

# **THE SAGE'--MAY 2008**

**Klein's Floral & Greenhouses On-Line Newsletter**

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**Our 2008 Spring Plant List can be viewed on-line by clicking on **SPRING PLANTS** on the left side of our home page. This comprehensive listing contains every plant that Klein's is offering for the 2008 season and is extremely helpful for both the home gardener and landscaper alike. The list contains fun facts, cultural information and pot or cell pack size for each item and is very handy in planning your garden this spring. **BUT, PLEASE** call ahead to make sure a desired plant is ready for sale or that we still have it in stock. Because we "grow our own", all supplies are limited.**

**Klein's is also happy to announce that we are part of the Dane Buy Local initiative. We've joined hundreds of other area businesses and civic leaders who are encouraging you to buy local. Visit the Dane Buy Local website at [www.danebuylocal.com](http://www.danebuylocal.com) for a complete directory of members with links to participating businesses and organizations and please buy local!**

## **MAY STORE HOURS:**

Monday thru Friday : 8:00-8:00

Saturday: 8:00-6:00

Sunday: 9:00-5:00

Open Memorial Day, May 26, 9:00-5:00

## **CALENDAR OF EVENTS:**

May 5--Cinco de Mayo

May 10--This is Madison's average last frost date, but keep your eye on the weather before planting. Madison has a notorious reputation for late May frosts. Many local old-time gardeners refuse to plant, especially their tomatoes, peppers, morning glories, etc. until Memorial Day weekend when the soil has warmed properly. Novice gardeners especially have a tendency to plant too early!

May 11--Mother's Day. Order early and shop early!!! Mother's Day is second only to Valentine's Day for deliveries and the Saturday before Mother's Day is traditionally our busiest day of the entire year. Extra drivers will be on the road Saturday, May 10 for prompt and efficient service. See 'Delivery Info' in our Permanent Features section below for more detailed delivery information. We will not be delivering on Mother's Day, Sunday May 11.

May 19--Full Moon

May 26--Memorial Day-the unofficial beginning of summer! Store Hours: 9-5:00

## **'THE FLOWER SHOPPE':**

The weekend of Mother's Day is THE busiest time of the year at Klein's, far surpassing even Valentine's Day. The showrooms bustle with not only shoppers looking for that perfect Mother's Day gift, but also gardeners with cartloads of annuals, vegetables, perennials,

seeds and garden supplies. Our retail cooler is filled to the brim with stunning spring arrangements for mom and buckets of loose cut flowers to create your own at home. An array of beautiful blooming plants makes your selection even more difficult.

Avoid the rush by shopping early. Call us 608/244-5661 or 888/244-5661 to talk to one of our designers personally or order on line. Click on 'Floral Arrangements' on the left side of our home page.

Klein's has it all for mom--"one-stop shopping" for floral arrangements, gorgeous hanging baskets and patio pots, interesting and whimsical garden ornaments or the ever-appreciated gift certificate.

The following is from the Society of American Florists website at [www.aboutflowers.com](http://www.aboutflowers.com) --a fantastic source for all information regarding the cut flower industry:

"The first celebrations of Mother's Day can be traced back to the ancient Greeks, who worshiped mother goddesses Rhea and Cybele. During the 1600s in England a special day was set apart as Mothering Day, a day of taking small cakes and trinkets to mothers".

"In the United States the idea for Mother's Day has generally been credited to Anna Jarvis. The first Mother's Day observance was a church service held at her request in Grafton, West Virginia (the burial place of her mother) on May 10, 1908. Because of her mother's fondness for them, Miss Jarvis wore a carnation to that first service. She went on to play an active role in encouraging the government to establish a national holiday to honor mothers everywhere. By 1911 Mother's Day was being celebrated throughout the United States, as well as in Mexico, Canada, South America, China, Japan and Africa. On May 9, 1914, President Woodrow Wilson proclaimed the second Sunday in May as National Mother's Day and asked all Americans to offer their respect and love for mothers publicly".

**MOM DESERVES TO BE PAMPERED:**

For all the work Mom does throughout the year she deserves to be pampered on Mother's Day. The Society of American Florists has provided the following tips to make Mom feel extra special:

- If you're planning on taking Mom out to eat, take a plate, bowl, napkin and set of silverware to your florist the week before Mother's Day. Ask your florist to make a floral arrangement in the bowl and include the silverware among the flowers. Then slip in an invitation to her favorite restaurant.
- Invite Mom to brunch or dinner at her favorite restaurant and have a flower arrangement delivered right to your table for all to see.
- For Moms that like to cook, ask your florist to create an herb garden design with several small pots of herbs.
- Make a special tribute to Mom by sending a decorated "Mother's Day Tree." The week before Mother's Day, take several of your favorite family photos to your florist and ask him to attach them to a plant or miniature tree using colorful ribbons. Prepare the photos ahead of time by pasting them onto pretty colored papers or put them in small frames.
- If your Mom is planning on attending worship on Mother's Day, find out what she plans to wear and ask your florist to design a special corsage to match. For a very special twist, choose a new dress or hat for Mom and have it boxed and wrapped with the corsage in place of a bow on the outside.
- Give Mom something to relax with by wrapping a new book and asking your florist to place it into a fragrant flower bouquet with a note that reads "Today is your day to relax!"
- Ask your florist to help you create a special spa kit. A few days ahead of time, bring goodies like nail polish, a loofa sponge, bath crystals, oils and other pampering items to your florist and have him design a basket with the spa items on one side and flowers on the other. You

could even add a certificate for a manicure, pedicure, massage or spa treatments at a local day spa or salon.

- If you want to surprise Mom from across the miles, ask a florist in her town to make a floral arrangement and include an airline ticket for a visit to you. Be sure to mail the ticket to the florist well in advance and confirm that he received it.

