UNIVERSITY OF DELAWARE
COOPERATIVE EXTENSION
COLLEGE OF AGRICULTURAL SCIENCES
PLANT AND SOIL SCIENCES
147 Townsend Hall
Newark, Delaware 19717-1303
Ph: 302/831-2531
Fax: 302/831-3651

NA-98-0330

Official File Copy

Challenge Cost-Share Grant
Control No. 2-30

April 3, 1998

Suzanne M. Del Villar
Executive Assistant
USDA Forest Service
1042 Park West Court
Glenwood Springs, CO 81601

Dear Ms. Del Villar:

Enclosed please find 10 copies of the proposal "Getting the Word Out" submitted for consideration in the 1998 Challenge Cost-Share Grant Program. The control number for this grant proposal is 2-30. I have also enclosed ten copies of a publication entitled Trees: Selection, Planting and Care, which is included as an attachment to the proposal. I appreciate the advise you provided and your willingness to answer questions and help in the preparation of this proposal. I look forward to hearing from you in June.

Sincerely,

Susan Barton

Susan Barton
Extension Specialist

Title: "Getting the Word Out: Graphic Campaign to Communicate Tree-Planting Principles"

Submitted to:
Suzanne M. del Villar
Executive Assistant to
National Urban and Community Forestry
Advisory Council, USDA
1042 Park West Court
Glenwood Springs, CO 81601

Submitted by:
Susan Barton
Department of Plant and Soil Sciences
University of Delaware
Newark, DE 19716

Project period: July 1, 1998 - June 30, 2000

Funds requested: $55,540

Authorized University Official:

Costel D. Denson
Vice Provost for Research

4/2/98
Date

National Urban and Community Forestry Advisory Council
1998 Challenge Cost-Share Grant Program

Getting the Word Out (control number 2-30)

Project Summary

The graphic display project, "Getting the Word Out," will produce a display that can be used in garden centers to effectively educate customers about proper tree selection, planting and care. Design criteria will be gathered from the industry through a series of focus groups conducted at industry meetings. Focus group research and model testing with garden center owners and managers will ensure their interest, participation and adoption of this new communication tool. A team of graphic artists will design a display to communicate simple planting methods within the constraints required by the industry.

The display will be produced and distributed to a select group of garden centers who agree to provide survey information. The display effectiveness will be analyzed and survey data used to promote display use throughout the industry. Widespread use of this display in garden centers across the country will reinforce the basics concepts and help consumers learn to implement simple, but critical tree selection, planting and care techniques.

Table of Contents

Getting the Word Out
Graphic Campaign to Communicate Tree Planting Principles

I. Scope:

This project will "get the word out" about proper tree selection, planting and maintenance technique. We will design an effective graphic display that can be used to communicate with tree-planting consumers nationwide.

Current research and experience supports a variety of relatively new tree selection, planting and maintenance recommendations. In the past, selection was based primarily on desired ornamental attributes. Now, selection is focused on matching the tree's cultural needs to the specific site characteristics. Planting hole specifications have also changed. Old planting recommendations suggest planting trees in holes about 50 percent wider than the ball of soil on the plant and loosening soil at the bottom of the planting hole to a depth of 6 inches.' By following out-of-date recommendations, trees are planted too deep with very little preparation of surrounding soil. Straight-sided narrow holes promote root circling around the abrupt, impenetrable, vertical interface as if the plant were growing inside a container. In contrast, sloped planting hole walls redirect root tips up to the surface where more oxygen is available. [2] Well-aerated soils around the root ball assist in rapid root development and large planting holes can result in greater development of new roots.' Common maintenance practices such as mulching and staking require clarification. Stakes are only needed when the tree is subject to strong winds. There is no need to pile mulch higher than three inches and mulch should not surround the tree trunk. Mulch against the trunk, can result in trunk decay and insect infestation.

