



JOIN US APRIL 8-16 FOR OUR

Open House

ONE GRAND GIVEAWAY

Enter to win one of ten \$100
Echter's Gift Cards.

GREENHOUSE TOURS

Go behind the scenes at Echter's.

GAL'S NIGHT OUT

Party with a Purpose on April 13th.

DETAILS ON PAGE 5

get back to your landscape's roots with native plants

by **DANIEL CORSE**
Echter's Nursery & Perennial Specialist

There's a lot of talk out there about using native plants in our landscapes, and they can be excellent choices for many reasons. Many of these plants are low-water use for this region, beneficial for local pollinators, and well adapted to our climate and soils. Another great reason to plant natives is habitat restoration. With the rapid growth in population across the Front Range, many native habitats have been displaced. With over 900 species of native bees in Colorado, using native plants is a great way to support them. Many bees and other pollinators have evolved alongside the plants they visit, creating very specific pollinator syndromes, meaning the flowers have developed specific characteristics to attract and accommodate their pollinator partner. Native plants support our local pollinators and many species of birds and mammals, providing food and shelter throughout the year. Here in Colorado, we have many different types of native plants, including herbaceous flowering perennials, grasses, woody shrubs, evergreens, and even some larger trees. When using natives in a landscape, commercial or domestic, it does not have to be

an "all or nothing" situation. Natives can be planted along with non-natives, as long as their cultural requirements are similar. With such an interest in planting natives, many of these plants are becoming more readily available at a retail level, giving homeowners and contractors access to the wide palette of plants that call this intermountain region home.

A few standout favorites are:

winecups

(Callirhoe involucrata)

chocolate flower

(Berlandiera lyrata),

Rocky Mountain

penstemon *(Penstemon strictus)*

apache plume

(Fallugia paradoxa)

dwarf baby blue

rabbitbrush

(Chrysothamnus nauseosus var nauseosus)

Whether it's a pocket pollinator garden on a parking strip or a xeriscape lawn conversion, every little bit helps create a habitat. Planting natives supports our local pollinators while adding a touch of Colorado to our gardens.

Happy gardening!

new

INTERESTING & FUN FLOWER FINDS FOR 2023

amazing new annuals

SPICY ELECTRIC WHITE BIDENS

A heat loving plant that produces large flowers that have a perfect circle eye of electric yellow with white tips. Perfect for combination planters and window boxes.



RIFT BLUE LOBELIA

Mounding plants with the bold colors of Lobelia shattered by blazing white variegation.



PREMIUM SUN MIGHTY MOSAIC COLEUS

Features foliage splashed deep red, green, and yellow. These vigorous, branching plants grow in part to light shade.



BLUE CHILL SALVIA

Well-branched, heat-hardy plants attract a wide range of pollinators throughout the season with its light blue hue.



UNO ORANGE RED VEIN MINI FAMOUS CALIBRACHOA

Perfect for baskets and containers. Colorful flowers bring the subtle tones of orange and soft pink, highlighted with a deep red vein.



FANTASIA SHOCKING PINK GERANIUM

Very uniform with large, semi-double flowers and dark green leaves. A standout in landscapes, large pots and baskets.



DOUBLE PINK DIAMOND PETUNIA

Stunning with huge, showy, double hot pink flowers with clean white edges.



AUTUMNALES FUCHSIA

Trailing fuchsia variety featuring red and purple flowers against yellow-green foliage with red veins. Attracts hummingbirds. Excellent for containers, hanging baskets or window boxes.

perennials with pizzazz

MILKY ROCK TERRACOTTA YARROW

Beautiful plant with fern-like foliage and clusters of flowers with orange and peach undertones.



SPOTLIGHT PURPLE RAIN HOLLYHOCK

Rich, velvety purple-black blooms on tall stately stalks. Wonderful as a backdrop in perennial beds.

OCEAN SUNSET ORANGE GLOW ICE PLANT (DELOSPERMA)

Intense and vibrantly colored orange flowers tipped with pink and bright yellow centers.