- Incorporate flowers into a theme gift. If Mom is an avid gardener, ask the florist to create a design that includes gardening goodies such as a trowel, garden gloves, seed packets and tools. If Mom is a bird watcher, how about a design in a bird feeder? An athletic would certainly appreciate a pair of workout shoes - with flowers arranged inside. Tennis balls, golf balls or sport headbands can be a unique addition to any floral arrangement. If Mom loves clothes or jewelry, tie a scarf or drape a necklace around a vase of flowers to make the gift extra special.

### **FOR THE KIDS:**

- Give Mom a "double feature." Provide your florist with the latest edition of the newspaper movie section, and ask him to include it in a box of flowers. Decorate the outside of the box with movie theater candy and attach a card that tells Mom she gets to see a movie of her choice. Of course, you buy the tickets and the popcorn!

- Let Mom know you think she is your treasure with a treasure hunt! Visit your local flower shop and pick out several pretty stems of flowers. Ask the florist to put water tubes on the flowers. Tell Mom that she is on a treasure hunt and give her clues as to where she can find each of the flowers. At the end of the hunt, have an empty vase ready with a card telling Mom what a treasure she is to you. Then you can arrange the flowers in the vase together.

- Give Mom a kitchen break. Take a cooking pot from your kitchen along with some kitchen utensils to your florist. Ask him to make a floral arrangement in the pot that includes the utensils. Give the arrangement to Mom with a note that tells her she is getting a kitchen

break. Then let her sit back and relax while you and Dad prepare dinner.

- Surprise Mom with a home pampering party. When she comes in the door, have rose petals on the floor leading to the bathroom. Prepare a bubble bath and float rose petals in the water. Place small vases of flowers on the edge of the tub with scented candles and a cup of tea or a glass of wine. Then leave her alone to relax.

- Breakfast in bed is a treat that every Mom loves. Dads and kids can prepare a special morning for Mom by greeting her with a homemade breakfast in bed, on a tray adorned with fresh flowers.

- For a very personal tribute, write her a note telling Mom why you're glad she's your mom and attach it to a long stemmed rose.

- Present Mom with a vase of her favorite flowers. On each stem tie a "coupon" for a chore that you promise to do.

## **DID YOU KNOW. . .**

. . .that there are a ton of garden clubs and plant societies in the Madison area in addition to our many public gardens? Many of these gardening clubs are specific to certain surrounding communities and neighborhoods. Many sponsor public garden tours during the summer months and are a great opportunity to explore many of our area's private gardens. Others conduct plant sales or are simply social clubs. The following is an incomplete (and possibly not updated) list of some of the garden clubs and societies in our immediate vicinity.

### **Arbor Hills Garden Club**

David Benjamin  
3301 Derby Down  
Madison, WI 53713  
(608) 278-0474

### **Badger Bonsai Society**

Bob Eskeitz

126 S. Marquette Street  
Madison, WI 53704  
(608) 249-5227

[www.badgerbonsai.org/](http://www.badgerbonsai.org/)

**Badger State Dahlia Society**

Charles Craig  
5335 Whalen Rd.  
Oregon, WI 53575  
(608) 277-7584

**Crosstown African Violet Club**

Alice Peterson  
3611 Mathis Way  
Verona, WI 53593  
(608) 833-5552

**Cultivating Friends**

Rosemary Douma  
13651 State Hwy 59  
Evansville, WI 53536-9340  
(608) 882-5771

**Fitchburg Gardeners**

Nadie Costello  
5198 Widheather Dr.  
Fitchburg, WI 53711  
(608) 835-8346

**Growing Power, Inc.**

Hope Finkelstein  
229 Merry St.  
Madison, WI 53704  
(608) 242-7196

**Heritage Garden Club**

Joan Alley  
President 713 Hamilton  
Stoughton, WI 53589

(608) 873-5678

**Ikebana**

Pat Nisbet  
4340 Hillcrest Cr.  
Madison, WI 53705  
(608) 233-9407

**Indian Hills**

Ann Sowaske  
2 Wood Circle  
Madison, WI 53705  
(608) 238-7903

**Lodi Annual Plant Sale**

Sue Pfeil  
622 Madison Avenue  
Lodi, WI 53555-1117  
(608) 592-5823

**Madison Area Iris Society**

John Baker  
4601 County Hwy TT  
Sun Prairie WI 53590

**Madison Area Pond Society (MAPS)**

Bob or Sue Rieser  
598 Linden St.  
Verona, WI 53593  
(608) 845-5144

**Madison Herb Society**

Pat Greathead  
P.O. Box 8733  
Madison, WI 53708  
(608) 834-9494



**Madison Rose Society**

Cindy Schally  
53 Merlham Dr.  
Madison, WI 53705  
(608) 238-1109

**Maple Bluff Garden Club**

S. Hiles, President  
4613 Fox Bluff Lane  
Middleton, WI 53562-2329  
(608) 241-9646

**McFarland Garden Club**

Raylene Sherman  
3415 Stony Crest  
McFarland, WI 53558  
(608) 838-6751

**Mendota Gardeners**

Mary Evert  
810 Woodward Dr.  
Madison, WI 53704  
(608) 249-3600

**Middleton Garden Club**

Darlene Zevnick  
421 South Segoe Road  
Madison, WI 53711  
(608) 233-7727

**Mound Vue Garden Club**

Jeanne Eloranta, president  
2520 Lunde Lane  
Mount Horeb, WI 53572-2440  
email: [info@moundvue.org](mailto:info@moundvue.org)  
[www.moundvue.org](http://www.moundvue.org)

**North American Water Garden Society - Madison Chapter**

Bob Wambach, Chapter Coordinator

850 E. Broadway

Monona, WI 53716

608-244-3664

**Olbrich Garden Club**

Della Balousek

210 West Lawn Avenue

Verona, WI 53593-1139

(608) 845-7936

**Orchid Growers' Guild**

Doug Dowling, president

Orchid Growers' Guild, Inc.

PO Box 5432

Madison WI 53705

[www.orchidguild.org](http://www.orchidguild.org)

**Pardeeville Garden Club**

Deb Gorsuch

W5856 Lintner Rd.