Significant attempts have been made to communicate new recommendations to the tree-planting public. For example, the International Society of Arboriculture (ISA) has prepared a series of excellent brochures outlining tree stewardship, selection, planting and care. Despite these efforts, many consumers are still unaware of proper tree planting and maintenance techniques. Both professionals and homeowners choose the wrong tree for the site, stake trees unnecessarily and surround trees with excessive piles of mulch. They plant trees too deep, and don't try to correct circling root systems.

This project will solicit input from tree retailers to determine why past education attempts have failed. This input will be incorporated into a new education tool--a graphic display system. This display system will be promoted to garden center operators through Garden Centers of America, a part of the American Nursery and Landscape Association (ANLA). It will be distributed through the Delaware Center for Horticulture in Wilmington, DE.

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[1] McDaniel, G.L. 1979. Ornamental Horticulture. Reston Publishing Co., Reston, VA. p.448-456.
[2] Watson, G.W. 1986. Cultural practices can influence root development for better transplanting success. J. Environ. Hort. 4(1):32-34.
[3] Corley, W.L. 1984. Soil amendments at planting. J. Environ. Hort. 2(1): 27-30

II.Impact/Applicability:

In a recent North Carolina garden center customer survey, garden center personnel and magazines were cited as the most important source of technical assistance to gardeners. [4] In another study, while the media was cited as the primary source of gardening information, the confidence index for accuracy of that information was .32 as compared to .73 for nurseries.' Nearly half (47%) of the gardening respondents in a California survey, turn to garden supply or nursery sales persons for answers to their gardening questions [6] . Garden centers and nurseries want to provide reliable information to interested consumers. Many garden centers have information booths and provide handouts to customers on a variety of horticultural topics. They offer an excellent venue for presenting a graphically consistent message to teach gardening consumers about proper tree selection, planting and care. Garden centers are a place where the trees meet the people.

A focus group study conducted by Peppergrove Nursery concluded that non-gardeners (the consumers who need the most education) are not interested in reading about potential purchases and therefore, point-of-purchase materials must be clear, concise and quick to read.' These customers are prime candidates for training, but they don't know that they need to learn. They are the people who plant trees poorly and are frustrated by limited landscape success. They want to take care of their new investment, but aren't willing to read the brochures currently distributed by garden centers. An engaging graphic display might be an effective reinforcing tool for these customers.

This display will communicate six key planting techniques graphically. If the display is used in many garden centers across the country, it will become familiar and recognizable to customers. Each time a customer views the display, it will serve as a reminder of the key techniques for planting success. The display will include two brochures--one on planting and the other on maintenance. The brochures will provide more information for customers who require detailed explanations of planting and maintenance practices.

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[4] Safley, C.D. and M.K. Wohlgenant. 1995. Factors influencing consumers' selection of garden centers. Journal of Agribusiness 13-1 (Spring 1995):33-50.

[5] Horticulture Research Institute. 1979. Nursery consumer profile: Research summary. HRI, Wash. DC.

[6] Stamen, T., J. Chambers, and J. Mamer. 1990. Marketing study of California lawn and garden consumers. Univ. Calif. Coop. Ext. Pub., pgs 1-21.

[7] Doerr, Gary R. 1995. Consumer Clues. American Nurseryman, October 15, 1995.

III. Organization/Methodology:

We will design a graphic display that will communicate the following simple principles of tree selection and planting to consumers purchasing trees.

Principles:
1. match tree to site conditions
2. dig a wide hole (2-3 times the root ball)
3. dig a shallow hole (1" shallower than the root ball)
4. remove all twine and burlap from the base of the trunk
5. use only 2-3" mulch (do not pile mulch around trunk)
6. only stake in windy sites

A. Solicit input. The first step will be to solicit input from the industry. The success of this graphic display will hinge upon garden center owners/managers and their willingness to participate. We will announce the project at the Garden Centers of America (GCA) Annual Garden Center Tour, to be held in the Mid-Atlantic region in June. Informal data will be collected during bus rides and social events.

