

In the Garden

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Walking with my watering can underneath the cherry tree, the apricot tree, the plum tree, and the nectarine tree, strawberry vines and raspberry canes at my feet, I gazed at my hedge and thought what would it take to avoid disease in the garden this year? I was amazed how this garden, so similar and different from previous seasons, had evolved from two saplings, purchased by chance, placed by happenstance, but planted with care. Now I wondered at the wild order. Was this the fruit I should be growing? How could I end up with the sweetest fruit, and what about the most fruit and the largest fruit? How would I set myself up for more success next year, and what of the years after that? And, I sadly thought, what shall I do with the wonderful apple tree I climbed as a child that now yielded so little fruit?

All these thoughts I had walking with my watering can under the cherry tree, the apricot tree the plum tree and the nectarine tree, strawberry vines and raspberry canes at my feet.

The authors developed this case and these case notes for class discussion rather than to illustrate either effective or ineffective handling of the situation. The case, instructor's manual, and synopsis were anonymously peer reviewed and accepted by the North American Case Research Association (NACRA) for its annual meeting, October 19-21, 2006, San Diego, CA. **All rights are reserved to the authors and NACRA. © 2006 by Mark Meckler.** Contact person: Mark Meckler, School of Business Administration, University of Portland, 5000 N. Willamette Blvd. Portland, OR 97203, 503-943-7467, Meckler@up.edu