

Klein's Floral and Greenhouses, Inc. December 2006 Newsletter

STORE HOURS

Holiday Hours - Fri. Nov. 24-Sun. Dec 24

Monday-Friday 8:00 am – 7:00 pm

Saturday 8:00 am – 5:00 pm

Sunday 10:00 am – 4:00 pm

After Christmas Hours - Dec. 26-Dec. 31

Monday-Friday 8:00 am – 6:00 pm

Saturday 8:00 am – 5:00 pm

Call for Sunday December 31 hours

Closed Christmas Day & January 1

CALENDAR OF EVENTS

Dec. 1 thru Dec. 3--Holiday Open House—Come join us for holiday treats and hot coffee and/or cider. Browse through the greenhouses filled with beautiful poinsettias. Check out the painted poinsettias. Poinsettia Painting is THE hottest trend in holiday decorating. Last Christmas we couldn't keep our eye-popping creations on the shelves. Join greenhouse associate, Joanna Fenner, as she demonstrates the how-tos of creating a poinsettia masterpiece for any taste or decor. Ever wanted a blue poinsettia? Tie-dyed? Or how about something elegant, sprinkled in glitter? The possibilities are endless. Print off coupon below for 20% off poinsettias, fresh wreaths and roping purchases during our Open House weekend.

Dec. 3 thru Dec. 9--Order your beautiful poinsettias, blooming plants, designer gift baskets or custom-made centerpieces now for holiday gift-giving and guaranteed delivery. Early ordering ensures you top quality product for your home decorating and holiday party needs. For the gardener on your list print off the gift certificate coupon at the bottom and receive a \$50 Klein's Floral and Greenhouses gift certificate for \$40.

Dec. 5--Full Moon

Dec. 16--Hanukkah Begins

Dec. 21--Winter Solstice

Dec 18 thru Dec. 24--Stop in and check-out our in-store specials for any last minute gift-giving ideas. We still have a fantastic selection of homegrown poinsettias, blooming plants, houseplants, decorations and more. Shop early for the best selection and we'll deliver anywhere in Madison or the surrounding communities thru noon on Dec. 24.

Dec. 26--Kwanzaa Begins

Dec. 26--The After Christmas 75% Off Sale begins at 8:00! Everything 'holiday' must go! This is a great time to plan for this week's New Years Eve party or to pick up some excellent bargains for next year's decorating. Poinsettias are perfect for adding instant color to your late season holiday party and are gorgeous in fresh arrangements.

Dec. 26 thru Dec. 31--Order your New Years Eve centerpieces and custom designed arrangements early! Please note that we will not be delivering on Sunday, Dec. 31.

'THE FLOWER SHOPPE':

Christmas is a time for personal celebrations and traditions shared with family and friends. Flowers and plants have long played a special role in Christmas festivities and are as personal and individual as the people doing the celebrating.

Decorating and Entertaining Ideas

- For a festive and unique centerpiece, create a table-scape with 4-inch plants in matching pots with ribbon, ornaments and/or candles as accent pieces. When guests leave your holiday party, give each a plant as a memento. Or create a table-scape with fresh flowers in coordinated vases.
- For a fun theme, ask us to create "snowballs" and "snowmen" using white carnations.
- Ask us to fill the pots from your container gardens with poinsettias, cyclamen, amaryllis and ivy.
- If you are invited to a dinner party or open-house, send a floral arrangement or centerpiece to the host or hostess ahead of time or as a thank-you gift after the party. It will make them feel special and appreciated.
- Greet guests at the door with a wreath holding a personal tree ornament for each of them to take home.
- Use fresh flowers on your Christmas tree in water vials We can recommend long-lasting varieties and tell you how to add water to vials. Dried or treated flowers are also a beautiful choice.
- Use wrapped boxes, festive bows and flowers as table decorations. Give wrapped "packages" to us in advance and we can create floral designs for them. Place your "packages" with flowers under the tree or on the mantle.
- Wrap the pots of poinsettias or other holiday plants in festive paper and ribbons.
- For an elegant celebration take advantage of all places where candles could be displayed:
 - Line a walkway with votive candles in luminaries leading up to a door.
 - Place garland on the mantle with fresh flowers and candles to beautifully grace your room and make the most of light by enhancing the fire.
 - Float candles and flowers in treasured crystal or silver bowls to create a fabulous effect.
 - Place scented candles with fresh blossoms in each powder room.
- If an open house is on the agenda and many persons will be in a room, it is important to give special attention to the larger display areas such as the front door, foyer, mantle, buffet or serving areas, powder rooms, windows and staircase. This will help you get maximum impact because with many people in a room smaller arrangements placed around will not be seen at all times . Additionally, by focusing on a few focal areas in each room, more space is made for glasses, cups and food plates...and there is less chance of an accident.
- As guests leave, have a vase of loose flowers by the door and invite them to take one home as a gift.



