

# Nursery Trade Show

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Eric Bischof, assistant general manager of the Philadelphia Yard of Unilock, based in Brewster, N.Y., exhibited a Gold Award for best of show, multiple booths, in the hard goods category. Territory manager Frank Hammer accompanied him.

The company displayed Slope Block Mark IV walls, a concrete product, and other items. It was their first gold award at the show.

Winning gold in the green goods category was Centerton Nursery, Bridgeton, N.J., for their funky display, "Hemerocallis Hangout." Big tall beer mugs on the counter above the stools for the booth. The mugs contained calla lilies and lots of Hemerocallis or simple day lilies. Forty-eight mugs held 55 varieties of the bright flowers.

The company was given an award for most creative display in the green goods category. On hand was Bobby Blew, sales manager, Centerton Nursery.

Centerton used plywood and black paint to devise the bar scene, accompanied by a gleaming Harley-Davidson cycle. An online restaurant supply store

provided the mugs and barstools. All the lilies are grown on the farm.

Delaware Valley Wholesale Florists won best of show using a space occupying eight booths. The Sewell, N.J. company, with 600 employees, provides a variety of exotic fresh flowers, evergreens, and other items for the retail green industry.

The display included fresh flower bouquets and displays with daisies, minicarnations, roses, snapdragons, and pom-pom buttons. Included were calla lilies, assorted botanical plants, pathos, kaloncha, and ivy.

Also included were colorful Christmas ornaments, silks, berries, fruits, decorative plants, clusterberries, and hard goods.

On hand was Bill Schimmel, Carol Moore, Raj Ravani, and Randy Schenauer of the company, and Frank Kauffman, sales manager with Teufel Holly Farms, Inc., Portland, Ore., with the Christmas tree material.

The display was designed by Keith Rossel, director of marketing services, and assembled by a group of about 20.

More information about the display is scheduled for the Aug. 30 issue of *Lancaster Farming's Grower & Marketer* section.



Frank Hammer, left, joins Eric Bischof, Unilock, at their gold award-winning display at the Penn Allied Nursery Trade Show in Fort Washington. Photo by Andy Andrews, editor

# Fiber Festival Searching for Volunteers

NEW MILFORD (Susquehanna Co.) — The Pennsylvania Endless Mountains Fiber Festival planning committee and Penn State Extension is looking for volunteers to assist with planning and marketing the first annual fiber and fiber-related show for the area. The Harford Fairgrounds are reserved for September 11-12, 2004 for the event.

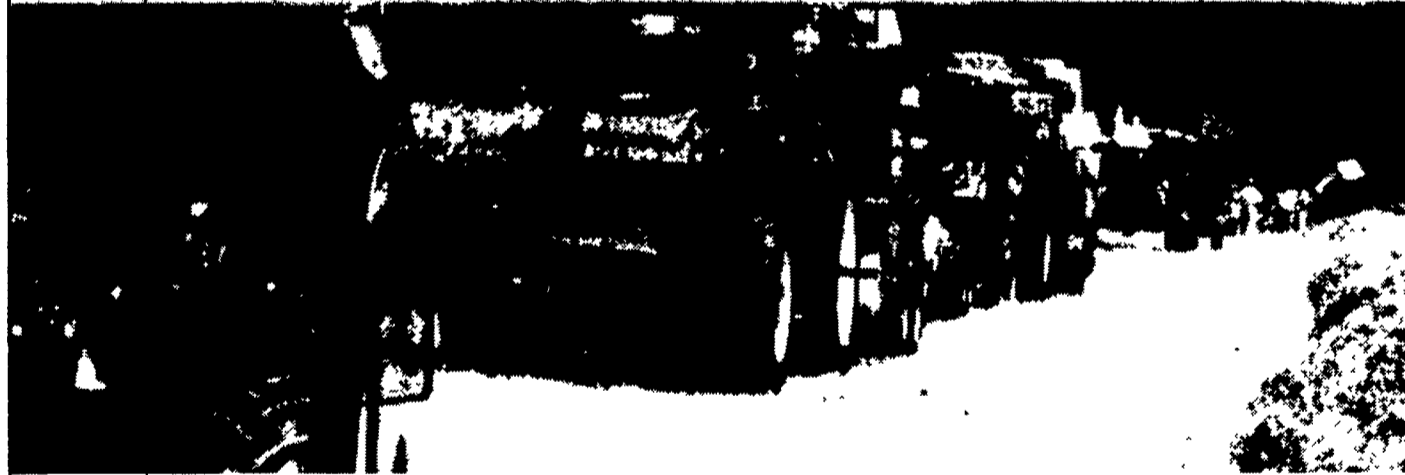
The festival will include raw and processed fibers, yarn, clothing, spinning and weaving supplies, fiber arts and crafts, sheep skin products, and more. There will be vendors, exhibitors, animals, workshops and competitions. Potential vendors from throughout the Northeastern United States have been contacted. The goal is to have 100 exhibitors participating in the festival.

If you have an interest in helping with the festival, attend the next planning meeting at Old Mill Village on August 11. For more information, call Connie Heim (570) 727-2188.

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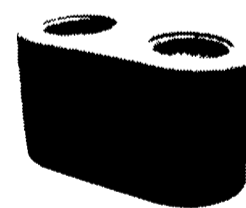


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