

2016-2017 EXECUTIVE COMMITTEE

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

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

Jim Simnitt
VICE PRESIDENT
simnittnsy@canby.com
Simnitt Nursery
138 NE 22nd Ave.
Canby, OR 97013
503-266-9640
FAX 503-263-6330

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

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

Kyle Fessler
SECRETARY
kyle@stchristophernursery.com
St. Christopher Nursery LLC
12936 Portland Rd. N.E.
Gervais, OR 97026
503-580-4470
FAX 503-792-3902

Wes Bailey
MEMBER AT LARGE
wes.bailey@smithgardens.com
Smith Gardens Inc.
23150 Boones Ferry Road N.E.
Aurora, OR 97002-9461
503-678-5373
FAX 503-678-4264

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@hc-companies.com
Amanda Staehely
amandastaehely@gmail.com
The HC Companies, ProCal
503-686-8448
Columbia Nursery
503-810-2598

EMERALD EMPIRE CHAPTER
Tamara Clift
tamaragreg@msn.com
McKenzie River Nursery
541-747-2767

GREENHOUSE CHAPTER
Mark Leichty
mark@littleprinceoforegon.com
Andrea Avila-Aragon
andrea.avila-aragon@smithgardens.com
Little Prince of Oregon Nursery
503-678-5687
Smith Gardens
503-678-5373

MT. HOOD CHAPTER
Anthony Kinen
akinen5@gmail.com
Sam Barkley
samb@jfschmidt.com
Kinen's Big & Phat
Special Plants
503-866-3627
J. Frank Schmidt & Son Co.
503-663-4128

RETAIL CHAPTER
Lisa Barnett
lbcountrychick@yahoo.com
Sebright Gardens
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
John Maurer
info@evergreengrowers.com
Robert Van Klaveren
vansnursery@aol.com
Evergreen Growers Supply
503-908-1946
Van's Nursery
503-463-4507

A guide by which to thrive

One of the many great things about living in the Pacific Northwest is the wide array of plants that grow here.



Mark Bigej
OAN PRESIDENT

Other parts of the country, by comparison, have a much smaller plant palette due to climate or water availability.

In our stores, we love showing new residents to our area all the plants they have as landscape options. You really see the delight on their faces. The downside of this is that as a retailer, it's hard to stock all of the plants that grow here!

Every week our plant buyers get a list of plants requested by our customers and they go to work on finding them. Fortunately for us, there's a resource at our fingertips that makes finding those plants easy!

Some 43 years ago, the leaders of the OAN had the foresight to develop the *OAN Directory and Buyers Guide* — a 60-page publication that listed all the members of the organization. In the center of the catalog was a 12-page insert that listed various plants, products and services, and the companies that offer them.

Since 1973, that small publication has developed and changed into something much bigger. It is now called the *OAN Nursery Guide*, and the company, plant, product and service listings now number in the hundreds of pages. This one resource has saved our company's plant buyers countless hours over the years!

Let me illustrate. As a child growing up, you test your parents' boundaries to find out exactly what you can get away with. Looking back as an adult, you realize that's an indicator of what they value the most. Well, I learned early on that my dad had one line you definitely could not cross: You could not take his office copy of the *OAN Directory and Buyers Guide*, or you would have to answer for it!

To this day, my dad keeps his guide in his top desk drawer, with "JACK'S COPY" written in large letters on the cover in black marker ink. It is still his first and foremost resource to find what he's looking for — and I know not to touch it, which is OK, because I like to use the online version.

NurseryGuide.com has been online since the 1990s, but a dramatically improved version was launched in 2013. Since then, traffic has nearly doubled. For 2016, the site attracted 107,696 unique users and had 679,598 pageviews. The average user looked at about four pages and spent more than three minutes on the site.

When you log on to the site, you see why so many nursery professionals turn to NurseryGuide.com. It is easy to use, whether you're looking for a product, a company or a particular plant. Navigating the site is very intuitive. You can find everything from simple contact information to an updated detailed availability for a nursery. The site is offered in both desktop and mobile versions, so it's easy to use in the office or out in the field.

Today, Nursery Guide can be found in its original paperback form or online at www.NurseryGuide.com. With more than 800 companies listed — almost 500 of which are growers — you can find more than 21,500 plant, service and supply listings. It is the industry's leading buyer's guide.

If you buy plants, I encourage you to check out *Nursery Guide* today and see how much time it can save you. And if you sell plants, I encourage you to list them on the site and in the book. With shipping season getting underway, now is the time. You can add them right now and they'll stay online through March 2018.

For the grower, *Nursery Guide* is economical and provides great return on the investment. As a buyer, I don't know what we would do without it. ©