



CHRISTENSEN'S PLANT CENTER

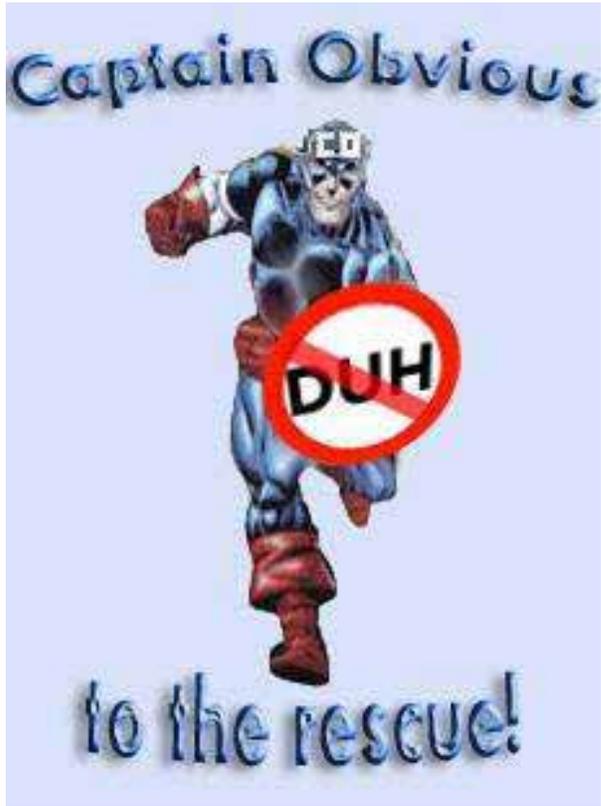
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And What A Year It Has Been... As Told By Cap'n Obvious.

For those of you that don't follow the Misadventures of Cap'n Obvious, here are some things to note: Me, the writer: Cap'n Obvious. You, the reader: You will be referred to as a "Minion". This is not an insult, my followers are honored to be called Minions! You may want a cup of coffee when reading reports such as this, because I tend to ramble on and on. Also keep in mind that I have to keep this rated PG, so no vulgarities shall be published "directly". With that being said, let's begin!

It's the home stretch, Minions!

I don't know about all of you, but your Cap'n, like most everyone in the Green Industry, is feeling bruised, battered, beaten, bent, cut, scraped, gouged, poked,



mangled, and maybe a little bit... well, I have to keep this rated PG. To steal a line from a movie: "Pain heals, chicks dig scars, but glory lasts forever!". But most importantly, we all persevered in what was, quite possibly, the most busy, hectic, and chaotic year that we've experienced in more than a decade. I'm an antique around here, nearly a relic, so I can HONESTLY say that!

It looks like the local economy is doing well again, Minions. I would venture to say better than anyone expected it to be. For giggles, I did an overall "what's in stock" on shade trees on October 15th. We were down to 589 shade trees...TOTAL! That's all shapes, sizes, and grades. During my tenure here, I don't recall ever seeing our pear blocks being COMPLETELY empty, which is impressive to say the least! As one of my mentors, Kevin Elmiger, said in one of his Friday emails earlier this summer: "If you're not busy, you may want to pursue a different industry". I think most everyone would agree with that statement, except maybe those that were not ACTUALLY busy. Perhaps they decided to pursue the fast food industry in hopes of pulling down \$15 an hour to mash a burger and drop a basket of fries. I remember doing that during my High School years for \$4.75 an hour... but that was an eternity ago.

That was a rant, Minions... That tends to happen during these articles... Anyway, moving on!

You kept us coordinating your orders, loading your trucks with trees, shrubs, perennials, brick pavers (I call them Legos), pond supplies, lighting material, and just about anything else we had in stock to keep you moving on your jobs. We all consumed multiple bottles of Tylenol, Motrin, aspirin, coffee, and/or



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continued...



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energy drinks (me especially, but veteran Minions already know this) to help keep up with the constant demand. Fortunately, your Cap'n still hasn't had to pass a kidney stone with "M&M" on it as predicted from last year, "Motrin" and "Monster" respectively. That being said, I believe a few purchasers may have developed the initial symptoms of carpal tunnel syndrome from writing so many purchase orders this year to keep up with the high demand. If you trip across them in your travels, don't shake their hand too hard, you might break it.

With all that we've been bombarded with, and most of us being all beat to Hell, we somehow managed to acquire MANY new employees in all departments.



Minions, most contractors cringe at the idea that they're getting "the new person". I would guess that you had a new/new-ish salesperson help you at some point and didn't even realize it. Our new acquisitions and internal "up and comers" have been sensational, and a blessing! It's safe to say that they've been so good that I don't think a veteran salesperson that you've known forever here at CPC will wind up losing his marbles, climb up to the top of the building on the main yard buck naked slapping his bald

head while yodeling the jingle from those Ricola cough drop commercials or that rock climber game on the Price is Right.

That could've been a scary visual...I don't look good nak... Oh yeah... PG... So expect to see more of them in 2016, and don't be afraid of the "new guys". They are FANTASTIC, they have experience, they have knowledge, and most importantly, be sure to keep the consequences in mind! ...RIIIICOLAAAAA!!!!

There is also an addition worth noting that we started this year. It's the introduction of... insert drum roll here... THE NAUGHTY FILE! It's probably not what you think it is... or is it? With the wonders of all the new technology that surrounds us nowadays, most everyone here has a smart phone with a high definition camera built into it.

Cap'n! What does this mean??

It's been used primarily to take photos of questionable loads with material standing up, laying sideways, a tree strapped to the top of a suburban (true story, Minions), trees wedged into the back of smart cars (not a true story, but a good example), and/or ESPECIALLY large loads of material leaving the nursery without a tarp on it, whether it's only one tree that's sticking out 15' behind the truck or a load full of arborvitae standing straight up.

There was a vehicle that left here with six japanese maples standing straight up in a pickup about a month ago, I had to go continued...



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burst photo on that one...got about 30 pics out of it! A suggestion DID come up from a higher ranking official here (he's a guy with a big mustache) at CPC that said "maybe" we should put these types of pics up on the video screen above the sales counter with captions like "Don't do this!", "Please tarp your material when exiting the nursery", or my favorite caption: "DOH!!". Most contractors would probably get a good laugh out of it while others... well... they may see their pic up there, get angry at us, and break out yodeling.

There's that visual again... That's just disturbing...



So what we're saying is that we will bend over backwards for you to load up your material, and chances are high (expected, really) that we'll even help you tarp it if you're here by yourself. But if it leaves without a tarp, chances are also high one of the 50+ employees will have a pic of it. True story: one contractor left with a bunch of 6' arbs standing up in his pickup without a tarp. That's a double whammie, Minions. He came in about two months later and said that half of them died from the halfway point up and asked what are we going to do about it. Well Minions, sometimes your Cap'n has to be a Jerk on purpose (it comes naturally most other times). I presented the pic with the invoice attached

to him, and immediately witnessed a facial expression that could be best described as "defeat". Just keep that in mind, my faithful Minions... We are watching... Well, that may be a bit dramatic. We are throwing a passing glance!

In conclusion, it appears to have been a fantastic year for all those involved with the Green Industry, from the growers all the way down to the final customer, and all of us here at CPC are GRATEFUL for you choosing us as your supplier throughout this season and seasons past. Who knows what's in store for all of us in 2016. If it's going to be a reflection of what 2015 has been... we're going to need a bigger mirror!

Be safe out there, Minions!

- Cap'n



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