

# MONSOON MADNESS SHOPKEEPER INFORMATION

## Shopkeeper Coordinator Responsibilities 6/15/19

### Before Sale Day:

- Forward plant donation lists to shopkeepers in advance of the sale (provided by Merchandise Coordinator).
- As plants are dropped on Thursday/Friday, Sherry Morton will organize donated plants in correct categories (perennials, annuals, houseplants, etc.).
- Inform Shopkeepers of the type of merchandise that will be left in their area. Invite them to come on Friday to view merchandise. With garden art, let the shopkeepers know in advance if something unusual is donated.
- Have plant information available at the sale. There are 3-ring binders of plant data sheets (stored in Conex box). Place 3-ring binders at the MGA information table. The plant data sheets provide information such as: annual/perennial, USDA zone, flower color, irrigation needs (low, medium, high), attracts bees, butterflies, birds, or does not attract wildlife species.
- For groups of 10 plants or more, place plant data sheets in plastic sleeves and clip to stake in 1 gal. pot. Accumulate this information on Thursday/Friday plant check-in.

### Sale Day:

- At approximately 5:30 a.m., Shopkeeper Coordinator places plant signs in designated areas of sale yard (see layout map). The identifying signs include Perennials, Annuals, Houseplants, Herbs, Trees, Grasses, Yard Art, Cactus, Milkweed, Books, etc.). This will guide Shopkeepers to their designated area before the sale begins. The outside signs are **blue**. Inside barn (or where plants are stored and organized), signs are **green**.
- Set up several 5 gal black plastic pots to get plants off the ground and create merchandise levels (usually in Annuals).
- After the sale has started, talk to the shopkeepers and check plant arrangements. Ask what plants customers are looking for and take note for post sale wrap-up information.
- Review Hold Tag procedure with Yard Art shopkeepers before sale begins.

### Materials Needed:

- Information binders (Conex box)
- Extra colored dots for shopkeepers
- Blue painter tape, scissors, Sharpie pens for Yard Art, screw driver (?)

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## **Before Sale Day:**

- If you can, check out the plants or yard art on the day before the sale to become familiar with the merchandise.

## **Sale Day Set-Up:**

- Check in with Sandy Deserro when you arrive and put on a vest.
- Shopkeepers stay in your assigned area and wait for plants/merchandise to be brought to you - approximately 6:30 in the morning.
- Organize plants in neat rows and keep duplicate plants together.
- There are several new MGs volunteering at the sale. Be helpful to those who have not volunteered for this event.

## **During the Sale:**

- Provide information to customers/answer their questions. Direct questions you cannot answer to the MGA Information table.
- Be flexible. You may be moved to a different area if needed.
- Keep merchandise orderly; reorganize plants neatly as the sale progresses.
- If you need a break, check with your fellow Shopkeepers before leaving your area. If you are working both shifts, wait for a relief person before going to lunch. Your area should NEVER be left unattended.
- You cannot purchase merchandise while on duty. After your shift has ended, remove your vest, then you can purchase merchandise.
- You may be asked what does the MGA do with the money raised from the plant sale. All funds are used for educational purposes, for example, purchase reference books for the many farmers markets, provide materials for the speakers bureau.
- For those volunteering in Annuals, there will be 5-gal. black plastic buckets to use to get plants off the ground and create interest. We will have many annual plants this year.
- Take note of customer comments. Ask what kind of plants customers are looking for. There is a wrap-up meeting after the sale and this information is discussed for next year's improvements.