

'THE SAGE'--JULY 2008

Klein's Floral & Greenhouses On-Line Newsletter

This Month's Highlights: [Klein's Sponsors Olbrich's 2008 Home Garden Tour](#)

[New Feature: Notes from My Garden Journal](#)

[Klein's Famous Plants Invade Madison!!](#)

[More Favorite Vegetable Recipes for the Grill](#)

[Local Cut Flower Production is at its Peak in July](#)

[Gardening Under Black Walnut Trees](#)

[Collecting Rain Water Made Easy--an Update](#)

[Hot New Product: Rainbow Plant Stands from Quicor](#)

[Plant of the Month: Zinnias](#)

[July in the Garden](#)

[Gardening Events Around Town](#)

[Related Resources and Websites](#)

Klein's is a proud sponsor of the 2008 [OLBRICH HOME GARDEN TOUR \(Featuring Outdoor Living\)](#) being held Friday, July 11 from 10 a.m. to 4 p.m. and Saturday, July 12 from 9 a.m. to 3 p.m. Advance tickets are \$10 for Olbrich Botanical Society members and \$12 for the general public. Tickets the day of the tour are \$12 for members and \$14 for the general public. Advance tickets are available at Klein's and other local garden centers and florists. Visit www.olbrich.org for more information.

Talk to the homeowners, landscape designers, and vendors of garden-related materials. Hear firsthand the story of each garden – how it has evolved into the masterpiece it is today and why specific plants were chosen for each area. This year, get great ideas for creating outdoor living spaces that everyone can enjoy. Let homeowners tell you about their journeys creating the outdoor spaces in which they play, relax, cook, entertain, and celebrate. Gain insights to use in your own garden and follow the trend toward outdoor living. Master gardeners and volunteers familiar with each garden will be available to answer questions about landscape design and individual plants.

In addition, if you 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.

JULY STORE HOURS:

Monday thru Friday : 8:00-6:00

Saturday: 9:00-5:00

Sunday: 10:00-4:00

Open Friday, July 4: 10:00-4:00

CALENDAR OF EVENTS:

Throughout July, visit Klein's and check out our specials on annuals, vegetables, herbs, hanging baskets and containers. Specials and selection change weekly so give us a call for the most up-to-date information at (608) 244-5661 or toll free at 888-244-5661. We pride ourselves in having the best cared for plants in even the hottest weather and throughout the month we'll continue to offer a full selection of annuals and perennials.

July 4--Independence Day. Special Store Hours: 10:00-4:00. Check out special savings on most remaining annuals, herbs, hanging baskets, containers and perennials. Selection is excellent and quality remains top notch. Make Klein's your first stop enroute to any Fourth of July celebration you might have.

July 11 & 12--Olbrich Gardens' 2008 Home Garden Tour. See above for details or visit www.olbrich.org for more information.

July 18--Full Moon

'THE FLOWER SHOPPE':

During July, local cut flower production is at it's peak. Each week, local vendors supply Klein's with a huge assortment of seasonal flowers fresh from the fields. Iris, rudbeckia, astilbe, dahlias, delphinium, zinnias, bells of Ireland, Queen Anne's lace...you name it! Selection can change weekly as the summer progresses and new flowers go into bloom. And because they're grown locally, prices are very reasonable. \$35.00 to \$40.00 is the perfect amount for a stunning "wildflower" bouquet. Vased wildflower bouquets are always full and lush and can be suited to any occasion. Simply contact our design manager, Kathy Lehman, or any of our helpful staff at 608/244-5661 or toll-free at 888/244-5661 for current selection and prices. Delivery is extra, except to local hospitals and Madison funeral homes, which are always free. Check out our 'Permanent Features' section of the newsletter for more delivery details.

DID YOU KNOW. . .

