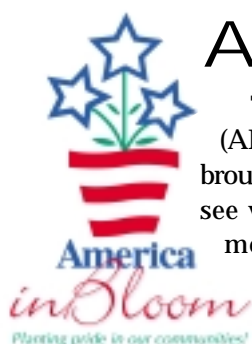


# NEWS on the GROW

compiled by Catherine Evans



## AIB Announces Winners

The Second Annual America in Bloom (AIB) Symposium and Awards Program brought people from all over the country to see which communities are actually the most beautiful. The event was held September 18-20 in Chicago, Ill. — last year's largest population winner and this year's Nations in Bloom contest winner — hosted by the city of Chicago and the Chicago Park District.

The event started off with a reception at the new Millennium Park in downtown Chicago and continued the next day with a keynote speech from Chicago Mayor Richard M. Daley. There were a number of workshops offering ideas and solutions for attendees to take home and implement in their communities, as well as a speech from Chicago television celebrity Bill Kurtis. Tours of many Chicago-area nature venues followed, with the awards dinner closing the successful event.

The winners in each population category are:  
5,000 or less — Lewes, Del.  
5,001-10,000 — Warwick, N.Y.

10,001-15,000 — Brecksville, Ohio  
15,001-20,000 — Berea, Ohio  
20,001-25,000 — Batavia, Ill.  
25,001-50,000 — Lake Oswego, Ore.  
50,001-100,000 — Reston, Va.  
100,001-300,000 — Akron, Ohio  
500,000-1,000,000 — Indianapolis, Ind.  
1,000,001 or greater — Columbus, Ohio

There were also four special awards presented to communities that received high scores in all population categories:

Ball Horticultural Floral Displays Award — Lake Oswego, Ore.

Proven Winners Landscaped Areas Award — Brecksville, Ohio

Communities in Bloom Community Involvement Award — Indianapolis, Ind.

The Scotts Co. Turf & Groundcover Areas Award — Glen Ellyn, Ill.

Currently, plans are underway for the 2004 AIB contest. The deadline for communities to register is March 31, 2004.

For more information, contact Laura Kunkle by phone at (614) 487-1117 or E-mail at [lkunkle@ofa.org](mailto:lkunkle@ofa.org) or visit the AIB Web site [www.americainbloom.org](http://www.americainbloom.org).



## Zelenka Nursery Update

Zelenka Nursery's future was ensured after the sale of the company's assets to the Bob Berry family of Oklahoma. The Berry family was the successful bidder for all three Zelenka Nursery operations and was certified as the new owner of the company on October 24, when the sale closed. The Berry family outbid several other people in the process to help secure Zelenka's future.

The Berry family currently owns and operates four other nurseries including Tri-B, Park Hill and Sanders Nurseries in Oklahoma and Judkins Nursery in Tennessee. The Berry family plans to continue operating the nursery independently under the Zelenka name. Richard Brolick will remain CEO of the Zelenka facilities.

The addition of Zelenka Nursery's Michigan, North Carolina and Tennessee operations to the Berry nursery holdings is expected to create one of the largest nursery operations in the country. With new ownership in place, Zelenka Nursery will be able to continue provid-

ing the same high level of quality products and services that its customers have become accustomed to for Spring 2004 and beyond. Zelenka would like to thank its valued customers, vendors and employees for their support during this challenging period of Zelenka's history.

## Proven Winners Hits the Road

Despite a horrific traffic jam and one bad day of torrential rain, Proven Winners' very first Proven Winners Roadshow was a success. The three-day event took place on October 7 in the Boston area in Woburn, Mass.; October 14 in the Chicago area in Bloomingdale, Ill.; and October 17 in Salt Lake City, Utah.

"In the past we have mainly focused on retailers; now we are wanting to focus more on growers," according to Marshall Dirks, director of marketing and public relations for Proven Winners. "We want to give them better tools to make it a premium product, to help the growers make it look good."

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## Queen of Containers Passes Away

Kathryn "Kathy" Pufahl, owner and president of Beds and Borders, Inc., Laurel, N.Y., died Oct. 13, 2003 in Newport, R.I., from a short battle with cancer. Kathy, 44, was known world-wide for her outstanding container gardening designs as well as her pro-

motion of gardening with unusual plants. Her work appeared in a number of national consumer gardening magazines that really made an impact on the

way industry experts and the average consumer look at gardening today. "Kathy recognized container gardening as a better consumer package. Then, she taught the entire horticulture industry how to do it," said Judy Sharpton of Growing Places Marketing, Atlanta, Ga., "Growers, garden centers and gardeners all over America have benefited from her outsider's insight. And, like me, they benefited from her friendship. Thank you Kathy."

"Kathy had a passion for plants, and she had a passion for showing people how to use them," said Josh Schneider, director of marketing for EuroAmerican Propagators, Bonsall, Calif. "She was a delight to listen to, whether it was across the dinner table or with a room full of growers. She understood that ideas have the power to change the world, and she made the world change. She was passionate about everything

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# industry news

*“Pufahl” continued from page 8*

she did, and her passion was contagious. Just listening to the energy that burst from the room at the end of one of her lectures was incredible. People who had heard her were ready to go take on the world — just like she did.”

Beds and Borders, a wholesale grower of specialty plants, was founded in 1988 in Riverhead, N.Y., with just a few small greenhouses, and in 1997, Kathy moved to Laurel with 17 extra acres and more than 400 different specialty plant varieties. “Kathy Pufahl started a small nursery 15 years ago that seemed to go against all the received wisdom of the industry. She refused to do the plants that needed to be done in cell packs and rejected the cell pack mentality. She did only specialty annuals and tender perennials. She made it a success,” said Schneider.

