



Wilson's Nursery

From all of us here at  
Wilson's Nursery:

*Happy New Year!*

Another year and another season in the books! We hope all of you out there had a wonderful holiday season, enjoyed your time with family and friends, and are well and in good health!

### *Announcements:*

- *New this year! Garden Centers, check this out! On-demand \*locally-grown\* perennial and container trees for independent retail garden centers. Order what you would like from our weekly 'Bud & Bloom' list, and we will land them for you when you need them! All plants accompanied by our new color sticker tag that includes picture, plant details, barcode and your pricing as well. Please give us a call for details. Matt would love to swing by and discuss with you the program!*
- *Contract Growing: Are you with a city and planning for a Fall 2024 or Spring 2025 container tree sale? Are you a landscape contractor and know that you have a big need for Fall 2024 container trees or a large planting of*

*perennials? Did you know that with a deposit we can custom grow for you and make sure you will have what you need when you need it? Please reach out for details!*

- *Winter ordering for 2024 projects: Please send all quote requests and jobs you have sold to us at **orders@wilsonsnurseryinc.com**. Orders are rolling in and we are ready to get your plant material confirmed and allocated. Please keep in mind when reviewing our online inventory that much of our 2024 inventory will not be viewable until dug, grown in the greenhouses, or received this Spring. Your best path to getting your orders in is to send your lists to us via the above email address.*

*\*Let's get together and make sure your needs are met this coming season. Please give us a call and let's set a time to meet up! We would love to have you out here at the farm or send Matt your way to discuss any questions or concerns for this coming season.\**

**Thank you all for your continued partnership. Please continue to let us know how we can better serve you.**

**Here's to a great 2024!**

*\*Also, please take a few minutes and check out this week's Connie's Corner (below)! As always, it's well worth the read!\**

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# Connie's Corner

## *Selling Family Members*

*by Connie Kratzke*

*As I sit here on my porch trying to work, one cat is sitting between me and my laptop and the other immediately to my right. God forbid I should try to use my mouse. I could shoo them off the table, but their clinginess is due to our recent absence. They know they have me right where they want me. Normally we have friends take care of our cats when we're gone but we tried something different this time. Two auto feeders and a water fountain made their debut. They don't seem to use the fountain, but the "robot moms" worked okay. Plenty of people fill big dishes of food and leave without concern. Our cats are a bit eccentric though and so are we.*

*My home office is completely filled with plants. Contentment levels vary. Everybody prefers their outdoor summer homes. Most of them look pretty good, but they're shedding. The Dipladenias and Swedish Ivies just had haircuts. I'm tired of slipping on their severed parts. Spiderplants had to wean their babies. A few offspring may earn homes if they survive until I get potting soil. Big Momma Christmas Cactus is about to lose her mind! My living home decor is a labor of love, but it can be very rewarding. I probably spend more time sweeping than watering. While I wouldn't have chosen the big blue keg cooler (used as a watering system) as a prop for my retro room, it earns its keep.*

*Adaptations must be made to accommodate furry and leafy family members. When I worked with retail clients, I used to tell them, "plants aren't furniture." That seems obvious to all of us, but I'm not sure it is to everyone. I recall people requesting plants that didn't drop anything. Even plastic Ficus trees from Frank's lose leaves here and there. Like pets, plants have needs that must be met. As they grow their needs change. Love is necessary for best results. Understanding is mandatory. Leaves, seeds and limbs are going to drop. Rakes are just plant pooper scoopers.*