Pardeeville, WI 53954

(608) 429-3234

**Parkwood Hills**

Beati Harris

338 N. Yellowstone Dr.

Madison, WI 53717

(608) 829-1417

**Poynette Area Gardening Association**

Sue Jones, President

PO Box 202

Poynette WI 53955

(608) 635-4490

**Red Bud Garden Club**

Cindy Schultz  
1304 Western Ave.  
Columbus, WI 53925-9248  
(920) 623-5083

**Rock Garden Society**

Ed Glover  
503 Johns Street  
Mount Horeb, WI 53572  
(608) 263-2455 or (608) 437-4578

**Shorewood Hills Garden Club**

Ann Rahn  
2916 Columbia Rd.  
Madison, WI 53505  
(608) 238-0510

**Sugar River Gardeners**

Karen Lee-Wahl  
901 Maple Rd  
Verona, WI 53593-1641  
(608) 845-3548

**Sun Prairie Garden Club**

Linda McCafferty  
443 Woodview Dr.  
Sun Prairie, WI 53590-2343  
(608) 837-2675

**Sunset Garden Club**

Cynthia Hoffland  
2838 Regent St.  
Madison, WI 53711  
(608) 233-8083

**Uplands Garden Club**

Joy Liebman  
4777 Cty. Rd. K  
Blue Mounds, WI 53517  
(608) 924-1153

**Waunona Garden Club**

Winifred Burkhalter  
3010 Waunona Way  
Madison, WI 53713  
(608) 224-1332

**Westside Garden Club**

Ellie Beck  
1102 Lincoln St.  
Madison, WI 53711  
(608) 256-6676

**Wild Ones - Madison Chapter**

Diane Powelka  
5361 Betlach Road  
Sun Prairie, WI 53790  
(608) 837-6308

**Wisconsin Daylily Society**

Hiram Percy  
407 Lincoln St.  
Verona, WI 53593-1529  
(608) 845-9249

**Wisconsin Garden Club Federation-Madison District**

Diane Powelka  
5361 Betlach Road  
Sun Prairie, WI 53590  
(608) 837-6308

**Wisconsin Hardy Plant Society**

Terri Maliszewski-Kane

N1867 Trokstad Road  
Edgerton, WI 53534  
(608) 884-3170; (608) 513-4189

**KLEIN'S RECIPES OF THE MONTH**--These are a selection of relatively simple recipes chosen by our staff. New recipes appear monthly. Enjoy!!

**Fennel** is one of the more versatile plants you can grow in your garden. Even if you're not a fan of fennel's mild anise flavor, the wispy foliage looks lovely as an accent plant in any mixed annual or perennial border. And like many members of the carrot/dill/parsley family, fennel is a host plant for many beneficial insects and is a favorite of tiger swallowtail caterpillars. Florence fennel is grown for its bulbs, while common fennel is grown for its seeds and leaves. Bronze fennel is also available.

Fennel bulbs, leaves and seeds are all edible. The bulbs are delicious cut up and combined in mixed vegetable sautés or steamed with baby carrots. Fennel bulbs are also excellent roasted with mixed vegetables in the oven or on the grill. The leaves are particularly wonderful on fish or in egg dishes and the seeds add a delightful anise flavor when crushed and added to your favorite pasta or pizza sauce.

A few of our favorite **Fennel** recipes include:

**FENNEL OVER PASTA**--A classic and easy way to use fennel from the Vermont Valley CSA newsletter.

4 fennel bulbs, cut in half lengthwise, then cut into 4 slices  
1 large onion, sliced or shopped

Sauté the onion in olive oil, butter or a combination of the two, in a large pan with a cover. Add the fennel and cover, cooking over medium heat for about 10-12 minutes, or till the fennel is tender, stirring occasionally. Uncover the pan and raise the heat to medium-

high. Cook, stirring, until the fennel is brownish, about 5 minutes. Season with salt and pepper to taste. (If desired, add fresh snipped basil during the last 5 minutes for a taste sensation) Serve over cooked pasta.

**SAUTÉED FENNEL**--A very simple side dish that embraces all parts of the fennel plant. This recipe appeared in *Cooking Light* in Sept. of 2007.

1/4 tsp. fennel seed  
1 tsp snipped fennel fronds  
1/2 tsp. coarse salt  
1/4 tsp. lemon zest  
1/4 tsp. ground pepper  
5 1/2 cups fennel, sliced 1/2" thick (about 2 small bulbs)  
2 tsp. extra-virgin olive oil

Cook the seeds in a small saucepan on medium heat for 1 minute or till toasted. Crush the seeds with a mortar and pestle then combine the crushed seeds with the fronds, salt, zest and pepper in a serving bowl. Steam the fennel about 5 minutes, or till tender. Add the cooked fennel and the oil to the serving bowl and toss with the seed mix until combined. Serves 4.

**PASTA SAUCE WITH FENNEL AND ORANGE**--a simple sauce for the entire family from *Cooks Illustrated*, Sept. 2006.

1 lb. penne pasta  
4 TBS. extra-virgin olive oil  
1 medium fennel bulb, cut into a 1/4" dice  
2 cloves pressed garlic  
1/2 tsp. crushed fennel seed  
1/8 tsp. red pepper flakes  
2 x 3" by 1" strips orange peel  
3 TBS. juice from the orange  
3 3/4 cups (3 lbs.) coarsely chopped tomatoes  
3 TBS. snipped fresh basil  
1/4 tsp. salt  
1/8 tsp. pepper

sugar to taste

Cook the pasta per directions. Heat 2 TBS. of the oil in a large skillet. Add the fennel and cook over medium heat until softened and browning at the edges. Add the garlic, fennel seed, pepper flakes and the peel. Cook 30 seconds, stirring, until combined and fragrant. Stir in the tomatoes, bring to simmer and cook 10 minutes. Remove the orange peels. Stir in the juice, basil, salt, pepper and sugar. Toss the sauce and the rest of the oil with the cooked pasta. Serves 6-8.

