

Bill Moore & Co., INC.

Inside this issue:

Celebrating 25 years	1
New Salesperson	1
Featured Plants	2
Employee Profiles	3
Upcoming Events	4

Celebrating 25 years 1983-2008

Bill Moore & Co., Inc. is celebrating 25 years in the horticulture brokerage business. With this experience, we are better able to maintain positive relationships with our vendors and customers.

We offer over 90,000 line items coming from over 120 different suppliers. These relationships with suppliers allow us to offer a wide variety of plants for our customers. One of our most important services is to find and bring new plants, horticulturally sound and commercially viable, to the market. Primarily this is done through current suppliers who have on going breeding programs to produce new and improved plant material.

We also are constantly searching for plants completely new to the market or for new uses for old plants. We are able to work through our network of suppliers, breeders, universities and old industry friends to find plants

that may be rare but are available commercially. For example, we first offered Curcuma rhizomes from Thailand to our customers over seven years ago and our Curcuma business still continues to grow.

We have been exporting plants to markets all over the world since our inception and we consider the export market very important for our

growth. With few exceptions, our suppliers (the specialist propagators) are not interested in shipping plants outside the continental United States. Many of them look to us for marketing their plants internationally.

Good communications abilities are crucial to doing business. We have a great group of knowledgeable sales people in the field and a team of dedicated professionals in the office using the most modern equipment and technology available today. Our web site is an example of our company reacting to the need for rapid communications.

We are also interested in adding to our sales territories and have recently expanded into Texas, California and Louisiana when Tim Mitchell joined us in late 2006.



A New Addition to Our Team

Tim Mitchell joined our company in late 2006. Since then, he has brought new customers and new plants to our company.

Tim is currently our sales representative for the

western part of the United States; including, California, Texas, Louisiana and Washington. He carries with him a belief in great customer service.



Feature Plants



Philodendron 'Zena'

A tropical landscape, Philodendron 'Zena' is in a class of dwarf, shiny, sculpted leaves, mounded growth habit and relatively trouble free by pests. It is a homeowner and landscaper's dream.

Numerous sizes available



Plumeria 'Singapore Pink'

This is a 6-8" long calloused cutting. This variety is more cold tolerant with smaller, abundant pink flowers. When it blooms the flowers can measure up to 3.25 inches in diameter. Fragrance from this plant is a citrus scent.



Dianella caerulea 'Green Gold'

The *Dianella caerulea* 'Green Gold' is a perennial and drought-tolerant. It blooms in mid summer with bright yellow and light blue blooms. It requires partial to light shade.



Agave tequiliana

This plant is smooth textured and grown for foliage. It blooms pale green or white/near white all year round. It is drought-tolerant and suitable for xeriscaping. It is native of Mexico and is considered a domesticated species.

Available in 1.5" diameter and 2.5' diameter



Agave lophantha 'Quadricolor'

Agave lophantha 'Quadricolor' which grows to 1 foot in diameter, has dark green spiny leaves edged yellow with a light green stripe in the center of the leaf. It needs good drainage and bright light. This plant has low water needs, but grows faster with regular summer irrigation. This is a drought-tolerant plant.

Available in 2" and 4" sizes

Employee Profiles

Karen Arrington-A 1983 graduate of DuPage Horticulture School, Karen has worked for us since 1985 as an outside salesperson. Her territory is South Florida and the Bahamas. She is married and lives in Palm Beach County, Florida. As a hobby she enjoys competitive Pro-Am Ballroom dancing and is a US Champion finalist as an amateur . Her other interests include being a mentor with a Foster care teenager.

Liliana Delgado-Born in Bogota, Colombia, Liliana completed middle and high school in Bremen, Germany and is fluent in Spanish, English and German. She graduated with a BS in Biology at Javeriana University in Bogota and in 1987 received an MS in Crop Physiology at the National University in Bogota. Since then she has worked in the cut flower and the pot plant industries in production and planning. Liliana began in 1997 as our representative in Puerto Rico and the Dominican Republic. Her territory now includes Central Florida. Liliana loves to read, exercise, travel and garden. She shares these interests with her two teenage daughters.
Habla Espanol

Lucille Dillin- Lucille came to Florida from New Jersey more than 17 years ago and began working with us immediately. With 30 years of sales service, and fluency in Spanish, Lucille is a primary contact for our international customers. She is married with 2 daughters, 2 grand children, and has a house full of animals. Habla Espanol.