The next step is to solicit input formally, through focus group discussions with a variety of garden center operators. Focus groups of 6 to 12 people will be structured to obtain insights and reactions to products, programs, or needs. Beginning with a small set of pre-selected questions but allowing for flexibility to expand upon ideas, focus groups permit participants to speak in their own words, to elaborate upon, explain, or qualify responses, and to share personal views and frustrations.' Group interaction often stimulates discussion and produces insights. [9] Focus groups will provide an excellent mechanism to discover the issues and constraints that impact a graphic display for use in a garden center. Focus groups of garden center owners will be conducted at the American Nursery and Landscape Association National Meeting and at a meeting of garden centers with multiple locations in Kansas City.

1. American Nursery and Landscape Association (ANLA) National Meeting

Two focus groups comprised of prominent garden center operators will be convened during the ANLA National Meeting by Clint Albin of GCA. It is important to collect data from industry leaders. They are often the first adopters of new ideas. The following topics will be discussed:

- current method of communicating planting information
- space and site constraints for display
- size of display
- weather tolerance of display
- planting message contents

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[8] Greenbaum, T.L. 1993. *The Handbook for Focus Group Research*. Lexington Books, New York, NY.
[9] Ilvento, Thomas W. 1996. *Focus Group Interviews*, Needs Assessment: Taking a Closer Look, October 1996, University of Delaware,(9 pages).

- need for handouts to compliment display
- shipping concerns
- cost willing to incur
- ease of set-up required
- willingness to survey customers
- benefits to garden centers

2. Earl May Seed and Nursery Meeting (multiple store location businesses)

Earl May Seed and Nursery includes over 50 garden centers in 4 different states. They are part of a cooperative group of garden centers located throughout the country and in Canada that all have multiple store locations. They meet regularly to share information unique to multiple location businesses. Earl May will include a focus group discussion at their Kansas City meeting in October. They have agreed to in their agenda. Concerns and ideas about display content and format expressed by owners and managers of this type of store will be particularly helpful.

The focus groups will be conducted by Susan Barton and Tom Ilvento including the following steps:

1. *convene participants*
2. *develop presentation* - Show slides of point-of-purchase displays and make a case for the need to improve customer planting practices. This presentation will prepare participants to discuss the details of such a display.
3. *create moderator's guide* - The moderator's guide is developed by an unbiased facilitator and the project coordinator. It includes a list of questions to guide exploration of the topic.
4. *conduct focus group* - The focus group will begin with a short presentation by the project coordinator. The facilitator will then lead a discussion designed to generate ideas and concerns about the display. The discussion will be recorded on audio tape.
5. *transcribe tape* - The tape will be transcribed to provide a written document of the discussion.
6. *analyze discussion* - The discussion will be analyzed to provide input to guide the display development.

Susan Barton will provide detailed information about the project and answer participants questions. Tom Ilvento will facilitate the discussions.

B. Design Process - A team of graphic artists (Monte Given, University Media Services, Tammy Kater, Agricultural Communications, Tom Dougherty, Matrix Publications) will be surveyed to provide input into the development of the moderator's guide. The project coordinator and graphic artist hired for the project will analyze the focus group results and use that information to guide development of two prototypes. The prototype design will strike a balance between most effective method of communicating the message and cost. Two display prototypes will be built and presented at a GCA board meeting in February, 1999, for input from members. Based on that input, a display design will be modified and/or selected.

C. Display Distribution - 100 copies of the selected display will be produced and distributed to 50 garden centers free-of-charge. The garden centers will agree to complete a survey addressing their opinion of the display. They will also agree to record unobtrusive measures of display success such as numbers of publications distributed, plant replacement cost data, tree sales and customer comments. The initial 50 garden centers will be solicited through an article in the GCA Newsletter. Once the first 50 displays have been used in garden centers during one spring season, an additional 50 displays will be sold to garden centers who wish to promote proper planting technique for a fee that includes cost of production, shipping and handling (see IV. Product, A. Display for more detail).

