
Transplant Nursery, Inc.

March 20, 2020

To: Customers, Friends, & Vendors,

During this time of uncertainty and confusion, we understand that each of us will make the decisions best for our families and our businesses. We think it is important to remember what truly matters and to try to find good things when everything seems bad. My motto for this week is "Don't Dwell - ACT". It is easy for us to all dwell right now - on the stock markets, on the bad timing and loss of business, on the sickness, on the politics, on the uncertainty and fear that many have, on running out of toilet paper, and so much more.

Our goal is to ACT instead. Some things we are doing to act both personally and at our business are:

Dedicated school time with our children - We are of the belief that school is a privilege not a right and it is our job to educate our children. Our kids are being taught and we are confident they will remain up to date. Remember the teacher's lives are disrupted as much as yours.

Being proactive with our customers - We always strive to deliver your product quickly and efficiently, but we are making even more efforts right now to get you product to sell while you have the opportunity. Please let us know any way we can help you.

Changing target audience - Target the homeowner at home with their kids or that have older kids at home out of school. Now is a good time to get out and garden. People need to stay home, need to stay away from people, so advocate for the time spent connecting with nature and appreciate beauty we walk past every day. I noticed a tree yesterday that I have walked past every day for 6 or more years and never really noticed. Use this time to look around.

Hours adjustment - We are making every effort to keep all employees with money in hand and our doors open. That requires money coming in, which requires plants going out and it means that we work together to get things done efficiently and are prepared to cut hours to make money last long as possible and adjust for the anticipated shortfalls. We have discussed this with employees and hope they understand we all need to do what we can to survive the next few weeks. I think we will see much progress in the coming month, but that is after our crucial time, so we must be aggressive now.

We have prepared our house with common sense groceries and are doing what we can to assist elderly family members and community members.

We disinfect our houses, our office, and ourselves more stringently than normal, and have recommended the same to all our employees.

I assure you that YOU are your biggest advocate.

PLEASE act with us. Let's all keep our businesses open and keep our employees working.

This will pass and we will recover.

Now down to business:

We are happy to see each of you and you are welcome to come to the nursery. We are open as usual, but we are not shaking hands and we are heavily and often disinfecting doors and public areas.

We are happy to do curbside service. Please call the office or honk the horn when you arrive, and we will come out to you and offer drive thru service. It is more efficient for you and allows us to have your order ready quicker if you call in orders before you come by, when possible. We will accommodate any pickup time you need at any hour. If you need a Saturday pickup, we will make it happen.

For those of you with bookings please remember we ask that they be taken or scheduled by the first of April. If you already know you will not be taking all or part of it, please let us know so we can try to sell it elsewhere. This year is tight for all of us and we need to be diligent in selling where we can. If you have booked orders, we will be confirming with you over the next week. If we do not get confirmation from you, we will release them, so please help us in keeping open communication. If we can help by delivering direct to job sites, or unusual delivery times please contact us. We will work with you in any way we can.

We wish you all happiness, health, and success. While we all have many things to worry over, we have many things to be thankful for and we know personally the things you choose to focus on will directly reflect your future.

We are happy to hear from any of you, what you have observed and things you are doing to thrive in this unprecedented time.

Thank you for all your loyal support over the years and we look forward to hearing from you all soon.

Stay healthy and positive!

Sincerely,

Gatlin and Camilla Correia