Maribel Estevez- Born and raised in Queens, New York she moved to Tampa, Florida in 1987. Maribel has four handsome boys. Her work experience includes 15 years in customer service and 10 years in banking. Maribel is fluent in both English and Spanish and enjoys bike riding, fishing and walking on the beach. Habla Espanol

Marlene Hampton- Marlene is our inside customer service representative, serving all domestic customers. She joined us in July of 2005, bringing with her more than 10 years of experience serving wholesale nurseries. A Florida native, Marlene enjoys her off time on the water.

Veronica Hoover- Veronica has been with us since 1998. She completed the Certified Master Gardner program and Environmental Horticulture program course at Hillsborough Community College. She was previously an in-house sales representative and is now in charge of invoicing and account receivable. She is also the owner of a lawn maintenance/landscape company with her husband. In her free time she enjoys reading and spending time on the water with her husband and daughter, Harmony.

Jillian Mann- Jillian was born in Virginia, but now resides in Brandon, Florida. She is finishing her public relations degree at the University of South Florida. She is an intern at BMC and is involved in order tracing and communication with suppliers. She also creates communication tools for BMC. When not in the office she enjoys spending time with her family.

Tim Mitchell-Tim is our representative for CA, TX, LA, OR, and WA. His commitment to customer service has made him a legend in his territory. He is married to Terri and has 3 kids. Hobbies include collecting Australian Aboriginal art, turning his yard into a tropical paradise, and surfing.

Bill Moore & Co., INC.

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Employee Profiles, continued

Bill Moore- Bill graduated from the University of Minnesota and received a post graduate degree from Thunderbird Graduate School of International Management in Glendale, Arizona in 1970. While establishing Florida as a solid market for the company, Bill also devoted time to developing our international market and gaining some fluency in Spanish. An avid bird watcher, he maintains a Purple Martin colony and serves as a local mentor for the Purple Martin Conservations Association. Reading, especially world and local politics is a favorite way of spending leisure time. Judy and Bill love to travel and have begun taking their newest family member, Madison 2 ½ years, on trips with them. She's already been to Holland, Alaska, New York and several other states.

Chris Moore- Chris joined the company in 1997 as a sales representative for central and north Florida after spending several years in sales and sales management with Saturn and Coca-Cola. He is now the office manager, administrator for our web site and is responsible for all of the related activities.

Judy Moore- Judy, originally from upstate New York, is our Vice President and has been with us since 1987. She has been involved in virtually every aspect of our business, including customer service and accounting. Judy has recently begun singing lessons. While just a couple of years past the cut-off age for American Idol, she does have a beautiful voice. Over the past few years Judy has baked cakes, both wedding and groom, for weddings of friends and family. She is also very well occupied during the waking hours of our latest addition to the family, Madison – 2 ½ years old. Madison continues to be a great joy for both Judy and Bill, even though she can be a bit trying at times (like all 2 year-olds).

Silvia Perez- Silvia is our inside customer service representative for Puerto Rico, and also handles our accounts receivables. She made Florida her primary residence after her husband retired from the Air Force. When not in the office, she enjoys being involved in her kids activities. Habla Espanol

Jason Wetherington- Jason was born in Brandon, Florida and is Judy Moore's son. He is a recent graduate of the South County Career Center in Ruskin, Florida. Jason is spending his time with BMC learning the intricacies of the paperwork processes. He also works directly with customers having special communication needs. Learning the business from the ground up is his primary goal.

www.billmooreco.com

Upcoming Events

New Blog

Including:

Company news
Industry news
Upcoming events

Texas and Nursery Landscape Association's

Nursery and Landscape Expo
August 15-17, 2008
Houston, Texas
George R. Brown Convention
Center