D. Survey - Two different evaluations of the display will be conducted at the end of the first display season. The focus of these evaluations will be on the effectiveness of the display in the garden centers. Three main strategies will be employed which will focus on different users and perspectives of the display. The first strategy will be a survey of garden center personnel (such as sales people and managers). The sample size of the survey will be approximately 200 (on average 4 persons per store). A survey instrument will be developed to measure their reaction to the quality, usefulness, and appropriateness of the display and related material. The garden center personnel will be a useful source of information on the display as a tool to improve service to customers and ultimately to increase sales. The response to this survey should be high given it is a condition of receiving a free display. The data will be analyzed by a computer statistic package (SAS).

A second evaluation approach will be to ask each of the participating garden centers to collect unobtrusive measures of the effectiveness of the display. Requiring garden center operators to interview their customers would place an undue burden on their staff during a very busy sales season. Unobtrusive measures are indicators of effectiveness that do not require direct contact with customers. For example, a count of the number of publications taken by customers would be one indicator of the interest in the display. We plan to ask each store to count the number of publications taken, provide an estimate of the number of people stopping at the display, and to compile measures of the changes in sales of trees prior to and after using the display.

The third approach is a customer survey conducted by the University of Delaware. Two local garden centers will be chosen as sites for a survey of customers and their reaction to the displays. Face-to-face interviews will be conducted in the two garden centers that agree to participate. Trained interviewers will randomly select customers stratified by the time of day and day of the week. A sample size of 150, or 75 person per store will be used. Customers will be encouraged to participate in a short survey by an offering of a free plant. This survey will provide evidence of the reaction of the customer to the attractiveness of the display, the quality of the information, and the effectiveness of the presentation in giving them confidence to effectively select and plant a tree. The data will be analyzed by a computer statistic package (SAS).

IV. Product:

The product will include an eye-catching point-of-purchase display that communicates tree selection and planting principles. Additionally, two brochures that compliment the display and provide more information about selection, planting and care will be created.

A. Display - The display design process will be based on industry input. A graphic artist will be hired and supervised by Tammy Kater, graphic artist in Agricultural Communications, College of Agriculture and Natural Resources. The artists will work in conjunction with trained horticulturists (Susan Barton, Delaware Cooperative Extension and Gary Schwetz, Delaware Center for Horticulture) to create an accurate and effective display that addresses the concerns of the industry. A few ideas have been identified and one was chosen for the purpose of developing production estimates.

> mobile - A mobile resulting in a 3-dimensional image, but produced and shipped, two-dimensionally would create a dynamic display.
>
> free-standing exhibit - A free-standing exhibit is the most dramatic and unique type of display. It could easily incorporate handouts. But, it may be expensive, difficult to ship and difficult to assemble.
>
> flat poster display - While the most flexible and least expensive, this display is most similar to existing point-of-purchase material. It might be the least engaging of the options mentioned.
>
> other - The design process may result in a creative alternative not envisioned as of this date.

For the purpose submitting a budget, a sample display format was chosen (mobile, 4' by 3', 4-color, dye cut, printed on stratocore). The cost for design, production, packing and shipping was estimated at $150 per unit. At that price, we plan to subsidize the display cost and offer displays to interested garden centers for $50 per unit. The grant includes the cost of production for an initial 100 displays. Cost will be an important design criterion. We will determine through focus group discussion, a reasonable cost and try to create an effective display that can be produced within the cost limit.

B. Publications - Two publications will be produced in conjunction with the display. They will provide more detail about tree selection, planting and follow-up care. The information will be similar to that contained in a recent Delaware Cooperative Extension Publication entitled "Trees: selection, planting and care" (see enclosed). The publications will be designed to contain more detail and provide a rationale for recommended selection, planting and maintenance practices. The publications will be designed to be incorporated into the display. Tammy Kater, Agricultural Communications will design the publications. They will be printed by Graphic Communications at the University of Delaware.