. . .that Klein's supplies the colorful annuals and perennials to many of the most visible plantings around Madison. Property managers, landscapers, business owners and organizations from all over the city and Dane County know exactly where to find the widest selection of healthy and vigorous plants at very reasonable prices. Many of our corporate customers have been with us for generations. Many more have shopped around for better prices, but have returned to Klein's for selection and quality. While driving around town, some of Klein's most visible customers include the Cress Funeral Services (with locations on East Washington Ave., University Ave., Speedway Rd. and Sun Prairie), the Munz Corporation properties (Camelot Apts., Forest Run, Village Green, Morningside on the Green, Stonewood Village, et al), the City/County Building on Martin Luther King Jr. Blvd., Bethel Lutheran Church on Wisconsin Ave., Maple Bluff Country Club, Imperial Gardens on University Ave. and Madison's own and nationally honored Olbrich Botanical Gardens for whom Klein's supplies many of the lovely and unique annuals in the hundreds of containers located throughout the gardens.

NOTES FROM MY GARDEN JOURNAL--Tips and Observations from My Own Garden by Rick Halbach.

ENTRY: JUNE 24, 2008

Here I stand (rather squat) again, watering with my right hand, weeding with my left hand, completely doused in Deep Woods Off--same as yesterday morning, the morning before that and probably the same morning last year. Why do I do this, I ask myself and then I look around at not only the beauty I've created, but then at the alternative--the barren and groomed yards that nearly encircle my little oasis. Do the occupants of those homes envy me at this moment as I try to shoo the hordes of relentless mosquitoes from my face with my flailing elbows? Probably not. In fact, they probably think I'm downright silly as they take their next bite of Captain Crunch. But I wouldn't swap this moment with my plants for their moment with Diane Sawyer for anything in the world. Watering and weeding are two of my absolute favorite pastimes. I could do without the mosquitoes, but I'm kind of getting used to them. They're all a part of gardening in Wisconsin. A coworker and I were just having a discussion about the "gardener" who expects all the joys of gardening without its labors...the watering, the weeding and the swatting.

ENTRY: JUNE 27, 2008

The "pinching" I gave many of my perennials in early June is really starting to pay off. I'm not a fan of tall and floppy asters, solidago, phlox, helenium, among others. Sure, they'll bloom a week later, but the benefits far outweigh the later bloom. Early in June, I pinch many of my taller garden perennials back by one half (if the rabbits haven't already helped me out). To make the task easier, I use my cordless grass shears and quickly prune the selected plants to the desired height. Doing so ensures me shorter, well-branched plants and everybody knows that more branches means more blooms down the road. There's now no need to stake tall and floppy plants in August--plants that would surely shade the shorter perennials in front of them. Many of my perennials have crept into Julie's yard next door as the years have passed. She doesn't pinch hers--I've kept that secret to myself so I can reap the benefits. The effect is stunning!! From my side, her asters, solidago and phlox tower over mine creating a cascading presentation. I get to enjoy her flowers as well as my own. The height on her side also creates a bit of privacy. Other perennials that benefit from this early June pinch include joe-pye weed, boltonia, tall veronicas, veronicastrum, obedient plant, artemesia and tall yarrows. Though it may be tempting and some literature suggests it, I've found it best not to pinch bee balm. The overall effect isn't as pleasing and I'd rather have it bloom earlier, deadhead it, and hope for a second flush of blooms in late summer. Besides, bee balm is seldom floppy.

ENTRY: JUNE 30, 2008

Along with watering and weeding, I really enjoy staking plants. Now, not just the neighbors, but even some of my coworkers think I'm downright silly. Years of experience have taught me that a staked plant now decreases the chances of an unhappy gardener down the road. Sometimes I've gotten lazy or just haven't had the time to get the staking done, only to have a late season downpour and strong winds topple my summer's worth of work. Now I diligently do my staking like clockwork--the first ones are always my tall daturas, then the peppers in containers, next are the tall cosmos, sunflowers, kiss-me-over-the-garden-gate and tithonia. I always do my zinnias around the Fourth of July. Next will be my tall salvias, rudbeckia and, of course, the meadow blazing star and annual milkweeds. I keep their heads held high for the influx of monarch butterflies that await them. Friends can't believe the amount of time I spend staking plants. I, on the other hand, see it as an intimate moment with each plant. It gives me the chance to spend a moment with its individual beauty. The more plants you stake, the faster the task becomes. I use simple and inexpensive bamboo stakes and a spool of twist ties for individual stems (twine if the plant is bushy or multi-stemmed). I place the stem in the middle of my length of twist tie, make a loose figure "8", twisting the stake tightly into the opposite part of the "8" so it doesn't slide down the plant. It's far easier than it sounds and is truly worth the time you spend!

