



FAIR VIEWS

The Customer Newsletter of Fairview Evergreen Nurseries, Inc.

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FEN Hires Sales Rep Tim Kline

Fairview Evergreen Nurseries, Inc. is pleased to announce its new partnership with independent sales representative Tim Kline. The hiring of Kline marks only the third time in the ninety-six year history of the company that it has partnered with an independent sales rep to facilitate improved service and increased penetration in a specific market. Previously, FEN hired Anthony DiStefano (AJ Horticulture) in 1995 to represent the company in the northeastern U.S., including New England, eastern New York, and New Jersey. In 2005, the company assigned Mike Roberts to its western market, including Kansas, Missouri, Oklahoma, Iowa, Nebraska, Arkansas, and southern Illinois. Both of these highly successful partnerships continue today.

Kline will represent northern Illinois, Indiana, and Ohio for Fairview Evergreen.

"We are really happy and excited to have Tim join our sales team," remarked Hagan Hetz, FEN's Vice-president of Sales and Marketing. "He has a wealth of experience in the green industry. He knows plants and has cultivated long-standing relationships with a wide array of prominent industry people in our target market. Tim is going to be a tremendous asset, both to Fairview Evergreen and to our customers."

Kline brings an abundance of knowledge, gained

through years of hands-on experience, to the partnership with FEN. He started working in a family nursery at the age of ten, and later went on to operate a landscape business of his own. Kline worked for Ridge Manor Nursery of Madison, OH for 17 years, serving at various points as inventory manager, sales representative, sales manager, and operations manager. He also worked for Sunleaf Nursery for two years before starting his own business, Kline Nursery Sales, in 2004. Prior to taking on the position with Fairview Evergreen, Kline represented Lake County Nursery, and he continues to work with several other local nurseries.

Kline's green industry experience gives him a special appreciation of the opportunity presented by working with Fairview Evergreen. "I have seen a lot of nursery stock," he commented, "and never the quality and grade that you get at Fairview. I can't wait to get some samples for my customers to see. It's just incredible!"

Tim makes his home in Perry, OH along with his wife, Lynne, and four children ranging in age from 13 to 21. When not busy working or parenting, Tim enjoys fishing aboard his boat, appropriately named The Bush-pusher. He's also an avid singer and bass guitarist, playing in his church and with several local bands.

Kline has wasted no time

getting started with Fairview Evergreen, securing several new customers for the nursery even as details of the working relationship were being finalized. "I look forward to a long relationship with Fairview," he said. "I have known them for almost 20 years and it is exciting to be able to sell their quality material."

For its part, Fairview Evergreen is anxiously looking forward to offering expanded and improved service to its current midwestern customers, as well as introducing new customers to our broad line of top-quality evergreens, liners, deciduous shrubs, and shade trees, all through the facilitation of the newest member of the FEN team.

Fairview Evergreen welcomes Tim Kline aboard, and we encourage all of our current and prospective business partners in Ohio, Indiana, and northern Illinois to contact Tim. We're sure you'll find the experience of dealing with Tim, and FEN, to be a rewarding one!

Tim Kline can be contacted via...

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Tim Kline, new FEN midwestern region sales representative.

Last Issue's Poll Results:

What is your outlook for your business in 2007?

We expect our sales to increase over 2006

20%

We expect sales to be about equal to 2006

60%

We expect sales to decrease from 2006

20%

This Issue's Poll Question:

How did your firm's spring sales compare to your expectations?

- A. Better than expected
- B. About as expected
- C. Worse than expected

To submit your response, e-mail us at feninc@velocity.net or log onto our Web site and click on the Poll Question tab.

Frank Bendure (1938-2007)

Fairview Evergreen Nurseries, Inc. lost one of its third generation leaders this spring when Frank Bendure passed away in April following a long battle with lung cancer.

Frank had served as a Vice-president of FEN for many years prior to his retirement in 2003. His many mechanical innovations paved the way for Fairview Evergreen to become a green industry leader in operational efficiency. In particular, he developed and fitted FEN's tractors with buckets for mechanical digging, which allowed the nursery to dig plants of uniform size in a fraction of the time they could be dug by hand. Our customers continue to benefit from the fruits of his innovation even today.

Frank will be missed by all of his surviving family here at Fairview Evergreen, as well as the many friends he made during his long and accomplished career.

