



# COOL SPRINGS NEWS...

Cool Springs Inc.

Volume 1

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Summer 2010

## COOL SPRINGS NURSERY.....



Phone - 800-467-2819

Leaders in Premium  
Fraser Firs



The "Cadillac" of  
Christmas Trees!!!

## WHAT'S NEW.....

Lots of new and exciting things going on this year:  
-We have (and will continue to add) many new greenery items to our product list in the last year. Here are some pictures of just a few of them:



Heart-Shaped Mailbox Huggie Wreath



Door Swag      Mixed wreaths



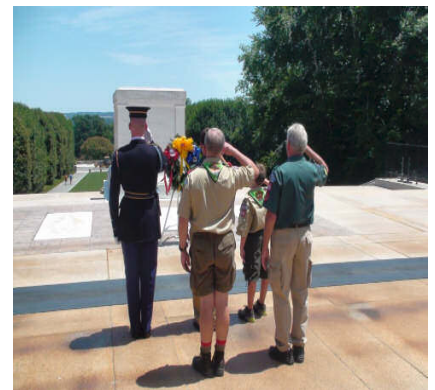
Mantle Swags

See our new online catalog at:  
<http://www.coolspringsnursery.com/2010-online-catalog/>

## COOL SPRINGS WREATH PUT ON THE TOMB OF THE UNKNOWN SOLDIER...

Washington D.C. - July 14, 2009

Troop 399 from Evansville, IN presenting a Cool Springs Nursery Wreath at the Tomb of the Unknown Soldier.



Thanks again to Troop 399 for allowing Cool Springs Nursery to be a part of this.

We are extremely honored!!!



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### TESTIMONIALS.....

#### **WORRELL'S TREES - Virginia Beach, VA**

*"Trees were beautiful...customers buying just because they are Cool Springs Nursery's Trees!!!"*

#### **UNITED STATES ARMY - Fort Drum, NY**

*"...your website is awesome! For an organization looking to get into this for the first time, your site provides outstanding information."*

#### **COUNTRY COVE NURSERY - Nashville, TN**

*"Beautiful trees....Sold all of them."*

#### **AMERICAN PLANT FOOD WEST -**

**Bethesda, MD** *"Very, Very, Very Nice! No Complaints"*

#### **GOOD EARTH -**

**Bethesda, MD**

*"Service is most professional in the industry!"*

#### **LUKAS GARDEN CENTER -**

**Oviedo, Florida**

*"Great trees and service. I appreciate your company!"*

#### **STATILE&TODD -**

**Far Hills, NJ -**

*"Extremely pleased! Everyone was happy."*

#### **LMS GREENHOUSE AND NURSERY -**

**Allison Park, PA**

*"Trees were beautiful...not a single bad one in the whole bunch. My customers and my staff were once again thrilled with how easy it was to select a tree!"*

### HOW TO COMPETE WITH THE BOX STORES !!!

Box Stores have certainly shaken up the Fraser Fir Christmas Tree Market. Their trees are mediocre at best and very poorly displayed but, due to price, become a seemingly unbeatable foe.

If you are going to compete with Box stores selling Christmas trees you have to be strong where the box stores are weak. Aside from carrying a superior tree (which you will get from us), you have to make it an experience that will make your lot or garden center synonymous with Christmas Trees.

Make sure you do a fantastic job of displaying the trees. We like "Stand Straight Stands" because you can display your trees in the stands, keep the trees in water, and sell the tree with or without the stand.

Do the decorations and lights. If you have room build a maze, have a nativity scene, petting zoo (rent a reindeer, they are available), do a light show, have a movie night, do the food, have the fire pit. Use your imagination. As mentioned elsewhere some of the best Christmas tree retailers have drive through or walk through Christmas light shows.

Then finally advertise and coup like crazy. You don't have to spend a lot of money to get the word out. Once again, use your imagination. The internet is a great cheap source for advertising.

If you do all these things over time you will built a great Fraser Fir Christmas Tree retailing business and though you will never sell as many trees as a box stores, you will have a profitable business that puts smiles on faces.

### CHECKOFF MARKETING.....

Would you like to see your Christmas tree sales go up 50%? We as growers would love it and those of you that do retail I imagine would to0. Many of you have sold much bigger volumes of Christmas trees in the past and we think that you can do it again. But how? Through a National Checkoff Marketing Campaign.

Currently 28 million Christmas trees are being sold nation wide. But amazingly 82% of households display a tree of some sort This translates to 92 million homes displaying some sort of tree. This means 65 million homes are displaying fake trees!

Why aren't more people displaying "Real Christmas Trees"? We believe there are a few reasons but the fact of the matter is that there is no marketing campaigns for live trees. At points we have spent some money marketing and the results have been dramatic. In 2004 "Real Tree" sales dropped to 22 million and growers pulled together and spent \$750,000 dollars on a marketing campaign. That year sales increased to 27.5 million...**A 25% INCREASE!!!** Marketing pushes like this one have been put together several times and every time dramatic results have occurred when relatively little money was spent on marketing.

The checkoff would organize growers so each one contributes a set amount for each tree sold. This would put an end to these start and stop marketing efforts and involve all growers in a major push to gather money for marketing "Real Christmas Trees" year after year. If we do this we could end up having 2-3 million a year for marketing and this would just be the base for possibly other grants and contributions from different organizations involved in growing and selling Christmas trees.

Other commodities have put together national marketing programs such as this and the results have been spectacular. Watermelon sales doubled, sweet potatoes saw similar expansions. There is no reason from all the evidence that this "Real Christmas Tree" cooperative effort will not have similar results.

We believe a program like this will yield a 25% growth in overall sales in the next 5 years. Increased desirability we believe will increase prices on both the wholesale and retail end which we can all appreciate. Over a fifteen year period we feel there is no reason we cannot double the amount of "Real Tree" sales to 56 million. If you are not currently one of our customers please contact your supplier and make sure they are on board. A grower that does not want YOUR sales to increase is a grower who is not worth keeping!!!

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