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

The season is here for outdoor entertainment and dining and the grill should not be reserved for cooking just meats. Vegetables cooked on the grill take on a wonderful, slightly smoky flavor. Recipes can be used with either gas or charcoal with minor adjustments and experimentation. Last month we offered a few basic recipes for vegetables on the grill and this month we'll explore even further. The following are a few of Klein's employee favorites. Enjoy!

SUMMER SQUASH AND TOMATO CASSEROLE--The perfect recipe for those few weeks when the tomatoes and zucchini seem to be ripening faster than we can use them. A simple, no mess dish that company will love! The recipe appeared in Burpee's American Harvest Cookbook--The Early Summer Garden by Perla Meyers.

4 TBS. olive oil
3 medium zucchinis (1 1/2 lbs.), trimmed and cut diagonally
1/3" thick
6 small to medium ripe tomatoes (1 1/2 lbs.), halved and
sliced 1/3" thick
2 large cloves of garlic, thinly sliced
12 fresh basil leaves
coarse salt
fresh ground pepper

Prepare a charcoal grill, concentrating the coals to one side. For a gas grill, cook over indirect medium heat. If cooking indoors, preheat an oven to 350°.

Brush the bottom and sides of a 2 quart casserole with 1 TBS, olive oil. Arrange the zucchini and tomato slices in alternating overlapping rows. Tuck the garlic slices and basil leaves between the rows. Sprinkle with coarse salt and pepper to taste. Drizzle with the remaining oil. Cover and cook indirectly for 10-12 minutes. Uncover and cook another 10-15 minutes or until the juices have evaporated and the veggies are tender. Serve either warm or at room temperature. Serves 6. Can easily be doubled, but make sure to adjust the times. Since the casserole doesn't cook over the heat source, you can grill meat, poultry or fish while cooking the casserole. For the oven, simply bake for 35-40 minutes.

GRILLED SWEET ONIONS--This recipe was first prepared by one of our staff members in 1998 and has remained a favorite with family and friends ever since. The recipe appeared in The Wild Onion Cookbook, a collection of recipes from the Northern Illinois Unit of the Herb Society of America.

Per Person:

1 large sweet onion
a little butter, a little sugar & a little salt

Peel each onion and scoop out a hole at the top of each, large enough to hold a little sugar, a teaspoon of butter and a little salt to taste (salt is optional). Wrap each onion in heavy foil with about 1 TBS. water. Cook

on a hot grill for 20-30 minutes. Onions are done when they yield softly to pressure using an oven mitt or tongs.

GRILLED NEW POTATOES--This easy recipe appeared in the Wisconsin State Journal in July of 1996.

4 cups new potatoes
6 TBS. extra virgin olive oil
2 TBS. fresh lemon juice
2 TBS. fresh minced basil
1 TBS. fresh minced oregano
1 TBS. fresh mince rosemary
salt and pepper to taste

Prepare your grill. Boil the potatoes until they can just be pierced with a skewer. Do not let them get too soft. Combine the oil, lemon juice, basil, oregano, rosemary, salt and pepper. Thread potatoes onto 4 skewers making sure to soak the skewers in water if made of wood. Brush the potatoes with the oil and herb mixture. Grill over medium heat, rotating often, until the potatoes are browned and crisp on the outside and tender inside (8-12 minutes). Serves 4.

SWEET POTATOES FOR THE GRILL--The added rum is delicious for the grown ups and is, of course, optional, but adds a unique depth to this simple recipe.

