

# HAVILAND HAPPENINGS

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**Haviland Talks...**

Always looking for a grower beneficial platform, HPP is proud to announce a cutting edge new line of smaller containers. The High Performance Series will begin with 3 widely used sizes starting with a full **2** gallon, a “**10** inch” measuring **2.3** gallons culminating with the traditional full **3** gallon!

The performance series is characterized by strong rigid lips that not only are grower friendly for handling ease either manually or with an automated potting machine, but also stays round protecting the plant material during growing and shipping. The sides, or walls, are essentially smooth with subtle ribbing at the bottom which turns into the drainage sector. The timeless side profile not only gives the container a smart classic look, but are label and graphic friendly. Other than being constructed of ultra high grade **100%** re-cycled plastic the series offers an industry first complete dual plane drainage that not only is plant friendly, but the drain holes are artistically hidden when viewed from the side. Look for the High Performance Series in the coming months!



Tucked between the beautiful Blue Ridge and Allegheny Mountain Ranges, in the middle of the Shenandoah Valley, in the Commonwealth of Virginia, you will find 52 acres of pristine containerized nursery stock swaying in the gentle breezes and enjoying the beautiful mountain scenery just waiting to be shipped to a new home. Cousins, Danny and Jerry Shreckhise, the current owners of Shreckhise Nurseries, invite you to learn about their long and rich farming history and family lineage. They proudly introduce you to their home, their families, their long-standing staff, and their passion!

Danny and Jerry Shreckhise are fourth generation nurserymen in the mid-western portion of Virginia with their family enduring a long history of farming, growing, landscaping, and various other business adventures along nearly 135 years. The original Shreckhise Nursery was named Augusta Nursery, in honor of the rich soil that embraces Augusta County, Virginia, and the home of the Shreckhise family. Noah Shreckhise, in the late 1880s, decided that he wanted to grow some nursery stock on the “family farm,” which was near the small, rural community of Mt. Sidney in Augusta County.

Taking a look back into time, the late 1880s in the United States was a time of invention and innovation. The country was watching with excitement as Thomas Edison constructed a new laboratory for his experiments in New Jersey, Dr. John Pemberton, a Georgia pharmacist, invented a refreshing drink named Coca-Cola, and President Grover Cleveland became the first (and only) American President to marry in the White House, then referred to as the



“Executive Mansion.” Down the road, in Augusta County, Virginia, Noah Shreckhise, a young and enterprising man, was equally anxious to join the new movement of expanding workers in the U.S. and offer a new product on the market—landscape material to be used to enhance the new construction that was beginning to dot the lonely and often barren countryside.

Noah was quite successful as he grew new varieties of plants and continued to wear a variety of hats providing for his family when America walked into a new century. The family Shreckhise Farm continued to be the hub of the Shreckhise business action. In the 1930s, however, Noah died. The difficult years of the depression continued into 1935 with unemployment still running at 20.1% and war clouds gathering. The Gallop Poll was introduced and a Dupont chemist introduced a new synthetic fiber and named it “nylon.” The average wages nationwide per year were \$1,600.00, with the cost of a gallon of gas being set at 10 cents, and a loaf of bread costing 8 cents. Even though the country was in a depression, three of Noah’s nephews, George, Charles, and John formed a partnership named, The Shreckhise Brothers, and set about the business of making a quality and honorable living in spite of the national and local economy. The brothers being as innovative as their uncle, worked many business angles, including the Augusta Nursery venture, to avoid the ever present national bread



**Noah Shreckhise, Circa 1889**

lines. Also working beside the three brothers were three additional brothers who worked for the Shreckhise triad leadership team. In 1936, the brothers acquired another

farm adjacent to Noah’s farm and connected the two parcels. Almost predicting that the country was coming out of the depression and moving into a recovery mode, the brothers began a nursery expansion and created a custom landscaping arm. They proudly installed their plants in Augusta and Rockingham Counties with some “specialty” projects being installed in the nation’s capital, some 110 miles away.

# Four Generations of Leadership

## The Shreckhise Family



**Danny Shreckhise Earned Virginia Nursery and Landscape Association (VNLA) Nurseryman of the Year Award in 1991**

As 1940 unfolded the six Shreckhise brothers recognized the need to serve their country. The forties were defined by World War II. President Roosevelt guided the country on the

home front and Gen. Eisenhower commanded the troops in Europe. Unemployment almost disappeared as most men were drafted and sent off to war. Three of the six brothers, Charles, Jim, and Dick, proudly served in World War II while the other three brothers remained on the family farm, "and did the best they could for the family business during these times." After the war and into the 1950s, the Shreckhise Brothers were expanding their holdings. The Shreckhise Brothers Manufacturing Company created a factory where the brothers built wooden poultry coops. They also operated a dairy farm on the original property, and of course, the Shreckhise Brothers Nursery, as they changed the name, was continuing to expand with their growing and landscaping arm.

