



Gayle Suttle

Lessons Learned: My 43-year journey with commercial micropropagation

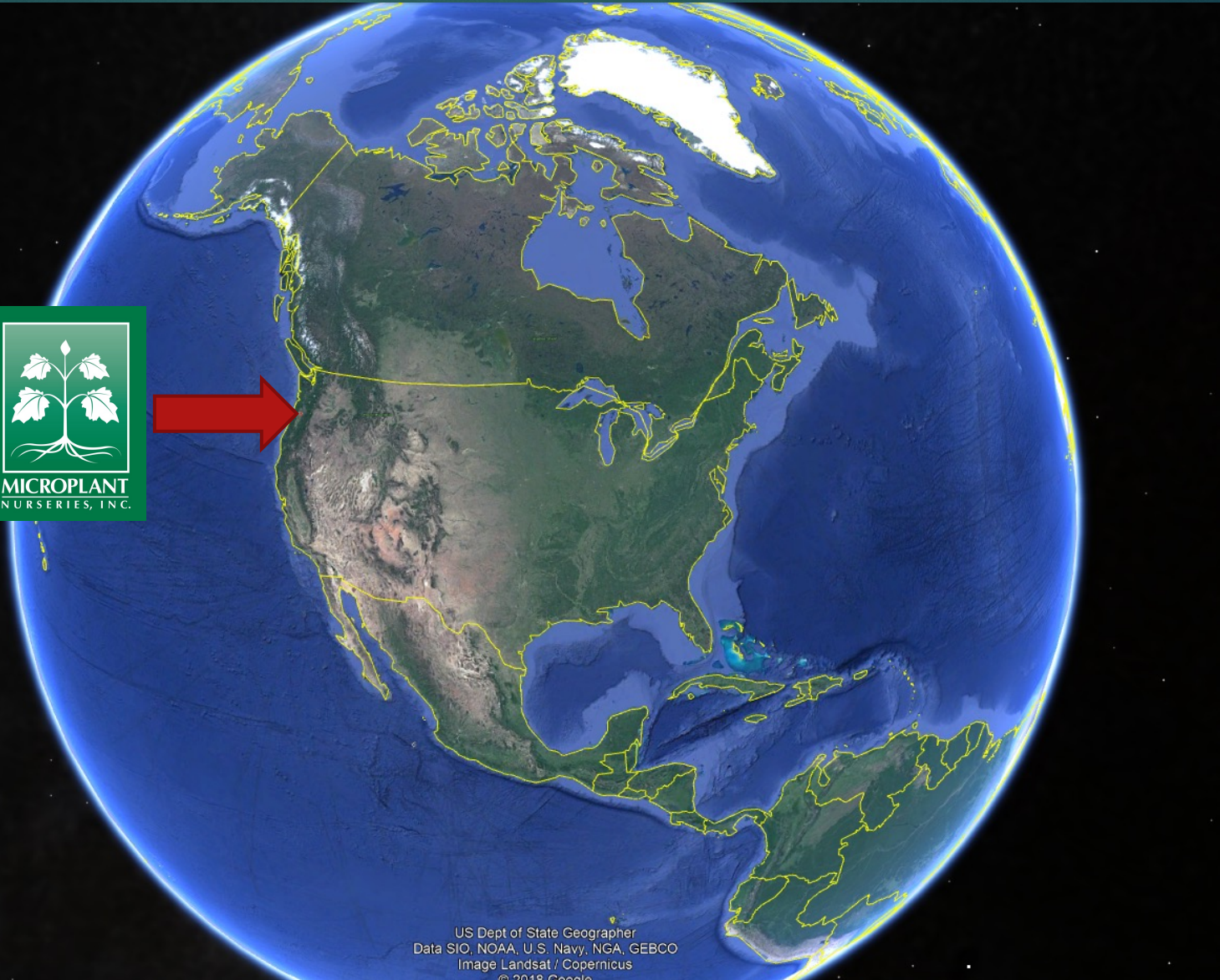
Graduating with a BSc in both Botany and Soil Science from Oregon State University, Gayle has recently retired as CEO of Microplant Nurseries.

With her experience of 43 years building and growing a profitable business, her story is full of key scientific discoveries, triumphs and few epic disasters.