Per Person:

1 good sized sweet potato
1 TBS. butter
2 TBS. crushed pineapple
1 TBS. brown sugar
1 TBS. rum (or water)

Scrub the potatoes and cut into 1/2" slices. Place in a piece of foil, layering the slices (1 potato [er foil packet). Dot with butter and add the pineapple, sugar and rum/water. Create a packet, crimping the foil at the top. Bake over a medium hot grill for 50-60 until tender or desired doneness.

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:

Plant Stands from Quicor "When Looks Matter"

"When looks matter - Quicor has what you want."

When we saw the Quicor plant stands at one of our supplier's product shows last fall, we knew we had an immediate winner. Often times, plant stands available at most retail outlets tend to be flimsily made and somewhat top heavy. There are usually three thin legs that become annoyingly stuck between deck boards, sink into soft garden soils, blow over in the wind or are easily knocked over by the kids. In addition, they seldom hold larger pots or baskets.

The Quicor "floor hoops" are completely different from your average plant stand and addresses all of the above issues. First off, they are made from the same 1/2" metal rod as most shepherd hooks. Their simple design is not only attractive, but ultra sturdy and durable. The simplicity and compact size of these plant holders makes them a must-have for decks, patios, balconies, driveways or even indoors. They easily fit into a corner or other small space. Above all, they are nearly topple-proof and can accommodate larger than average containers. And on top of all that, they are available in designer colors--orange, green, yellow, copper and black with a baked on powder coat finish. Klein's has them available in both a 21" and a 27" size.

For a picture and more information, visit www.quicorinc.com or call us here at Klein's at 608/244-5661.

NATURAL NEWS--

Many gardeners, especially beginners, are unaware that many of our favorite garden plants cannot and should not be grown near our native black walnut (*Juglans nigra*) due to the release of juglone into the soil surrounding the tree. Juglone is a natural chemical produced by the black walnut (and some related trees) to cut back on competition from other plants. Plants affected by the chemical usually wilt, yellow and eventually die once they come in contact with juglone. The most obvious and well-known family of plants affected by juglone toxicity are those belonging to the Nightshade Family, including: tomatoes, peppers, eggplant, potatoes, petunias, nicotiana, datura, brugmansia, among others. Plants from this family are affected from the onset. The chemical is not just released from the roots of the tree, but occurs in the leaves and nuts as well. The area most affected by juglone is confined to the drip line of the canopy, but it can extend far beyond that boundary. Gardeners often misdiagnose a problem they're having with their plants when, in fact, a neighbor's tree could be the culprit.

One of the most asked questions at Klein's is to suggest plants that are more tolerant to the effects of black walnut toxicity. Luckily, the University of Wisconsin is a leader in the research of this topic. In fact, in doing a search for this article, two websites are especially helpful and both are university sites. www.hort.wisc.edu/mastergardener/features/misc/walnuttox/walnuttox.htm is especially useful in that it explains the effects of juglone and lists both plants to avoid as well as those to embrace. The other, <http://wihort.uwex.edu/landscape/Juglone.htm>, deals specifically with juglone tolerant plants.

AN UPDATE TO OUR JUNE NEWSLETTER:

In our June newsletter we spotlighted the use of rain barrels for water collection and noted a few mail order sources for rain barrels and supplies. One of our readers kindly informed us that we neglected to mention a great local source for rain barrels. The following is from the Sustain Dane website at www.sustaindane.org:

RainReserve™ Rain Barrel Program

“Join the flow - conserve water (and reduce your carbon footprint too!) with our precision-engineered and easy to install RainReserve™ Rain Barrels and indoor water conservation kits.

To date, we've distributed over 1,400 RainReserve™ Rain Barrels locally. Your plants will love rainwater harvested from a RainReserve™ system, and you'll also be reducing storm water runoff while conserving groundwater and energy.

Sustain Dane's indoor water conservation kits include low-flow attachments for kitchen and bath that save up to \$200 per year and 25,000 gallons of water. This equates to almost 3500 pounds of CO2 reduction per year for an electric water heater, or 1000 pounds for gas!

