

The Growing Scene Gazette

The Growing Scene, Inc. 17015 Harmony Rd, Marengo,

A Garden Center, Landscaping and Farm Stand Company

Volume 14, Issue 1

Anxiously Awaiting Spring!

By Kathi Carr

There is a light at the end of our cold and scary tunnel! That light comes in the form of Spring! We have all survived the 10th coldest winter on record and with a little penny pinching hopefully we will survive the economic downturn.

As a business owner it is frightening to read the newspaper each day. If big, billion dollar companies are having to close their doors then how can our small company possibly survive?

We have altered our business and marketing plans a bit to reflect the economy. You, the consumer,

will be the beneficiaries of the changes! Personally, I have discovered the joy of using coupons this winter. Therefore, we will be offering more coupons in our advertising. We will also be emphasizing the importance of education through our Saturday Seminar Series. Beginning April 24th, we will have gardening seminars each Saturday at 1pm. The seminars will last about 30-45 minutes and will cover a wide range of topics such as "Pet Friendly Landscaping" and "Vegetable and Herb Gardening". Please check our website for seminar details.

I have started meeting with homeowners regarding Landscaping. Please call today if you would like to schedule a free consultation and estimate. We will begin working as soon as the frost is out of the ground.

We are excited to unveil our newly renovated Garden Center Showroom. The Garden Center opens April 16th. Tuesdays are "Moms and Muffins" days. Wednesdays are "Seniors and Sweets" Both days we will furnish refreshments and 10% off all in stock garden center items to those moms and seniors.

We look forward to seeing you!

The Growing Scene Gazette, is a publication of **The Growing Scene, Inc.** **The Growing Scene** is a garden center and landscaping company located at 17015 Harmony Road, Marengo. The phone number is 815-923-7322.

The Growing Scene, Inc. Staff:

Chris, Kathi, Mary, Sarah and Christopher Carr, Owners

Melissa Shippy, Garden Center Manager

Cindy Treynor, Garden Center Sales Associate

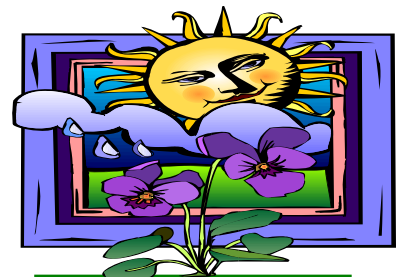
Jaime Cortez, Landscape Foreman

"The man who has planted a garden feels that he has done something good for the world" Charles Dedley Warner



Dates to Remember

- **April 16**-Garden Center Opening Day
- **April 22**-Earth Day
- **April 24**-Arbor Day
- **May 1st, 2nd and 3rd**-Our 14th Annual Spring Open House
- **Every Tuesday and Wednesday**-Moms and Seniors Days!
- **Saturdays, 1pm** Gardening Classes



Garden Center Hours:

Monday-Saturday
9:00-6:00
Sunday 10:00-5:00

Phone: 815-923-7322

E-mail: tgsinc12@msn.com

Website:

www.thegrowingscene.com

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar

of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your news-



Caption describing picture or graphic.

letter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the

business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



Caption describing picture or graphic.