

# HAVILAND HAPPENINGS

## WINFRED HARRELL...A MAN OF GREAT MEASURE

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**Haviland Talks...**

Haviland is pleased to announce that Brad Vaage has joined our highly respected sales team as the West Coast Sales Representative. He serves the states of Oregon, Washington, Idaho, Alaska, Colorado, Nevada, Utah, Montana, Wyoming and Western Canada. He and his family reside in McMinnville, Oregon. Welcome!

**Haviland Sponsors...**

Haviland is proudly sponsoring the Grower Educational Seminar at the Texas Nursery and Landscape Expo in Dallas. At SNA, Haviland is honored to be the Ice and Sporting Clay Benefactor!

Winfred Harrell is a quiet man that shouts volumes through his genuine acts of kindness everyday. His honest, fair, and caring business style has made Winfred one of the most respected and successful nurserymen in the country. Harrell's Nursery started when Winfred was a young child. He would grow plants in his parent's backyard, "I just liked to raise plants," says Winfred. "I would come home from school and raise my plants and then give them away."

"My Dad was a commercial fisherman, and we had to help out at the Fish Market after school and on week ends, and I would sometimes take some of my plants to the [fish] market and give them away," remembers Harrell. Upon high school graduation, Winfred became an electrician at the Coronet Phosphate Mines. Winfred shares that he was making \$58.00 a week at Coronet, but his house payment was \$60.00. He laughs when he said, "I had to do something." Winfred continued to take his colorful azaleas, which were planted in tin cans, to the Fish Market and sell them. "I could make \$15.00, \$20.00 or sometimes even \$30.00 extra a week, and that helped out!"

Winfred's backyard five acres, became the original Harrell's Nursery in 1962. "It was selling my azaleas to McCrory's Dime Stores (10 stores) that really got me going in 1965," says Winfred. After work and on week-ends, I would go to deliver my plants to New Port Richey and Tarpon Springs and about ten stores. "I had fun working with my plants and making those deliveries." In 1977, Winfred married Sue, an elementary school teacher in Lakeland, and what a great team they have made! Winfred,

Sue and their three children, Amy, Doug, and LeAnn, made Springhead, near Plant City, Florida, home. Winfred smiles when he shares stories about his past. Even after one of the exciting family camping trips, he loved to return home to his passion—"raising plants!"

Winfred and Sue made a profound, but positive business decision in 1983. Winfred terminated his job at the Mines to expand and devote his full attention to the nursery, while Sue would continue to teach school. Lamenting, Winfred shares that he quit his job in September, and later that year, there was an "unfortunate, bad freeze." "I lost most of my five acre crop, so I started buying more land and planting more cans." Forty-five years after starting Harrell's Nursery, Winfred operates one of the most successful, innovative, and efficient growing operations in the country. Today, he has 250 acres with 235 acres in plant material. "We have over 135 different variety of plants" says Winfred, but his favorite remains the azalea! Winfred and his experienced leadership team started Harrell's Liners in 1995. He says this arm of his wholesale operation has proven to be invaluable to him because he can grow his own quantity of liners and keep production going without being reliant on outside liner purchases.

His quiet leadership style and savvy business approach is a winner with both his work force and his customers. His 150 employees love working with Winfred and show their loyalty by their tenure. His leadership team has been working beside him for 20+ years. Winfred and Sue frequently host nursery cook-outs, dinners, and parties for their nursery family.



## VISIT HAVILAND AT THE SUMMER TRADE SHOWS

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PANTS	Atlantic City, New Jersey	July 29-31	Booth 942
SNA	Atlanta, Georgia	August 8-11	Booth 2141
Texas Nursery and Landscape	Dallas, Texas	August 17-19	Booth 1039
North Carolina Summer Show	Greensboro, North Carolina	August 16-17	Booth 930
Far West Show	Portland, Oregon	August 23-25	Booth TBA
FNATS the Landscape Show	Orlando, Florida	October 4-6	Booth 906

# Environmental Bonding

The latest wave of national and, even international, environmental sensitivity is here to stay. Backed by solid science and obvious climate changes, people are seeking venues which will minimize the impact that six billion of us have on our planet. All facets of society are being made keenly aware of what can be done to alleviate ecological pressure on Mother Earth.



Ross Stoller

The important and essential tasks of the greening and cleaning of America requires teamwork. The fruits of this teamwork between the manufacturer and green

goods producer, culminate with the beautiful plants and trees that nurserymen produce yearly. It would be a challenge to site an industry that has a more positive effect on the environment!

Many nurserymen are only somewhat aware of the ecological benefits that occur on our end of the process even before plant propagation takes place. At Haviland, we take great pride in partnering with growers in advancing the greening of America. Over the years, we have developed, mastered, and implemented advanced re-cycling technology to produce our quality containers. Finished HPP containers accomplish our important segment. Your final product, the green goods, then becomes the ultimate environmental statement.

