

Garden Center	Trade Trick/Tip
Stoney Creek	County property tax database is public information. For \$25 we get a complete list of every property owner that can be sorted by value in order to make contact. Building permit information is available also - send them a welcome packet, invitation, gift certificate, etc.
Frog Valley	Floral Hanging Gardens for Mother's Day - developed a bounce back coupon for every garden sold the week before mother's day can be redeemed after Mother's Day until the end of May. \$5.00 bounce back coupon with hanging gardens.
Patty Hibbard Road Gardens	Wooden nickel promotion. For every \$5.00 get a wooden nickel which is worth 3 bulbs in the fall.
Hawthorn Garden	When a customer buys a fresh cut Christmas tree we take the butt and put a coupon it to bring back in April. "Bring your butt back"
Schroeder	10% gift card that goes on a key chain. Preferred customer list. Can use it at any location.
Knupper Nursery	Christmas brought in live reindeer and had Christmas extravaganza
True Value Prairie du chien	Kid's planting day - 1,2,3 graders come in on different days, each brought one old shoe and we gave them an annual to plant in it - went home with the planted shoe and a coupon for mom for mom for a free cell pack. Included a tour. Did it over 2 week period of time. Did with girl scouts too. No charge for kids.
K&W Janesville	Make and Take. \$20. Came to make own hanging basket. Topsy Turvey's. At Christmas did a pot of fresh greens. Not just a free workshop - generated sales. K&W furnished everything for \$20
Piala's	Family friendly environment - jungle gym on premises, small petting zoo, soothing music. While kids are running around mom is buying.
Lammscapes	Family oriented. Train club that operates out of garden center. An event to focus on them . . Trees and trains on Wednesday nights in summer. Stayed open later, i.e. 8 p.m. Trains ran through trees. At Christmas called it trees and trains with a Christmas twist - elf read stories while parents shopped. Milk and cookies around the fireplace. Have been working with train club - increased the relationships.

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Oconomowoc Landscape	Came back with the West Bend Response Unit. Changed to light color - collected toys for tots and gave a portion of tree sales to local charity. Also gave a \$5 certificate off live wreath or tree. This summer going to convert it to a Japanese beetle patrol.
Restoration Gardens, Kohler	Make up festivals. Summer one is PlantaPalooza - all dress up like hippies and make it about education. Stump the Geeks game show, Panelists are legit experts and people come with questions. People play for prizes.