The following obituary appeared in local newspapers following Frank's passing.

Frank Russell Bendure, 69, of 4582 Avonia Road, Fairview, died peacefully at his home on Sunday, April 15, 2007, following a lengthy battle with lung cancer. Born March 28, 1938 in Fairview, he was a son of the late Ernest M. and Mildred L. Hetz Bendure. Frank was a graduate of Fairview High School, class of 1956,



where he and his future wife Shelby L. Hoover reigned as prom king and queen their senior year. As a teen and young adult, Frank enjoyed building and racing drag cars and going to stock car races. He and Shelby could often be found cruising State Street and the public dock in one of his many hot rods. He was a lifelong NASCAR fan ("anyone but Number 3"), and enjoyed riding motorcycles and snowmobiles, as well as driving fast cars (and trucks!). More than anything else, he loved spending time with his family and friends, especially his grandchildren.

Frank was a third generation nurseryman in their family business, Fairview Evergreen Nurseries, Inc., where he served as Vice

President for many years. He was a master of mechanical and hydraulic engineering, inventing and/or modifying farm tractors and implements to expedite the planting, harvesting, and processing of evergreen trees. During his lifetime working at Fairview Evergreen Nurseries, the business grew to become one of the largest producers of ornamental shrubbery in the United States.

A very civic-minded individual, he served on the Fairview Cemetery Board, Fairview Borough Council for three decades, the Tri-Boro Little Gridders Board, the Erie County Agricultural Board, the AAA Motor Club Board of Erie County, Fairview School District Board of Directors and had been a member of the Northwest Jaycees. Frank

received the Jaycees Outstanding Young Man Award in 1971 and was the Lions Club Citizen of the Year in 1988. He was active in Masonic work and was affiliated with Lake Erie Lodge No. 347 F. & A.M., Scottish Rite Bodies Valley of Erie, Zem Zem Temple Shrine, Zem Zem Motor Corps. and the Royal Order of Jesters. He also was a member of the West County Snowmobile Club. He will be sadly missed by his buddies at Country Fair and the All Aboard Diner.

In addition to his parents, Frank was preceded in death by his wife Shelby on August 8, 1994, a brother Wayne R. Bendure on December 27, 1960, and a nephew David P. Bendure on April 10, 1984. He is survived by a daughter, Nancy M. Bendure Sabol and her husband Joseph of Fairview; three sons: Donald A. Bendure and his wife Paula, Thomas W. Bendure and his wife Carol, and Fred J. Bendure and his wife Ginger, all of Fairview; seven grandchildren: Nancy M. Newcomb, Christina L. Bendure, Sarah L. Bendure, Stacey A. Bendure, Duncan W. Bendure, Shelby J. Sabol and Alexander J. Bendure; two step-grandchildren: Brittany T. Biggie and Corey J. King; a brother Paul S. Bendure and his wife Joan; a good friend Anna Mae Traut of Fairview; and a sister-in-law, Helen Hilliard Cross also of Fairview.

A Fifth Generation Perspective

“My Week at Fairview Evergreen...”

As our customers know, Fairview Evergreen has been in business for almost 100 years, and is currently operated by third and fourth generation descendents of company founder Frank C. Hetz. Well, time flies when you're working hard and having fun, and soon our fifth-generation family members will be reaching employment age.

One of the oldest of that group is Michael (Mick) Zomnir, who graduated this month from Sewickley Academy high school in Pittsburgh, PA. Although Mick's career plans following college will likely fall outside of the green industry, he was very interested in learning more about the company that is such an important part of his family's heritage. He found that his senior project was a perfect opportunity to do just that. Here are Mick's impressions of a week spent working at Fairview Evergreen.

I had just finished up all my classes and taken the last exams of my high school career. There was only one remaining requirement for me to meet before the official graduation: my senior project. The guidelines were simple; I had to complete fifty hours of work on a 'project' of my choice. My immediate thought was to come explore and work at Fairview Evergreen for a week. The company has been in my mom's side of the family since 1911, but I personally had never known much about its overall scope, let alone the day-to-day operations. This fall I will begin my first year at MIT's business school, the Sloan School for Business Administration, where I will be earning an undergraduate degree in business with a concentration in finance. What could be a better way to prepare, I thought, than to come exam-

ine Fairview Evergreen?

