



March 17, 2006

Here is a new opportunity for 4-H Wildlife Stewards Volunteers and Schools. Through a Native Plant Fund raiser your school will have:

- An opportunity to integrate science, nature and business fundamentals into your curriculum.
- A chance to help fund your program.
- Free exposure for your program within your community, and the possibility of new support from community members.
- And last but not least, the environmental benefits that will result from incorporating native plants into your community's landscapes.

EDUCATIONAL OPPORTUNITY:

Organizing and implementing a plant sale will teach your group some of the basic fundamentals of business as well as the environmental importance of native plants. We are open to discussing strategies for expanding either of these areas into a small portion of your curriculum and can work with you to create these teachings.

PLANT SALE SPECIFICS:

How it Works:

The format of the plant sale has changed since last year - it will no longer be based on pre-ordering. Last year's participants said that collecting pre-orders required more time than they were willing to commit. In addition, they found coordinating the distribution of plants difficult. After talking with a couple of teachers we came to the realization that these problems coupled with the long duration of the sale made it difficult for the students to remain motivated and engaged throughout the entire process.

In response to feedback from last year's participants we would like the schools participating in the 2006 program to select a location where a booth can be set-up for a one-day sale event. Champoeg Nursery, Inc. will supply all of the materials for the booth including a covered canopy, tables for displaying the plants, signs with information about each plant, scissor signs to be placed at the entrance to the sale, a cash box and of course the plants. Prior to the sale your program will be responsible for marketing the event. At the sale your group will be responsible for working in the booth and helping us with the pre-sale set up and post-sale take down. We are excited about this format and are prepared for a big response.

Timing:

Your plant sale will be held on one Saturday or Sunday in April or May. The sale hours will be from 9 am to 5 pm. The first and last hour of each sale will be used for setup and takedown. A minimum of four students and one supervisor must be present during all hours of the sale.

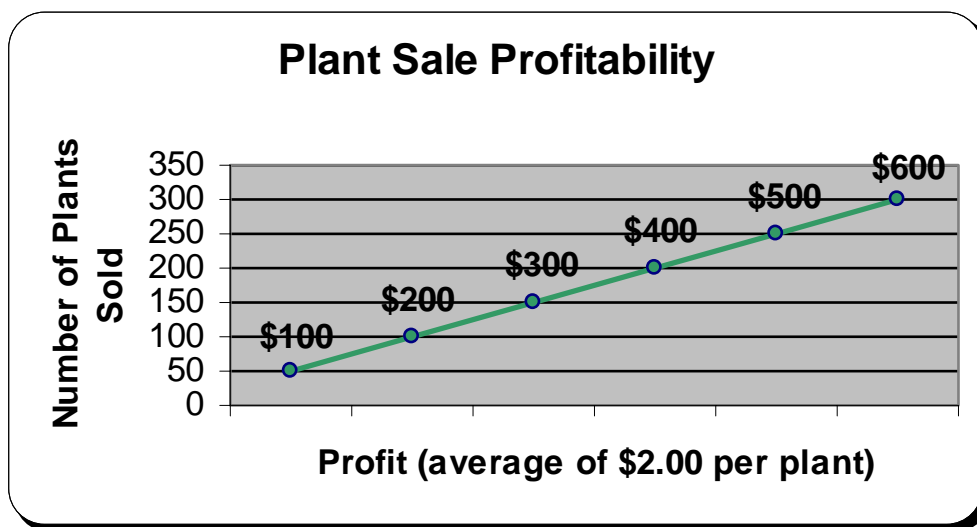
Pre-Sale Planning Workshop:

A pre-sale planning workshop will be held at **10 am on Saturday, March 11th** at Champoeg Nursery, Inc. for all participating teachers and program leaders. The workshop should last approximately 2 hours. Coffee, juice and snacks will be provided. Please be courteous and reserve your seat as soon as possible – you can do so by telephone (503-678-6348) or e-mail (Paul@champoegnursery.com). A post-card reminder will be sent out in late February to everyone that has confirmed his/her attendance.

At the workshop we will talk about your group's responsibilities, discuss strategies for selecting a good plant sale location, show you how to organize and implement a pre-sale marketing plan that will get customers to your sale, define specific goals and a reward system for your sale, discuss how to delegate the plant sale responsibilities equitably within your group, schedule specific dates for each sale, discuss different techniques for incorporating the sale into your curriculum, tour one of our nursery's farms and provide you with an opportunity to network with other teachers and program leaders.

Pricing and Profit:

The plants will be sold in containers ranging in size from 3.5" to #5 (5 gallon). At the end of the sale your program will receive between \$1.00 and \$3.00 for each plant that is sold. The chart below shows the relationship of plants sold and profitability.



Plants:

The palette of plants may vary slightly from sale to sale depending on our current availability and what is flowering. Each sale will include a mix of trees, shrubs, wildflowers, grasses, ground covers and ferns.

Sincerely,

Paul Stormo, Owner & GM
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