Visit www.rainfordane.org for additional information, or call 608/316-6844.

The proceeds go toward Sustain Dane's continuing efforts to create sustainable communities.”

A CORRECTION TO MAY'S NEWSLETTER:

Just after we announced in May's newsletter that Madison is recycling your rinsed out used pots and trays, the city then announced that they are no longer recycling “dairy containers” in curbside pickup. From what we understand, this means that the soft white #5 plastic containers from Proven Winners and the logoed pots sold at many garden centers are no longer recyclable in the city of Madison.

For more information, call the city of Madison at 267-2626 or ask at the garden center where you purchased the product. The city said there is no market for this type of plastic and should be disposed of with your regular trash.

JULY'S PLANT OF THE MONTH:

ZINNIAS

Few plants exemplify the summer garden better than this Mexican native. And even fewer plants still are as versatile as the zinnia in the Wisconsin garden. Not only do they appear in nearly every size and color, but they thrive in our hot summers (though the humidity can be an enemy due to powdery mildew). There are zinnias suited for the landscape, zinnias for containers and zinnias for cutting. Newer varieties are far more mildew tolerant than older varieties and zinnias aren't affected by the effects of juglone toxicity (see this month's Natural News above). Zinnias are easy to grow and attract a host of beneficial insects and

butterflies. Colors are stereotypically bright and cheery and blooms last a long time in the vase. And when it comes to zinnias, the more you cut, the more blooms you get down the road. Because they are easily started from seed, they are a sure hit with children. The results are guaranteed given a sunny location in average, well-drained garden soil. Water in the morning and avoid wetting the foliage, if possible, to control powdery mildew. Though it often times won't kill the plant, the mildew can become unsightly. Tall varieties are best when staked in midsummer. The zinnia is named for the German botanist, Johann Zinn.

A few of Klein's favorite zinnias include:

The Profusion Series--Available in orange, apricot, pink, white and other colors, nearly all have been AAS Winners in the past 10 years with Profusion Cherry leading the pack. This phenomenal series is suited for both containers and the landscape, with a growth habit similar to impatiens, but for the hottest of sun, at about 12" tall and wide. Profusion is mildew resistant and virtually maintenance-free.

The Magellan Series--Imagine full-sized zinnia flowers on dwarf, compact and well-branched plants. This award winner is available in a rainbow of colors and is also very mildew resistant. Stems are a little short for cutting, but are spectacular in the landscape or in a large container.

State Fair Mix--This is Klein's tried and true cutting variety in a fantastic array of mixed colors in pink, red, yellow, orange, white and a few surprises. Plants are tall and stately with blooms up to 5" across! This is a very popular variety and we always run out early!

Zowie! Yellow Flame--This new favorite, and award winner, is beyond description. Blooms are large and are of the brightest yellow, then red toward the center and then bright pink. The combination is stunning. This cutting variety grows to about 30".

Excellent sources for a wide assortment of zinnia seed include:

Burpee @ burpee.com or 800/888-1447

Johnny's Select Seeds @ johnnyseeds.com or 207/861-3901

Jung's Seeds @ jungseed.com or 800/247-5864

Park's Seeds @ parkseed.com or 800/845-3369

Seeds of Change @ seedsofchange.com or 888/762-7333

Select Seeds @ selectseeds.com or 800/684-0395

Territorial Seeds @ territorialseed.com or 888/657-3131

Thompson & Morgan @ thompson-morgan.com or 800/274-7333

YOU ASKED. . .

I was recently at Klein's to pick up some of your spectacular coleus and noticed that the plant tag on many of them say they can grow in "Full Sun" to Shade. It made me wonder how much sun is "Full Sun" or lack of sun means "Shade?"