Information from aboutflowers.com

DID YOU KNOW...

...that Klein's grows its thousands of breathtaking poinsettias from tiny cuttings sent to us last July? After potting, the cuttings spend the first week or so under timed misters in our back greenhouses. The added humidity lessens the shock of transplanting and allows them to perk up faster during hot summer days. A few weeks later, the poinsettias are then "pinched", creating bushier plants. But many are left

“unpinched”. These are our famous “uprights”. These plants are left to grow on their own and will be taller with fewer, but substantially larger blooms. In September we begin “tying up” the poinsettias with twine or a plastic support hoop. This process gives our plants their perfect shape. Also during this time we try to keep the plants from “stray light”, i.e. streetlights and even headlights. Poinsettias bloom as the days shorten. Therefore, any unnecessary light during the nighttime hours can actually delay blooming. Slowly in late October the bracts begin to show their spectacular color. We at Klein’s pride ourselves in offering you the newest varieties and color selections on the market--from the richest reds to the purest whites, from deep burgundy to hot orange, and the ever-popular “Winter Rose”. Our poinsettias are known throughout the Madison and Dane county, brightening countless area churches, businesses and homes during the holiday season.

KLEIN’S RECIPES OF THE MONTH--These are a selection of relatively simple recipes chosen by our staff. Recipes will be updated monthly and will try, in some way, to reflect what we offer or who we are here at Klein’s. Enjoy!!

‘LeRoy’s Chocolate Chili’--Super-fast, super-easy and super-delicious!

2 lbs. ground beef
2 x15 oz. cans kidney beans, undrained
2 x 14.5 oz. cans tomato sauce
2 x 4 oz. cans sliced mushrooms, drained
(or 8 oz. fresh mushrooms, sautéed)
1 large onion, chopped
1 x 6 oz. can whole, pitted black olives, drained
1 x 4 oz. can mild, diced green chilies, undrained
1/3 cup chili powder
2 Tbs. sugar
2 Tbs. prepared brown mustard
1 Tbs. unsweetened cocoa powder
1 tsp. garlic powder
1 tsp. ground sage
1 tsp. ground cumin
1 tsp. paprika
1 tsp. black pepper
Tortilla chips
Shredded cheddar and/ or sour cream, optional

Brown the ground beef in a large kettle and drain fat. Add the rest of the ingredients and bring to a boil. Reduce heat to a simmer, cover, and cook one hour, stirring occasionally. Serve with chips instead of spoons, topped with cheese and/or sour cream. As with most chilies, it actually tastes even better the second day. The leftovers freeze well.

‘Rick’s Marinara Sauce’--Delicious on pasta or spaghetti squash. Because it’s a sweet sauce, the kids will love it.

1 large onion, chopped
1 sweet bell pepper, chopped
1 cup chopped carrot
3 Tbs. olive oil
2 cloves garlic, minced
1 x 28 oz. can whole tomatoes with juice
1 x 6 oz. can tomato paste
2 tsp. sugar
1 tsp. dried oregano, crushed
2 tsp. dried basil, or 1/4 cup chopped fresh basil

1/4 tsp. salt
a dash of black pepper
a dash of ground cayenne, or to taste
1/2 cup or more red wine
1 tsp. crushed fennel seed, optional

Cook onion, bell pepper, garlic and carrot in hot oil over medium heat till tender but not browned. Add tomatoes, paste, sugar and herbs and spices. Bring to a boil, reduce heat and simmer, uncovered, 35-45, adding the red wine for desired consistency and taste. (The alcohol boils off so OK for the kids) Add salt to taste. Makes enough sauce for 2 x 16 oz. packages of pasta.