Kathy was born December 17, 1958 in Long Island, N.Y., where she graduated from high school in 1977 and met her husband, Kevin Cande. She received her degree in biology in 1981 from Georgetown University and began a journey into the horticulture industry. She has two children, Tyler and Torie Cande, with whom she was actively involved in fundraising for juvenile inflammatory bowel disease organizations. She loved to water-ski and served as one of the first directors for the Ultimate Players Association for Ultimate Frisbee.

“Her passion for our industry, her willingness to share what made her successful and her ideas for the future will have a lasting impact on horticulture. She was a great woman and a very dear friend. I will miss her,” ended Schneider.

## New Professor at University of Florida

The University of Florida-Milton has added a new asset to their list of esteemed faculty, Dr. James “Jamie” Gibson as assistant professor, environmental horticulture. Gibson began his career at the university October 1, with duties including researching production, fertility management and plant growth regulation of stock plants, rooted cuttings and finished flori-



culture crops. Gibson will also be instructing students in the fields of nursery and greenhouse production and management.

Gibson received his bachelor’s degree in Plant and Soil Science from West Virginia University, Morgantown, W.Va., in 1996 and continued on to North Carolina State University, Raleigh, N.C., where he received his master’s degree (2000) and Ph.D (2003) in horticulture and studied under Paul Nelson and Brian Whipker. According to Whipker, “Jamie is an enthusiastic and motivated person. His accomplishments in extension, teaching and research while a student at NC State University were amazing. He will be an invaluable asset to the students and growers of Florida.”

“The area [University of Florida-Milton] is a good core of professionalism and has excellent teaching programs, good students and great facilities such as the greenhouses and the Milton Public Gardens for trailing plants,” said Gibson. “There is an art and science to ornamental horticulture. It is a beautification of the environment. It is one of the best businesses right now because people are so environmentally conscience, and helping them realize that they can make of difference with plants is very exciting,” Gibson follows.

According to Rick Schoellhorn, floriculture extension specialist at the University of Florida-Gainesville, “We are really pleased to have Jamie on board at the University. Jamie comes from a very results based and productive program at NC State. We’re really looking forward to the expansion of his research program, which will focus on the development of production and management solutions for the ornamental plant industry.”



## industry news

"Roadshow" continued from page 8

The Roadshow was an all-day seminar that focused on the grower in the morning and added retail into the mix in the afternoon. "We wanted the retailers there to help prove to the growers all of the opportunities the Proven Winners products have," Dirks added.

Each location started in the morning with an introduction of all of the new Proven Winners varieties along with growing and selling tips. After a short break, John Gaydos, director of promotions and product development, talked to the group about the detailed growing information needed to grow a premium Proven Winners plant.

After a nice lunch, attendees reconvened for a look at the retail side of the Proven Winners products. Judy Sharpton, from Growing Places Marketing, Atlanta, Ga., discussed "The Geography of Merchandising — Knowing where to place products and POP in our store is the first step in getting the customer to buy." This program allowed both retailers and growers to learn about product placement, helping growers feel they can give input on the placement of the plants for best exposure.

Dave Konsoer, director of national accounts, spoke about the PW Certified Garden Center Program and explained all of the new POP materials Proven Winners offers that makes its line even more appealing to the consumer.

The seminar ended with another interesting program from Sharpton about "The Mannequin Technique — We'll learn a display/merchandising technique from mainstream retailing that can easily and effectively be transferred to any garden center."

Overall, the event was a success, and Proven Winners staff is in the process of planning similar events for growers and retailers next year.

— Catherine Evans

### Fred C. Glockner Foundation Announces Deadline

The Fred C. Glockner Foundation has chosen April 1, 2004 as the deadline for the sub-

mission of grant proposals for research and educational projects in floriculture, plant pathology, plant breeding, agricultural economics, agricultural engineering, entomology and plant physiology related to floriculture. These grants will be considered for universities, colleges and federal research institutions in the United States.

Grant proposals approved by the board at the Fred C. Glockner Foundation annual meeting in early June are paid in August. Since 1961, the Foundation has distributed more than \$4,750,260 to institutions nationwide.

Application forms and guidelines are available on the Foundation Web site at [www.glocknerfoundation.org](http://www.glocknerfoundation.org) or by calling (914) 698-2300.

### Euro Opens Up

EuroAmerican Propagators opened the doors of its propagation facility for its second annual open house, themed "Autumn In Bloom", held September 26-27 in Bonsall, Calif. Touting a line-up of both retail and grower-oriented speakers and a behind-the-scenes tour of production, the open house attracted approximately 50 attendees each day.

Headlining the meeting was nationally-known merchandising expert Judy Sharpton of Growing Places Marketing, Atlanta, Ga. Judy instructed growers and retailers about her Mannequin Technique of merchandise placement and display that increases customer/merchandise contact. Also included were a representative of Nordstrom's talking about customer service and John Greenlea on ornamental grasses. In addition to world-class speakers, great hospitality and new varieties/culture discussions, Euro designated a two-hour block on Saturday afternoon as an "open mic" session. Attendees were given a forum to interact with Euro principles about future directions, current troubles and industry issues.

Our thanks go out to Euro for being great hosts and for coordinating a great event. GPN

— Bridget White

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