



## Wilson's Nursery



# Get your Shrub & Perennial orders in this week!

**We are slowly shutting things down around the nursery. We will begin covering the shrub pad on the 13th of November. We request that you have your shrub & perennial orders in and paid for by this Friday the 10th.**

B&B trees and many of our container trees will still be available until we can no longer pull them from the heel-in or pot-in-pot, so please reach out with any material lists for late-season projects you are looking to finish.

Below you will find another great article written by the versatile and incredible, Connie Kratzke. Please take a moment and enjoy her well-tuned and fine writing. This week it has to do with the wind-down of the season and building relationships.

If you have interest in catching up on some of her wonderful articles you may have missed this season, please visit our website: [www.wilsonsnurseryinc.com](http://www.wilsonsnurseryinc.com) where you will find them all archived. This way you may enjoy them at your leisure.

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**End of Season B&B Sale**  
**(EXTENDED) Again!!**

**Elm, River Birch AND MORE: 40% OFF!**

**CLICK HERE FOR THE LIST!**

Well, the B&B sale is gonna go until we can't pull them from the ground.

Call told me, "enough is enough, just let everybody know that we have some darn nice trees and that they should get those orders in!" "Also, just leave me be with the trees, please, I've got some inventory counting to do!"

He's got a lot of inventory to do yet, but you can help him! Get those orders in so he has less trees to count!

So, please jump on that email or pickup the phone and get your B&B orders in! Barb and Autumn would love to help you out and get you and your customer all setup.

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## Connie's Corner

*Better Together*  
by Connie Kratzke

*We fell back over the weekend! I'm enjoying the illusion of extra sleep and waking up to daylight. Turkey Day is just a couple of weeks away! These are all familiar signals that the growing season has reached its end. All of the plants are in neat rows for inventory and next week we'll begin tucking them to bed. We still have to take cuttings and count trees, but after that the real work begins. The off-season is time to review, evaluate, plan and prepare. Many deep conversations will be had. We'll relax a bit, too and prepare for trade show season. It's always nice to have opportunities to chat with vendors, customers and peers beyond the transactions that normally unite us.*

*Andy and I were talking about those relationships today. Building authentic*

connections is something our company is really trying to focus on. We were recently provided with a wish list from one of our regular customers. A few members of that organization's team came to visit us several weeks ago and the topic of a list came up. We mentioned that we would love to know what else they would like us to grow. Plants can be grown on contract by request, but we are also willing to try new things. Some client requests will be added to next year's catalog. We're always listening. Sell us on the appeal of your favorite cultivar or simply have us grow it for you. When you share, we learn. I don't want to name drop too early, but some of these new cultivars will be featured in a future "Connie's Corner." Thanks, Field Folks, for all of the great ideas!

One of my winter projects is working on a "Tree Top 40" resource for another amazing team. They paid us a visit to discuss how our pre-order program had served them this year. Candid conversations were had about what worked, what didn't and what's next. Incorrect assumptions were debunked. We asked a lot of questions to learn how we can continue to deliver what their super group needs. We learned that they are interested in selling more potted trees and looking for resources to help communicate options to customers. All they had to do was ask. Our friends gave us a great idea for a tool that we can create and make available to all customers. That's the kind of dialogue that benefits everyone. Thanks, Tonkadale, for telling us what you need!

As I contemplated what to write about today (and Andy pointed my brain this direction) I reflected on some of the vendor relationships I've had in this industry. Dave Quarles was our B.F.G. sales rep. when I was first confronted with a couple of big greenhouses and the task of filling them without killing them. Dave was amazing! He had growing experience that he was patient enough to share. His interest in my challenges was genuine. I couldn't have avoided killing most things without him. I think of Brenda Wickenhauser (formerly of Bailey Nurseries) and our lengthy conversations about developments, challenges and policies. She gave me *Opuntia* cactus pads and things to ponder. Brenda shared knowledge with me and encouraged me. We still haven't had that lunch together that we were supposed to have after she retired. I need to make it happen. I could give props to many more great people but I talk too much as it is.

Of course, I would be remiss not to mention the relationships that brought me to Wilson's Nursery. I started working for the Kahnke family at Nature's Bounty Garden Centre in Victoria in 2002. A few years later, I was buying products for and managing the retail store. Jeff Kahnke would let me visit places like Holasek's, Twin Orchards and Wilson's (Chanhassen location) to pick out plants to sell. That's how I met Jim Wilson. I met Steve Mielke at the same time. Wilson's became the place I wondered about whenever I pondered a change of scenery. For twenty years I worked for the Kahnke brothers. They were like my second family. They gave me fantastic opportunities and countless memories. When the brothers sold, my comfort zone became less cozy. I remember sharing my frustrations with Steve, whom I'd come to talk to quite frequently over the purchase and sale of trees. Steve did his Steve thing and just shed a little light on my shade. That's when I knew where I wanted to be for the next twenty.

At Wilson's we're people, people. The relationships we invest in mean

*something to us. Knowing where we stand in terms of your expectations helps us chart our next path. Any ideas you have are welcome. We can't honor every request or please every customer, but we will listen. Please hear us, too. As we grow we're facing challenges and working out kinks. Processes are being defined. Inefficiencies are being identified. "All we need is just a little patience."*





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**Fall Hours of Operation**  
Monday-Friday 7:30am-4:00pm

**Last day to order shrubs &  
Perennials:  
November 10th!!**

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