**NEW PRODUCT SPOTLIGHT**--Each month we will spotlight some new product

that we already carry or one that we've taken note of and plan to carry in the near future. Likewise, if you would like to see Klein's to carry a product that we don't currently, please let us know. Our goal is to be responsive to the marketplace and to our loyal clientele. If a product fits into our profile, we will make every effort to get it into our store. In addition, we may be able to special order an item for you, whether plant or hard good, given enough time. This month's new product is:

**greenPots™ ecofriendly planters from ecosource**

Klein's is happy to introduce this new line of stunning and earth friendly pots. In just the few weeks that we've carried this new product line, customer interest has been above and beyond all expectations. Though biodegradable, the pots will not begin their rapid deterioration UNTIL they hit the landfill or compost heap. Under normal conditions, the containers will last 5 years! This information is according to the manufacturer's website at [www.greenpots.com](http://www.greenpots.com). Klein's is, in fact, looking into the possibility of growing our homegrown poinsettias in these or similar containers for our 2008 Christmas season. They are so attractive that there is no need to hide the growing container inside a decorative container. The following is an excerpt from their site:

**“ecosource Home & Garden** is excited to introduce an environmentally friendly alternative to plastic gardening containers. These all-natural pots are perfect for any home or garden since they:

- are made from rice hulls, a natural byproduct of renewable and sustainable crops
- contain no harmful chemical or petroleum ingredients
- deplete no natural resources
- naturally breakdown to easily decompose in landfills or into the earth
- can even be composted to complete the circle of life and re-nourish the earth

**greenPots™** come in a variety of shapes and sizes with colors to complement any décor.

Strong, durable and lightweight, these pots are ideal for plants that need to be moved often, and last five years under average conditions. Even when exposed to constant high humidity, the water resistant surface will remain clean and smooth. greenPots™ sizes range from 3” to 12” diameter in styles to suit any taste.

**Saucers:** Our **greenPots™** line comes drilled with multiple holes for excellent drainage and root health. Matching saucers come with all pots. They are water tight and will protect fine wood surfaces from damage.

### **Manufacturing Process**

Our pots are made from grain husks (primarily rice hulls) and natural binding agents (starch based, water soluble binders and biodegradable additives). No pollutants are used or produced at any stage of the manufacturing process. There are no wasted materials because scraps are recycled back into the production process. Only a small amount of water is used in the binding formula along with safe and environmentally friendly organic pigments. A combination of heat and pressure is used to cement the ingredients together to produce a beautiful, durable, guilt-free pot.

### **Biodegradation Information**



Our pots will keep their shape and clean surface until the end of their functional life. Only after they have been discarded into a commercial or municipal landfill facility will decomposition take place. They then break down into nutrient-rich organic matter with a PH value of 7.0.”

**Visit Klein’s soon and see for yourself what the hype is all about!**

## **NATURAL NEWS--**

According to the Wisconsin State Journal’s 2008 Home and Garden Guide put out in late April, the city of Madison has begun accepting all hard plastic pots and trays for recycling. This is major news for us at Klein’s. For years, we’ve been proud of the fact that we’ve been able to reuse many of your used pots and trays. We simply cleaned and sterilized them and repotted in them for the following growing season. But things have changed drastically in the past few years.

The first change occurred as local garden centers began using a wide assortment of different pot sizes--many with their own logos on the pots. There was a time when local retailers used just a few basic pot sizes and configurations so recycling them was easy for us at Klein’s. Over time it became increasingly difficult for us to reuse pots and trays from our competitors. The sorting became time consuming and much of what was returned to us ended up in the trash regardless. Pot sizes and shapes no longer fit into our merchandising program.

The second and more major change occurred when we began switching to biodegradable pots a few years back. The percentage of your used plastic pots that we were able to reuse and recycle dropped significantly at that time (though we still reuse returned plastic trays). Currently, at least 2/3 of our individually potted plant material is grown in recycled paper (fiber) or coconut husk (coir) pots. Our dependence on plastic is disappearing.

According to the April newspaper article, rinsed out hard plastic pots and trays can be brought to the dropoff sites at 4602 Sycamore Ave. on the east side of town (just a few blocks from Klein’s) or at 1501 W.

Badger Rd. They are not accepting the light plastic, multi-celled packs. Those must be disposed of in the trash. Some plastic containers such as the white ones sold with Proven Winner® product or those sold by America's Best Flowers are recyclable with the city's curbside pick up. They are made of plastics similar to those of margarine or yogurt containers. Simply rinse them and put into the green recycling bins.

For information, call 267-2626 or visit [www.cityofmadison.com](http://www.cityofmadison.com)

## **MAY'S PLANT OF THE MONTH:** **THE COMMON LILAC**

Few fragrances generate as much emotion as the common lilac and the spectacle of the lilac bloom at the University of Wisconsin Arboretum is truly a sight to behold. It's a common sight throughout Wisconsin to see abandoned farmsteads lined with generations-old, thriving lilac hedgerows. Lilacs are one of the treats of living in the north, for they tend to do rather poorly south of a certain line. When asked which flower fragrance is most adored, lilacs come in second only to roses. Warm, calm spring evenings bring out the best fragrance. Cool temperatures lengthen the show time. The timing of the lilac bloom around the northern hemisphere is used as a gauge to measure the progress of global warming. It's getting a little earlier each year.

The common lilac or French lilac (*Syringa vulgaris*) is a native of Eastern Europe and was brought to the United States with the earliest settlers. The original is a large, sprawling shrub/small tree that can achieve heights of nearly 20 feet with an equally large spread. Modern hybrids have been bred for smaller, more manageable sizes with larger blooms. Many say the old "farmstead" varieties have the nicest fragrance, though some newer cultivars are equally intense. Flower color ranges from purple, through the blues and pinks, to yellow, white and even bicolors. Blooming occurs during the month of May here in southern Wisconsin. Korean and Chinese lilacs, which

bloom a bit later, are also aromatic, but don't have that "true" lilac fragrance. Lilacs are easy to grow in any average soil. Full sun (6 hrs. minimum) is a necessity for best bloom.

