

business profile

Don Rosenberg

Owens 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."