'Roasted Brussels Sprouts and Carrots'--As seen on "The Victory Garden"

1 lb. brussels sprouts, halved
1/2 lb. carrots, thickly sliced at an angle
A few Tbs. extra-virgin olive oil
salt and pepper (coarse sea salt is best)

Preheat oven to 400 degrees. Stir together all ingredients in a large bowl. Spread onto a rimmed baking sheet. Bake for 20 minutes or till all is tender, stirring occasionally.

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:

WILLOW TREE COLLECTIBLES by Susan Lordi

Klein's is happy to offer many pieces from inspirational Willow Tree line of intimate and personal, hand carved sculptures. Beginning as a nativity scene in 2000, Willow Tree now encompasses sculptural figurines depicting the sentiments we often want to express to loved ones, friends and associates. Sculptures suggest and elicit emotion using the simplicity of gesture and body posture. Each hand painted piece is carved from a single piece of wood.

A Willow Tree figure is the perfect holiday gift! Pieces range from \$10-25.

NATURAL NEWS--This column devotes itself to organic techniques, products, pest control, etc.-- anything that educates us on the means to protect our environment.

The healthiest means of indoor pest control is, of course, preventative, rather than remedial. The pests, like their hosts, require specific conditions to thrive and reproduce. Learning about your plants and keeping them healthy is half the battle. A healthy plant is less likely to succumb to pests and disease than a sick one. Likewise, early recognition of a problem will determine the means to eliminate the problem.

First off, make sure that any plant that you bring into your home, whether newly purchased or brought in from outside, is pest free to begin with. Isolate new plants for a few weeks and thoroughly check and tidy up plants brought in from the garden. Large leaves can easily be cleaned with a mild soap and water. Many plants can be trimmed to remove old foliage or even pruned hard. Depending on the plant, doing so can eliminate aphids, spider mites and whiteflies completely.

Remember to cut back on watering during the winter. Allowing the soil to dry out thoroughly between waterings can prevent fungal problems and rid you of soil borne insects like fungus gnats (many people mistake them for fruit flies) and springtails.

And if you do find some insects, it's not necessary to immediately resort to the poison. Many, like fungus gnats, are usually just a nuisance and cause little harm to established plants. Whiteflies and

aphids can be sprayed with mild soap and water. You'll need to be diligent, but it's simple to do. And other pests like scale and aphids have natural enemies that feed on them once your plants are moved outside in the summer. And don't kill those few ladybugs and spiders that live in our homes each winter....they get hungry, too, and will feed on almost an insect.

DECEMBER'S PLANT OF THE MONTH: THE POINSETTIA

No where in Madison will you find a larger selection of healthy homegrown poinsettias, inspected daily for your satisfaction. Here are a few tips to keep your plant happy, not only thru the holiday season, but for months or years to come.

Upon your selection, we will carefully wrap your poinsettia for the trip home. Poinsettias are extremely cold sensitive and cannot tolerate temperatures below 50 degrees for very long. Once home, carefully unwrap your plant from the bottom up. This ensures that the delicate branches and blooms will not be damaged or broken. The biggest problems for poinsettias in most homes are: not enough light, drafts (both cold and warm) and either over or under watering. Poinsettias prefer indirect or diffuse sunlight at least 6 hours per day. Plants prefer to be constantly moist, but not soggy, and never let the plants stand in water. Therefore, make sure there is a hole in any decorative foil around the pot and set the pot in a plate or saucer to protect furnishings. There's no need to fertilize your poinsettia during the winter months. Drafts encourage leaf drop. This will usually not hurt the plant, but will make it rather unsightly.

Though poinsettias will not bloom in your garden during the summer, they make attractive additions to the patio or garden. Plants grow quickly during our hot, humid summers and the deep green, dense foliage makes an attractive shrub in the landscape or in a container. Getting your plant to rebloom next year is difficult and time consuming, requiring very specific lighting conditions. Doing so can be very rewarding, but we recommend disposing last year's plant in favor of a pest free specimen. Poinsettias that spend the summer outside are prone to whitefly and tend to become terribly misshapen with much smaller blooms.

YOU ASKED...

How often should I fertilize my indoor plants during the winter?