V. Project Evaluation:

Evaluation will be provided by the initial 50 garden centers that agree to use the display. They will complete a survey outlining their opinions of the display success. Questions will address, the ease of installation, degree of maintenance required and perceived effectiveness in communication of planting technique to customers. Garden center operators will be asked to provide unobtrusive measures of display effectiveness, such as number of publications distributed, quantity of plant replacements and tree sales.

Two garden centers from the Mid-Atlantic region will be selected for a face-to-face customer survey. To measure display effectiveness, customer knowledge of planting technique and the role the display played in communicating planting information will be assessed. An incentive such as a geranium, will be used to encourage customer participation in the survey. The survey will be analyzed and results published in the GCA Newsletter. That article will be used to promote sale of the display to other garden centers.

An article on this project will also be written for *American Nurseryman,* a trade magazine, to publicize the effectiveness and availability of the display.

IV. Budget and Funding:

A. Information gathering - The first step in this process is to gather as much information as possible from the garden center industry about their reasons for using a planting information display and the constraints they operate within. We have included travel funds to interact with the industry in four different formats:

GCA Tour - Announce project and stimulate interest ($500)
ANLA Convention - Conduct two focus groups ($3500)
Earl May Seed and Nursery Meeting - Conduct one focus group ($3000)
GCA Board Meeting - Present prototypes ($2000)

Focus group tapes will be transcribed and analyzed ($5040)

B. Display design - Display design will include input by a team of graphic artists and trained horticulturists. A graphic artist will be hired to execute the selected designs. The budget includes $5000 (100 hours @ $50 per hour) to cover initial design and redesign costs.

C. Display production - It is difficult to get an accurate production cost for a product that is not yet designed. For purposes of estimation, a mobile with 4-color, dye cut, stratocore panels, approximately 4 feet by 3 feet was selected. This budget assumes initial production of 100 displays at a cost of $150/display (including packaging and shipping). 50 displays would be distributed to participating garden centers at no charge. After analyzing display effectiveness, an additional 50 displays will be sold to interested garden centers at a subsidized cost of $50. The revenue generated from these sales will be reinvested to produce additional displays. The cost

garden centers are willing to incur for a display will be factored into display design. This might result in a significantly less expensive display.

D. Publications - Two publications--one on planting technique and one on maintenance--will supplement and reinforce the information communicated in the display. The budget includes $5000 for publication of 10,000 copies of each publication. Reinforcement with a take-home publication will strengthen the project. The publication was not included in the grant pre-proposal and this is an optional component of the project.

E. Survey - The surveys are a key component of the project. Project success depends upon acceptance by the industry. The initial survey information completed by each of the 50 participating garden centers will be compiled, analyzed and used to design a customer survey. The design and implementation of the customer survey will be a masters project for a graduate student, for one year. The second year of funding for the graduate student will be supplied by the Food & Resource Economics Department. The University of Delaware will provide an in-kind match for graduate student tuition ($12,278). Printing, mailing, additional labor and customer incentive for the survey will cost $4500.

F. Personnel - Susan Barton (Extension Specialist, Horticulture), Tom Ilvento (Associate Professor, Food & Resource Economics) and Tammy Kater (Graphic Artist, Agricultural Communications) will work together to manage the project. Susan Barton will function as overall project manager ($10,328, non-federal in-kind match). Tom Ilvento will manage the focus groups and survey component of the project ($8,940, non-federal in-kind match). And Tammy Kater will manage the graphic design ($2,695, non-federal in-kind match).

G. Indirect costs - Indirect costs are critical for facilities and administration necessary to support professionals. Indirect costs will be provided as an in-kind match by the University of Delaware, College of Agriculture and Natural Resources.