The term "Full Sun" is very broad and there are many misconceptions and misunderstandings regarding its usage by both gardeners and garden center staff alike. Many gardeners mistakenly assume that "full sun" literally means a full day of unbroken sunlight. By the simplest rule, "full sun" usually refers to a minimum of about 6 hours of direct sunlight per day. But as we all know, 6 hours of direct morning sun is very different than 6 hours of direct afternoon sun, and there are very different plants that thrive in each of those scenarios. In fact, there are few plants that will actually thrive in both. The morning sun tends to be cooler and the winds in the morning are usually calmer. Whereas, in the afternoon, the sun can be brutal and the winds very drying. In addition, the "full sun" against a south or west facing is very different from the full sun in the middle of an open yard or field. Though the exposure to the sun is far longer in the open yard, the intensity is less harsh than against a structure. Your full sun zinnias, for example, may do better in the open bed rather than against the pounding sun on the south side of the house. As a rule, a wider assortment of plants can be grown in morning "full sun" rather than afternoon "full sun." And "Full Sun" doesn't necessarily mean uninterrupted sun. Sun in the morning, then a break by some tree shade, and sun again in the late afternoon and evening may fill the "Full Sun" requirement. Much of gardening is experimentation and a combination of successes and failures. But as you noted, a great beginning point is to follow the label guidelines, keeping in mind that they are just that--guidelines. It's very important to come into a green center aware of your yard's light conditions and knowing that these conditions will change drastically as the summer progresses. The days will eventually shorten and the sun's angle will become increasingly less direct.

Shade is also not created equal. From a plant's perspective, shade created by a tree is very different from shade created by a structure. There are a far greater number of plants that will grow in the dappled shade of a deciduous tree than the dense shade of a house, where few blooming plants can thrive. On top of that, spruce tree shade (dense) is different than honey locust shade (dappled). For shade, gardeners are usually limited to--much to their disappointment--impatiens, begonias and coleus. If the shade is too dense, even they won't bloom to their full potential.

That leads back to your coleus tag. Yes, some newer coleus varieties are very adaptable, thriving from full sun to full shade conditions. Having said that, with coleus, "Full Sun" does not mean that brutal southern exposure against the wall of your house, nor the densest of shade in your north facing alcove under the overhang. The happy medium is somewhere in between. Your coleus colors will be different in each of those settings so experiment and enjoy!

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

2008 Summer Concert Series at Olbrich Gardens

Let the beauty of Olbrich Botanical Gardens set the perfect stage for a night of music. Bring a lawn chair or blanket, and spread out for a picnic surrounded by Olbrich's lush flowers. Or, purchase a brat or hot dog from the Madison East Kiwanis. Picnics are allowed in the Gardens for the Tuesday concerts only. In case of rain, concerts will be held indoors. A \$1 donation is suggested. Concerts are sponsored by the Olbrich Botanical Society.

Olbrich Concerts in the Gardens 2008 Schedule. (All concerts are on Tuesdays at 7 p.m.)

July 8 Claudia Russell
Eclectic Folk
July 15 Calico Drifters
Americana, Blues, Folk & Jazz
July 22 Lou & Peter Berryman
Original Folk Humor
July 29 Antimevu
African Drums and Dance

Olbrich Botanical Gardens
3330 Atwood Ave., Madison
608/246-4550 or www.olbrich.org for details

Olbrich Home Garden Tour: Featuring Outdoor Living
Friday, July 11, from 10 a.m. to 4 p.m.
Saturday, July 12, from 9 a.m. to 3 p.m.

Olbrich extends a special invitation to tour private gardens created and maintained by talented home gardeners during the Home Garden Tour *Featuring Outdoor Living* in Maple Bluff.

Talk to the homeowners, landscape designers, and vendors of garden-related materials. Hear firsthand the story of each garden – how it has evolved into the masterpiece it is today and why specific plants were

chosen for each area. This year, get great ideas for creating outdoor living spaces that everyone can enjoy. Let homeowners tell you about their journeys creating the outdoor spaces in which they play, relax, cook, entertain, and celebrate. Gain insights to use in your own garden and follow the trend toward outdoor living. Master gardeners and volunteers familiar with each garden will be available to answer questions about landscape design and individual plants.

The Olbrich Home Garden Tour is a way for gardeners of every level and interest to see firsthand the various methods others have used to create beautiful garden masterpieces.