The year was 1961. America had recently elected its youngest President and a "cold war" with the USSR continued to worsen. The cold war coupled with the Bay of Pigs Cuban invasion triggered a sense of anxiety among Americans. Air raid shelters were becoming "normal" additions to America's homes and school-aged children were drilled in proper bomb shelter procedures. The Russians put the first man in space and the U.S. quickly followed with Alan Shephard being our first space hero. As the nation was changing, so was the direction of Shreckhise Nurseries. Neighboring Rockingham County became the new home for the nursery with the brother team diligently reading the economy and making business adjustments as needed. In keeping with the times, they framed a new business model to wholesale plant material while reducing field installations with the land-

scape division they had formed in the 1930s. Their read on the industry and their new business plan for the nursery proved successful! They were growing larger and larger quantities of outdoor plant material and then wholesaling it to local contractors and garden centers. Even though the country was feeling uneasy about its future, the Shreckhise enterprise was feeling good about its new path. In 1963, the brothers decided to close the dairy but maintained the cattle on the property for beef production.

Continuing to grow the nursery into the 1970s, the Shreckhise Brothers knew it was time to step down and allow a new generation of Shreckhise family members bring new thoughts and new plans into the long standing history of the variety of businesses they operated. In 1977, Jimmy Carter was elected President, the first Apple computer was available to the public for sale, oil was flowing through the Trans Alaskan Pipeline, and two Shreckhise

est growing up and working with the business was growing plants. I never really cared for traditional farming, but loved the growing end of it!" Danny began working in the family business full-time in 1971. He shares, "I love the farm."

Jerry Shreckhise spent his teenage years working on the family farm and doing a variety of chores. "I lived three towns away and decided to take another path after high school. I became a machinist, a tool and die maker, and then I came back home in 1974." Laughing, he says, "I think I left and tried a different career because my least favorite thing is a hoe!"

When asked, "Why did you want to purchase the farm and all of its holdings," the cousins and business partners quickly answered in unison, "We scratch our heads, and say 'Why ourselves!'" After the chuckle, the cousins continued, "We wanted a first class operation with innovation always present." Danny says, "We really looked closely at the entire operation and decided to concentrate on the wholesale end of our nursery business operation—we wanted to

grow quality plants and build our reputation on service and excellent customer relations."

**Danny and Matt Shreckhise**



cousins, Danny and Jerry, decided to purchase the family business and continue the legacy.

Danny Shreckhise worked in the family business as a young man in high school. He says, "I've never worked anywhere else! I worked on the landscape crews, worked in the poultry farm, and just grown up with the business. My least favorite thing about working in the business was chasing after cows. My primary inter-

"We closed our beef production arm in 1978 and in 1980, our poultry division ceased to operate," says Jerry. "Over the past 34 years we have built our business on providing a quality product. We take pride in that.





We have delivered quality plants and service to our customers and we have built quality relationships with all of our customers. People in this industry are great people and they are our friends! We provide fair pricing and we treat our customers the way we want to be treated," genuinely states Danny.

In 2006, Matt, Danny's son, joined the firm. With a degree in Business Management from Virginia Tech, he directs sales, production, and recently installed a new irrigation system that he operates from anywhere via computer or a smart phone! "We leave new technology and innovation to Matt. Jerry and I didn't grow up with that!" laughs Danny. "But we are depending more and more on the internet with the future of our business," continues Jerry.

Both Danny and Jerry love to talk plants. As the decades have changed, they have seen many changes in the industry and they encourage each other to stay on top of the ever-changing growing curve. Danny thinks out loud when he says, "We have been attending many seminars. Many of the plants that we sell today did not even exist 15 or 20 years ago. The consumer wants new plants. We have to introduce new varieties in our nursery. Plant branding is making a big difference. The consumer wants the latest and the greatest! It does help keep our job interesting. We have to stay current with what's new with plants and the newest technology in the industry. We enjoy testing and trying new plants and see how the market accepts them." Jerry chimes in, "Everyone wants the plants to grow quicker, be better, and of course be more economically affordable."

Danny shared that he loves using Haviland's cans. "We have built a strong and positive relationship with Marty (the National Sales Manager for Haviland) over the years. We like him. He's done a good job of keeping us informed about the changing world of pots. We appreciate what he does for us and how Haviland is leading the way with pot technology to be ecologically sound."

The duo are very proud of their heritage and their families. Danny has been married to Linda for 40 years. Their two children have given them three grandchildren. Jerry, says, "I have him beat. I've been happily married to Patsy for 47 years and our two children have given us 2 granddaughters. There is nothing like grandchildren!" Danny laughs when he adds, "The grandchildren are more important

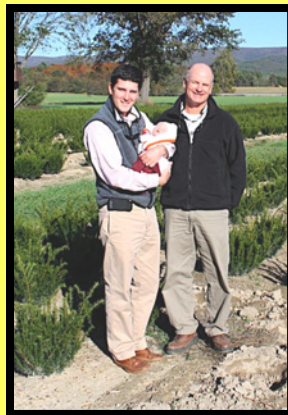
than the plants!"

