



The professional broker you can depend on



Four Seasons



**Sales Letter, January 2005
A Publication for Horticultural Growers**

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The Best Place to Go for Peak Season At Once Orders
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McGregor's; The Best Place to Go for Peak Season "At Once" Orders

Did you get a last minute cancellation? Do you need to replace the product or find a comparable substitute – IN A HURRY!? Rely on McGregor Plant Sales to source your "at once" order needs. Here's why McGregor's is the best.

1. Order confirmations in 24 hours or less
2. Orders additions accepted as late as Thursday afternoon
3. Nearly 500 varieties to choose from
4. Accurate shipment pre-advisors
5. 97% Order Fill Rate
6. Guaranteed clean, virus free un-rooted cuttings from Florexp0
7. Larger availabilities on a wide selection of varieties

[Click here](#) for price list with current availabilities.

Or contact your McGregor Sales Rep or CSR listed below.

We are here to help you.



To Celebrate Our 20th Anniversary We're Giving Rewards to Growers

As a thank you for being a McGregor's customer please take advantage of one or all of the rewards below and celebrate with us. McGregor Plant Sales was founded on the principle that we must add value to our customers in everything we do. That principle lives today and it is the reason McGregor's relationships with its customers have grown for two decades. Thank You!

McGregor's 20th Anniversary Rewards:

1. 20,000 free URCs!!! Set up a Premier Anniversary Contract for your new / exclusive varieties for Florexpo production in 2005 and receive 20,000 cuttings free. (Minimum 250,000 cuttings to qualify for reward. Free cuttings are credited on shipments of the 230,001st to the 250,000th cutting delivered. Contract growing is also available at lower quantities.) Contact your sales rep or Cathy McClintock, cathy@mcgregorps.com for more info.
2. Join us for a free guided tour of Florexpo in Costa Rica. Now is the time to get your travel plans together for our Customer Appreciation Day at the farm. Breakfast, lunch and dinner are hosted. Mark your calendar for September 14th 2005.
3. Free Growers Guide: Get McGregor's 20 Frequently Asked Questions Guide on URCs and Florexpo. Contact Shaunna@mcgregorps.com.
 - a. Learn about clean production, how to get the varieties you need in the program, plus much more.
4. Reward your self with a \$20 credit on your next invoice. Refer your McGregor sales rep to a new customer and take credit for it.

Why Buy Poinsettias from McGregor?



McGregor Plant Sales delivers with the service and value you need:

Accurate Order Confirmations
Early Order Discounts
Reliable Pre-advisories for Every Shipment
Fast Responsive Follow Up on All Inquiries
Over 100 Years Combined Experience in Poinsettias Business!
Great Prices!

Our poinsettia package packs tremendous value for your business this year. We hope you'll agree.

Highlights:

Genetics and varieties to fit every need:

Ecke:	#1 selling varieties, volume discounts
Florabunda	Ecke Genetics packaged for difficult to grow in houses
Fischer	Excellent selling novelty and traditional brands + volume discounts
Selecta	Fantastic value

Calendar of Events:

Silver Sponsor of the Southern CA Plant Tour Days February 23-25, 2005 at the Del Mar Bing Crosby Hall in Del Mar California.

PacKTrials 2005 April 2 -11, 2005 in California. McGregor Sales Team attending.

Your Sales Representatives

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Your CSR's

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Mylien Chambers	mylien@mcgregorps.com	(760) 929-5823

Are you a breeder interested in licensing McGregor's for propagation and sales?

Contact Cathy McClintock cathy@mcgregorps.com.

Thank you for reading!

If you have comments or article requests please contact Doug McQueen
doug@mcgregorps.com