

## **THE SAGE'--MAY 2007**

**Klein's Floral & Greenhouses On-Line Newsletter**

**CHECK OUT OUR UPDATED 2007 SPRING PLANT LIST NOW ON-LINE.** Simply click on 'Spring Plants' on the left side of our home page for our complete list of annuals, vegetables, fruits, herbs, perennials and flowering shrubs. You'll find cultural information, interesting tidbits and pot or pack size. Use it to plan your spring containers and garden or to find some interesting new plant you haven't yet tried.

Also, check out our new "Potting Shed." Beginning this May, we'll be potting on demand. On select days (weekends and perhaps a week day), we'll pot up your containers while you shop. We've never done this before, but we think it could be kinda fun getting you involved in the process of creating and then learning by watching us do it. We'd like to take you through the entire process, from designing your container to choosing your plants--maybe you could even do the potting, using our tools and soil. And we'll even deliver your finished creations for an added fee.

### **MAY STORE HOURS**

Monday thru Friday : 8:00-8:00

Saturday: 8:00-6:00

Sunday: 9:00-5:00

Open Memorial Day, May 28, 9:00-5:00

### **CALENDAR OF EVENTS**

May 1--May Day

May 2--Full Moon

May 4 thru May 6--Klein's Spring Open House. Join us in celebrating the beauty of spring. See our insert in the Madison area newspapers or listen to 98 FM for details. Enjoy free popcorn and in-store specials including the new 'Spellbound Impatiens'--just 98 cents for a 4 1/2" pot! This amazing impatiens can be grown in sun or shade, has massive flowers and spreads to 24". Natural lateral branching forces it to cascade over the edges of hanging baskets, window boxes and containers. Regularly \$3.99 ea.

May 5--Cinco de Mayo

May 6--Beginning of Teacher Appreciation Week

May 10--This is Madison's average last frost date, but keep your eye on the weather before planting. Madison has a notorious reputation for late May frosts. Many local old-time gardeners refuse to plant, especially their tomatoes, peppers, morning glories, etc. until Memorial Day weekend when the soil has warmed properly. Novice gardeners, especially, have a tendency to plant too early!

May 13--Mother's Day. Order early and shop early!!! Mother's Day is second only to Valentine's Day for deliveries and the Saturday before Mother's Day is traditionally our busiest day of the entire year. Extra drivers will be on the road Saturday, May 12 for prompt and efficient service. See 'Delivery Info' in our Permanent Features section below for more detailed delivery information. We will not be delivering on Mother's Day, Sunday May 13.

May 28--Memorial Day. Store Hours: 9:00-5:00

### **'THE FLOWER SHOPPE'**

The weekend of Mother's Day is the busiest time of the year at Klein's, far surpassing even Valentine's Day. The showrooms bustle with not only shoppers looking for that perfect Mother's Day gift, but also gardeners with cartloads of annuals, vegetables, perennials, seeds and garden supplies. Our retail cooler is filled to the brim with stunning spring arrangements for mom and buckets of loose cut flowers to create your own at home. An array of beautiful blooming plants makes your selection even more difficult.

Avoid the rush by shopping early. Call us 608/244-5661 or 888/244-5661 to talk to one of our designers personally or order on line. Click on 'Floral Arrangements' on the left side of our home page.

Klein's has it all for mom--"one-stop shopping" for floral arrangements, gorgeous hanging baskets and patio pots, interesting and whimsical garden ornaments or the ever-appreciated gift certificate.

### **DID YOU KNOW. . .**

. . . that we grow nearly all of our spring plants onsite here at Klein's? For you, the consumer, that means that if it seems we're sold out of something on the sales floor, we may actually have much more of that item growing in our production greenhouses out back. Because we're so busy this time of the year, we may not have the opportunity to get every plant restocked in a timely manor. The restocking process is continuous and we have much more product in back than what you see on the sales floor. Therefore, if you don't see a plant in the showrooms? Just ask, and one of our helpful staff would be happy to see if we have more in stock. Need 10 flats of white impatiens and there are only 2 in the showroom? Just ask, and we'll head out back for the other 8. No waiting for next week's supply truck with no guarantee they'll even be on it.