The Shreckhise leaders beam when they share that 90% of the nursery material is grown in containers at the 50 acre Grottoes,



Danny, Jerry and Matt Shreckhise

Virginia site. Additionally, a second nursery 70-acre site is located in nearby Waynesboro. The Waynesboro site houses the field grown material, where they grow approximately 50,000 plants. The immediate plans are to move all production into containers. They are busy shipping spring plants. Their shipping radius includes the Northern Virginia, DC, Baltimore corridor and north into Pennsylvania and as far as New Jersey and Long Island, New York.



Noah Shreckhise had a dream nearly 135 years ago. Other family members have lived his dream changing as the times dictated, and today, Danny and Jerry live the vision with a new twist of their own! They know why they purchased the family business in 1977—the dream and Shreckhise family legacy lives on!

## HPP Helps Make the Growing Can "Pretty" for the Backyard Patio or Around the Pool

The HPP containers are very versatile. Not only are they greatest container for nursery production products, but they can be used as decorative containers on patios or around your pool area. The HPP containers are lightweight, durable, and very economical. If you want a terra-cotta look, here are a few tricks to transform your production container to a decorative can. *Southern Living Container Gardening (Spring issue 2011)* suggests that you "don gloves, open a can of stain, moisten a sponge, and get to work.. In no time at all, voila! You'll have a classy finish that looks like a million bucks."

- Gel stain is a must. It rubs on, doesn't drip and applies evenly to the surface.
- Complete the pot from start to finish at one time. If you leave it partially done, the lines from the different applications will be difficult to blend.
- Add a second coat if you want it darker.
- Use additional stain to highlight attractive details.

HPP containers are made from 100% re-cycled post-consumer and post Industrial feed stock. The HPP line of pots will look great in any location, so decorate with them as they are, or try your hand with the gel stain and see first hand the HPP Plastic Pots Made-Pretty!

## Haviland Plastic Products

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*Engineered for Strength!*



*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!*

### Pineapple Upside-Down Carrot Cake

The spring time is a special time for outdoor garden parties,. Here is an excellent recipe to compliment any garden reception or afternoon fun in outdoors!

1/4 cup butter

2/3 cup firmly packed brown sugar

1-20oz can pineapple slices in juice, drained

7 maraschino cherries (without stems)

1 cup granulated sugar

1/2 cup vegetable oil

2 large eggs

1 cup all-purpose flour

1 tsp. baking powder

1 tsp ground cinnamon

3/4 tsp baking soda

1/2 tsp salt

1 1/2 cups grated carrots

1/2 cup finely chopped pecans

- Preheat oven to 350. Melt butter in a lightly greased 10-inch cast-iron skillet. Remove from heat and sprinkle with brown sugar. Arrange 7 pineapple slices in a single layer over brown sugar, reserving remaining pineapple slices for another use. Place 1 cherry in center of each pineapple slice.
- Beat granulated sugar, oil, and eggs at medium speed with an electric mixer until blended. Combine flour and next 4 ingredients; gradually add to sugar mixture, beating at low speed just until blended. Stir in carrots and pecans. Spoon batter over pineapple slices.
- Bake at 350 for 45 to 50 minutes or until a wooden pick inserted in center comes out clean. Cool in skillet on a wire rack 10 minutes. Carefully run a knife around edge of cake to loosen. Invert cake onto a serving plate, spooning any topping over cake.

**Truck Plastic Part  
Could Save 1.5B  
Gallons of Fuel**



**Haviland to Introduce  
High Performance  
Pot Series**

According to a report from Climatewire, the Department of Energy claims that if every long-haul truck in America would install a set of plastic fairings in front of the wheels under the trailer, it would cut fuel use 7-12 percent. That would save 1.5 billion gallons of fuel a year. The fuel savings would pay for the part within six to 18 months, according to Mitch Greenberg, President of SmartTruck, one of the Greenville, S.C., companies that developed the product.



*Plastic News*



**HPP to Launch its newest container line—the HPP High Performance Pot Series Soon! Talk with your sales representative for details!**

In 2009, HPP successfully launched our colored and print pot program. The HPP Special Division expertly prints trade 1s, Full 1s, 3s, 4s, 5s and 7s that are formed in exacting Pantone Colors™ with stabilized weather resistant inks or paints. Like the pot colors, the inks are color specific. As with all of our HPP containers, these specialty pots are made from re-cycled 100% post-consumer and industrial feed stock. The colored pots have been very successful and if you are interested in a special color can, contact your HPP representative and he/she will be happy to discuss the program with you. Soon, HPP will launch its newest container series—**The High Performance Pot Series!** These containers will be made of 100% re-cycled material and will aid the grower in maintaining excellent standards with durable and economical cans!