

NEWSLETTER--FEBRUARY '07

FEBRUARY STORE HOURS

Monday thru Friday: 8:00-6:00

Saturday: 9:00-5:00

Sunday: 10:00-4:00

February 13 & 14 8:00-7:00

CALENDAR OF EVENTS

February 2--Groundhog Day & Full Moon

February 3 & 4--Orchid Quest 2007 at the Alliant Energy Center. Come and see one of the best orchid displays in the midwest at the Madison Orchid Growers Guild annual orchid show. Orchids and orchid supplies will be for sale to the public on Saturday and Sunday 10AM-5PM

February 4-10--Order your Valentine's Day deliveries now! Ordering this week can guarantee you a.m. delivery anywhere in town. Call us at 608-244-5661 or 888-244-5661 for details.

February 9-11--Wisconsin Public Television's Garden Expo at the Alliant Energy Center. Please join us. The Klein's booths will entice all senses with fresh herbs, colorful windowsill bloomers and spring annuals. We'll also be giving out tons of coupons. Enter our drawing for a Klein's shopping spree. Tickets will be available at Klein's for a lesser price than at the door. Details available at wpt.org/garden/. This garden show is considered one of the best in the midwest and should not be missed!

February 14--Valentine's Day. Order early for guaranteed delivery. We deliver throughout Madison and most of Dane County.

February 18--Chinese New Year

February 19--Presidents Day

February 21--Ash Wednesday

Throughout February--Ever thought about working at a greenhouse? Now is the time to stop in and ask if we'll be hiring for spring and pick up an application. We always need temporary, part-time counter help in the spring and greenhouse production swings into gear by mid-February. If you're interested, ask for Jennifer for the retail area or Jamie for the greenhouses. Benefits include a generous discount on all those plants you buy at Klein's anyway. Join our team and experience how it's all done.

Throughout February--The summer bulbs continue to arrive for retail sale. Shop early for the best selection.

'THE FLOWER SHOPPE'

Valentine's Day is far and away the busiest day for the design team. We'll be making 10 times the deliveries of a normal day and that doesn't even count walk in traffic. We can't even fit all the fresh flowers in our coolers. We're lucky at Klein's in that we can use colder areas of the greenhouses to store product that will not fit in our regular coolers. Our design room will be filled with huge buckets of roses, alstroemeria, lilies, iris, baby's breath, etc.--you name it--AND PEOPLE. The flower shop will bustle with designers prepping and conditioning flowers, greening up containers, taking orders and helping customers. It's both exhausting and invigorating simultaneously. We've been here since very late last night and it'll be just as late tonight. It's both fun and frustrating--it snows...the computers crash...someone calls in sick...it's always something. But it'll all be over soon and at the end of the day we'll pat ourselves on the back, as always, for a job well done. Next comes Mother's Day.

DID YOU KNOW...

... that Klein's is the second oldest florist in the city of Madison? Things have changed quite a bit since Klein's was started in 1913. In the beginning, many of the flowers used in our floral arrangements were actually grown on site. Farm fields surrounded our East Washington Ave. (Sun Prairie Road) location where the Klein family grew not only produce, but also seasonal cut flowers like delphiniums, peonies and irises. In addition, carnations, snapdragons and

sweet peas, among others, were planted directly into the soil in our back greenhouses and harvested and sold as needed. Nowadays nearly all of our cut flowers are produced in South or Central America and shipped to us daily. To a lesser extent we receive product from the west coast and the Netherlands. To support local agriculture, we use locally grown cut flowers as much as we can during the summer months. Local farmers stop weekly so our designers can choose the freshest product. Because the local crop is seasonal, the selection can change a lot from week to week.

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!!

February is the month of love and romance and no food brings romance to mind quicker than chocolate. Not only a treat, chocolate is actually very healthy for you, containing vital antioxidants--far more than either green tea or red wine. For more information on chocolate visit renowned chocolatiere Gail Ambrosius at her shop at 2086 Atwood Ave. or at www.gailambrosius.com. where you'll not only find tons of information on the health benefits of chocolate, but also see Gail's wide array of selections--many of which use common garden herbs and essences in their recipes.

The following are easy-to-make chocolate-rich recipes from the Klein's staff. They are surely to become some of your favorite dessert recipes.

DOUBLE CHOCOLATE TORTE--Absolutely elegant. A rich, dense cake topped with a lovely chocolate glaze then served, if desired, with a simple raspberry sauce. Who'd believe it was this easy?