Advance tickets are \$10 for Olbrich Botanical Society members and \$12 for the general public. Tickets the day of the tour are \$12 for members and \$14 for the general public. Tickets are available at Klein's and other local garden centers and florists.

Olbrich Botanical Gardens
3330 Atwood Ave., Madison
608/246-4550 or www.olbrich.org for details

Windsor Area Garden Club 2008 Garden Tour
Featuring Gardens In Windsor & DeForest
Friday, July 11 & Saturday, July 12
10 am - 3 pm Rain OR Shine

Proceeds To Benefit The UW Paul P. Carbone Comprehensive Cancer Center

Tickets Available @; DeFlorist, Dayspring Garden & Nursery Or Call: Monique @ 846-5299 or Karen @ 846-1666

Daylily Show
Sunday, July 13, 10:00-4:00
Sponsored by the Wisconsin Daylily Society
For info call 608/837-2317

Olbrich Botanical Gardens
3330 Atwood Ave., Madison
608/246-4550 or www.olbrich.org for details

Olbrich's Blooming Butterflies
July 16-August 10
Daily from 10:00-4:00
In the Bolz Conservatory

Experience the wonder of strolling through a tropical forest on a search for fleeting butterflies. Live butterflies emerge from chrysalises daily in the Bolz Conservatory. Olbrich's Blooming Butterflies is a great adventure for people of all ages. Children can visit stamping stations in the outdoor gardens with their Butterfly Passport while learning fun facts. Tour the outdoor gardens and visit the Growing Gifts shop. The cost is \$5 for adults, \$3 for children ages 12 and under, and free for children under 2. Olbrich Botanical Society members are admitted free. Parking is free. Bus tours are welcome. The Bolz Conservatory will be closed Monday, July 14 and Tuesday, July 15 in preparation for Olbrich's Blooming Butterflies.

Olbrich Botanical Gardens
3330 Atwood Ave., Madison
608/246-4550 or www.olbrich.org for details

Sun and Shade--Walking Tour (UW Arboretum Native Plant Garden)
Wednesday, July 30, 7:00 p.m.
Walks from the Visitor Center

If you are wondering which native plants will thrive in full sun or which can grow in shade, find inspiration in our native prairie and forest gardens. We will feature many summer-blooming species on this tour.

University of WI Arboretum
1207 Seminole Hwy.
Madison, WI 53711
608/263-7888 or uwarboretum.org/events

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

- ___ Pinch hardy mums until July 4 for bushier less floppy plants.
- ___ Begin sowing and transplanting cole crops for fall harvest.
- ___ Fertilize and mulch asparagus beds.
- ___ Give the garden at least 1" of moisture per week.
- ___ Mow as little as possible and with mower raised to at least 2".
- ___ Mulch beds to conserve moisture and keep down weeds.
- ___ Deadheading spent blooms as needed.
- ___ Stake and support tall plants as needed.
- ___ Cut spent perennials to the ground to encourage new growth.
- ___ Divide daylilies as they finish blooming.
- ___ Fertilize potted plants at least every 2 weeks. Follow directions.
- ___ Order spring bulbs from catalogs while your memory is still fresh.
- ___ Keep and eye on the weather. Water as needed.
- ___ Watch for pests and control as needed or desired.
- ___ Stop fertilizing roses by late July.
- ___ Visit Klein's---Watch for end of season savings on annuals and perennials.

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 JULY:

- 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.
- We're looking forward to spending a bit of downtime together at our annual summer picnic. Lots of good food, good drink and good fun.
- Yes, the poinsettias arrive. The small plants are potted and placed in a warm greenhouse out back where they are constantly misted for a few days until they begin rooting out. After a few weeks they are individually pinched for sturdy and bushy growth.
- Summer maintenance projects are under way.
- We make our annual trek to the Ball Seed Show just outside Chicago. Here we get to see many of the new plants that we'll be offering to the public in 2009. The Ball Seed Co. has extensive beds of all the hottest and newest annuals, perennials and vegetables. It's a fun day away from work.
- We transplant our fall cole crops into cell packs along with our fall pansies and violas. Many of these are the famous winter hardy varieties.

