

Mitchell's Nursery & Greenhouse Inc.  
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Dec. 20, 2018

A survey of 78 varieties of poinsettias was taken at our Open House on Sunday Dec. 2, 2018. We grew over 9,000 poinsettias. It was a cloudy, drizzly day. Approximately 364 people attended from 12:00 – 4:00. Attendance was the second highest ever- slightly below last year's record of 390, which was a beautiful, sunny day. Three plants of each variety were labeled for judging. Judging continued until Dec. 7<sup>th</sup> 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. 166 customers and employees voted, which was a record. We had four tour groups to vote. 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, Clemmons Courier, Davie County Enterprise-Record, and Yadkin Valley Living Magazine. Delores, an employee, wrote an article on 'Poinsettias- A Plant with a Past' 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, Surry County Tourism, 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. 26 with our Open House date.

[https://m.facebook.com/story.php?story\\_fbid=10155739828651437&id=144029976436](https://m.facebook.com/story.php?story_fbid=10155739828651437&id=144029976436)

Spectrum TV 45 filmed a segment on Nov. 26 that was on the 6 PM News.  
[https://m.facebook.com/story.php?story\\_fbid=10155741584911437&id=144029976436](https://m.facebook.com/story.php?story_fbid=10155741584911437&id=144029976436)

We sent out over 3500 picture postcards to our customers. We listed it on our website [www.mitchellsnurseryandgreenhouse.com](http://www.mitchellsnurseryandgreenhouse.com) and on our facebook and instagram pages. It was also in our enewsletters that were started this spring. We were featured on the front page of the Home and Garden section

of the Winston Salem Journal on Dec. 7<sup>th</sup> with color photos on  $\frac{3}{4}$  of B1 and half of B3. We had a poinsettia preview tour on Nov. 17<sup>th</sup> and pictures with Santa and poinsettias from 8-12 AM.

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

Sincerely,  
Judy Mitchell