Torte:

1/2 cup butter
6 oz. semisweet chocolate, chopped
3 eggs
2/3 cup sugar
1 tsp. vanilla
1/4 tsp. salt
2/3 cup flour

Glaze:

1/4 cup butter
2 oz. semisweet chocolate, chopped
1 cup semisweet chocolate chips
2 oz. unsweetened chocolate, chopped
1 TBS. water
1 TBS. honey

Preheat oven to 350 degrees. Grease a 9" spring form pan.

For the torte, melt the butter and chocolate over low heat till smooth. Cool 15 min. In a medium bowl, beat eggs, sugar, vanilla and salt on high speed till thick, 3-4 min. Add flour; mix well. Stir in the cooled chocolate. Pour the batter into the prepped pan. Bake 25-30 min. until a toothpick placed in the center comes out clean. Cool on a wire rack in the pan at least one hour before frosting.

For the glaze, combine all glaze ingredients in a small saucepan. Cook over low heat until smooth. Remove from the heat and allow to cool 10 min. Loosen the edges of the spring form pan and place the cake on a serving platter. Apply all the glaze to the top and sides.

Serve with whipped cream or vanilla ice cream and/or a raspberry sauce of 2 cups pureed fresh or frozen thawed raspberries mixed with 2 LBS sugar and chilled.

SNICKERS BARS--Even better than the candy bar!! The following recipe is a 1987 Wisconsin State Journal Cookbook winner.

1 1/4 cups milk chocolate chips
1/2 cup butterscotch chips
1/2 cup smooth peanut butter
1 cup sugar
1/4 cup milk
1/4 cup butter
1 x 7.5 oz. jar marshmallow creme
1 tsp. vanilla

1 cup salted dry roasted peanuts
1 x 11.5 oz. bag caramels
4 TBS. cream

Melt 1 cup of the chocolate chips, 1/4 cup the butterscotch chips and 1/4 cup of the peanut butter in a saucepan. Spread into a 9x13" pan and let cool. Combine sugar, milk and butter in a saucepan. Bring to a boil and cook 5 min. Add to this the remaining 1/4 cup peanut butter, the marshmallow creme and the vanilla. Stir in the peanuts. Spread this over the first layer in the pan. Melt the caramels in the cream and spread over the peanut mixture in the pan. Sprinkle with the remaining 1/4 cup chocolate and butterscotch chips. Cool thoroughly and cut into bars.

Speaking of candy bars turned into desserts . . .

REESE'S PEANUT BUTTER CUP BARS--This dessert is amazing chilled, but even better frozen and tastes exactly like Reese's peanut butter cups. Kids love'm! The recipe is originally from the 'Orange Tree Imports Cookbook'.

2 1/2 sticks butter
1 1/2 cups smooth peanut butter
1 1/2 cups graham cracker crumbs
2 1/2 cups powdered sugar
12 oz. chocolate chips

Melt 1 1/2 sticks of the butter with the peanut butter. Stir in the crumbs and the powdered sugar. This mixture will become very thick. Spread into a 9 x 13" pan. Melt the chocolate with the remaining 1 stick butter. Spread this evenly over the peanut butter mixture then chill or freeze. Dip the bottom of the pan in warm water for easier cutting and removal. Don't cut the pieces too big because this recipe is super rich.

COUPON OF THE MONTH

25% off all houseplants

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:

SIGNS BY DANIELSON DESIGNS "The Art of Remembering"

Founded in 1992, in the heart of Colorado, Danielson Designs is America's premier manufacturer of hand painted wooden picture frames and signs for the home. Each product produced by Danielson Designs is carefully handcrafted using generations-old lithographic techniques. Each Danielson Designs frame and sign is masterfully distressed by hand, giving a truly unique and aesthetically designed product that would make a beautiful addition to any home. The beauty of these wooden signs and frames has earned recognition from many decorating magazines, including Country Living, Victoria, Country Home, and Romantic Home.

The unique style and creative vision of founder Annie Danielson is apparent in each product of the Danielson Designs collection. From the beautiful colors used on the signs to the profound words that adorn many of the pieces, you are sure to find something perfect for your home. And with thoughtful and sometimes hilarious words for every occasion, a Danielson Designs frame or sign is always a heartwarming gift. (from elizabethsembellishments.com)

Klein's offers a wide selection from the Danielson Design collection. They make perfect gifts for all occasions. Many are themed for the garden enthusiast and are a wonderful addition to any home decor.