INTENSE GERANIUM

This perennial geranium lives up to its name with intense pink flowers. Blooms freely through the season. Flowers attract pollinators and the green foliage turns red in the autumn.

DAZZLE ROCKS SEA LAVENDER

Wonderful sprays of lavender bring great texture to the garden border. When cut, they're a mainstay in fresh arrangements. Very drought tolerant for xeriscape areas.



WHISPURR PINK CATMINT

Large flower plumes on robust plants with a mint fragrance. A popular plant for pollinators and is drought tolerant and deer resistant.

ORCHID YELLOW TALL PHLOX

Panicles of bright pink flowers bloom on tall stems with an eye-catching yellow margin on each petal. Attracts butterflies and pollinators.



REBECCA CAWTHORN VIOLA

Fragrant purple flowers, splashed with white blooms in spring. Combines nicely with spring-flowering bulbs.

resplendent new roses



BOLERO

A compact Floribunda with disease-resistant foliage and an extraordinarily strong fragrance of traditional rose mixed with tropical fruit. Wonderful cutting rose.



EARTH ANGEL

Offers abundant trusses of petal-packed, peony-like pink blossoms that repeat well, and are pleasantly perfumed with sweet rose and apple.



SULTRY NIGHT

This shrub rose features large flowers in magenta with hints of blue and a sweet, grapefruit fragrance.



ARBOROSE HONEYMOON

Abundant clusters of cup-shaped cream flowers adorn this moderately sized climber. Blooms are sweetly fragrant. Ideal for smaller arbors or trellises.



UPTOWN GIRL

A grandiflora with a spicy perfume and features warm coral-pink blooms with richer orange tones toward the center.

outstanding in outdoor living



OUTDOOR INTERIORS RESORT COLLECTION

The new Resort Collection from Outdoor Interiors is the ultimate in style. The sofa and swivel chair feature a comfortable cushion back and pillow made with durable Sunbrella fabric. Every piece comes fully assembled so you can relax in comfort and style in no time!

WOODFORD RESERVE BITTERS

Good bitters are essential to a well-stocked bar. Select from our variety of flavors to enhance cocktails, sodas, coffee, and even baked goods. Complete the perfect Old Fashioned with a Bourbon cherry.



SPICEWALLA SPICES

Welcome to Spicewalla's ever-growing collection of spices, herbs, and seasonings from around the world. Check out their tasty offerings of chef-curated collections, delicious signature blends, and spices with potent flavors you'll have to taste to believe.

new in the nursery

GOLDEN ROCKET BARBERRY

Expect dramatic color from spring to fall from this narrow, upright, and showy shrub with bright yellow foliage that creates excellent contrast in mixed borders.



KELSEY DOGWOOD

A dwarf dogwood with a low, compact form and lush green foliage. Bare red stems provide striking color to winter landscapes.



JAVELIN PEAR

This tight, columnar pear stays narrow as it matures and is fire blight resistant. Unique foliage comes in purple and matures to a glossy, dark green in summer.



TINY TRUMPETS HONEYSUCKLE

Narrow blue-green leaves contrast nicely with the red stem color of new growth. Densely branched and extremely fragrant pale violet flowers come in late spring.



GREENSTONE ELM

Strong branches with open angles that develop into an upright vase shape similar to the classic American Elm.



hot in home & garden

LIFTKIT PLANTER INSERT

Lets you lift your container-based flowers, plants, décor and more! Strong plastic discs provide a stable base, and the adjustable pole allows for multiple options to select the correct height.



ALGREEN ATHENA RAIN BARRELS

The classic look of ceramic with the ease and durability of plastic! Features a brass spigot that adds to the elegance, as well as a shut off nozzle and corrosion-proof screen guard. Available in 50 and 80 gallon capacities.



flavorful finds

grow your best garden

Open House classes are free and do not require registration unless otherwise noted.

LANDSCAPING YOUR COLORADO GARDEN

SATURDAY, APRIL 8 | 9:30 AM - 10:30 AM

Discover trees, shrubs and perennials that grow well in our region. Learn plant combinations and basic design principles to create curb appeal and enhance your outdoor living spaces.