But because we grow everything onsite, the term "while supplies last" is a bit more poignant. As the planting season wanes, we eventually allow ourselves to run out of annuals, vegetables, etc. But it never hurts to ask...who knows what we've stashed in those back greenhouses?

**KLEIN'S RECIPES OF THE MONTH**--These are a selection of relatively simple recipes chosen by our staff. New recipes appear monthly. Enjoy!!

All parents have told their kids to eat their broccoli. And with good reason. This easy-to-grow member of the cabbage family is rich in vitamins A, B and C, potassium, phosphorous and iron with fair amounts of protein, calcium and thiamin. With so many nutrients available in one source, you can see how important it is to get kids to enjoy their broccoli. The following recipes are tasty, main course, vegetarian selections that are sure to be hits with the family.

**BROCCOLI ENCHILADAS**--This fun to make, tasty recipe was originally printed in the Wisconsin State Journal's Cookbook in July of 1995.

4 TBS. butter  
4 TBS. flour  
4 tsp. chili powder  
1 tsp. ground cumin  
2 cups milk  
2 cups shredded cheddar  
6 cups chopped broccoli  
2 TBS. vegetable oil  
2 onions, diced  
4 cloves garlic, minced

minced hot chile pepper to taste, jalapeno, e.g..  
1 sweet bell pepper, diced  
16 flour tortillas  
1 cup shredded Monterey jack cheese  
3 cups diced tomatoes, fresh or canned  
2 TBS. minced cilantro

Preheat oven to 400 degrees.

In a saucepan, melt the butter and stir in the flour, chili powder and cumin to make a thick paste. Add the milk, a little at a time, whisking with each addition. Bring to a boil, stirring constantly. Reduce the heat and cook 5 min. Add the cheddar and stir well until melted. Season to taste with salt and pepper. Cook the broccoli until barely tender. In a sauté pan, heat the oil and sauté the onion, garlic, sweet pepper and chile pepper until softened, about 5 min. Add the broccoli and 2/3 of the cheese sauce to the sautéed veggies and toss to coat. Lightly oil a 10x15" baking dish. Spoon some of the broccoli filling down the center of each tortilla. Roll and place seam side down in the baking dish. Spread the reserved 1/3 of the cheese sauce over the top. Sprinkle with the Monterey jack. In a small bowl, combine the tomatoes and the cilantro. Sprinkle over all. Bake at least 30 minutes or till hot. Serves 8.

#### BROCCOLI AND TOFU IN PEANUT SAUCE --From The Enchanted Broccoli Forest by Mollie Katzen.

1 lb. firm tofu  
1 lb. broccoli  
1-2 TBS. canola or peanut oil  
2 cups chopped onion  
1 TBS. grated fresh ginger  
4 cloves garlic, minced  
3/4 tsp. salt  
2 minced green onions  
Peanut Sauce (see below)  
1 cup coarsely chopped peanuts, optional  
Cooked rice to serve it over

Cut the tofu into 1" cubes and place in a medium saucepan. Cover with water and bring to a boil. Reduce the heat and simmer 10 min. Drain and set aside. Thinly slice the broccoli stalks and coarsely chop the florets. Heat a large deep skillet or wok about 1 min. Add the oil and onion and cook on high heat for 2 min. Add the broccoli, ginger, garlic and salt and stir fry over high heat about 5 min. or until the broccoli is bright green and tender. Stir in the tofu and green onions and cook a few minutes more. Off heat, add the reserved sauce and stir to coat well. Serve over cooked rice, sprinkled with the chopped peanuts. Serves 5.

#### Peanut Sauce:

3/4 cup creamy peanut butter  
3/4 cup hot water  
6 TBS. rice or cider vinegar  
3 TBS. soy sauce  
Cayenne pepper to taste  
Place the peanut butter and hot water in a small bowl and mash until uniform. Whisk in the rest of the ingredients and set aside.