VII. Experience/Adequacy of Resources:

Congress established Delaware Cooperative Extension in 1914 as a partnership among federal, state, and local governments. It is an educational branch of USDA, the University of Delaware, Delaware State University, and county government. The mission is to help people to improve the quality of their lives by providing research-based information, and informal educational opportunities focused on individual, family, and community needs.

Cooperative Extension ensures the university's research results moves from campus into the hands of industry professionals. The system is objective, and is able to deliver educational programs that meet the public's needs. Research is translated into customer-friendly terminology and delivered to people in local settings--homes, schools, community centers, agencies, meeting rooms, open fields, etc. Delivery methods include seminars, workshops, newsletters, demonstrations, hands-on activities, one-on-one counseling, computer-aided instruction, videos, audio cassette materials, etc. Local volunteers extend the organization's range and influence.

Delaware Cooperative Extension's primary purpose is to help people help themselves through the development of new skills and the application of new knowledge.

Delaware Cooperative Extension Specialists are housed in technical departments in the College of Agriculture and Natural Resources. Faculty and specialist work together to conduct research and deliver programs that meet the needs of industry professionals in Delaware and throughout the country. The University of Delaware has a variety of critical resources including support staff in Agricultural Communications, Media Services, Center for Applied Demography and Survey Research. The Agricultural Communications Unit develops both brochures and educational displays to support Cooperative Extension programming.

The Delaware Center for Horticulture (DCH) is a non-profit, 501(c)3 organization founded in 1977 for the purpose of improving the quality of life in Delaware by promoting knowledge and appreciation of gardening, horticulture and conservation. A staff of seven full time and twenty seasonal and part time employees manage programs with an annual budget of $600,000. Some of the organization's initiatives include: coordination of urban tree planting and management program for the City of Wilmington, administration of the New Castle County Tree Commission, facilitation of community gardening and greening projects throughout the State, and development of a Job Training Program in Horticulture which was voted by Delaware Private Industry Council as the "best youth job training program" in 1996. DCH serves as an active member of the Delaware Urban and Community Forestry Council.

Delaware Cooperative Extension and The Delaware Center for Horticulture have been working together with the Delaware Community Forestry Council to educate professionals and homeowners about proper tree selection, planting and care. Services include conducting training sessions for grant recipients, short courses for professionals, and tree stewardship seminars and publishing newsletters that include tree care information.

Garden Centers of America (GCA) is a subsidiary organization of the American Nursery and Landscape Association, which is the primary trade association representing the entire green industry. GCA develops publications, conducts seminars and workshops, organizes tours, serves as a resource and lobbyist for issues that affect garden centers throughout the country.

VIII. Personnel and Partnerships:

Susan Barton is an extension specialist in horticulture in the Plant & Soil Sciences Department at the University of Delaware. She has worked closely with the garden center industry. She was the 1995 recipient of the Nursery Extension Award, sponsored by the ANLA. She currently writes a series of "how to" fact sheets for garden center operators distributed by GCA. She teaches a class in Nursery and Garden Center Management in the Plant & Soil Sciences Department at the University of Delaware. She has compiled a teaching manual on Nursery and Garden Center Management that includes summaries and over 100 reprinted trade journal articles. Susan lectures on garden center merchandising topics at nursery industry meetings nationwide. She has spoken twice at the ANLA Management Clinic in Louisville, KY. She has toured many garden centers and established relationships with garden center owners and managers across the country. During a 1996 sabbatical she worked on projects with two leading garden centers, Country Market Nursery and Homestead Gardens. Susan understands the needs of the garden center industry and has the connections necessary to manage this project.