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

Management of rainwater is a growing concern in the Madison area, especially as our lakes turn greener and more putrid each summer from nearly continuous algae blooms due to nutrient rich run-off from yards and fields. In addition, the run-off also contains chemicals from city streets, driveways, parking lots and roofs; all of which goes untreated directly into our lakes through the storm sewers. Luckily our community as a whole is concerned enough that much is being done by the city, by corporations and by individuals. One example is the rain gardens being installed all over the city by businesses and homeowners alike. A rain garden is simply the space that captures rainwater from

down spouts. Rather than this water running over the surface and into storm drains, it seeps into the soil where it replenishes the water table. A rain garden is usually planted with water thirsty perennial beds and oftentimes watered via water porous tubing under the surface from the down spout, rather than over the surface. Even lawns can't absorb all the water that runs off most buildings. That's why the soil must be rich, loose and water retentive. The bank next to Klein's has a perfect example of a rain garden; a massive perennial bed filled with bee balm, black-eyed Susans and grasses. The plants are all drought tolerant so need little water between rains, but during storms are watered thoroughly with water collected from the roof. Rain gardens are an easy and inexpensive way to use the rainwater from your own roof. Another is the use of a rain barrel. There are many water collection systems on the market. The use of rainwater to water your plants is not only personally satisfying but far better for your plants--it's naturally soft and nitrogen rich without chlorine or fluoride, both of which are harmful to plant metabolisms in large doses. Most rain barrel systems have a spigot at the bottom for easy watering and a mosquito screen. Top openings are far too small for children to fall in. Many also have an overflow that diverts water back to the down spout once the barrel is full. A good source for high quality rain barrels is Gardener's Supply Co. Contact them at www.gardeners.com or at 800/427-3363 for a free catalogue.

FEBRUARY'S PLANT OF THE MONTH:

WINDOWSILL HERBS

There's nothing like the smell of fresh rosemary, thyme, lavender or oregano and it's easier than you think to have these and many other herbs on hand for quick snipping year round--even during the dead of winter.

Bright light is the most essential requirement in successfully growing herbs on your windowsill during the winter. Many of our most popular herbs originate from the sunny Mediterranean, so in the home, a south windowsill works best, with an east or west sill coming in second. A north window is far too dark to grow herbs well. It's important to be as near the light source as possible. That's one of the reasons we refer to them as windowsill herbs. Light intensity drops rapidly even a few feet from a south window. Placing plants as near a window as possible will also help keep your herbs more compact. Not only will they not reach for the light, but the cooling effect off the glass will keep gangly growth in check. In addition, the cooler temps tend to keep any pests at bay. Most herbs hate wet feet, therefore, it's also easier to control the watering of plants placed on a sunny sill. Herbs like to dry out a bit between waterings, but don't allow them, especially rosemary, to get too dry. As with all plants, water thoroughly when dry to the touch, but do not allow the plants to sit in a saucer of water. It's also important to use your herbs frequently. Your snipping acts as pruning and will make for bushier, more compact and shapely plants.

Which herbs work best for windowsill culture? Nearly all except the fast growing annuals like cilantro, basil, dill, etc. These plants simply grow too quickly for indoors and become rather unsightly. Favorites include rosemary and bay laurel, which can live for many years under ideal conditions. With thyme and oregano, a little goes a long way. Parsley looks great, though recipes usually require more than your plant will produce. But as a garnish in soups or snipped onto salads, the beautiful green color is indispensable. Mints work well, too, but be warned. They grow quickly!

Where can I get my herb plants during the winter? Why at Klein's, of course! We have far and away the largest selection of herbs for winter culture in the city of Madison. We grow hundreds of herbs in 4" clay pots for both holiday sales (a mixed herb garden makes a great gift) and then to sell at the Wisconsin Public Television Garden Expo at the Alliant Energy Center mid-month. Our selection includes rosemary, bay laurel, lavender, oregano, sage, thyme, mint, parsley, scented geraniums and many others. Our herbs are grown quite cool so are, therefore, compact, bushy and pest-free. All herbs in clay pots are \$5.00.

You can also purchase your herbs in the springtime and bring them indoors next fall. But after a summer of growing outdoors, size usually becomes an issue. If you have any questions on how to acclimate your outdoor herbs for their life indoors at the end of the season, feel free to ask any of our helpful staff.

