

Mitchell's Nursery & Greenhouse Inc.
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Dec.11, 2017

A survey of 79 varieties of poinsettias was taken at our Open House on Sunday Dec. 3, 2017. We grew over 10,000 poinsettias. Approximately 390 people attended from 12:30 – 4:30. Attendance was the highest ever- 57% over 2016. It was a beautiful, sunny day. Three plants of each variety were labeled for judging. Judging continued until Dec. 8th by those who wanted to participate. The form for judging contained 4 lists – novelty, red, white, and pink. The top five favorites in each category were voted for. The results are in the attached. 118 customers and employees voted. This year we also had a fill in section for people to write in their 3 favorite over all. Ads were run in the Winston-Salem Journal, Weekly Independent, The Stokes News, Mount Airy News, The Pilot, Yadkin Ripple, and Yadkin Valley Living Magazine. I wrote an article on 'Poinsettias for Thanksgiving and Christmas' for the Yadkin Valley Living about different varieties with pictures. It was on the calendar of events for King Chamber of Commerce, Greater Mount Airy Chamber of Commerce eNewsletter, North Carolina Commercial Flower Growers Assoc., North Carolina Agritourism Networking Assoc., NCNLA, Tourism in Stokes County, Stokes County Cooperative Extension web site, Visit NC, Winston-Salem Journal garden page, and Winston-Salem Journal Relish. Fox 8 News WGHP did a segment on the 4:00 PM News on Roy's Folks on Nov. 28 and Nov. 29th on The Morning Show with our Open House date. <http://myfox8.com/2017/11/29/king-couple-the-largest-growers-of-poinsettias-in-the-triad/>
Public Television Channel- UNC-TV aired a segment that was filmed several years ago with our updated date for our Open House. It aired Nov. 29th
<https://www.youtube.com/watch?v=Jwkj5XU3LI4>

Also we were featured in Dec. issue of Grower Talks in 'Under An Acre'
<https://www.growertalks.com/Article/?articleid=23366>

and a video from Wake Forest Baptist Hospital.
video of Jim from WFB Medical on life since surgery
<https://vimeo.com/243706707>

We sent out over 3000 picture postcards to our customers. We listed it on our website www.mitchellsnurseryandgreenhouse.com and on our Facebook and Instagram pages.

To get points I gave each 1st place vote 5 points, 2nd place 4 points, 3rd place 3 points, 4th place 2 points, and 5th place 1 point. If you have any suggestions on how to improve it, please email them to me.

Sincerely,
Judy Mitchell