Lilac foliage is attractive and glossy---early in the season that is. Lilacs are notoriously prone to powdery mildew during the summer with the visible residue remaining for the rest of the growing season. Though the fungus will generally leave healthy plants unharmed, badly infected foliage can be an eyesore. Some cultivars are less prone to mildew than others so its best to do some research before shopping for a lilac, weighing out shrub size, flower size, color, fragrance and susceptibility to mildew.

Lilacs make excellent cut flowers for the vase where the fragrance can be enjoyed indoors. Simply harvest branches as the flower buds begin to open. To prolong life in the vase, smash the end of the stem slightly with a hammer. Doing so allows the stem to take up more water, whereas a straight cut tends to seal itself.

Because lilacs are a suckering shrub, they are easy to propagate by digging out plants that come up around the parent plant, taking as much root as possible with the new plant. This is best done in the spring, keeping it well-watered until established. Old plants can be rejuvenated by selectively removing unwanted limbs to ground level. New shoots will fill in quickly. Keep unwanted shoots removed, thereby directed energy into the desired branches. Any pruning to a lilac should be done just after flowering. The following season's flower buds are formed in the fall. Therefore, pruning in the fall means no blooms the following spring.

## **YOU ASKED. . .**

**With global warming and all, when is it really safe to plant my garden?**

Much of that depends on where you live in Dane county. Cool weather annuals like pansies and dianthus should be planted into

beds and containers by May 1. Seeds such as larkspur, poppies, carrots, beets, radishes and greens should also be planted by May 1. Onion and potato sets should be planted in late April, as soon as the soil can be worked. It's also usually safe to plant the cole crops by May 1, though they may need to be covered during a cold snap.

As a rule of thumb, we do not recommend planting most annuals and vegetables until at least May 15. Our average last frost date is May 10, but keep in mind that that date is an average, meaning that in half the years our last freeze comes after May 10. Also keep in mind that the average last frost date is earlier in the city than in the surrounding countryside. The last frost date north of Madison and especially in the Wisconsin River valley can be notoriously late, with hard freezes into late May. Even here in the city we've had killing freezes as late as early June!!! No wonder the old-timers won't plant their gardens until Memorial Day. Gardening can be a gamble and the gardener must be prepared for the risks. Warm weather crops like tomatoes, peppers, cucumbers, melons, eggplants, impatiens, coleus and all tropicals should never be set out until late May. Keep an eye to the weather. Modern forecasting can predict fairly accurately up to a week in advance; certainly giving us an advantage over our grandparents. Good Luck!!

Please note that we are not responsible for plants placed outside or planted too early. We make every effort to educate our customers and have signs posted at the registers pointing out our average last frost date in hopes that they won't get into the garden too early. Even the most experienced gardener will lose some plants to frost and inclement weather. That's a part of gardening in Wisconsin.

### **AROUND TOWN:**

**NOTE:** If you of know of any community or neighborhood events or garden tours you would like posted on our web site in our monthly newsletters, please contact Rick at (608) 244-5661. Please include all details, i.e. dates, locations, prices, brief description, etc. Our readership is ever-growing so this is a

**great opportunity for free advertising. Events must be garden related and must take place in the immediate Madison vicinity.**

**Dane County Farmer's Market**

Saturdays, April 19 thru November 3, 6:00-2:00  
On the Capitol Square

Wednesdays, April 23 thru November 5, 8:30-2:00  
In the 200 block of Martin Luther King, Jr. Blvd.  
For details visit [www.madfarmmkt.org](http://www.madfarmmkt.org)

**Olbrich Garden's  
Bolz Conservatory Exhibit-Light Gaps**

April 5 thru June 30, 2008  
Daily from 10:00-4:00, Sundays 10:00-5:00  
In the Bolz Conservatory

The trees are trimmed, the bushes pruned, and it's time to see the light in the forest. Learn about light and how plants develop and change in the forest as light fluctuates. Admission to the Conservatory is \$1. Admission is always free for Olbrich Botanical Society members and children 5 and under, and is free for the general public on Wednesday and Saturday mornings from 10 a.m. to noon.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

**Going Green Wisconsin Expo**

Friday, May 2, 2:00-7:00  
Saturday, May 3, 10:00-5:00  
Sunday, May 4, 12:00-5:00

Going Green Wisconsin EXPO is the premier green lifestyle show in the state. The event will showcase diverse local and national green businesses displaying and selling eco-friendly, fair trade and sustainable products. The EXPO includes more than 100 exhibitors, product sampling, instructional seminars and more. Special attractions include the Green Chataqua, a hybrid test course, the fresh market, a beer garden, a health and wellness pavilion, and a kids zone.

As an exciting gathering of people, products and resources, the EXPO is designed to enhance our daily living and to increase public awareness of all efforts to go green. Tickets are \$10 in advance or \$15 at the door. Please visit [goinggreenwisconsin.com/expo](http://goinggreenwisconsin.com/expo) for more details.

Alliant Energy Center Exhibition Hall  
1919 Alliant Energy Center Way  
Madison, WI 53713  
608/267-3976 or [www.alliantenergycenter.com](http://www.alliantenergycenter.com)

### **Woodland Wildflowers**

Sunday, May 4 • 1:00 pm – 2:30 pm  
Walks from the Visitor Center

University of WI Arboretum  
1207 Seminole Hwy.  
Madison, WI 53711  
608/263-7888 or [uwarboretum.org/events](http://uwarboretum.org/events)

### **Dahlia Tuber Sale**

Sunday, May 4, 12:00-3:00  
Dahlias are late summer bloomers popular for their extravagant blooms, diverse forms, and bright colors. They're subtropical annuals grown each year from tubers dug up in the fall and overwintered in a cool, dry environment. The sale is sponsored by the Badger State Dahlia Society. For more information call 608-831-9623.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

**Olbrich Garden's  
Plant Sale with the Pros**

Friday, May 9, 4:00-7:00

Saturday, May 10, 9:00-5:00

Enjoy one-stop shopping convenience during Olbrich's Plant Sale with the Pros at Olbrich Botanical Gardens. Buy the same unique plants and exclusive leaf mulch used in Olbrich's gardens. Olbrich's Plant Sale with the Pros will feature everything from annuals and perennials to ornamental grasses and shrubs. Olbrich members shop early at a special pre-sale on Friday, May 9 from 11:00 to 4:00

The plant sale will feature the newest cultivars on the market including tropical plants that will fire up your garden, small-scale garden conifers, herbs, and butterfly plants along with hundreds of annuals and perennials. Shoppers will find rare shrubs and trees, including hardy shrub roses that thrive in the challenging Wisconsin climate.