#### BROCCOLI LASAGNA--From the March 2001 issue of Better Homes& Gardens Magazine.

2 bunches (8 cups) chopped broccoli  
12 lasagna noodles

15 oz. carton ricotta cheese  
1/4 cup grated parmesan  
1 lightly beaten egg  
2 TBS. minced parsley  
12 oz. jar roasted red peppers  
1/4 cup butter  
1/4 cup flour  
2 cloves garlic, minced  
3 cups milk  
1/2 tsp. salt  
1/2 tsp. dried basil  
1/4 tsp. fresh ground black pepper  
2 cups shredded Monterey jack or cheese of choice

Preheat oven to 425 degrees.

Steam the broccoli until tender crisp. Set aside. Meanwhile, cook the lasagna noodles per the package instructions and rinse in cold water. Drain well and set aside. In a bowl, mix the ricotta, parmesan, egg and parsley. Set aside. For the sauce, drain the roasted red peppers and puree in a blender or food processor until almost smooth. In a large skillet, melt the butter. Stir in the flour and garlic. Cook and stir, 1 min. over medium heat. Increase the heat and gradually add the milk and the pepper puree, stirring constantly. Cook until thick and bubbly. Off heat, stir in the salt, basil and black pepper. Prepare a 9x13" baking dish with nonstick spray. Spread 3/4 cup sauce in the dish. Arrange 3 noodles over the sauce. Spread 1/3 cup of the ricotta mixture over the noodles and top with 1/3 of the broccoli. Sprinkle with 1/2 cup of the cheese. Repeat two more times, starting with the sauce. Top with the remaining noodles and remaining sauce. Bake, covered with foil, 20 min. Uncover and sprinkle with remaining 1/2 cup cheese and a little extra parmesan, if desired. Bake 15 minutes more. Remove from the oven and let stand 10 minutes. 8 servings.

**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:

**ORGANIC PEST CONTROL FROM PHARM SOLUTIONS, MESSINA WILDLIFE MANAGEMENT AND ORGANIC LABORATORIES--**

Shoppers on Madison's east side are always looking for new and safe ways to manage garden pests and Klein's is proud to introduce these new products into Madison market.

**PHARM SOLUTIONS** --From the web site press release at [www.pharmsolutions.com](http://www.pharmsolutions.com):

These are the world's first USDA certified organic pesticides.

Developed by a family of Organic Growers, the Pharm Solutions line of patent pending organic pesticides have been available since 2004. In Jan, 2005 the ready-to-use line was voted "Best New Product", "Best New Packaging" and "Best of Show" by the Lawn and Garden Marketing & Distribution Association. Recognizable in its distinctive colorful packaging, the line is available nationwide at Independent Lawn and Garden Centers, Farm Supply Stores, Whole Foods Markets, Smith and Hawken, Fred Meyer Stores, as well as many catalogs and gardening web sites and now available at Klein's.

Products are made from organic soaps and oils.

**MESSINA WILDLIFE MANAGEMENT**--From the web site at [www.messinawildlife.com](http://www.messinawildlife.com):

"Repelling pests, not customers"

Messina Wildlife Management is a privately-owned corporation that manufactures a full line of organic animal management tools including, Deer Stopper®, Goose Stopper®, Plotsaver™, Plotsaver Yard and Garden™ and Plotsaver Plus™. Our products are patent protected and additional patents are pending. Deer Stopper is the original pleasant smelling deer repellent™. They also make products that repel groundhogs, moles, mosquitoes, rabbits and squirrels.

ORGANIC LABORATORIES--From the web site at [www.organiclabs.com](http://www.organiclabs.com):  
“The World’s Leading Producer of EnviroCare Pesticides and Fertilizers”

In 1989, Organic Laboratories, Inc. was formed with the mission statement of maximizing plant healthcare and production while minimizing the impact on the environment of pesticides and fertilizers.

Organic Labs holds patents on revolutionary new ways to increase the performance of fertilizers and lessen the environmental impact of pesticides. All of our products are expected to perform as well or better than the "hard" chemicals they replace or they are not produced.

In 1999, the company used its formulating expertise in creating products for the home garden which are sold throughout the country at top independent garden centers and now at Klein’s.

