

THE CHATTANOOGA REGIONAL HOSTA SOCIETY



THE HOSTA CONNECTION



MARCH 7, 2015

MEETING 1 PM

EAST RIDGE COMMUNITY CENTER

GARDEN EXPO APRIL 11th & 12th



Notes from the Editor

Volunteers are the life blood of our Society to undertake and help with things that need to be done, it helps keep everything running smoothly. Thank all of you who have brought food to our meetings.....offered your gardens for picnics. There is still a need for someone to do the YearBook.....now I'm asking for help with the Garden Expo coming up April 11 & 12. At our last meeting we discussed some of the things we wanted to do for the Garden Expo, we need to decide the hours of who will be working the booth for Saturday and Sunday, who will help set up on Friday.... what items we might bring from home to make our booth attractive (I have a bakers rack we can use for display think what you might have to add to the display. We are only getting one 8' table and chair from Camp Jordan. This Friday, March 7, Johnny, Carol, Jimmy Wooten and myself are going to Marys Nursery to purchase some hostas for the Garden Expo, some of you volunteered to take some hostas home and keep until the expo. I don't want all the responsibility of keeping the cold from affecting the Hostas. You can get some hostas to take home after the meeting. Chuck made the suggestion to divide some of our hostas to sale. I know we all hate to divide our hostas but I have some Lemon/Lime that I can part with. The hostas you bring that don't sell you can take back home, we can also buy the hostas that we don't sale.

I'm including the minutes from our February meeting, this is for the members that were unable to be present at our meeting.

SOME IDEAS WE CAN USE FOR THE EXPO □

Make a list of what types of display material you have to work with — tables (length, width, height), baskets (how many, what size), banners, signs, table coverings, racks, stands, ladders, tin cans, rakes and photo gallery (Carol's hosta display). Find appropriate materials to partially fill baskets and boxes.

Retailers design their stores to draw shoppers to the right side of the entryway. Studies have shown that most people naturally look first left then right as they enter. Shoppers usually move right and walk counter-clockwise around the display.

Make a list of equipment that you will need to have - cash box, bags, box with tape/scissors/markers/paper, for last minute changes.

Make some information sheets that will provide answers to some common questions, make Membership slips to join the Hosta Society, have tablet for email addresses for people who are interested in our meetings and maybe joining.

Make a good first impression. When customers walk by you need an eye-catching display up front to make them slow down. Do not use a high rack up front that blocks views of the rest of the display. By using lower shelving units and narrower shelves on the front - allows customers to see everything. It's important to avoid clutter because if you cram items together they'll look messy.

People are attracted to round and U-shapes, to get shoppers to stop at a display, try using a U-shaped background, with sides extending forward.

Hope to see you Saturday, March 7, ---- bring your ideas for the Expo.

I'm very lucky to have a fun group of members that I feel strongly about, there's a saying I just heard lately. "Folks join for the plants but stay for the friendship of the people"