EMPLOYEE PROFILE--CRAIG JOHNSON

For nearly ten years now Craig Johnson has been a rock for Klein's customers and employees alike. He shows an unwavering desire to enhance the shopping experience for the consumer and simultaneously make life easier for his coworkers. His willingness to help everyone is one of his greatest contributions to the continued success of Klein's. Craig has always made customer service one of his biggest priorities. At our annual employee spring meeting, Craig always reminds us that we are here for the customer and that a simple smile and "Hello" goes a long way. It's rubbed off on most of us and we're sure the customer can sense that when they shop at Klein's versus some of our competitors. The added customer service that Craig provides has certainly translated into increased sales and lifelong customers. Craig's desire to please

comes with a price. He won't hesitate to help a coworker in need, oftentimes making for longer hours or having to do work at home.

Craig was hired as Klein's first ever Assistant Grower. As our business continued to grow, it became quite clear that our grower could no longer do everything that needed to be done by himself. Craig was essentially hired as our grower's right hand man, helping with production, ordering, spraying and all the other tasks a grower does. In fact, Craig was our head grower for a brief period. Klein's was so lucky to have Craig during that period of transition. Shortly thereafter, Craig became our retail manager. But with his heart was in the greenhouse part of the business, rather than management, Craig easily stepped back into the Assistant Grower role, where he remains to this day. Craig says he's "very satisfied" being our grower's assistant and sees his role at Klein's as being an all-around helper to make everybody else's job more productive. As you can see, Craig is anything but self-serving. Current duties include managing our perennial and shrub areas. He says he also enjoys delivering sometimes for a change of pace.

For the most part, Craig has called Madison home since 1974, having grown up in the Chicago area. He spent some time in northern California where he learned about landscaping. Upon moving back to Madison, Craig continued in landscaping and then worked at a few of the local garden centers. He says he's enjoyed his experience at Klein's best because we actually grow our own product, rather than just maintaining it. Craig's educational background includes a B.A. in City Park Design from Tufts University and graduate work at the University of Wisconsin-Madison in Landscape Architecture. Craig is also a certified Master Gardener.

For the ultimate shopping experience let Craig Johnson be your guide through the world of plants at Klein's.

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

Head Grower & Horticulturist Jamie VandenWymelenberg

jamie@kleinsfloral.com

Assistant Grower

Craig Johnson

craig@kleinsfloral.com

Retail Manager

Jennifer Wadyka

jennifer@kleinsfloral.com

House Accounts & Billing Barbara Foulk

Delivery Supervisor

Rick Halbach

Owner Sue (Klein) Johnson

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/

www.uwex.edu/ces/wihort

Plant Disease Diagnostics Clinic

Dept. of Plant Pathology

1630 Linden Dr.

Madison, WI 53706

www.plantpath.wisc.edu/

Insect Diagnostic Lab

240 Russell Labs

1630 Linden Dr.

Madison, WI 53706

www.entomology.wisc.edu/

State Soil Testing Lab

5711 Mineral Point Rd.

Madison, WI 53705

608/262-4364

www.soils.wisc.edu

American Horticultural Society

www.ahs.org

Garden Catalogs (an extensive list with links)

www.gardenlist.com

also www.mailordergardening.com

Invasive Species

www.invasive.org

Friends of Troy Gardens

Rm. 171, Bldg. 14

3601 Memorial Dr.

Madison, WI 53704

608/240-0409

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/

Madison Area Master Gardeners (MAMGA)

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/

The Wisconsin Gardener

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/

Olbrich Botanical Gardens

3330 Atwood Ave.

Madison, WI 53704

608/246-4550

www.olbrich.org

Rotary Gardens

1455 Palmer Dr.

Janesville, WI 53545

608/752-3885

www.rotarygardens.org

University of WI Arboretum

1207 Seminole Hwy.

Madison, WI 53711

608/263-7888

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/