Expert Advice

Olbrich horticulturists and master gardeners will be on hand to answer any question and give expert advice. Olbrich's Schumacher Library will also be at the sale with reference books and garden information. Be inspired by plant combinations and displays developed by Olbrich's professional staff.

Proceeds from the plant sale benefit Olbrich Botanical Gardens. Shop early since quantities are limited. Shoppers are encouraged to bring cartons, wagons, or boxes for carrying plants. New this year, the sale will accept credit cards: MasterCard and Visa. Cash or checks also accepted.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

### **Native Plant Sale**

Saturday, May 10, 9:00-2:00  
U.W.-Madison Arboretum Visitor Center  
1207 Seminole Highway  
Madison, WI  
608/263-7760 or @ [uwarboretum.org](http://uwarboretum.org)

These are propagated plants, not dug from the wild. More than 100 species to choose from. Experts on hand to answer questions. Proceeds benefit Arboretum projects.

### **The Wisconsin Gardener**

“The Good, the Bad and the Ugly”  
Thursday, May 15, 7:30 p.m.  
Saturday, May 17, 10:00 a.m.  
on Wisconsin Public Television  
Check local listings for the station nearest you.  
Details at [wpt.org/garden/details](http://wpt.org/garden/details)

Host Shelley Ryan travels to Bailey's Harbor to get a jump on the growing season with epiphytes, plants that don't need soil to grow. Ash trees are at risk throughout Wisconsin due to the insect Emerald Ash Borer. Visit the UW-Madison Arboretum to look at other wonderful tree varieties to plant instead of ash. Also on the program learn about the Slow Food movement at Troy Gardens in Madison, and take a close look at very unpopular Wisconsin native, poison ivy.

### **Badger Bonsai Annual Show**

Saturday, May 17, 10:00-4:00



Sunday, May 18, 10:00-4:00

Marvel at these growing miniature landscapes. Sponsored by the Badger Bonsai Society. For more information call 608-233-3305.

Olbrich Botanical Gardens

3330 Atwood Ave., Madison

608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

**MAY IN THE GARDEN**--A checklist of things to do this month.

\_\_\_ By May 1, cool weather items like pansies, cole crops, onion sets, etc. should already be planted.

\_\_\_ Sow successive crops of radishes and greens every 2 weeks.

\_\_\_ Mow your lawn frequently and at a high setting to control lawn weeds.

\_\_\_ Reseed bare spots in the lawn as needed.

\_\_\_ Begin hardening off your seedlings and overwintered plants.

Move inside or cover on cold nights.

\_\_\_ Prep beds as soon as the soil is workable and not too wet.

\_\_\_ Till compost into beds.

\_\_\_ Perennials, shrubs and trees can now all be planted safely.

\_\_\_ Divide and propagate most perennials as desired (except peonies & iris)

\_\_\_ Plant strawberries and asparagus early in the month.

\_\_\_ Plant your leftover Easter Lily into the garden. They'll bloom each July in the garden.

\_\_\_ Be prepared to move plants indoors if a sudden cold spell (or snow) hits.

\_\_\_ After May 10, begin setting out all plants, but **KEEP AN EYE ON THE WEATHER!**

\_\_\_ Sow beans and corn after the last scheduled frost date.

\_\_\_ After May 20, begin planting warm weather items: tomatoes, peppers, eggplants, cucumbers, coleus, impatiens etc.

\_\_\_ Mulch beds as needed to cut down on weeds and watering.

\_\_\_ Begin a weeding as needed. The smaller the weed, the easier to remove.

\_\_\_ Prune spring blooming as desired AFTER they are done flowering.

\_\_\_ Wait until after the foliage has yellowed to cut back daffodils, tulips, etc.

\_\_\_ Begin pinching tall perennials like asters, goldenrod, phlox, etc. for shorter and bushier plants.

\_\_\_ Visit Klein's---SPRING PLANTING IS FINALLY HERE!.

**BEHIND THE SCENES AT KLEIN'S**--This is a sneak peek of what is going on each month behind the scenes in our greenhouses. Many people are unaware that our facility operates year round or that we have 10 more greenhouses on the property in addition to the 6 open for retail. At any given moment we already have a jump on the upcoming season--be it poinsettias in July, geraniums in December or fall mums in May.

### **IN MAY:**

---Transplanting continues!! Early in the month we finish transplanting the seedlings for spring sales. But during mid-month we begin transplanting the seedlings for our summer "Jumbo-Pack" program. Customers continue to purchase bedding annuals through the summer months. Sometimes they're replacing plants that have succumbed to summer heat or heavy rains. Or maybe some quick color is needed for selling a house or having an outdoor party. Whatever the case, we can fill their needs.

---The spring onslaught is in full swing. The back greenhouses are filled floor to ceiling with plants awaiting purchase. Our outdoor space is a sea of color. Flats of plants waiting for sale fill most nooks and crannies of our property.

---Watering is a nonstop endeavor. On hot, windy days, we no sooner finish the first round, when we have to start all over again. Some plants in our retail areas may need watering 3 or 4 times in a single day! You wouldn't do this at home, but customers don't like to see wilted plants. It's not harmful for us to let them wilt a bit, but it makes for bad presentation.

