

Mike Coleman
PRESIDENT
mctreegrower@gmail.com
Arrowhead Ornamentals Inc.
P.O. Box 157
Hubbard, OR 97032
503-651-2040
FAX 503-651-2042

Leigh Geschwill
PRESIDENT-ELECT
farmerswife@fandbfarms.com
F & B Farms & Nursery
10498 Geschwill Lane N.E.
Woodburn, OR 97071-9149
503-830-1388
FAX 866-608-3709

Josh Zielinski
VICE PRESIDENT
josh@alphanursery.com
Alpha Nursery
5050 Hazelgreen Rd. N.E.
Salem, OR 97305-3519
503-390-1286
FAX 503-390-2639

Mark Bigej
TREASURER
mbigej@als-gardencenter.com
Al's Garden Centers
1220 N. Pacific Hwy.
Woodburn, OR 97071-3616
503-981-1245
FAX 503-982-4608

Matt Gold
PAST PRESIDENT
matt.gold@goldhillnursery.com
Gold Hill Nursery /
Midas Nursery Solutions
11715 S.W. Hillsboro Hwy.
Hillsboro, OR 97123
503-628-1118
FAX 503-628-2257

Mike Hiller
SECRETARY
mike.hiller@kraemersnursery.com
Kraemer's Nursery Inc.
P.O. Box 930
Mt. Angel, OR 97362
503-845-2283
FAX 503-845-6557

Jim Gilbert
MEMBER AT LARGE
sales@northwoodsnursery.com
Northwoods Nursery
28696 S. Cramer Rd.
Molalla, OR 97038-8576
503-651-3737
FAX 503-651-3882

STATE BOARD REPRESENTATIVES

CENTRAL OREGON CHAPTER
Gary S. English
gary@landsystemsnursery.com
Landsystems Nursery
541-382-7646

CHRISTMAS TREE CHAPTER
vacant

CLACKAMAS CHAPTER
Tom Brewer
tbrewer@myerslawnandgarden.com
Myers Industries
Lawn & Garden Group
503-686-8448
Jim Sinnitt
sinnittnsy@canby.com
Sinnitt Nursery
503-266-9640

EMERALD EMPIRE CHAPTER
Tamara Clift
tamaragreg@msn.com
Michael Nehls
nativegroundsnursery@gmail.com
McKenzie River Nursery
541-747-2767
Native Grounds Nursery
541-466-3561

GREENHOUSE CHAPTER
Dan English
danenglish@q.com
Dawn Hummel
beedazzledgardens@yahoo.com
503-363-5227
Beedazzled Gardens & Design
503-784-0691

MT. HOOD CHAPTER
Anthony Kinen
akinen5@gmail.com
Scott Ekstrom
ekstrom.nsy@frontier.com
Kinen's Big & Phat
Special Plants
503-866-3627
Ekstrom Nursery Inc.
503-663-4035

RETAIL CHAPTER
Sara Ori
sarao@portlandnursery.com
Lisa Barnett
lbarnett@wilco.coop
Portland Nursery
503-231-5050
Wilco
503-509-8755

SUNSET CHAPTER
Ron Kinney
rkinney@monrovia.com
Clayton Moore Jr.
orders@naplants.com
Monrovia
503-868-7941
North American Plants Inc.
503-474-1852

WILLAMETTE CHAPTER
Kyle Fessler
kyle@stchristophernursery.com
Val Tancredi
valjtan@gmail.com
St. Christopher Nursery LLC
503-580-4470
503-585-1765

Wait not, want not

I have a serious problem with putting off things until the last minute. Whether it is writing this column, getting my taxes done, ordering plants or planning my wife's birthday party, I am usually staying up late the night before the deadline and hammering the work out.

I like to blame it on the fact that life is just too busy, but the reality is, I just let these important tasks stack up and I don't use my time effectively.

This cramming is a bad habit I solidified during my formative educational years. The night before tests or due dates, I often had to "pull all-nighters" to prepare or complete my project. I enjoyed a certain amount of success with this game plan, so I guess it has stuck with me and I still subject myself to the same insanity.

To save myself the dire consequences my procrastination habits could have at my business, I rely on some top-notch people to make sure everything gets done on time.

One important deadline that will land shortly after you read this is signing up for listings in the *OAN Nursery Guide*, a classic nursery industry marketing tool that never stops working for you. Listings are due May 1.

Nursery Guide and its predecessor, the *OAN Directory and Buyers Guide*, have been around for 42 years. For nursery people around the nation, it is an indispensable resource for finding plants and the people who grow them, plus suppliers and service providers.

This resource is so important to our operation that the non-procrastinators in our office are in charge of getting our listings compiled and sent to the OAN in a timely fashion.

Not only is the printed version of the guide one of the most important marketing tools for us, the more

recently constructed online version at www.NurseryGuide.com adds marketing punch and flexibility, which makes the combined effectiveness of the two more powerful.

The OAN pooled its own funds with government grant awards and invested in this exciting and dynamic marketing tool.

The online *Nursery Guide* is incredibly user-friendly. It allows us to add or adjust our listings in real time and provides opportunities to add plant photos, buy digital ad space throughout the year, and provide a link to our own webpage.

These features expose us to those customers who use the Internet to source plant material — a customer base that is constantly expanding.

I use both versions when finding plants and steer customers to growers who produce products that I do not.

If I happen to be using a computer or my

smartphone, I can quickly pull up the site and find the plant or grower in seconds. If I am in my pickup, I can just as quickly grab the well-worn printed version and get the same result. It's the best of both worlds!

This double-fisted marketing power tool is an example of how the OAN works for its members. With the help of the marketing professionals at Pivot Group, OAN has built a system that makes traditional and digital-savvy nursery buyers' jobs easier. As an OAN member, however, you can only take advantage of these tools by using them.

That means we will all have to quit procrastinating. ☺



By Mike Coleman
OAN PRESIDENT