Tom Ilvento is an Associate Professor in the Food and Resource Economics Department at the University of Delaware. His primary appointment is as an Extension Specialist in Community and Economic Development. He has worked in such areas as public policy issues (including land use and water quality); business retention programs; community needs assessment; and collaborative problem solving. Dr. Ilvento specializes in collaborative needs assessment projects where he involves industry and professionals in the design and implementation of needs assessment projects, such as surveys and focus groups. For example Dr. Ilvento led a 22 member Steering Committee in the design of a poultry grower survey on Delmarva which included focus groups and committee participation in the development of a mail questionnaire. A similar strategy is being used in a needs assessment for implementing IPM in Delaware's Green Industry. A article will soon be published in HortTechnology on a survey of landscape and nursery professional in Delaware Valley. Dr. Ilvento is trained in facilitation, mediation, and collaborative problem solving.

Tammy Kater is a skilled graphic artist with bright, fresh ideas and a track record of well-received brochures and displays. She has experience supervising graphic artists contracted to produce products for Agricultural Communications. She has designed several award-winning publications.

Clint Albin is the administrator for Garden Centers of America. He also manages publications for ANLA. He is in charge of the extremely successful annual Management Clinic held in Louisville, KY. Clint organizes and leads a yearly national garden center tour. He is the lead resource person for the garden center industry in the country. He knows all the key players and is in an excellent position to promote a project that will serve the industry.

Gary Schwetz represents the Delaware Center for Horticulture on the Delaware Community Forestry Council. He holds a Master's Degree in Public Horticulture Administration, manages public landscape and tree planting and education programs for DCH and takes an active role in managing and conducting public horticulture programs throughout the state.

IX. Timeline for Project Implementation and Evaluation

Time planned	Activity
June 1998	Announce project at GCA Garden Center Tour
July 1998	Develop focus group moderators' guide
July 1998	Conduct two focus groups at ANLA Convention
October 1998	Conduct focus group at Earl May Seed & Nursery Meeting
November 1998	Begin display design
February 1999	Present prototype at GCA Board Meeting
February 1999	Solicit 50 participating garden centers
March 1999	Modify design and begin production
April 1999	Distribute displays
April 1999-June 1999	Collect survey data from garden centers
June 1999	Conduct face-to face garden center surveys
September 1999	Distribute displays to additional garden centers

National Urban and Community Forestry Advisory Council
1998 Challenge Cost-Share Grant Program

Budget

Applicant: Delaware Cooperative Extension, University of Delaware

Project: Getting the Word Out - a graphic display of tree selection, planting and care information.

Total Cost: $120,782

Expense	Federal Funds (requested)	Non-fed. Match cash	in-kind	Total	Source of Matching Funds
Focus Groups					
GCA set up	500			500	
room, meal and recording	2,000			2,000	
Survey					
printing, mailing, wage labor and incentive	4,500			4,500	
Products					
Model production (100 copies @$150 each, includes materials, production, packaging shipping)	15,000			15,000	
Publication	5,000			5,000	
Travel					
GCA Tour	500			500	
ANLA	2,000			2,000	
Earl May	2,000			2,000	
GCA Board	2,000			2,000	

Expense	Federal Funds (requested)	Non-fed. Match cash	in-kind	Total	Source of Matching Funds
Personnel					
Project management					
Susan Barton (10% of time)			10,328	10,328	DE Coop. Extension
Tom Ilvento (5% of time)			8,940	8,940	DE Coop. Extension
Tammy Kater (3% of time)			2,695	2,695	College of Ag. and Nat. Resources
Graphic artist (consultant) (100 hours @ $50/hr)	5,000			5,000	
Graduate student (1 year)	12,000			12,000	
Tuition			12,278	12,278	University of Delaware
Clerical (tape transcription)	5,040			5,040	
Indirect costs			8,785		College of Ag. & Nat. Res.
Waived indirect cost on sponsor's amount			22,216		College of Ag. & Nat. Res.
Total	$55,540		$65,242	$120,782	

preproposal 32,000 + 32,000 = 64,000

AN&LA™
American Nursery &
Landscape Association
1250 I Street, NW • Suite 500 • Washington, DC 20005-3922
Tel: 202/ 789-2900 • Fax: 202/ 789-1893

April 2, 1998

National Urban and Community Forestry Advisory Council
1042 Park West Court
Glenwood Springs, CO 81601

Dear Advisory Council:

This letter is in support of the proposal entitled "Getting the Word Out." Garden centers are an excellent place to educate consumers about tree planting. Most people learn best in "teachable moments." The time when someone is buying a tree, is certainly a "teachable moment" for planting technique. Unfortunately the hectic pace of life and the crowds of people shopping at garden centers in the spring, make verbal communication of planting instructions difficult. I believe consumers could learn and retain a few key planting instructions if presented in an engaging graphic display.