---Restocking is also constant. Cart loads of product are moved nearly continuously from our back greenhouses to the front showrooms.

---Believe it or not, but our fall mums arrive! The small plants are put into small pots now and then stepped into larger tubs later in the summer. They won't be available for sale until mid-August.

## **EMPLOYEE PROFILE--JAMIE VANDEN WYMELENBERG**

We are very lucky at Klein's to have one of Southern Wisconsin's most talented growers among our ranks. In fact, Klein's would not be the amazing greenhouse it is today were it not for Jamie's dedication and passion. During his tenure, Klein's has grown from a greenhouse content with being known only to local eastsiders, to one known throughout the Madison area for its superior quality product and cutting edge plant mix. Jamie has single-handedly changed us from a greenhouse primarily known for its flower shop, geraniums and old-time annuals, to a market leader. Klein's was among the first retailers in the area to sell annuals that are now commonplace--scaevola, bacopa, Supertunias, lisianthus, angelonia, calibrachoa Sun Coleus, plumbago and tropicals. Jamie's experimentative nature keeps him open to all that is new and his willingness to change has kept Klein's fresh and exciting, when many thought our days were numbered. Much of what you experience at Klein's today is a direct result of Jamie's influence.

Jamie joined Klein's at a real turning point in its history. He was hired by Oscar and Joyce Klein in the spring of 1990. By working hand in hand with Oscar, Jamie was able to learn all facets in operating an already successful greenhouse and many traditional, tried and true techniques for growing high quality product. With Oscar's passing, Jamie had a unique opportunity of not just continuing in the family tradition, but then shaping an operation that in ways has become his own. Current owner, Sue Klein Johnson, has given Jamie full

autonomy in all aspects running the greenhouse part of the business-- a truly unique and envious situation for any grower.

As fate would have it, Jamie and Sue knew each other from the University of Wisconsin-Madison, where they received their BS in Horticulture and Floriculture, respectively. After graduation, Jamie worked briefly with hydroponic tomatoes, lettuce and cucumbers at a facility in Chilton, WI when he heard about the position of head grower at Klein's. Except for a brief stint at Stoughton Garden Center, Jamie has been here ever since. With Madison's ever-growing east side population, Jamie fully realizes Klein's amazing potential and dreams of continued growth and modernization for the future.

Jamie's no stranger to the goings-on of a small, family-owned business. While growing up, his family owned a successful grocery store in Wrightstown, WI. This explains much of his work ethic. In addition, coming from a very large family probably explains much of his competitive nature; having been involved in competitive rowing, basketball and archery over the years. Jamie and his wife, Amber, who works at the Forest Products Laboratory here in Madison, own a home on Madison's east side. Their son, Jordan, is currently an 8th grader at Whitehorse Middle School and also works at Klein's part-time. In his own garden, Jamie says he enjoys experimenting with all the plants that have made Klein's so famous. He says his containers and mixed plantings are the envy of his neighborhood. Jamie is also a member of the Commercial Flower Growers Association.

If you haven't shopped at Klein's in a while, stop by this spring and see the difference Jamie has made. And if you have any questions, Jamie has all the answers; from plant questions to fertilizing and pest control. He's there seven days a week from April through early June (often from 5:00 a.m. to 9:00 p.m.).

**THE CRITIC'S CORNER by Rick Halbach**--Recommended readings and other media for the garden novice or enthusiast.

**The Mailorder Gardening Association's website at:  
[www.mailordergardening.com](http://www.mailordergardening.com)**

As I was working at home on the May 2008 Klein's newsletter, I received an e-mail from a friend in Oak Park, IL asking about ordering plants on-line. Todd loves gardening, but with two small children, a career and a house in the midst of remodeling, the time needed to walk around a garden center is certainly in short supply. He's a novice gardener who wants to make the leap into the gardening world this summer as the home remodel nears completion. Todd's specific questions were; whether one should order plants on-line (versus the garden center) and where does one start. I quickly assured him that ordering plants on-line is quickly replacing ordering plants from print catalogs and is the best route for selection, information and competitive pricing. I've personally found that the quality of most of the product I receive at home via mail order is nearly identical to much of the product we receive at Klein's before we step it up into our own pots. This is especially true of bare root plant material. All in all, I've had great success shopping on-line. As with all mail order, some companies are more dependable than others and nearly all will stand by their product.

But where DOES one start? That's the more important question. Without proper information, the whole process can become crapshoot--similar to choosing an electrician or a plumber from the yellow pages. For all gardeners, both novice and experienced, I recommend two websites to get started: [www.gardenlist.com](http://www.gardenlist.com), which I reviewed in the January 08 newsletter, and [www.mailordergardening.com](http://www.mailordergardening.com). Unlike Cyndi's Catalog of Garden Catalogs (gardenlist.com), the latter is a membership organization. Like gardenlist.com, there are links to all the very best mail order seed, plant and supply companies. But unlike gardenlist.com, there is no critiquing of those companies' performance for price, product quality, service, variety, etc.

That said, this is a wonderful site to learn all about garden catalogs and mail ordering. From the home page click on tips for mail order shopping, a glossary of terms used in catalogs and on websites and what to do with your shipment once it arrives on your doorstep. The

site is easy to navigate with direct links to all member mail order companies.

By the way, by the time I finished working on the May newsletter, Todd had checked out the two websites, checked into some of my favorite mail order companies, found all of the plants he was looking for at reasonable prices and is an all around happy camper/gardener.

## **PERMANENT FEATURES--** **KLEIN'S MONTHLY NEWSLETTER**

Have our monthly newsletter e-mailed to you automatically by signing up on the right side of our home page. We'll offer monthly tips, greenhouse news and tidbits, specials and recipes. . .everything you need to know from your favorite Madison greenhouse. And tell your friends. It's easy to do.

## **SENIOR CITIZEN DISCOUNT**

We offer a 10% Off Senior Citizen Discount every Tuesday to those 62 and above. This discount is not in addition to other discounts or sales. Please mention that you are a senior before we ring up your purchases. Does not apply to wire out orders or services, i.e. delivery, potting, etc.