YOU ASKED...

Now that I've purchased my seeds, where do I start? How do I start seeds now for spring planting?

Starting your own plants from seed can be both rewarding and frustrating for the beginning gardener. From experience, it's best to start out slow. This eliminates some of the frustration. Experience will gain you knowledge and confidence. Before starting your seeds, read the packet and get a little basic information. Some seeds are best sown directly in the garden come spring and not started indoors. It's best to do a little research by going on-line or purchasing a good gardening book. The packets themselves will usually tell you whether to direct sow in the garden or

how many weeks before our last frost date to sow indoors. Our last frost date is about May 10. Using a calendar, count back from May 10 and this will be your sow date.

One can start seeds on any sunny windowsill and in almost any container. Warmth and moisture are critical in getting most seeds to germinate. But a few pieces of basic and inexpensive equipment purchased at your garden center and/or hardware store will help you get started and make your seed starting experience a great success. Here is a shopping list:

- *A heating mat--makes seeds germinate quickly and uniformly
- *A few 10x20" trays without holes
- *A few clear humidity domes
- *A sterile seed starting mix
- *A 4' shop lamp w/ 2 fluorescent bulbs (you don't need "gro-lights")
or a seed growing rack if you'd like to make an investment
- *A few 10x20" trays with holes
- *A few sheets of empty cell packs, e.g. 4-packs or 6-packs
- *A water mister
- *A timer
- *A soilless potting mix

Again, following package instructions, sow the seeds, as many as you want, in a very shallow, open container, filled with moistened seed starting mix. This container can be anything from very low or cut off dairy containers to disposable food storage containers. Per package instructions, cover or don't cover the seed. Some seeds require light for germination. Next place your seeded containers in a tray without holes, mist them till well watered and cover with a humidity dome. Place your covered tray on the plugged in heating mat under the shop light. Set your timer so the shop light is on for 13 hours (off for 11 hours).

In a few days, as your seeds begin to sprout, remove them from under the humidity dome and place in a well-lit, warm location. Keep your seeds and seedlings moist. Different seeds sprout at different rates so this can take up to a week or more. Once all your seeds have germinated, unplug your heating mat. You can now move all of your seedlings to under the shop light still set at 13 hours.

Once your seedlings have 2 sets of "real" leaves it's time to "prick them out" or transplant them. Do this by placing a sheet of empty cell packs in a tray with holes. The holes now become necessary for proper drainage. Fill the cells with soilless potting mix and moisten well with the mister. Using a pen or pencil "dibble" a hole into each of the cells. This is where you'll now place your seedling. Remove the seed starting mix and seedlings as a clump from their starting containers. Gently break apart this root ball, separating your seedlings. The pen or pencil will come in handy as an added tool to help separate the seedlings. Carefully place one seedling in each of the holes you put in the prepped cells. Gently firm in with your finger tips. Mist well to water thoroughly and place in a warm, well lit area. Using your shop light again makes this easy. The seedlings may seem weak and somewhat abused, but they're very resilient and will pop back quickly. When watering, fertilize your new plants with a very dilute solution, rather than at full rate. By May 10 your flowers and vegetables should be ready to put in your garden and you can say that you did it yourself--beginning to end.

Following is a list of reliable seed and plant sources reprinted from the January newsletter. Catalogues are free and a lot of fun to page through.

For seeds:

- Park's Seeds @ parkseed.com or 800/845-3369
- Select Seeds @ selectseeds.com or 800/684-0395
- Johnny's Select Seeds @ johnnyseeds.com or 207/861-3901
- Seeds of Change @ seedsofchange.com or 888/762-7333
- Territorial Seeds @ territorialseed.com or 888/657-3131
- Burpee @ burpee.com or 800/888-1447
- Harris Seeds @ harriseseeds.com or 800/514-4441
- Thompson & Morgan @ thompson-morgan.com or 800/274-7333
- Jung's Seeds @ jungseed.com or 800/247-5864

For bulbs:

- John Scheeper's @ johnscheepers.com or 860/567-0838
- McClure & Zimmerman @ mzbulb.com or 800/883-6998

For plants:

Logee's Greenhouses @ logees.com or 888/330-8038
Roots and Rhizomes @ rootsrhizomes.com or 800/374-5035
White Flower Farm @ whiteflowerfarm.com or 800/503-9624
Heronswood Nursery @ heronswood.com or 360/297-4172
Wayside Gardens @ waysidegardens.com or 800/213-0379

AROUND TOWN

20th Annual Orchid Quest
Saturday, February 3, 10:00-5:00
Sunday, February 4, 10:00-5:00
Alliant Energy Center, Madison
608/267-3976 or www.orchidguild.org for details

The Wisconsin Public Television Garden Expo
Friday, February 9, 4:00-9:00
Saturday, February 10, 8:00-6:00
Sunday, February 11, 10:00-4:00
Alliant Energy Center, Madison
608/267-3976 or www.wpt.org for details

Valentines in Paradise
Saturday, February 10, 8:00-11:30
Olbrich Botanical Gardens
3330 Atwood Ave., Madison
608/246-4550 or www.olbrich.org for details

Take your valentine to paradise this year. Be enchanted by soft candle light, slow dancing, delicious desserts, the sweet smell of flowers, and the warmth of the tropical conservatory. Experience the romance as you celebrate St. Valentine's Day with your sweetheart at Olbrich's annual *Valentines in Paradise*. Indulge in an evening of slow dancing in the Evjue Commons, savor an selection of delectable chocolates, or take a "moonlight" stroll through the tropical Bolz Conservatory. Whatever your pleasure, Olbrich will make it a night to remember!

A cash bar will be available. Tickets may be purchased in advance for \$17 each at the Olbrich Botanical Gardens' Greeters Desk. All proceeds benefit Olbrich Botanical Gardens.

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

- _____ Check perennials for heaving during warm spells. Remulch as needed.
- _____ Continue bringing out your cooled forced bulbs for indoor enjoyment.
- _____ Inspect stored summer bulbs like dahlias, cannas and glads for rotting.
- _____ Check for and treat for pests on plants brought in from the garden.
- _____ Keep birdfeeders full. Clean periodically with soap and water.
- _____ Repair and clean out birdhouses. Early arrivals will be here soon!
- _____ Inventory last year's leftover seeds before ordering or buying new ones.
- _____ Order your seeds. It's already getting a little late to start some things!
- _____ Sterilize seed starting equipment and pots with a 1:16 bleach solution.
- _____ Shop for summer bulbs like begonias, caladium, calla and elephant's ears.
- _____ Use the winter days to plan next summer's garden.
- _____ Trim trees. Begin pruning fruit trees at month's end.
- _____ Begin bringing in branches for forcing: pussy willow, forsythia, quince, etc.
- _____ As the days lengthen and new growth occurs, begin fertilizing houseplants.
- _____ Check your garden for any plant damage from weather or rodents.
- _____ 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 FEBRUARY:

---We're readying ourselves for two of our year's biggest events--Garden Expo and Valentine's Day. For Garden Expo, we've readied our displays and the plants we're selling are bursting with color. For Valentine's Day, we're awaiting the onslaught by prepping the thousands of additional cut flowers, unpacking all the beautiful vases and containers, ordering hundreds of blooming plants and securing additional delivery vehicles and staff.

---Spring plants begin arriving enforce! After Valentine's Day the first spring bedding annuals arrive. Pansies, violas and dianthus plugs are popped into cell packs so they're ready for early April sales.

---We're planting up our thousands of mixed annuals hanging baskets. The geranium hanging baskets planted in January are filling out and almost ready for their first pinching and shaping.

---We reopen greenhouses in our back range as needed. They've been shut down to save on heat and eliminate pest problems.

---The deadline approaches for Easter orders. Dozens of area churches order lilies, tulips, hyacinths, daffodils, mums, hydrangeas and azaleas for Easter delivery.

---We take advantage of the warm and sunny rooms in our front range (the retail area) to do any touch up painting or construction to ready ourselves for the spring season.

---Spring product begins arriving for unpacking and pricing--the pots, the tools, the sundries. We need to have everything priced and ready to go by April 1.

---We continue to access our needs for spring staffing and try to have the new people in place and trained by March 1. March and April are the busiest months behind the scenes in the greenhouse and we rely on a dedicated, hardworking team to have everything ready for the customer come May 1 and the spring onslaught.