We have been pioneers in developing the processes for the re-cycling of plastic and the successful manufacturing of reprocessed plastic into premium nursery containers. This development has required a great deal of trial and ingenuity. The end product of this effort is that today all Haviland products are manufactured from 100% re-cycled polyethylene.

Our re-cycling division's leader, Ross Stoller, tells us that the majority of the materials that Haviland utilizes is pur-

chased in bale form from cities, counties, and refuse collection companies. He has indicated that since 2000, when Haviland entered the nursery container business, Ross and his team have processed and converted over 90 million pounds of re-cycled poly that was destined for our landfills. "We take great satisfaction in the knowledge that we have developed a process and practice that is so environmentally



beneficial," states Stoller.

The reclaiming process involves removing foreign material from the compressed bales that Haviland receives. Once carefully separated the HDPE is ground into flakes, then thoroughly washed in a multi-step process, simple carbon black is added and blended for color and maximum ultra-violet resistance before going over to the manufacturing building. Nearly all of the plastic that Haviland utilizes

is post consumer waste, comprising mainly of discarded items such as detergent vessels, milk bottles, and oil cans that folks thoughtfully leave by their curbside. Unfortunately, less than 30% of this valuable plastic is re-cycled.

We are proud of the culture developed at our facility. Haviland strongly believes that we as manufacturers and you as growers are making a positive impact on the environment. Our next challenge is to encourage the consumer to become a more involved partner, both as an active plant purchaser and a re-cycler. An even more involved consumer would be a welcomed and essential part of our green team.



## WINFRED HARRELL...A MAN OF GREAT MEASURE

Winfred shares that "I'm thankful for everything we have. The Lord did not move too fast with me. He has blessed me all these years and He didn't give me anything before I needed it."

When Winfred isn't working, you'll find him golfing or fishing. But, Sue has encouraged him to take some family trips. Recently, he has enjoyed going to the Beach, the Mountains and visiting with his children and five granddaughters and one grandson! Winfred has become quite the photographer, with the gift of a camera from his employees. He loves to share his photography talent with visitors to the nursery. You will be impressed with his grand-



Sue and Winfred Harrell

children photographs, nature and nursery shots or his creatively captured sports event action collections.

Winfred has been honored by many in our industry. He was awarded the Horticulture Award from Florida Southern College in 1993, Farm Credit Award of Central Florida, The Greater Plant City Chamber of Commerce Award, and in 2005, he was recognized as the Agriculturalist of the Year! Though these awards are well deserved, it is Winfred who is the unsung hero to so many of us by his genuine, caring, and giving heart. You will find Winfred supporting young people at local fairs, festivals, or school events. Winfred consistently gives anonymously to help others elevate their position in life. It is this quiet, giving side of Winfred that makes him so special to so many! Winfred Harrell is a man of measure and a cherished friend and family man to all who are fortunate enough to know him! Thank you for your many gifts!

# Window Gardening with Hayracks and Window Boxes

Summer is the perfect time to keep those spring flowers blooming. Everyone welcomes the familiar saying, "It's time for that good spring cleaning!" This warm weather invitation is an opportunity for us to clean both the interior of the house and also allows us to work outside on our yards and welcome some lively color. After these long, and often cold winter months, most of us embrace the warm days, the greening of the grasses, the trees leafing out, and the beautiful pastel colors of the spring flowers. The beautiful colors and flowers will last all summer and into the fall months when planted thoughtfully and carefully.

One sure way to add instant curb appeal to your home is to create a spectacular floral display with hayracks. You are probably asking yourself, "What is a hayrack?" Hayracks have been around for hundreds of years. The nursery application was the inspiration of an earlier equine necessity. Originally, in England, hayracks were found in barns to supply hay to the farm animals. Horses found the hayracks a convenient way to reach up and munch on hay. When hungry, the horses would pull hay through the wide metal bars. Today, the original hayracks have become very treasured antiques and as a recent *Antiques Road Show* taught us, can bring a handsome price tag to its new owner. Modern manufacturers have created today's version of the hayrack—we call it the window box. Hayracks made of metal, or window boxes made of wood, add a very classy, distinctive and colorful look to any home front, patio, or pool area.

After you have made the decision to

install hayracks or window boxes for a bright spring color blast and to become the neighborhood landscape envy, there are some flower-box care and culture issues that need to be considered. Clemson University's Extension Center for Home and Garden Information suggests the following guidelines when gardening in window boxes:



- A light weight potting mix is needed. Soilless planting mixes provide excellent drainage, aeration and water-holding capacity that ordinary garden soil can not supply.
- Be sure that your window box has drainage holes. Drainage is essential so that the planting mix will not become waterlogged. Do not place pebbles or other material at the bottom of the container. They will not provide better drainage.
- Plastic containers are an easy way to effectively plant in window boxes. Plastic is inexpensive, easy to plant, slower to dry out, and recyclable.
- Window boxes call for a strong support system. Remember that the containers will be much heavier when watered.
- Choose small, healthy young plants for planting. They will adapt to new surroundings much faster than older plants.
- Plant much closer in a box than you would in a flowerbed. Include plants with a variety of colors, shapes and textures. Trailing plants

should be planted at the edges and bushy or upright plants will go at the center or back. Be sure that the taller plants do not block your window. Window boxes should extend the entire width of the window for the best appearance. Window boxes or the original hay racks full of flowers or foliage plants during any season will definitely add a color boost to your house. They can be used effectively even in very small spaces. By choosing your plants carefully, you can change the plantings for each season, which will also change the appearance of your house from the curb. Go ahead and become the envy of the neighborhood—install those window boxes now and plan your summer and fall color explosion! Then watch how many of your neighbors will also be installing the colorful boxes!