My first day began bright and early on Monday morning. My grandfather Garth Hetz, the former CEO of Fairview Evergreen, gave me an extensive day-long tour of the grounds. Throughout the day, I was stunned by the scope of the company. 3300 acres of land with hundreds of thousands of plants at various stages of growth and maturation make for one immense and complex operation! I visited every single field in the Nursery's possession and was introduced to every single variety of plant. By the end of the day, I was dying to know how it was all managed.

The following day I was introduced to the computer program through which everything from plant quantities to sales to accounting is controlled. I spent the morning with CEO Christine Hetz-Philips, who gave me a thorough overview of the entire system. Later in the day, I had the opportunity to read up on the company profile, management structure, outlook and goals, as well as the overall current market situation. I was quite impressed by how comparatively strong the Nursery's performance has been over a period of a few years during which many nurseries have been forced to cease operating.

On Wednesday I had the opportunity to get my hands dirty for the first time, as I went out with my uncle, Hans Hetz, to dig up and package evergreens with one of the field crews for the morning. It took me a while to learn the process at first, but thanks to a lot of help and a bit of good-natured goading from the other crew members, I got the hang of things and had an absolute blast working and talking for the rest of the morning. That afternoon, my

aunt, Amy Hetz, walked me through the payroll and billing systems in detail. Once again, I was struck by how seemingly complex and yet well-organized the information and processes were in both areas.

Thursday morning I got to play cowboy and investigate the cattle operation that is, as I was to learn, very much essential to virtually the entire spectrum of nursery operations. After all, that operation provides the vital fertilizer



for the plants that are grown here. I was particularly interested to learn that the system of caring for and feeding the cattle had been made much more fiscally efficient through changing the manner in which hay is packaged and distributed in the cattle barns. For me, it was just another of many examples of how Fairview Evergreen has stayed on the cutting edge in its processes and use of technology.

The highlight of my week took place Thursday afternoon as my uncle, Hagan Hetz, walked me through all of the Nursery's extensive sales and distribution processes. These were the most instructive hours I spent during the entire week, as they were the most business and operationally-intensive ones. I had the opportunity to ask Hagan about

everything from company sales patterns to industry performance, and was particularly impressed by the smoothness and efficiency with which the orders called and emailed into the office by customers were communicated to the people in the fields and on the loading

docks. The orders kept piling in without recess throughout the entire afternoon, and I came away with the strong impression that business is booming at Fairview Evergreen.

On my last day, Friday, I experienced the Nursery's genuine hospitality with a day-long golf outing. I'm not exactly the world's greatest or most serious golfer, but I had a tremendous time spending the day with my grandfather and two uncles as we made our way around the course and talked about the Nursery, past, present and future. After 96 years and three generations of family management, Fairview Evergreen is still going strong, and based upon my experiences throughout the last week, I have every reason to believe that it can and will continue to prosper, both expanding and updating its operations while remaining faithful to the family values upon which it has been built.

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Fairview Evergreen Nurseries, Inc.

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What's New? Plenty!

'Ft. McNair' Horsechestnut



Ready for the fall shipping season, this beautiful shade tree was selected for its stunning flower color, as well as its resistance to leaf diseases. It produces long, dense clusters of pink flowers with yellow throats in spring. 'Fort McNair's' slow growth rate and rounded head make it a great choice for residential landscapes, as do the hummingbirds which favor its flowers!

'Carol Mackie' Daphne



This popular variegated shrub features a striking gold band around the edge of each green leaf. In late spring it also produces fragrant, star-shaped pink flowers.

Hardy to Zone 4, 'Carol Mackie' works wonderfully as a low hedge at a mature height of 3-4 feet. Our first available field-grown block will be ready for B&B digging this fall.

Azalea Northern Lights



We are happy to have three varieties of the Minnesota-bred Northern Lights series of cold-hardy Azaleas available in containers. Orchid Lights (pictured above) produces pink to lavender flowers, and Mandarin Lights features reddish-orange flowers. Golden Lights flowers a beautiful golden-orange, and blooms a bit later than other varieties. Ask our office for a free sample of any of them!

Container Evergreens!



You asked for it, you got it! In response to overwhelming customer requests, we've begun container production of our most popular evergreen varieties. We've already had great success with Blue Hollies and Sea Green junipers, and soon we'll have Densiformis yews and Green Velvet boxwood available for sale. Our top priority is to replicate the quality you have come to expect from our B&B plants.