EMPLOYEE PROFILE OF THE MONTH--MARCIA WILLIAMS

Every regular customer at Klein's knows Marcia or would at least recognize her bright face. She's one of those lifelong eastsiders that everyone seems to know. She and her husband, LeRoy, raised their family in the Atwood Ave./Schenck's Corner neighborhood and now live in their beautiful dream home just blocks away on Lake Monona. Customers at Klein's might also run into much of Marcia's extended family while shopping. Employment at Klein's has been a family affair for her over the years. Her brother-in-law is currently one of our delivery drivers and in the past her husband, daughter-in-law, grandson and a niece have all worked at Klein's. When not at work, Marcia enjoys watching sports, traveling and spending time with friends and family. She also loves her bowling, her Neil Diamond and her Manhattan now and again.

Starting with Klein's in 1989, Marcia is currently our longest employed associate. Marcia says that working at Klein's not only keeps her busy, but young and fit. You'd never guess her a septuagenarian by watching her work at the greenhouse. On the sales floor Marcia enjoys working with customers--answering their many questions and keeping our annuals area neat and well-stocked. Beginning in late winter, Marcia has been our main transplanter; transplanting thousands of seedlings and plugs each day into the cell packs you see in our retail area. In addition, Marcia helps with other planting and some watering when it gets busy. During the holidays Marcia helps prep orders for our daily deliveries. Like everyone else at Klein's, she's a jack of all trades. Klein's would not be the great place to work it is today without the smiling face of Marcia Williams!

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

GARDENING MAGAZINES

Because I'm both a gardener and a retailer, I get a ton of gardening magazines and related literature each month. The magazines are not only informative, but beautiful. I get some magazines that emphasize the how-tos of gardening, others that focus primarily on design and still others that tend to spotlight the product. Regardless of the content, the reasons for preferring one magazine over another are whether I can apply the magazine's information to my own garden and if I can use some of the information at my workplace. First and foremost a magazine must address gardening in the midwest. Many gardening magazines focus far too much on gardening on the coasts or in the south. When reading articles on design this may be well and good--reading about and seeing pictures of exotic gardens stimulates the imagination. Anyone anywhere can bring features of an Italian estate, an English country garden or a Japanese meditation garden to their own yards through layout, artwork, structures or furniture. But ultimately it's really the plants that make a garden truly successful. And we here in the midwest have the trials of extremely cold, brutal winters and then hot, humid summers. In short, I prefer gardening magazines that discuss plants I can actually use in my own garden. Gardening magazines give me insight into the newest trends, the best products and techniques and cutting edge plant material. It's important that the magazine be easy to read and uses clear and striking photographs. Lots of pictures are vital to any great gardening magazine.

Most gardening magazines seem to follow a simple format: commentary and feedback from the readers, a Q & A column, the body of the magazine, info on the featured plants and sources to find them, a listing of new and related

books, and tons of advertising. I find that even the advertising is a valuable tool. Many of the advertisers offer free catalogues or have fascinating web sites in themselves that are worth exploring.

Recommended magazines include:

FINE GARDENING--Concise and easy to read. Jam-packed with practical information covering all topics. Probably my favorite. (www.finegardening.com)

HORTICULTURE--Spotlights the practical side of gardening and excellent at sharing info on new plant product. (www.hortmag.com)

THE AMERICAN GARDENER--Free with a \$35 membership in the American Horticultural Society. An excellent magazine worth the price of membership alone!

GARDEN GATE--A good, basic magazine for the midwest gardener. Excellent for the beginner with lots of plant info, charts and diagrams. (www.GardenGateMagazine.com)

ORGANIC GARDENING--A wonderful magazine, but a little pricey at \$36 for 6 thin issues. A great source of info for chemical-free gardening. (www.OrganicGardening.com)

GARDEN DESIGN--Elegant and a little impractical, but beautiful to look at. Rather inexpensive. (www.gardendesign.com)

BETTER HOMES AND GARDEN--Actually contains very little gardening info (but has great recipes). All gardening info is very superficial and quite basic--you'd get more info reading TV Guide...at least they'd direct you to the gardening channels!

PERMANENT FEATURES

KLEIN'S MONTHLY NEWSLETTER

Have our monthly newsletter e-mailed to you automatically by signing up on the right side of our home page. We'll offer monthly tips, greenhouse news and tidbits, specials and recipes. . .everything you need to know from your favorite Madison greenhouse. And tell your friends. It's easy to do.

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.

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.

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.

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

Phone: 608/244-5661 or 888/244-5661

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

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/