



# CHRISTENSEN'S PLANT CENTER

## Wholesale Supplier To Landscape Professionals

### “IT AIN'T OVER TILL IT'S OVER!”

After ten years at Christensen's some of the things contractors say amaze me. The following is a list of the top 10 quotes I've heard from our customers as the season winds down:

1. "I've made enough money already; I'm done for the year."  
(Now that's just crazy talk!)
2. "I've had it; I'm exhausted; I'm done!" (Have another Red Bull or Monster and get back to work!!!)
3. "It's cold!" (Buy a Carhartt!)
4. "We're doing clean-ups!" (Yea, yea, yea! Afraid of chipping through a few inches of frozen ground to plant Stellas! WIMPS!)
5. "We're busy changing over our trucks for snow plowing."  
(TRAITORS! That's right follow the money! Oh, and have fun sitting in your trucks for thirty straight hours this winter!)
6. "My phone hasn't rung in three weeks; I think I'll call it a year." (Whoa! That's not good. The last person who said that to me is no longer in this industry).
7. "I'm gong on vacation this November."  
(Which really means: "My phone hasn't rung in three weeks!")
8. "It's REALLY cold!!!" (Yes – we feel your pain! Ya heard of wearing long-johns under your Carhartts!)
9. "If I can't wear shorts; I won't landscape!" (YOU KNOW WHO YOU ARE!)

And now the perennial favorite for which there is no argument...  
(FORGIVE ME, BEN!):

10. "I'M GOIN' HUNTIN'!"

But what amazes me even more is a landscape contractor who ignores late season opportunities and simultaneously fails to protect his investment. You'd think a landscaper who does a fairly good job of installing plant materials (not the dig-a-hole-and-throw-it-in type of contractors) would winterize their projects. Blowing out sprinkler systems too early, not protecting evergreens from dehydrating winter winds and sun, not applying anti-dessicants to broadleaves or deterrents for deer and rodents are all part of a recipe for disaster.

Why aren't you thinking? Don't you care? Your landscapes are all going to go to hell in a handbasket. All your efforts and profits blah blah blah are going into the dumper... And in the Spring it'll be this died and that died and I don't know why yadda yadda yadda...

SOOooooo... Sleep well this winter, knowing your landscapes (and profits) are tucked in for the long haul (or not!). When the temps begin to drop and winds start to howl, remember most plant varieties do not die from cold, but from dehydration.

Be amazed! You can make money protecting your ass-ets. At CPC we not only sell great plants, but plant insurance as well!

N.B. (I can't believe I quoted Rocky Balboa!)



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