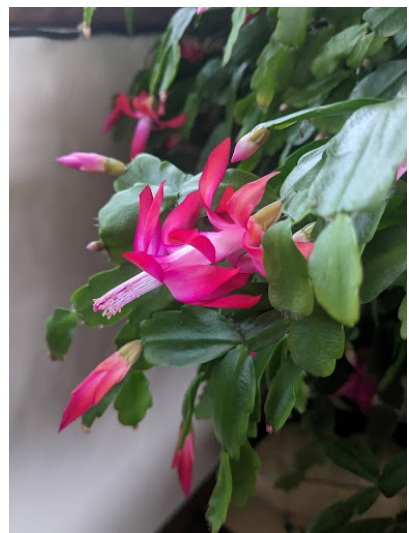
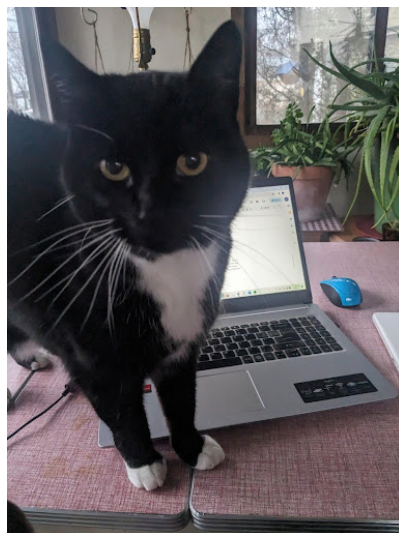
*While it may seem like I am bloviating, I do have a point. Selling landscapes is like selling family members. These are long term relationships we're cultivating and they can be good or bad. Margaret says she wants an Alberta Spruce on the southwest side of her exposed lot. What she really wants is an attractive green accent she can eventually decorate. Sure, you can give the lady what she says she wants. Then you can go back and replace it in a year or two. Maybe she'll add another planting bed. Another possible result is disappointment. Now she has to wait a few more years to string lights. Margaret was looking for a long-term thing and expectations were not met.*

*Being experts occasionally means delivering unwelcome news. Autumn Blaze Maples light up fall landscapes when they aren't destroyed by summer winds. Paper Birches brighten vast green expanses when they aren't riddled with borers. Neither of these plants are waning in popularity, but there are places they shouldn't go. A Prairie Stature Oak might be a better choice for autumnal interest on top of a hill. Aspens may thrive where Birches struggle.*

*Many underutilized trees are well-suited to tough conditions. Some of my favorites are Honeylocusts, Hackberries and Hornbeams. None of these three produce significant messes. The “berry” part of Hackberry scares some people. Sell those folks some hardscapes. Sure, this Swamp Oak tree makes acorns, but they feed the deer, squirrels and turkeys who provide ample entertainment. Certainly, wildlife can be destructive, but you can eat them if you need to! That Blue Shag Swiss Stone Pine will definitely take time to become a magnificent specimen. That said, you’ll get to be part of the process! No, this Skyline Honeylocust won’t turn red in the fall. Instead, its foliage will turn striking gold shades; disappearing completely after it drops. Yes, this Autumn Gold Ginkgo is expensive, but its relatives survived a mass extinction so it will probably survive you.*

*Realistically translating plant expectations can be difficult. We might tell people to give new trees 15 gallons of water twice a week. Half of them will immediately ask if once a week is enough. I don’t know! Would that work with a puppy in August? There’s still a bit of a disconnect between many homeowners and their environments. I get it. Lots of folks nowadays get up, work, come home, eat, sleep, then repeat. Life is busy and there’s no spare time to coddle the scenery. That’s why we have to sell the roles plants play in enhancing our lives.*

*Having a hard time enjoying that sun room because there’s too much...sun? Plant a reliable, slow-growing shade tree to shield the rays. Sure, you’ll have to water it frequently during establishment, but you can crack a cold one beneath it. Interested in starting a new family tradition? Decorate a living Christmas tree! String some popcorn and cranberries for the critters if you like. Or don’t. This is all about shaping the reality of your choosing. Want to do something to help the bees? Plant an American Sentry Linden and listen to the buzz while you enjoy its sweet perfume. These are happy family memories we can give our customers when we sell family instead of furniture.*



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Matthew Gorzlancyk  
Strategic Systems / Sales  
Wilson's Nursery Inc.  
Cell: (612) 990-4073  
Office: (952) 353-2762

Email: [matt@wilsonsnurseryinc.com](mailto:matt@wilsonsnurseryinc.com)

**Winter Hours of Operation**  
Monday-Friday 7:30am-4:00pm

**\*Please email all quote requests and orders to us at:**  
[orders@wilsonsnurseryinc.com](mailto:orders@wilsonsnurseryinc.com)

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Wilson's Nursery Inc. | 5730 Yancy Ave., New Germany, MN 55367 6122828433

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