

March 2025

## How A Seasonal Business Sets Up for Success

Kyle and Robyn Stevenson have come to love their small part time business in Olton, TX. The owners of Sandhill Garden Co. had always enjoyed planting a yearly garden and small flower beds, but all that changed in 2020.

The Stevensons usually start gearing up for the greenhouse in March, by looking at product availability and using a calendar to determine ordering times.

"Mother's Day is always very busy, but depending on when Easter falls, we may have to begin ordering larger amounts of flowers earlier in the spring," says Kyle.

Sandhill Garden Co. usually opens around the first week of April, but sometimes the weather can cause a delay in their opening dates. Robyn spoke of a year that they had to find heaters to run in the greenhouse because of a freeze that happened in 2022. This is always a concern for the owners because of the possible loss of product, as with most agriculture based small businesses. "Big box stores can order and take the loss, but we as a small business feel every plant lost. This is not something we can take lightly." explains Kyle. "We have to take precautions for these freezes, and that's why we open in April and not much earlier like the big box stores."

Social media has become the Stevensons most used source of advertisement. With the consistent use of live videos and cross platform posting, the business has since seen an increase in customers in town and the surrounding areas. "We try our best to keep everyone informed through social media about our sales and availability. We also love when people come in because they have heard great things from other customers. Word of mouth has definitely been our second best advertising platform!" says the owners. "We love our people in Olton and are always amazed at the out-of-town folks who come around because they heard from a local about us."

**FIND OUT MORE ABOUT SANDHILL GARDEN CO. BY  
CLICKING HERE**

**Schedule a FREE  
Consulting Meeting  
with the SBDC**

**CLICK HERE**



# March In Person Trainings

Click the image to find out more information and reserve your spot!



## Social Ads Simplified

Come learn how to launch your first Facebook or Instagram ad at this FREE training. You will also learn about resources to help design your first ad creative. Free lunch for attendees.

Wednesday, March 26, 2025 Olton Community Center

12:00PM-1:00PM

406 2nd St Olton, TX 79064



## Social Ads Simplified

Come learn how to launch your first Facebook or Instagram ad at this FREE training. You will also learn about resources to help design your first ad creative. Free lunch for attendees.

Friday, March 28, 2025 Muleshoe Heritage Center Depot

12:00PM-1:00PM

2000 West Ash Ave Muleshoe, TX 79347



## Upcoming Virtual Trainings

- Use YouTube to Grow Your Business- March 19th
- Staying Ahead: Monthly Marketing & AI Developments- March 20th

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## This Is Not Goodbye

The Rural Business Opportunity Program is coming to an end at the end of March. This does not mean the Small Business Development Center services are no longer available. The TTU SBDC and West Texas A&M SBDC are here to serve you!

We offer, at no-cost, one-on-one guidance on business issues ranging from business concept, and startup, to business plan development, operational issues, managing cash flow and financing ,and business expansion. All sessions are confidential and offer meaningful, objective, and timely feedback.

We provide practical information in person and online settings throughout the year. Each workshop is designed to meet the needs of the local community and is delivered at little or no-cost.

Understanding the market is critical to the formulation of successful business plans. We help you define your target audience, identify your competitors, and evaluate how you can be competitive in your market online and offline.

You can find out more information or set up an appointment on the centers websites by clicking the links below!

Lamb and Bailey County are served by the [TTU SBDC](#)  
Parmer and Castro County are served by the [WTAMU SBDC](#)



[www.nwruralbusiness.org](http://www.nwruralbusiness.org)

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