



2016: The year of flexibility

Welcome to 2016! We all decided to come back for another season in the Green Industry! Either we all truly enjoy doing what we do year after year after year, or the Powerball/Mega Millions numbers just haven't fallen our way yet. By the way, should the latter ever happen for you, don't forget about the bald headed sales guy (that being me) that has kept you entertained all these years!



You may be asking "Why, O' Mighty and Grand Cue Balled Sales Knucklehead of Vast Plant Knowledge, are you calling this the Year of Flexibility?" Well, we shall do a simplistic review!

We all know that there is a shortage of plants, especially in the shade and ornamental tree department. Due to the economic fallout from just a few years ago, nearly everyone had to slow production down to bare-bone minimums to stay afloat, from the seed producers all the way down to your end

customer. Now that the recovery period has been underway for some time, demand for material has gone through the roof, but unfortunately for all of us in the Green Industry, plant material can't just be manufactured overnight, or in a week, or a month, or even a year. It is a LONG process to produce a tree. From seed or graft, it needs to grow into the "whip" stage, then it sits in the ground for another good 5 years (plus or minus a year, depending on what kind of tree it is) until it reaches a "saleable" size, then it's dug and shipped out to the distributors, and then it finally reaches you. And that's just for trees. Yews and boxwood take nearly as long. Painful, isn't it?

So this is where flexibility comes into play. There is only so much material available. Everyone will hold for a little while, but eventually the bread and butter trees that we all know and love and don't have to worry about running low until late summer are going to run out. We are going to make just about any possible suggestion to help you fill your job orders, so please be prepared for swaps and substitutions. Granted, we're not going to suggest swapping out a Black Hills spruce for a 'Crimson Sentry' maple (a novel idea), but we may have to stretch away from the norm, such as an 'Ivory Silk' Tree Lilac as a swap for a Yoshino Cherry. At least it will somewhat resemble a cherry. In regards to the definition of "a novel idea", the urban dictionary definition cracked me up. I have to keep these emails PG-13, so I can't write their definition... but I can provide the link! <http://www.urbandictionary.com/define.php?term=A+novel+idea>

In conclusion, let's use the boy scout motto: "Be Prepared!". We will stick with your lists and designs as much as we possibly can like we always have, but chances are that there will be phone calls, texts, and/or emails coming to you earlier this year as compared to seasons past in regards to approving potential swaps. And if you happen to be in the neighborhood, pop in and see what kind of material that may work for your upcoming designs, and have a hot cup of coffee! Oh, and don't forget your sunglasses if I help you out this year. I have one helluva shine on this dome of mine!

Be safe out there!



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