PRESENTED BY **Dan Lee**

Black Forest Landscape Designs

HARDY CACTUS, AGAVE & YUCCA

SATURDAY, APRIL 8 | 1 PM - 2 PM

Hardy succulents provide interesting year-round appeal to the landscape. Learn more with Kelly's expertise.

PRESENTED BY **Kelly Grummons**

Cold Hardy Cactus

BEE A POLLINATOR PAL

SATURDAY, APRIL 8 | 3 PM - 4 PM

Make your garden a sanctuary for butterflies and bees—plants provide the answer.

PRESENTED BY **Amy Yarger**

The Butterfly Pavilion

PAINT A PRETTY POT

MONDAY, APRIL 10 | 4:00 PM - 5:30 PM

Learn how to paint the pretty sky on your pot – choose from different designs and let's paint them together. Spanish speakers welcome—disponible en español.

PRESENTED BY **Lois Santos Diloné**

Echter's Growing Specialist
Materials fee is \$30. Preregistration required. Call 303-424-7979.

POND IN A POT

TUESDAY, APRIL 11 | 4:30 PM - 5:30 PM

If you want a pond, but don't have the space, pots are the answer. Create an aquatic garden in a container – it is easy, creative and fun.

PRESENTED BY **Gracyn Kanan**

Echter's Perennial Specialist



TERRARIUMS: GARDENS IN GLASS

WEDNESDAY, APRIL 12 | 4:30 PM - 5:30 PM

Terrariums add a lush element to your indoor décor. Create a terrarium garden in glass to take home and enjoy.

PRESENTED BY **Heather Page**

Echter's Annuals & Foliage Manager
Materials fee is \$75. Preregistration required. Call 303-424-7979.

XERISCAPE YOUR GARDEN WITH PLANT SELECT

SATURDAY, APRIL 15 | 9:30 AM - 10:30 AM

Learn about beautiful but durable plants that bring beauty and resilience to your garden.

PRESENTED BY **Ross Shrigley**

Executive Director, Plant Select

VEGETABLE GARDENING 101

SATURDAY, APRIL 22 | 10 AM - 11:30 AM

For new gardeners. Details on page 7

A ROSE IS A ROSE

SATURDAY, APRIL 15 | 1 PM - 2 PM

Join our experienced rosarian to discover new varieties and learn the basics of caring for roses in your landscape.

PRESENTED BY **Peggy Williams**

Consulting Rosarian, Denver Rose Society

UNDERSTANDING SOIL AND MAKING IT BETTER FOR YOUR GARDEN

SATURDAY, APRIL 15 | 3 PM - 4 PM

Your soil isn't *bad soil*—just misunderstood soil. Learn the techniques and solutions for improving your soil for better gardening results.

PRESENTED BY **Hania Oleszak**

CSU Cooperative Extension

EXCITING COMBINATIONS FOR CONTAINER GARDENS

SUNDAY, APRIL 16 | 1 PM - 2 PM

Create magic this spring with new trends in design and plants. Beautiful containers full of color, texture and dramatic flair are yours for the planting. Get your creative inspiration in gear. Container gardening is more fun than ever!

PRESENTED BY **Susan Stauber**

Ball Horticulture

PLANTING FOR SUCCESS

SUNDAY, APRIL 16 | 3 PM - 4 PM

Tips and techniques for planting trees, shrubs and perennials. Learn how to improve soil, water properly, mulch appropriately and place your plants in your landscape to get your new plants on the right track.

PRESENTED BY **Daniel Corse**

Echter's Nursery & Perennial Specialist

A garden is a grand teacher. It teaches patience and careful watchfulness; it teaches industry and thrift; above all it teaches entire trust.

GERTRUDE JEKYLL

welcome

TO OUR ANNUAL OPEN HOUSE

Be one of 10 lucky winners of a \$100 Echter's Gift Card.

Bring in this entry form during Open House, April 8 - 16. We will draw winning names each day of Open House.