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

There are many effective ways to control weeds without resorting to the use of chemical herbicides. A simple mulch is one of the easiest and most accessible. Weed suppressing mulches include grass clippings, hay or straw, wood mulches, recycled rubber tire chips, newspaper, gravel, landscape fabric and others. All are used in different situations, but with the common goals of retaining moisture and controlling weeds. Mulches control weeds by not allowing them to germinate or grow, smothering them or simply making the few that do grow easier to pull by hand.

Mechanical means of weed control includes a variety of hoes and hand tools. Some are more effective than others. For tight spaces, circle hoes are invaluable. Forked handweeder are excellent for weeds with long tap roots like dandelions, thistles and burdock. There are also propane weed torches on the market, but their use can be limiting.

Hand weeding remains the most effective form of weed control. One thorough weeding during the month of June with lighter follow-up weedings will keep most weeds at bay. A thorough weeding early in the season allows your garden plants to out compete and shade out many weeds, making the day to day weeding much easier. Daily weeding as you water also makes the task less daunting. With a proper attitude, weeding can be approached as a relaxing endeavor, rather than a chore. The key is to weed when the soil is moist and to weed early or late in the day--not in the hot sun.

It’s important to try to get the entire root system out when weeding. Many plants will resprout if any speck of root remains. Most perennial weeds fall into this category. Garden cleanup is also essential. Many weeds, like chickweed and creeping charlie, will send out new roots if any piece of stem remains in contact with the soil. Recognizing weeds is also very helpful. Many weeds like lamb’s quarters, campion and purslane are annuals. By removing them before they’ve set seed, you’ve essentially eliminated them from your garden for good.

Excellent reference books for learning to recognize common weeds of the Midwest include:  
Roadside Plants and Flowers by Marian S. Edsall and put out by University of Wisconsin Press and  
Wildflowers and Weeds by Booth Courtenay & James H. Zimmerman, published by Simon and Schuster. Both use real photographs for easy identification.

## **MAY'S PLANT OF THE MONTH:**

### **SPREADING PETUNIAS HYBRIDS**

Petunias changed forever with the introduction of the 'Wave' petunia in the mid-90's. Gone are the days of the soft-stemmed, gangly petunias that gave petunias such a bad rap in the last days of the 20th century. Few people enjoyed the daily deadheading of the spent, sticky petunia blossoms. Most modern hybrids are actually self-cleaning. Because they resist setting seed, they simply abort their old, spent blooms and send out new blossoms without skipping a beat. Pinching isn't the necessity it once was. In the old days, petunias needed to be pinched for continued flowering. Today, they're pinched simply to control growth and to stimulate better branching. In fact, left untouched, many of the new petunia varieties can spread up to 4' in the landscape and the hedgifloras can grow up to 4' tall!

Few plants have the flower power of the modern petunia. And luckily they've retained much of the fragrance of their ancestors. There's nothing like the sweet fragrance of petunias on a calm summer evening. Granted the newer varieties are more costly, but they are worth their weight in gold in showiness and vigor. Here at Klein's we use only the new spreading petunia hybrids in all containers and hanging baskets. Series include not only the famous 'Waves', but also Supertunias, Surfinitas, Blankets, Sangunas. Once you've tried these new varieties you'll never go back to the old cell-pack varieties again.

### **YOU ASKED...**

With global warming and all, when is it really safe to plant my garden?

Much of that depends on where you live in Dane county. Cool weather annuals like pansies and dianthus should be planted into beds and containers by May 1. Seeds such as larkspur, poppies, carrots, beets, radishes and greens should also be planted by May 1. Onion and potato sets should be planted in late April, as soon as the soil can be worked. It's also usually safe to plant the cole crops by May 1, though they may need to be covered during a cold snap.

As a rule of thumb, we do not recommend planting most annuals and vegetables until at least May 15. Our average last frost date is May 10, but keep in mind that that date is an average, meaning that in half the years our last freeze comes after May 10. Also keep in mind that the average last frost date is earlier in the city than in the surrounding countryside. The last frost date north of Madison and especially in the Wisconsin River valley can be notoriously late, with hard freezes into late May. Even here in the city we've had killing freezes as late as early June!!! No wonder the old-timers won't plant their gardens until Memorial Day. Gardening can be a gamble and the gardener must be prepared for the risks. Warm weather crops like tomatoes, peppers, cucumbers, melons, eggplants, impatiens, coleus and all tropicals should never be set out until late May. Keep an eye to the weather. Modern forecasting can predict fairly accurately up to a week in advance; certainly giving us an advantage over our grandparents. Good Luck!!