Lessons Learned: My 43 Year Journey with Commercial Micropropagation IPPS – South Africa 2024

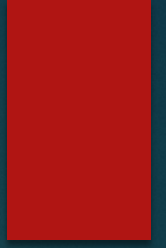


GAYLE R.L. SUTTLE
CEO, (RETIRED) MICROPLANT NURSERIES INC.
GERVAIS, OREGON



US Dept of State Geographer
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat / Copernicus
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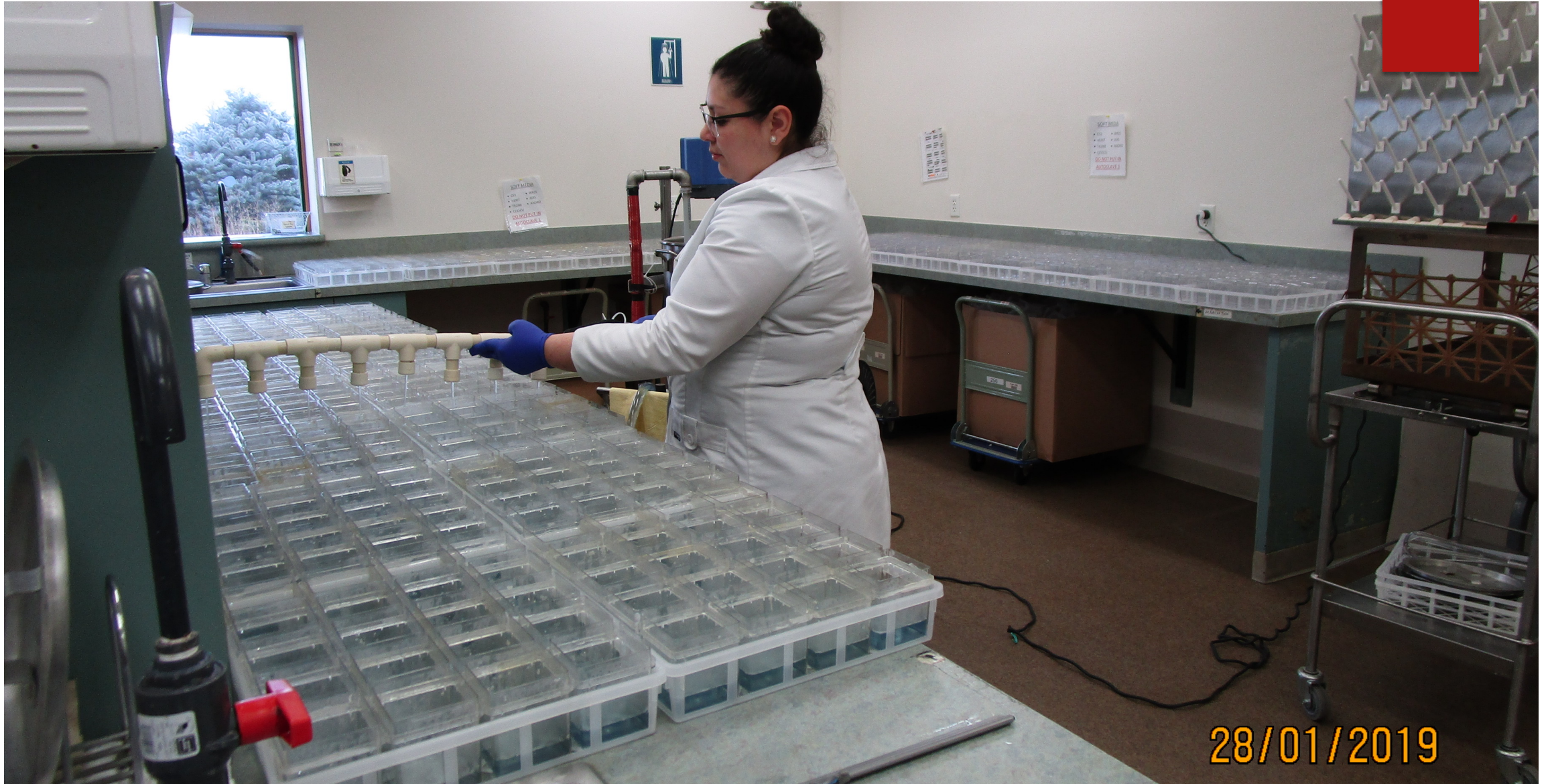


SOFT MEDIA

- CS3
- WR25
- HERIT
- J6X5
- TR2NB
- ANDRO
- CZ15(1)

