

MAUMEE VALLEY GROWERS

Choose the Very Best.



MVGA Newsletter

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Volume 1 Issue 1

Newsletter Editors

Sanja Jennings, Joe Perlaky

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Officers for 2021

President: Tom Wardell
Vice President: Jeff Creque
Secretary: Kalsey Gahler
Treasurer: Bob Hoen

Executive Director
Joe Perlaky
419-356-4847
Perlaky@bex.net

Happy New Year!

Welcome to our inaugural MVGA quarterly newsletter. It will be sent to all of our members, Master Gardeners, and generally those individuals that have shown interest in floriculture over the years.

2020 was a unique year, and it looks like 2021 will be more of the same. MVGA strives for new and innovative marketing and sales promotion ideas and strategies at the retail and wholesale levels during this unprecedented time.

We appreciate your membership in our NW Ohio floriculture community and hope we all can make the most of these challenging times as we go down our paths together.





Board Members & Committees

Jill Bench: Bylaws, Marketing, Scholarship

Jennifer Boldt: Education, Events, Scholarship

Kim Bunge: Business, Membership

Jeff Creque: Business, Finance

Scott Dabrunz: Business, Nominating

Zach Edwards: Marketing, Education/Event

Kelsey Gahler: Marketing, Membership, Nominating

Bob Hoen: Finance, Scholarship

Sanja Jennings: Education/Events, Marketing

Gene Klotz: Business, Marketing, Membership, Scholarship

Anne Schenk: Business, Finance, Gov Relations

Rusty Storrer: Business

Tom Wardell: Marketing

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Web:

<https://www.maumeevalleygrowers.com>

Facebook:

<https://www.facebook.com/Maumee-Valley-Growers-120682447235/>

Instagram:

<https://www.instagram.com/maumeevalleygrowersassociation/>

Pinterest:

<https://www.pinterest.com/maumeevalleygrowersassociation/created/>

Covid-19 Update

MVGA events are canceled through June of 2021. Board and committee meetings will be conducted via ZOOM.

50 K Specialty Crop Grant

MVGA was awarded a \$50K Specialty Crop Grant to research and promote its Floriculture Marketing Program. The 2- year grant officially started on October 01, 2020. The title of the award is *"Plant Something! Reaching Your Generational Customers."*

This is the unique grant opportunity that features retail floriculture, the only one awarded in Ohio and only a few in the country!

We need retail participation with a minimum of 10 retail growers.

The Marketing committee plays a significant role in discussing and implementing our USDA- Speciality Crop Grant this year. If there are any growers interested in participating in their monthly committee ZOOM calls, please contact Joe Perlaky at 419-356-4847, and he will add you to the invite list.

Social Media Update

The Marketing Committee selected Brooke Sherrieb to replace Leah Bench, who will be stepping down at the end of January to pursue her nursing career.

Brooke is the graphic Designer/Sign Shop Operator at Waldo and Associates and has plenty of social media experience. We are lucky to have her. If you have any questions for her, she can be reached at 419.601.7523 or Brooke.Sherrieb.MVGA@gmail.com