## **BUCKY BOOK COUPON**

Klein's is again showing our proud support of UW Athletics with advertising and coupons in the 2008 edition of the Bucky Book.

## **DELIVERY INFO**

Klein's Floral and Greenhouses delivers daily, except Sundays, throughout all of Madison and much of Dane County including: Cottage Grove, DeForest, Maple Bluff, McFarland, Middleton, Monona, Oregon, Shorewood Hills, Sun Prairie, Verona, Waunakee and Windsor. Current delivery rate on 1-4 items is \$6.95 for Madison, Maple Bluff, Monona and Shorewood Hills, slightly more to the surrounding communities and for more than 4 items. We not only

deliver our fabulous fresh flowers, but also houseplants, bedding plants and sundries. We offer free delivery to all Madison hospitals and funeral homes.

Morning delivery is guaranteed to the following Madison zip codes, but only if requested: 53703, 53704, 53713, 53714, 53716, 53718 and Cottage Grove, DeForest, Maple Bluff, McFarland, Monona, Sun Prairie, Waunakee and Windsor. We begin our delivery day at 8:00 a.m. and end at approximately 4:00 p.m. Except during holidays, the following west-side zip codes and communities can be delivered only during the afternoon: 53705, 53706, 53711, 53717, 53719, 53726, Middleton, Oregon, Shorewood Hills and Verona. During holidays (Christmas, Valentine's Day, Mother's Day, etc.) we are able to make morning deliveries to all of the above areas. We are not able to take closely timed deliveries on any holiday due to the sheer volume of such requests. It's best to give us a range of time and we'll try our absolute hardest. Orders for same day delivery must be placed by 12:30 p.m. or by 2:30 p.m. for Madison zip codes 53704 and 53714.

**DEPARTMENT HEADS:** Please refer all questions, concerns or feedback in the following departments to their appropriate supervisor. Phone: 608/244-5661 or 888/244-5661

Floral Department Manager Kathy Lehman

[kathy@kleinsfloral.com](mailto:kathy@kleinsfloral.com)

Head Grower & Horticulturist Jamie VandenWymelenberg

[jamie@kleinsfloral.com](mailto:jamie@kleinsfloral.com)

Assistant Grower

Craig Johnson

[craig@kleinsfloral.com](mailto:craig@kleinsfloral.com)

Retail Manager

Jennifer Wadyka

[jennifer@kleinsfloral.com](mailto:jennifer@kleinsfloral.com)

House Accounts & Billing Barbara Foulk

Delivery Supervisor

Rick Halbach

Owner Sue (Klein) Johnson

[sue@kleinsfloral.com](mailto:sue@kleinsfloral.com)

## **RELATED RESOURCES AND WEB SITES**

University of Wisconsin Extension

1 Fen Oak Ct. #138

Madison, WI 53718

608/224-3700

[www.uwex.edu/ces/cty/](http://www.uwex.edu/ces/cty/)

[www.uwex.edu/ces/wihort](http://www.uwex.edu/ces/wihort)

Plant Disease Diagnostics Clinic

Dept. of Plant Pathology

1630 Linden Dr.

Madison, WI 53706

[www.plantpath.wisc.edu/](http://www.plantpath.wisc.edu/)

Insect Diagnostic Lab

240 Russell Labs

1630 Linden Dr.

Madison, WI 53706

[www.entomology.wisc.edu/](http://www.entomology.wisc.edu/)

State Soil Testing Lab

5711 Mineral Point Rd.

Madison, WI 53705

608/262-4364

[www.soils.wisc.edu](http://www.soils.wisc.edu)

American Horticultural Society

[www.ahs.org](http://www.ahs.org)

Garden Catalogs (an extensive list with links)

[www.gardenlist.com](http://www.gardenlist.com)

also [www.mailordergardening.com](http://www.mailordergardening.com)

Invasive Species

[www.invasive.org](http://www.invasive.org)



Friends of Troy Gardens  
Rm. 171, Bldg. 14  
3601 Memorial Dr.  
Madison, WI 53704  
608/240-0409  
**[www.troygardens.org](http://www.troygardens.org)**

Community Gardens Division (Madison area)  
Community Action Coalition  
1717 N. Stoughton Rd.  
Madison, WI 53704  
608/246-4730  
**[www.cacscw.org/gardens/](http://www.cacscw.org/gardens/)**

Madison Area Master Gardeners (MAMGA)  
**[www.madison.com/communities/mamga/](http://www.madison.com/communities/mamga/)**

Wisconsin Master Gardeners Program  
Department of Horticulture  
1575 Linden Drive  
University of Wisconsin - Madison  
Madison, WI 53706  
608/265-4504  
**[www.hort.wisc.edu/mastergardener/](http://www.hort.wisc.edu/mastergardener/)**

The Wisconsin Gardener  
**[www.wpt.org/garden/](http://www.wpt.org/garden/)**  
Has a list of garden clubs and societies

Allen Centennial Gardens  
620 Babcock Dr.  
Madison, WI 53706  
608/262-8406  
**[www.horticulture.wisc.edu/allencentennialgardens/](http://www.horticulture.wisc.edu/allencentennialgardens/)**

Olbrich Botanical Gardens

3330 Atwood Ave.  
Madison, WI 53704  
608/246-4550  
**[www.olbrich.org](http://www.olbrich.org)**

Rotary Gardens  
1455 Palmer Dr.  
Janesville, WI 53545  
608/752-3885  
**[www.rotarygardens.org](http://www.rotarygardens.org)**

University of WI Arboretum  
1207 Seminole Hwy.  
Madison, WI 53711  
608/263-7888  
**[www.uwarboretum.org](http://www.uwarboretum.org)**

University of Wisconsin-West Madison  
Agricultural Research Center  
8502 Mineral Point Rd.  
Verona, WI 53593  
608/262-2257  
**[www.cals.wisc.edu/westmad/](http://www.cals.wisc.edu/westmad/)**