

J. Frank Schmidt, III

Seasons

Spring 2014

Customer Newsletter - J. Frank Schmidt & Son Co.



Jan Schmidt Barkley

Greetings

Spring. It is finally here!

Our planting crews were ready to go when spring arrived in April. During a couple of breaks in our typical rainy weather, they worked dawn to dark and got most of our liners planted. We look forward to another excellent growing season.

Along with spring come reports from around the country that sales are generally brisk. Landscape architects and designers are busy, landscape contractors have steady work in the pipeline, and everyone agrees that tree supplies are short! Customers in all regions report that their sales are picking up, and if they have the resources to replant, they are buying liners.

After a very tough, cold winter in many parts of the country, I'm sure you are all enjoying green leaves, flowers, and sunny days. Spring was a long time coming and in many ways reminds me of the nursery economy. The economic downturn was a true test of hardiness for all of us.

Whether you call it a downturn, a market adjustment, a recession or a depression, it was a time of great challenge and change. We all had to adapt, and we must continue to do so if our industry is to survive and thrive in a future that promises to be very different from years past.

Like most everyone else, we adapted to the new marketplace by cutting back on overall planting numbers in order to bring inventories in line with demand. Planning for better times ahead, and for

the increasing importance of planting for diversity of species, we maintained our long-term commitment to develop and grow new and improved tree varieties and cultivars.

Through the lean years, our crews kept right on staking, taping, pruning, irrigating, fertilizing and taking care of the details needed to produce top quality, healthy, trees.

Our family and senior management staff have also used the "down times" to plan for the future. We're confident that we have assembled a sales and management team that will serve you better than ever. In the following paragraphs, Art Anderson, our General Manager and Chief Operating Officer, will introduce you to our team.



Art Anderson

Our field reps and various news reports tell us that 1.75- 2.5" trees are hard to find.

We're certain these shortfalls in inventory are just the leading edge of severe shortages to come. These stem from the drastically reduced planting numbers of the past six years. Based on the length of time it takes to grow a tree to street-ready size, we anticipate that shortages will be with us for at least eight years. In the meantime, we're advising specifiers to plan ahead, to check for availability before specifying, and to secure their trees with a deposit if project construction is not immediate. You'll find more information about tree shortages in the News & Notes section of our website.

Spring planting at our Barlow Farm



Although the demand for trees has picked up, our production inventory will continue to mirror market demand and be responsive to customer needs rather than speculation. Like most nurseries, we have much rebuilding to do – investing in capital improvements, salary increases, deferred maintenance, etc.

As a leading tree grower, enhancement of our customer service is a top priority. We are delighted to introduce our expanded sales team that is poised to assist you in building your business.



We recently welcomed four new staffers to our inside sales team which is anchored by our well-known Customer Service Manager, **Tammy Bowman**. She recently celebrated her 19th anniversary with JFS, and a total of more than 30 years in the nursery industry. Tammy is joined by others who bring extensive and varied nursery and green industry experience to JFS.

Arika McAlister, a graduate of the horticulture program at College of Western Idaho, added more than a decade of wholesale, retail and nursery association experience when she

joined our team in April of 2013. We recently welcomed **Junell Hill** back to our nursery family after 14 years away. She was on our production team for 2½ years before taking a sales and customer service position with a local wholesale nursery that lasted for more than a decade.

Carol Sturman brings 16 years of experience in nursery production and sales to our team. Like Junell, she is a graduate of the Clackamas Community College horticulture program. She worked for wholesale nurseries as well as owning and operating her own nursery. At the reception desk, we welcome **Elyn Rackley**, who joins our customer service team after 15 years employment with a local nursery. You'll enjoy her smile and her cheerful voice when she greets you at the front desk or answers the telephone and routes your call.

Nick Overall recently joined the JFS team as Sales Manager. A graduate of the University of Florida, Gainesville, his 25+ year career as an innovative, award-winning landscape architect includes landscape construction and project management. Nick most recently served as Northeastern U.S. regional sales manager for a local tree grower.

His unique combination of experience in the landscape design/build realm as well as in tree sales will serve him well in working with customers and specifiers.

While practicing landscape architecture in Connecticut, New Jersey and New York, Nick earned several prestigious design awards from the American Society of Landscape Architecture. A longtime friend of trees, he was named the 2009 Tree Advocate of the Year for Norwalk, CT, for his contributions to the city's urban forest.

A "tree guy" at heart, Nick is delighted to be on board and working with trees. Of his recent career transition from landscape architecture to the tree business, he says,

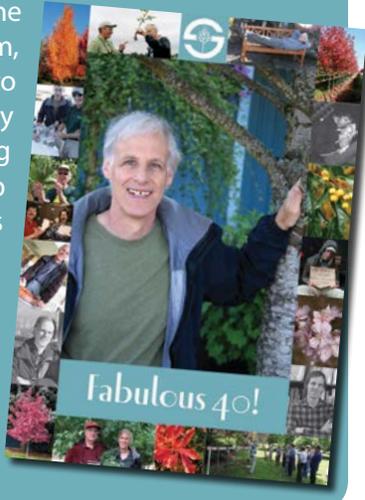
"I transitioned into the nursery industry, and specifically woody plants, because it is an exciting and worthwhile field that has limitless growth and opportunity."