Limit one entry per person.

ONE GRAND GIVEAWAY!

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

go behind the curtain



Don't miss the opportunity to meet the staff responsible for starting seeds, growing and stocking the finished plants for your garden.

Our growing team will take you behind the curtain to the growing areas located behind the retail store and the north side of 52nd Avenue.

TOUR SCHEDULE | April 8 - April 16

SATURDAYS

11 AM & 2 PM

EASTER SUNDAY

2 PM

MONDAY - FRIDAY

2 PM

SUNDAY, APRIL 16

11 AM & 2 PM

gal's night out: party with a purpose

JOIN US FOR A NIGHT OF FUN ON THURSDAY, APRIL 13 | 5 - 8 PM

Representatives from local businesses will offer beverage and food sampling. Other businesses will show beautiful jewelry, clothing and accessories, luxurious body care, and gifts galore. There will also be many chances to win door prizes and receive special discounts.

Tickets are \$40 and include 2 glasses of wine or 2 beers.

Tickets are limited and should be purchased in advance.

Call 303-424-7979 to purchase your tickets today.

Proceeds will benefit **Hope House of Colorado**, a non-profit organization dedicated to empowering teenage moms to achieve personal and economic self-sufficiency for themselves and their children. Visit hopehousecolorado.org for more information and opportunities to support their clients.



Visit the **Coming Events** page link at echters.com to see a complete list of the participating companies. Our Gal's Night Out is the opportunity to celebrate spring at Echter's in a festive evening and support this party with a purpose.

FLOWER GARDENS

Fertilize your spring-flowering bulb plants after the blooms have finished. Don't remove the leaves until they have turned brown or died back. The green leaves after flowering help build strength in the bulbs for next year.

Use soaker hoses in your flower beds and vegetable gardens. You can either lay the hose on top of the soil next to the plant or bury it to get water directly to the roots. Soaker hoses can also be used to water trees and shrubs.



PERENNIALS & VINES

If you have a fence you'd like to hide, there are several plants you can use besides shrubs. Vines like trumpet vine, silver lace vine, wisteria, honeysuckle vine, Virginia creeper and climbing roses are all hardy perennial varieties that can provide lots of interest throughout the growing season.

When planning a new flower bed or revamping an old one, don't overlook ornamental grasses for beautiful movement, contrasting texture and color throughout the year. Many low-water native varieties are widely available, such as big bluestem, little bluestem, switch grass and blue grama grass. Also try to group plants with similar water needs together, so you are not overwatering some and/or under-watering others.

TREES & SHRUBS

April is a great time to plant new trees and shrubs. Improve the soil with compost and/or peat moss, or expanded shale for heavily compacted soils. Then apply MYKE Tree & Shrub Transplanter and water in with Root Stimulator, both of which reduce transplant shock and stimulate root growth.



Fertilize your trees and shrubs with Ferti-lome Tree and Shrub Food. For larger trees, use a Ross Root Feeder with Ross Refill cartridges to get the fertilizer deeper into the ground.

Although annuals look beautiful planted around newly planted trees, there is a danger of over-watering your trees while trying keep your annuals happy.

VEGETABLE GARDENS

Before rototilling your garden, be sure the soil is on the dry side. Add compost and/or peat moss to the garden for added nutrients and improving drainage and soil structure.

It's time to plant seeds of peas, turnips, carrots, beets, spinach, Swiss chard, lettuce, & radishes. Plant garlic cloves, seed potatoes, dormant strawberry plants and onion sets.

Plant your fast growing crops in two-week intervals to prolong the availability of lettuce, spinach, peas, and radishes. When the weather gets too hot for these vegetables, plant some in the shade of taller plants, like pole beans and corn. This system is also good for gardeners with limited space.

LAWNS

April is a good time to seed or overseed lawns. Use a good grass seed and apply New Lawn Starter fertilizer after the seed is sown. Keep the area moist even after germination. Do not apply a pre-emergent crabgrass control before or after seeding, as this will prevent grass seed germination.

