

Garden Talk Radio

Don't get caught with your plants down!

Keep them growing with
Garden Guys advice on Garden Talk Radio!



"Dig up"
your questions
and call Toll Free!

1- 888-443-9473

Sunday Mornings

6 am – 10am

Now Streaming Online!

Tune in to the fun! www.garden-guys.com

About the Experts (Show starts April 26, 2009)



SAM JEFFRIES majored in Environmental Design at UMass/Amherst and minored in English and Arboriculture. He is a Massachusetts Certified Horticulturist (MCH), a certified Occupational Education Vocational Agricultural Instructor, and certified by the Northeast Organic Farming Association (NOFA) as a land care specialist. During his 25+ years of experience in the green industry, Sam has taken a leadership role in many facets of the industry. From landscape designer to vocational/agricultural schoolteacher to sales manager for a world-class horticultural wholesaler, he has excelled by capitalizing on his strengths—listening, working with people, and recognizing what is involved to accomplish a goal.



JIM ZOPPO has been on Boston radio for more than a decade now. Jim Zoppo has managed American Landscape, Inc. at Sharon-View Nursery, in Sharon for 30 years. He received a Bachelor of Science in Education from Boston State College. Jim has been a science advisor for the Boston Public school system; taught horticulture and earth science in both the public and private sectors; and was the caretaker of the Endicott Estate in Dedham where he taught horticulture in its greenhouses. He is a member of the Massachusetts Horticulture Society, Massachusetts Nursery & Landscape Association, American Nurseryman's Association, Massachusetts Camellia Society, The Begonia Society, and The Gesneriad Society. Jim is also a past member of the Board of Directors of the Norfolk County Farm Bureau. Jim Zoppo is a frequent contributor to the New England Flower Show and The Rhode Island Flower Show, and a guest speaker to civic groups and garden clubs.



LAYANEE DEMERCHANT is a graduate of the University of Rhode Island with a degree in Landscape Architecture. She also holds a Certificate of Horticulture from URI. Layanee is an Associate member of the RINLA, MNLA, CNLA and also a member of the American Horticultural Society. She has worked as a Landscape Designer and has been working as an independent Lawn and Garden Sales Representative for the past eleven years. As such, her travels take her to the independent garden centers in Eastern Massachusetts and Rhode Island on a daily basis. There is always something new going on at the garden centers. An avid gardener, Layanee gardens in northwestern Rhode Island and maintains several mixed perennial borders in addition to shrub borders and a modest vegetable garden.



Talk Radio



- Reaches educated, affluent adults employed in high-profile occupations
- Reaches customers right up to the time of purchase
- Personalities are believable-when they deliver a commercial message, listeners will respond
- Appeals to both male and female listeners
- Reaches the 25-54 demographic, with growing concentration of the 24-44 age group
- Reaches the kind of customers who buy new and luxury automobiles, organic products, and participate in travel, banking services and other key retail segments
- Is not background. It is foreground. Listeners are paying attention to what is being said, so the message will be heard
- Push and pull marketing