Beginning in October, as the days shorten, most indoor plants require not only less water, but little if any fertilizer. Because there is naturally little or no growth during the winter months, it can actually be harmful to your plants to encourage new growth during this time. Therefore, it is best advised to begin cutting back on indoor fertilizing progressively during the months of September and October, stopping completely during November and then not fertilizing again until the end of February when the days begin to lengthen. During March and April slowly increase your fertilizing to normal strength by May 1. From May thru August fertilize at full strength per package instructions. Never exceed recommended amounts. There are exceptions to this rule. For example, plants grown under timed light replicating longer days can be fertilized lightly throughout the winter, as with plants growing actively on sunny windowsills, where more watering is required. For ease, one can use fertilizer drops (such as Miracle-Gro) at half strength with each watering even during the winter months. At this diluted rate, plants remain healthy and rich green, with little or no growth. Again, go back to full strength by May. But most importantly, water most indoor plants (during the winter) only when rather dry below the soil surface, rather than to the touch. Over watering more than any other reason is the cause of death during our long Wisconsin winters.

AROUND TOWN

Olbrich's Holiday Express--Flower and Model Train Show
December 2 thru December 31
10:00-4:00 Daily
Olbrich Gardens, 3330 Atwood Ave., Madison
608/246-4550

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

- _____ Mulch perennials to protect from the cold and prevent heaving.
- _____ Mulch roses by mounding soil and wrapping, rather than using rose cones.
- _____ Keep birdfeeders full. Clean periodically with soap and water.
- _____ Inventory last year's leftover seeds before ordering new ones.
- _____ Plant bulbs until the ground freezes.
- _____ Prep lawnmower for winter storage and snowblower for weather to come.
- _____ Mark driveways and sidewalks with stakes.
- _____ Finish garden cleanup to make spring easier and prevent pests.
- _____ Do any last minute raking to prevent smothering delicate plants or beds.
- _____ Spread fireplace ashes over beds to amend the soil.
- _____ Make sure clay pots are stored inside and dry to prevent cracking.
- _____ Place your used Christmas tree in the garden for added wildlife protection.
- _____ Have trees trimmed--it's often times cheaper and easier to schedule.
- _____ Inspect stored summer bulbs like dahlias, cannas and glads for rotting.
- _____ Visit Klein's---it's green, it's warm, it's colorful---it's always spring!

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 DECEMBER:

- We're prepping the hundreds of poinsettias and holiday plants that go out for orders each day. After choosing the most gorgeous plants, we need to foil, bow and sleeve each order before loading into our vans for delivery to Madison's homes, businesses and churches.
- Thousands of geranium cuttings arrive for next spring. Most will be planted into hanging baskets and our 6 and 8" pots. From these, we continue to take thousands of cuttings for our 4 1/2" pots.
- Tropicals for next summer sale continue to arrive. Our tropicals (such as bananas, colocasias, alocasias, xanthosomas, etc.) arrive now so we are able to get the best selection and are able to offer you substantial sized plants next summer.
- Hundreds of herbs for windowsill culture are thriving in the sunny, warm greenhouses. We have chosen only the best assortment for indoor growing and winter harvest. Choose from rosemary, lavender, parsley, thyme and more.
- We continue to plan and prepare for Wisconsin Public Television's Garden Expo at the Alliant Energy Center in February by sprucing up display pieces and potting up thousands of violas, primrose, cineraria, etc. for sale at the show. This is Klein's biggest annual event and our most important advertising.
- The bulbs we are forcing (such as tulips and hyacinths) for Easter sale begin to peek out of the soil. They are being kept at about 38 degrees to allow them to root out and set bud.
- We continue to prep any leftover perennials for winter storage. Perennials are generally cut back to 3" and stored over winter in a dormant state in an unheated greenhouse.

EMPLOYEE PROFILE OF THE MONTH--JOANNA FENNER

In the four years Joanna Fenner has been employed with Klein's she has constantly demonstrated her growing passion for gardening and with the recent purchase of a home on Madison's east side, she and her partner have reason to nurture this passion with a rather bare but intimate backyard. Joanna admits this love of gardening was probably handed down from her mother, who tends a huge and gorgeous garden in rural Chippewa Falls where she grew up.