Please note that we are not responsible for plants placed outside or planted too early. We make every effort to educate our customers and have signs posted at the registers pointing out our average last frost date in hopes that they won't get into the garden too early. Even the most experienced gardener will lose some plants to frost and inclement weather. That's a part of gardening in Wisconsin.

### **AROUND TOWN**

#### **Dane County Farmer's Market**

Saturdays, April 21 thru November 3, 6:00-2:00

On the Capitol Square

#### **Dahlia Tuber Sale**

Sunday, May 6, 1:00-3:00  
Sponsored by the Badger State Dahlia Society

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

### **Olbrich's Plant Sale with the Pros**

Enjoy one-stop shopping convenience during Olbrich's Plant Sale with the Pros at Olbrich Botanical Gardens. Buy the same unique plants and exclusive leaf mulch used in Olbrich's gardens. Olbrich's Plant Sale with the Pros will feature everything from annuals and perennials to ornamental grasses and shrubs. The sale is open for the general public on Saturday, May 12 from 9 a.m. to 5 p.m. Olbrich members shop early at a special pre-sale on Friday, May 11 from 11 a.m. to 7 p.m.

The plant sale will feature the newest cultivars on the market including tropical plants that will fire up your garden, small-scale garden conifers, herbs, and butterfly plants along with hundreds of annuals and perennials. Shoppers will find rare shrubs and trees, including hardy shrub roses that thrive in the challenging Wisconsin climate.

#### **Silent Auction for Plants**

A silent auction will take place on Friday allowing members to bid on specially selected and hard-to-find "uniquely" Olbrich plants. On Friday, May 11 the last bid will be accepted at 6:30 p.m.

#### **Expert Advice**

Olbrich horticulturists and master gardeners will be on hand to answer any question and give expert advice. Olbrich's Schumacher Library will also be at the sale with reference books and garden information. Be inspired by plant combinations and displays developed by Olbrich's professional staff.

Proceeds from the plant sale benefit Olbrich Botanical Gardens. Shop early since quantities are limited. Shoppers are encouraged to bring cartons, wagons, or boxes for carrying plants. New this year, the sale will accept credit cards: MasterCard and Visa. Cash or checks also accepted.

Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

### **Native Plant Sale**

Saturday, May 12, 9:00-2:00  
U.W.-Madison Arboretum Visitor Center  
1207 Seminole Highway  
Madison, WI  
608/263-7760 or [@uwarboretum.org/foa](mailto:@uwarboretum.org/foa)

These are propagated plants, not dug from the wild. More than 100 species to choose from. Experts on hand to answer questions. Proceeds benefit Arboretum projects.

### **Hosta Sale**

Sunday, May 27, 10:00-Until supplies last  
Sponsored by the Wisconsin Hosta Society  
Olbrich Botanical Gardens  
3330 Atwood Ave., Madison  
608/246-4550 or [www.olbrich.org](http://www.olbrich.org) for details

### **MAY IN THE GARDEN--A checklist of things to do this month.**

\_\_\_\_\_ By May 1, cool weather items like pansies, cole crops, onion sets, etc. should already be planted.