## "This is Vickie, How may I help you?"



"I answered an ad in the newspaper for a customer service representative," says Vickie Stark when asked "how did you find your home at Haviland?" That was two and a half years ago. And now, just ask anyone at the HPP headquarters and you'll find the same response, "Haviland found a jewel when Vickie answered the ad and arrived for the interview." Vickie, an energetic, always smiling, feet on the ground type of girl epitomizes the saying, "I want to put problems to sleep. I want to be part of the solution!" Vickie pledges the Haviland promise to every customer: **Our commitment to you is our quality product and excellent service!**

Vickie is the person behind that bubbly voice that says, "This is Vickie, how can I help you?" New to the horticultural industry, Vickie is fast learning the horticultural geographic landmarks across our 50 states and the many growers in each geographic region. Directly responsible for arranging the shipment to your specific site, Vickie takes genuine care by ordering the most efficient mode of transportation, emphasizing the exact time of delivery and overseeing the tracking of your order.

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Haviland Plastic Products

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*Engineered for Strength!*



## Help Haviland Recycle

Plastic recycling rates lag far behind those of other items (around 28%), such as newspaper [about 80%], and cardboard [about 70%]. The recent huge growth in PET bottle usage (water and beverage) and the many myths about landfills and plastics has hurt the plastic industry. Although landfills are not meant to allow for plastics breakdown, we can recover plastics before they arrive in these areas. It takes 80% less energy to recycle and reprocess plastic than to create virgin plastic. Consumers can find out which plastics are accepted in their local area. Generally, HDPE along with PET, have a high acceptance rate. The soda and water bottles (PET) are used in the clothing and fiber industries and are even utilized in fine carpet manufacturing. Of course, companies like Haviland, reprocess HDPE for our container manufacturing and other products. When recycling, paper labels do not need to be removed from the plastic bottles or containers, but lids need to be separated because they are usually made from a different material.

**Squat 3**



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*Haviland Plastic Products is a family-run company committed to the nursery industry. We work closely with our customers to reduce the cost and time spent in the ordering process. Our customers, know when they place an order, they will hear the same friendly voice. Our commitment to you is our quality product and excellent service!*

## This is Vickie, “How may I help you?” Continued

*“My job here at Haviland, is like a puzzle. I put the pieces together to get a complete picture and then make sure our product arrives on time - just the way you ordered it!”*

Vickie Stark



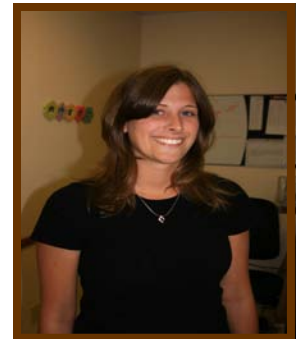
Watching Vickie work becomes a true art form. She answers call after call with that same unseen smile and kick of excitement in her voice. When working with vendors she responds, “So you are coming down on your delivery fee from last week and you pledge to deliver earlier?” and when talking with customers, you’ll hear her say, “No problem—your sales team has that truck filled and we’re ready for delivery on Monday.”

About her job, Vickie says, “I love to help people, I love talking to the growers and getting to know them. It has been great fun. From my conversations, I have mental pictures of them and can’t wait to really meet them. My job here at Haviland, is like a puzzle. I put the pieces together to get a complete picture and then make sure our product arrives on time – just the way you ordered it!”

On a personal note, Vickie prefers to rent a movie (that features her favorites Julia Roberts or George Clooney), stay at home, and eat Mexican food for fun. But her favorite off the job activity is to “shop, shop, and shop!” Her cat, Nemo, is great company when she isn’t traveling for Haviland.

In addition to her daily customer service tasks, Vickie was recently named the Haviland sales representative for the states of Michigan, Ohio, Illinois, Indiana and Kentucky. “I have a lot to learn about this industry. Right now, I’m tackling the technical stuff – plant names,

water requirements, and other important technical growing terms, but I love being on the road and meeting folks! I never knew that my Ag class at



**Vickie Stark**

Clay High School in Toledo would have become such a valuable learning lesson for me today.”

Obviously, Vickie loves people, her career at Haviland and our industry. Even though Vickie travels over forty miles one way to work each day, she says with that beautiful pearly white smile, “I like it here. I like the people. Everyone is friendly, I’m happy – I’m not moving anywhere except to help take Haviland to the next level!”