

Made in the Mid-Willamette Valley: Al's Garden Centers and Greenhouses

Company Name: Al's Garden Centers and Greenhouses

Contact: Darcy Ruef

Address: 1220 N Pacific Highway, Woodburn, OR 97071

Phone: (503) 981-1245

Website: www.als-gardencenter.com

Business Description: Retail garden centers with growing greenhouses

Employees: 128

Business Specialties: We are full service garden centers aimed at helping all gardeners succeed in turning their house into a home both inside and out.

Business History: We started in 1948 as a roadside fruit stand on Highway 99E in Woodburn. We started growing our soft-stemmed product (annuals) in 1982, with greenhouses behind the Woodburn store. In 1993, the greenhouse operation expanded to Hubbard, growing both annuals and perennials, adding pot-in-pot nursery production in 2003. We purchased

the Gresham retail/growing location in 1999, and built Sherwood in 2005. We have three retail locations in Gresham, Woodburn and Sherwood, with a seasonal place on Barbur Boulevard. Our greenhouses grow 75-80 percent of the plants we sell, so we can control both the quantity and quality.

What is biggest advantage of doing business in the Mid-Willamette Valley: The biggest advantage and disadvantage of doing business in the Mid-Willamette Valley is the weather. Our temperatures are perfect for keeping the area green all year long. Growing vivid colors during the spring and summer with annuals and perennials, and at Christmastime with poinsettias.

Essential Business Philosophy: At Al's Garden Center and Greenhouses, our mission is to strive to be among the leading garden centers and growers in the United States. In doing this, we will have sustainable growth by being a great place to work, offering exceptional customer service and providing community

Advertisement

Kodak

Bring in any old printer to **BEST BUY** and save an additional **\$50 off any new Kodak Printer**

3801 Center Street NE
Salem, 503-371-0826

7041 SW Nyberg Street
Tualatin, 503-612-8397

OFFER EXPIRES 2/19/2011

Print Powered By  FormatDynamics

leadership. To accomplish this, we operate in an environmentally responsible manner and displaying God-centered characteristics such as integrity, honesty and humility. We will always work to ensure quality, as well as being a source of leadership and innovation.

Best Way to Stay Competitive: To continually move and change with the times. As we are faced with difficulty, we change and reform into a better business.

What is most Challenging in Work: Continuing to grow in the current economic conditions

Best Business Decision: To continue to grow and expand to become better at servicing our customers.

Toughest Business Decision: Any decision where we have to weigh the risk and the reward, while remembering our business philosophy and not getting caught up in the drama and competitiveness of life.

What Trends do you see Happening in your Industry: As in all industries, the need for social media interaction with the next generation of gardeners.

Company Affiliations: Oregon Association of Nurserymen, Garden Centers of America, Woodburn and Sherwood Chambers of Commerce, ECGC (national group of progressive garden centers), SEDCOR and the Northwest Nursery Buyers Association.

For additional information, contact SEDCOR

at 503-584-7303 or email sappleby@sedcor.com.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Advertisement



Mom Dilemma #36:
Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

YES, at least she's dressed!

NO, I have some rules!

momslime.com
where Local moms meet