- \_\_\_\_\_ Sow successive crops of radishes and greens every 2 weeks.
- \_\_\_\_\_ Mow your lawn frequently and at a high setting to control lawn weeds.
- \_\_\_\_\_ Reseed bare spots in the lawn as needed.
- \_\_\_\_\_ Begin hardening off your seedlings and overwintered plants. Move inside or cover on cold nights.
- \_\_\_\_\_ Prep beds as soon as the soil is workable and not too wet.
- \_\_\_\_\_ Till compost into beds.
- \_\_\_\_\_ Perennials, shrubs and trees can now all be planted safely.
- \_\_\_\_\_ Divide and propagate most perennials as desired (except peonies & iris)
- \_\_\_\_\_ Plant strawberries and asparagus early in the month.
- \_\_\_\_\_ Plant your leftover Easter Lily into the garden. They'll bloom each July in the garden.
- \_\_\_\_\_ Be prepared to move plants indoors if a sudden cold spell (or snow) hits.
- \_\_\_\_\_ After May 10, begin setting out all plants, but **KEEP AN EYE ON THE WEATHER!**
- \_\_\_\_\_ Sow beans and corn after the last scheduled frost date.
- \_\_\_\_\_ After May 20, begin planting warm weather items: tomatoes, peppers, eggplants, cucumbers, coleus, impatiens etc.
- \_\_\_\_\_ Mulch beds as needed to cut down on weeds and watering.
- \_\_\_\_\_ Begin a weeding as needed. The smaller the weed, the easier to remove.
- \_\_\_\_\_ Prune spring blooming as desired AFTER they are done flowering.
- \_\_\_\_\_ Wait until after the foliage has yellowed to cut back daffodils, tulips, etc.
- \_\_\_\_\_ Begin pinching tall perennials like asters, goldenrod, phlox, etc. for shorter and bushier plants.
- \_\_\_\_\_ Visit Klein's---SPRING PLANTING IS FINALLY HERE!.

**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 MAY:**

- Transplanting continues!! Early in the month we finish transplanting the seedlings for spring sales. But during mid-month we begin transplanting the seedlings for our summer "Jumbo-Pack" program. Customers continue to purchase bedding annuals through the summer months. Sometimes they're replacing plants that have succumbed to summer heat or heavy rains. Or maybe some quick color is needed for selling a house or having an outdoor party. Whatever the case, we can fill their needs.
- The spring onslaught is in full swing. The back greenhouses are filled floor to ceiling with plants awaiting purchase. Our outdoor space is a sea of color. Flats of plants waiting for sale fill most nooks and crannies of our property.
- Watering is a nonstop endeavor. On hot, windy days, we no sooner finish the first round, when we have to start all over again. Some plants in our retail areas may need watering 3 or 4 times in a single day! You wouldn't do this at home, but customers don't like to see wilted plants. It's not harmful for us to let them wilt a bit, but it makes for bad presentation.
- Restocking is also constant. Cart loads of product are moved nearly continuously from our back greenhouses to the front showrooms.
- Believe it or not, but our fall mums arrive! The small plants are put into small pots now and then stepped into larger tubs later in the summer. They won't be available for sale until mid-August.

**EMPLOYEE PROFILE OF THE MONTH--JENNIFER WADYKA**

A bundle of energy is the best way to describe Jennifer. Though Jennifer has worked at Klein's for 5 years, she was just recently promoted to our retail manager position and the changes she has made in just a few short months is apparent. Jennifer says her priority is always the customer. With years of retail experience, Jennifer has made our retail area very customer friendly with tons of interesting information, new product lines and a new, less cluttered layout. In addition, she has drastically

upgraded our computer system for the quick processing of sales transactions and is now instituting a bar code system for even faster service. Next on her list is a weekend express lane. It's easy to see how ambitious Jennifer is!!

Like everyone at Klein's, Jennifer, too, is a jack-of-all-trades. She started at Klein's as a floral designer, having worked "on the production line" at Felly's Flowers here in Madison. Jennifer is a very creative and talented designer and is, in fact, a certified floral designer. But she's also a gardener at heart. Joining the Klein's team has allowed her to express herself in both areas. From the onset, Jennifer has been a key player in both the floral and retail departments. Her design talent has expanded from the vase to designing gorgeous and eye-catching patio containers. Some noted examples include those at Johnny Delmonico's near the Square and those at the Encore Senior Living facility.

At home Jennifer says she loves to grow flowers, of course, but her passion is actually the vegetable garden. She says she loves to experiment each year with many of the new varieties we grow here at Klein's and that her real pride is her homemade salsa. She says that her love for gardening comes from both her mom and her dad, who themselves are passionate gardeners. In fact, she and her dad have a yearly contest to see who can make the best salsa. Jennifer graduated from Sun Prairie High School in 1994 continues to pursue her degree in horticulture at Madison Area Technical College.