As administrator of Garden Centers of America (GCA), I know garden centers would enthusiastically embrace this type of display. Since most garden centers guarantee their plant material, they are anxious to communicate planting instructions, effectively. Additionally, garden centers profit when their customers succeed. Good garden centers try to ensure their customers' success.

To contribute to this project GCA agrees to:

- provide an opportunity to introduce the project at the GCA Garden Center Tour
- convene two focus groups (consisting of 10-12 garden center leaders) at the American Nursery and Landscape Association National Convention
- include presentation and discussion of two prototype displays at a future GCA Meeting
- announce display availability and solicit initial display recipients with an article in the GCA Newsletter
- announce survey results and availability of displays for purchase in the GCA Newsletter

We, at GCA, are looking forward to working with the garden center industry and the University of Delaware on this project.

Sincerely,

Clint Albin
GCA Administrator

Earl May Seed & Nursery L.C.
Shenandoah, Iowa 51603 (712) 246 -1020 FAX (712) 246 - 2210

April 2, 1998

National Urban and Community Forestry Advisory Council
1042 Park West Court
Glenwood Springs, CO 81601

Dear Advisory Council:

Earl May Seed & Nursery is a corporation that includes over 50 garden center outlets in 4 different states. We are very interested in educating our customers about proper planting technique. We understand that a customer who achieves success with their landscape will support our company with their repeat business. We are excited about the opportunity to provide input into the design of a point-of-purchase display that would communicate proper planting instructions in a clear, simple format. We have some definite opinions about what type of display might work in our stores.

We are members of a national garden center group that includes garden centers with multiple locations. That characteristic often creates unique problems and opportunities. We will be hosting a meeting of that group in Kansas City in October, 1998. We would be happy to include a focus group discussion about this display in our meeting agenda. We are looking forward to working with Clint Albin from GCA and Susan Barton from the University of Delaware to help gather information that will result in the creation of a display to promote proper planting technique. We welcome the opportunity to impact the project.

Sincerely,

Duane Psota
Vice President/Marketing

DELAWARE
CENTER FOR
HORTICULTURE
Cultivating a greener community

1810 North Dupont Street
Wilmington, DE 19806-3308
(302) 658-6262
FAX (302) 658-6267

April 2, 1998

Suzanne M. Del Villar
Executive Assistant
USDA Forest Service
1042 Park West Court
Glenwood Springs CO 81601

Dear Ms. Del Villar:

This is to confirm the willingness of the Delaware Center for Horticulture to participate as a partner with Sue Barton and the University of Delaware on the proposed "Getting the Word Out" project to be funded by a NUCFAC grant.

Sue Barton has invited Gary Schwetz, Greening Program Manager to assist with the design and review of the graphic display to be produced through this project. The Delaware Center for Horticulture will also provide facility and logistical support in distributing the end product.

The Delaware Center for Horticulture has developed a region-wide reputation among garden centers, nurseries and public gardens as a horticultural resource center. Our annual Rare Plant Auction has achieved national acclaim with support from nearly one hundred plant growers and vendors from across the country. Gary Schwetz holds a Master's Degree in Public Horticulture Administration and manages and teaches the Center's tree planting and education programs.

The proposed project fills a critical need in effectively communicating to the tree-planting public and Center for Horticulture is pleased to contribute to its success.

Sincerely,

Pamela Sapko
Executive Director