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Stop and smell the roses

The annual chaos of spring has slowed down a bit the past few weeks here in Nursery Country.

It's almost a mirror image of the chaos curve we see in the Fessler household each year.

Flower season has its big push through Mother's Day. The weekly yardwork around the house is in full effect at this point. The kids are wrapping up the school year and we're headed in two opposite directions nearly every night to softball and baseball games, all while trying to make sure the kids have had at least three meals each day. (Of course, there is always at least one that refuses to eat what is served on any given night.)

Luckily, we have our trusty smartphones that help us navigate every little detail, like which of the dozen baseball fields we are supposed to be delivering the little sluggers to.

Computers and smartphones have become fantastic tools to help us navigate the daily issues we face in our industry. We can have a live video chat with a customer across the country while walking through the greenhouse, or diagnose a pest issue in a matter of minutes with a quick Internet search on a smartphone.

A simple text message can relay an important piece of information to another employee in just a few seconds. How did people ever operate without these things?

How well would we thrive if we were still using the same equipment and technology that we did 25 years ago?

Back in 1996, sending this column to the editor wasn't so easy. The first 10 columns of my dad's OAN presidency were typed on a typewriter. From there, they were faxed to the OAN office for editing and eventually passed on to print. Progress was made on his final two columns, when the tool of choice to upload his column became a computer with a dial-up modem.

How well would we thrive if we were still using the same equipment and technology that we did 25 years ago?

I got to experience this question firsthand a few weeks ago, when several generations of our family went on a weekend fishing trip, far from the range of any cell tower. It was a great weekend, filled with daily limits, tranquil nature, and great company. Our smartphones weren't good for much more than photographing the daily catch.

It made me realize that I don't need that little screen within arm's reach at all times.

We're lucky to operate in such a unique industry. Most people go to work with a plant in the corner of their office. Our office is surrounded by an abundance of them.

We can't forget why we enjoy doing this work. It's important to shut the phone off every once in a while, and take a moment to enjoy the beauty that we put so much effort into creating, each and every day.



Kyle Fessler