One of Jennifer's goals at Klein's is to continue to expand our product line of organic fertilizers and especially pest control. She's proud to introduce and tell you about our new Indoor Pharm line ([pharmsolutions.com](http://pharmsolutions.com)) and products from Messina Wildlife Management ([messinawildlife.com](http://messinawildlife.com)) and Organic Laboratories ([www.organiclabs.com](http://www.organiclabs.com)). (See the 'New Product Spotlight' section for more details on these product lines.)

Visit Klein's this spring and let Jennifer's infectious laugh, outgoing personality and bubbly demeanor add to your spring shopping experience. Her sense of fun has rubbed off on all of us! If you're a longtime Klein's shopper, you'll immediately notice her magic touch.

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

**THE GARDEN BOOK FOR WISCONSIN** and **GARDENING IN WISCONSIN MONTH-BY-MONTH** by Melinda Myers

These recently revised companion books are a must for any Wisconsin gardener. They provide quick reference for the experienced gardener, but are written with the novice in mind. And the fact that they are written specifically for the Wisconsin gardener makes them even more invaluable.

**THE GARDEN BOOK FOR WISCONSIN** essentially devotes an entire page to each of Wisconsin's most common and popular annuals, bulbs, groundcovers, grasses, perennials, roses, shrubs, trees and vines. The text is concise and brief, giving a description, cultural highlights, design ideas and then some favorite choices. These are the plants that, if you have the garden space, no Wisconsin gardener should be without. The choices are all excellent for beginners. The photographs are clear and make identification easy. The last pages of the book devote themselves to resource information and handy charts--some of which I've used with my own customers, especially the chart on how to figure out how much mulch one needs to buy to cover a given area.

**GARDENING IN WISCONSIN MONTH-BY-MONTH** takes you through the year of a Wisconsin garden. It, too, is broken down first into categories: annuals, bulbs, herbs & vegetables, lawns, perennials, roses, shrubs, trees, vines and groundcovers. The book next takes you through each category month-by-month, from planning your time, to plant care, to helpful hints. Again, the writing is concise and a great learning tool for the beginner, yet there's always something new to discover for

the expert. The "Helpful Hints" section is especially useful and interesting. I still find something new every time I pick up the book. The information is very specific to gardening here in Wisconsin.

Both books are published by Cool Springs Press and are available at all major bookstores for \$24.99.

### **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. Does not apply to wire out orders or services, i.e. delivery, potting, etc.

#### **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](mailto:kathy@kleinsfloral.com)

Head Grower & Horticulturist

Jamie VandenWymelenberg

[jamie@kleinsfloral.com](mailto:jamie@kleinsfloral.com)

Assistant Grower

Craig Johnson

Retail Manager Jennifer Wadyka  
([jennifer@kleinsfloral.com](mailto:jennifer@kleinsfloral.com))  
House Accounts & Billing  
Barbara Foulk  
Delivery Supervisor  
Rick Halbach  
Owner Sue (Klein) Johnson  
([sue@kleinsfloral.com](mailto: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/](http://www.uwex.edu/ces/cty/)  
[www.uwex.edu/ces/wihort](http://www.uwex.edu/ces/wihort)

Plant Disease Diagnostics Clinic  
Dept. of Plant Pathology  
1630 Linden Dr.  
Madison, WI 53706  
[www.plantpath/wisc.edu](http://www.plantpath/wisc.edu)

Insect Diagnostic Lab  
240 Russell Labs  
1630 Linden Dr.  
Madison, WI 53706  
[www.entomology.wisc.edu/entodiag.html](http://www.entomology.wisc.edu/entodiag.html)

State Soil Testing Lab  
5711 Mineral Point Rd.  
Madison, WI 53705  
608/262-4364  
[www.soils.wisc.edu](http://www.soils.wisc.edu)

Wisconsin Master Gardeners Program  
[www.hort.wisc.edu/mastergardener](http://www.hort.wisc.edu/mastergardener)

The Wisconsin Gardener  
[wpt.org/garden/](http://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](http://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/](http://www.cals.wisc.edu/westmad/)