Core aerate your lawn before fertilizing this month. Not only does this

help the lawn's vigor and health, it also reduces maintenance and water usage. Be sure your lawn is well watered a day or two before aeration.

Use a rain gauge to measure the amount of water you are putting on your lawn. Apply 3/4" to 1" slowly enough to evenly soak the lawn without running off the area.

HOUSEPLANTS

As day length is ever increasing now, houseplants will begin to "wake up" and grow more actively. Keep an eye on your soil moisture, as the plants will be taking up more water more frequently. Now is a great time to start a monthly fertilizing regimen.

BIRDS

It's spring cleaning season even for birds. If you haven't cleaned your bird houses this year, clean them out and then spray them with a bird feeder cleaner before the new birds arrive. This helps prevent the spread of avian flu and other harmful viruses, which could also spread to backyard chickens, ducks or turkeys if left unchecked.



IT'S GREENBUCKS SEASON

Greenbucks
Only Echter's Rewards Members have access to this exclusive reward!

It's time to collect & save your Greenbucks. Spend them like cash for up to half off your total purchase during Greenbuck Days **July 1-July 20.**

For New Gardeners!



VEGETABLE GARDENING 101

Saturday, April 22
10:00-11:30 AM

If you are new to gardening and want to get started, this class is for you! Gay will cover all of the details to get you off and growing!

INSTRUCTOR | Gay Bechir
Echter's Annuals & Foliage Specialist

meet Sydney

You might not always see Sydney, but she's a big part of bringing you the beautiful plants you see in our greenhouses! As the Assistant Head Grower for our Annuals and Foliage departments, she spends most of her time working behind the scenes in our growing areas. It's her job to carefully monitor the plants we grow from the time they are seedlings until they're fully grown and ready to go out to the benches for sale. Since we grow 80% of the plants we sell, that's a big job!

It's important that any problems with pests or disease in any of our plants are discovered and resolved as quickly as possible, and Sydney's natural efficiency, versatility, and sunny disposition make that job seem effortless. Though she's only been here a couple of years, she's proven to be a valuable team member, and we're so happy to have her watching over our plants.



meet Griff

If you've visited the garden center in the past year or so, you've probably seen Griff. As our Assistant Manager of Hard Goods and buyer for both the Gift and Garden Décor areas, he is one busy guy! On any given day, you can find him placing orders, creating product displays, or scoping out what's new and trendy in garden goods. However, you're most likely to find

him doing what he really loves—talking to customers! As an admitted “people person” and a former high school principal of twenty-one years, Griff is truly in his element when he's around people. He's able to use his lifelong experience as a gardener in the Arvada area to troubleshoot and solve gardening issues that are familiar to all of us. Griff has a wealth of knowledge to share, and we're so lucky to have him join our team. Say hello the next time you're in. He'd love to talk to you!

Celebrate THE ROSE

Meet Rosarians from the Denver Rose Society on Saturday, May 6 and Sunday, May 7 from 9 AM until 5 PM. They will be available to answer questions and assist in selection of beautiful roses for your garden.

ECHTER'S ANNUAL ROSE CELEBRATION

Saturday, May 6 & Sunday, May 7

Our roses are perfectly suited to perform well in Colorado. Our full line of Weeks Roses undergoes rigorous testing in the growing fields. Weeks varieties are cold hardy and acclimate easily in Colorado gardens.

PLAY THE ROSE CHALLENGE

Match our displayed roses to the correct variety. It's fun and everyone can play!

BUY 4 ROSES, GET 1 FREE

during the rose celebration. Least expensive are free.

store hours

Convenient extended hours for your busy planting season!

NOW THROUGH APRIL 16

MON - SAT 9 AM - 6 PM
SUN 9 AM - 5 PM
Easter Sunday, April 9 12 PM - 4 PM

STARTING APRIL 17

MON - SAT 9 AM - 7 PM
SUN 9 AM - 6 PM
Memorial Day, May 29 9 AM - 5 PM

ECHTER'S IS OPEN 7 DAYS A WEEK, YEAR-ROUND