Joanna thrives on gaining knowledge about all the plants she handles at Klein's and she quite literally handles most of what you see. Joanna single-handedly pots up nearly all of our geraniums and potted bedding plants. She constantly strives to outdo herself in speed and accuracy, recently setting our one

day record of geranium planting at nearly 2500...by hand!! (The old record was 1956). In addition to planting, Joanna's duties include watering and some maintenance and construction, which she says she really enjoys and helps her as a new home owner.

During the spring season, you'll usually find Joanna helping customers and stocking her geranium showroom. She prides herself in the showroom's organization, cleanliness and how well stocked she keeps it. She says she used to hate geraniums, but now realizes how important they are in the garden landscape and has actually learned to like them a lot. In fact, Joanna has a few favorites she'd be happy to tell you about during your next visit to Klein's.

THE CRITIC'S CORNER BY RICK HALBACH: Recommended readings and other media for the garden novice or enthusiast.

THE 2007 WISCONSIN GARDEN JOURNAL, 12th Edition.

Journaling is one of the more important and rewarding of all garden tasks. Yet most gardeners fail to keep records of their successes and failures. A simple garden journal will not only help prevent making the same errors year after year but will help you remember what you loved most about last year's garden, making it easier to continue with changes and improvements. For me, no gardening book is more valuable than the 'Wisconsin Garden Journal' put out by the Madison Area Master Gardeners Association.

The spiral bound book is broken down into months-- each month broken down into days, with ample room for daily entries: the tasks I did that day, what's blooming, wildlife observations, the weather, etc. The left side of each page is left for note taking: the successes, the things I didn't like, ideas, recommended plants from gardening shows, things I've seen in other gardens or random thoughts. Each page also has a paragraph or two of gardening information and facts. After nearly 10 years, I find myself referring back to old journals on a daily basis. It's fascinating to look back and see how I as a gardener and my garden have changed through the years and then look at my plans for next season. Each year the journal has a new theme. The 2007 edition spotlights hardy bulbs and this theme recurs throughout the journal with articles and tips on growing hardy bulbs in Wisconsin. The book is also filled with handy charts and logs and contains lists of related web sites, public gardens and plant societies. The newest edition of the book becomes available each September.

The 'Wisconsin Garden Journal' is available at many local bookstores and garden centers, including Klein's, or by sending \$13.95 + \$2.00 shipping to:

Madison Area Master Gardeners Association
Box 259318
Madison, WI 53725

It makes a great holiday gift or stocking stuffer for the gardener in your family!

PERMANENT FEATURES

A. 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.

B. BUCKY BOOK COUPON

Klein's is again showing our proud support of UW Athletics with advertising and coupons in the 2007 edition of the Bucky Book.

C. 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.

D. DEPARTMENT HEADS: Please refer all questions, concerns or feedback in the following departments to their appropriate supervisor.

Floral Department Manager - Kathy Lehman (kathy@kleinsfloral.com)
Head Grower & Horticulturist - Jamie VandenWymelenberg (jamie@kleinsfloral.com)
Assistant Grower - Craig Johnson
Retail Manager Position Currently Open
Assistant Retail Manager - Jennifer Wadyka (jennifer@kleinsfloral.com)
House Accounts & Billing - Barbara Foulk
Delivery Supervisor - Rick Halbach
Owner Sue (Klein) Johnson (sue@kleinsfloral.com)

E. 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/entodiag.html

State Soil Testing Lab
5711 Mineral Point Rd.
Madison, WI 53705
608/262-4364

www.soils.wisc.edu

Wisconsin Master Gardeners Program
www.hort.wisc.edu/mastergardener

The Wisconsin Gardener
wpt.org/garden/
Has a list of garden clubs and societies

Allen Centennial Gardens
620 Babcock Dr.
Madison, WI 53706
608/262-8406
horticulture.wisc.edu/allencentennialgardens/index.htm

Olbrich Botanical Gardens
3330 Atwood Ave.
Madison, WI 53704
608/246-4550
olbrich.org

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

COUPONS OF THE MONTH

Receive a \$50 gift certificate for \$40. This is the perfect gift for the gardener on your list!! Cannot be combined with any other specials/discounts or on outgoing wire orders. Valid December 1-31, 2006 only.

Receive 20% off all poinsettias, fresh wreaths and roping during our Holiday Open House December 1, 2 and 3, 2006. Limit one coupon per person/family per day. Cannot be combined with any other specials/discounts or on outgoing wire orders.