Our inside sales team looks forward to working closely with management, production and our regional sales representatives in providing the best in customer service for growers, retailers, landscape distribution centers, specifiers and the greater green industry.

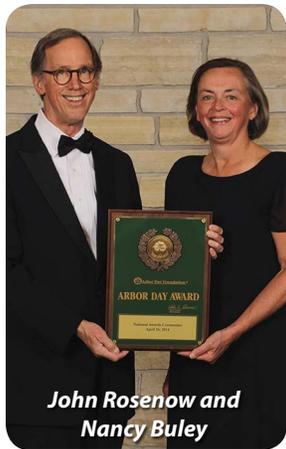


Save the Date!

There's a party brewing at the J. Frank Schmidt Arboretum, and it's one you won't want to miss! Please join us on Friday evening, August 22 (during Farwest Show Week) to help us celebrate Keith Warren's 40 years at JFS and the many excellent trees he has developed and introduced to the nursery trade. Dr. Michael Dirr will lead our celebratory toast and roast of Keith's accomplishments.



A recent flurry of awards recognizes the outreach and advocacy efforts of Nancy Buley, our communications director. Last fall she was surprised by the presentation of the Clayton W. Hannon Outstanding Service Award by the Oregon Association of Nurseries. In May, Friends of Trees presented her with the 2014 Garry Oak Award in recognition of her volunteerism and community service.



John Rosenow and Nancy Buley

The 2014 Frederick Law Olmsted Award was presented to Nancy on April 26 at a ceremony in Nebraska City, Nebraska, the home of Arbor Day. She was among 13 individuals and organizations honored for outstanding contributions to tree planting, conservation and stewardship by Arbor Day Foundation, which stated,

"Buley is known by many in the forestry community as someone who builds and nurtures relationships. She is widely viewed as a highly skilled bridge-builder, helping people come together to work toward a common goal and ensuring a seat at the table for a variety of stakeholders. Buley is often described as a creative, out-of-the box thinker and facilitator who builds a 'big tent' when exploring issues and creatively visioning the future of urban and community forestry."

For the past 20 years, Nancy has spearheaded our outreach to landscape architects, city foresters, non-profit tree planters and others. To view the awards video and learn more about our tree advocacy and outreach efforts, go to <http://jfs.co/nb-awards>

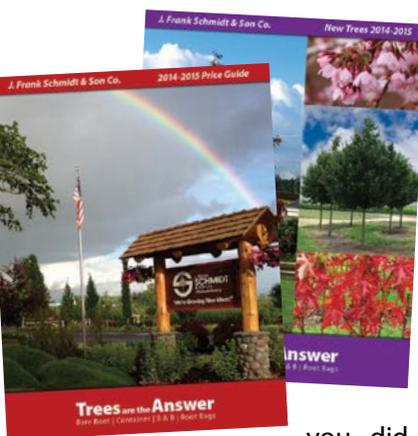
Our print-ready, point-of-purchase signs are popping up in garden centers across the country. You'll find retail-ready signs and fact sheets for more than 400 trees at www.jfschmidt.com/pdfs. Download, print on weatherproof sign stock on your color laser printer, post, and watch your sales soar!



The short supply of future tree inventory relative to increasing market demand means that growers are faced with the challenging task of fairly allocating crop inventories. The Schmidt organization has always placed a high value on customer loyalty, integrity and commitment. In this improving marketplace, we look forward to rewarding our loyal business partners in the years ahead. It will be a top

priority to fill orders of those who submit balanced orders and pay on time and within terms. In these times of shortages, it is more important than ever to order early – the sooner the better!

Catalogs and New Trees brochures were mailed in early May. If



you did not receive one, please download a copy at www.jfschmidt.com/downloads, or call our office and request your printed copy.

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Mom with Jon Reelhorn of Belmont Nursery in California

You can't keep a good woman down. Mom is up and about after a fall that led to hip replacement surgery in early May. She's recovering well and looking forward to holding a new great-grandson, soon to be born to Paul and Sarah (Barkley) Fisher. We welcome Paul to our family and look forward to welcoming Jan's grandson in late June. Prior to her marriage, Sarah worked for seven and a half years on our inventory and production teams. We wish her the best in her new line of "nursery" work.

My sister, Jean Webster, who lives in Fresno, shot this photo when she and Mom visited a customer's garden center in April. Belmont Nursery owner Jon Reelhorn says Evelyn is our best sales representative because, "There's no way you can tell Evie, 'No!'"

Frank III



Mom, Paul and Sarah Fisher September 7, 2013

We are wholesale growers of shade, flowering and specialty ornamental trees sold to wholesale growers, garden centers and landscape distribution centers across the United States and

Canada. Founded in 1946 by the late J. Frank Schmidt Jr., we are a family run company dedicated to the success of our customers and the advancement of the horticultural community.

