July through the end of October. Advertisement was done by way of signage. Market had fresh flowers, fruits, carmel corn booth, Pizza's, Crepes, etc. They charged the vendors \$10 each time. Lots of traffic generated.