business profile

Don Rosenberg

Owns Instant Organic Garden Installs raised bed vegetable gardens at homes, schools, restaurants and churches. Gives talks on organic gardening.

Education/Experience: University of Virginia 1979, 20 years organic gardening experience, NC Master Gardener, author of No Green Thumb Required, Organic Family Gardening Made Easy.

Business philosophy: To make back yard gardening so easy anyone can do it.

Biggest Business Accomplishment:

Installing over 200 gardens in the Charlotte area over the last two and a half years. I'm most proud of my garden at Holy Angels in Belmont and the new garden at Rama Road Elementary School in Charlotte.

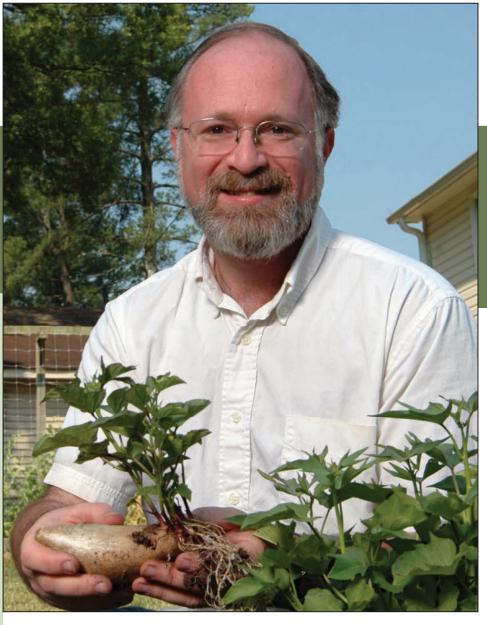
Future goals:

To reach 1,000 gardens in the area and to franchise across the country.

Job Perks:

Meeting with parents who want to grow their own food, but are afraid to get started. Then seeing their excitement as the first seeds start to sprout, the plants start to grow and they get their first harvest.

Biggest challenge?
Getting the word out and
explaining what I do. My business
is a whole new concept - no one
has a business like this on the East
Coast.



How do you stay competitive?

Constant innovation. This year I began using western red cedar for the rails of my beds and heirloom seeds exclusively. I've upgraded my website with the "veggie quiz" that customers take when they tell me which crops they want to grow.

What keeps you motivated through thick and thin? Knowing that what I'm doing is important to the health and well-being of my clients and their families as well as the local and global environment.

If you could trade careers with anyone, who would it be? Paul James - he does a gardening show on HGTV and I'd love to be able to share what I know about making gardening easy to a national audience.

What is your favorite way to spend free time? I enjoy doubles tennis. I also like giving lectures on entrepreneurship to help new and prospective business owners.

Do you have a favorite inspirational quote? "When you own your own business you can work half-days - any twelve hours will do."