DO NOT PUT IN
AUTOCLAVE













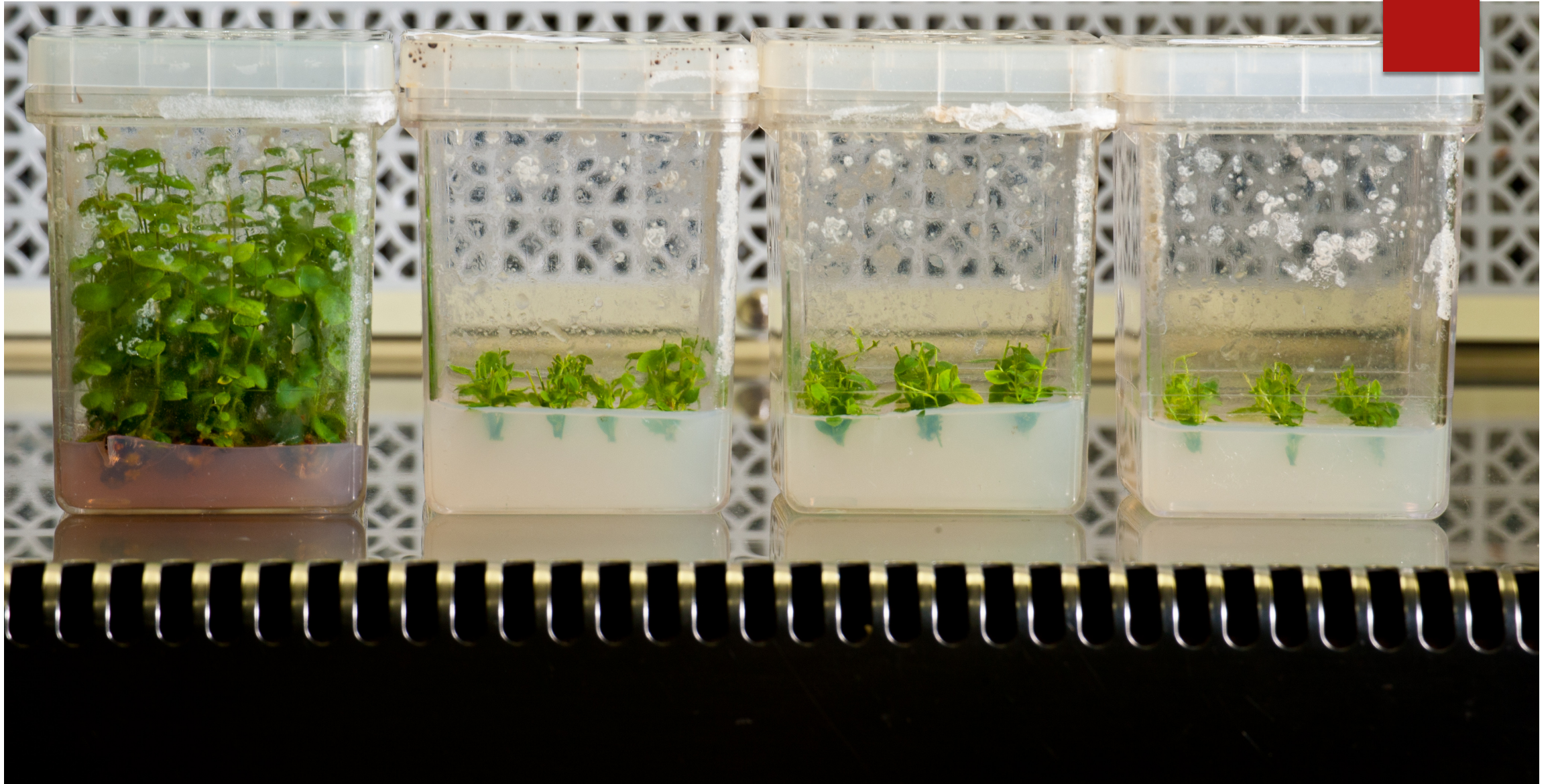


28/01/2019































Microplant Nurseries, Inc



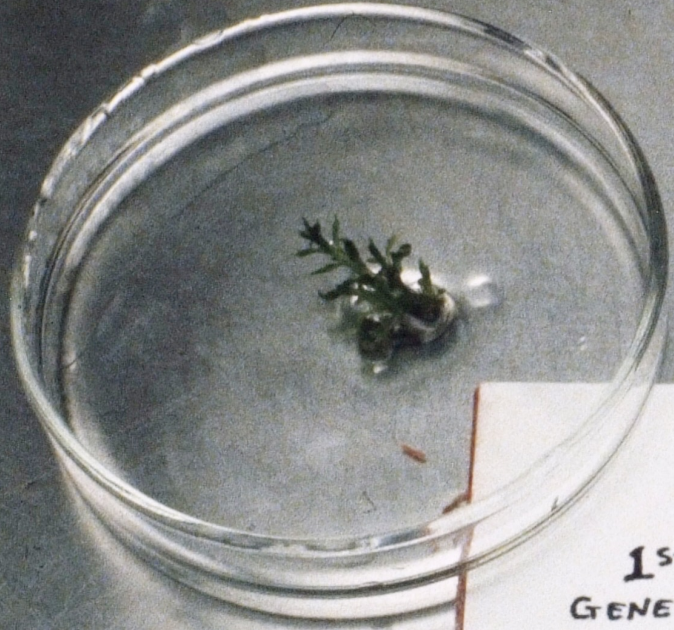
Established in 1980
microplantnurseries.com











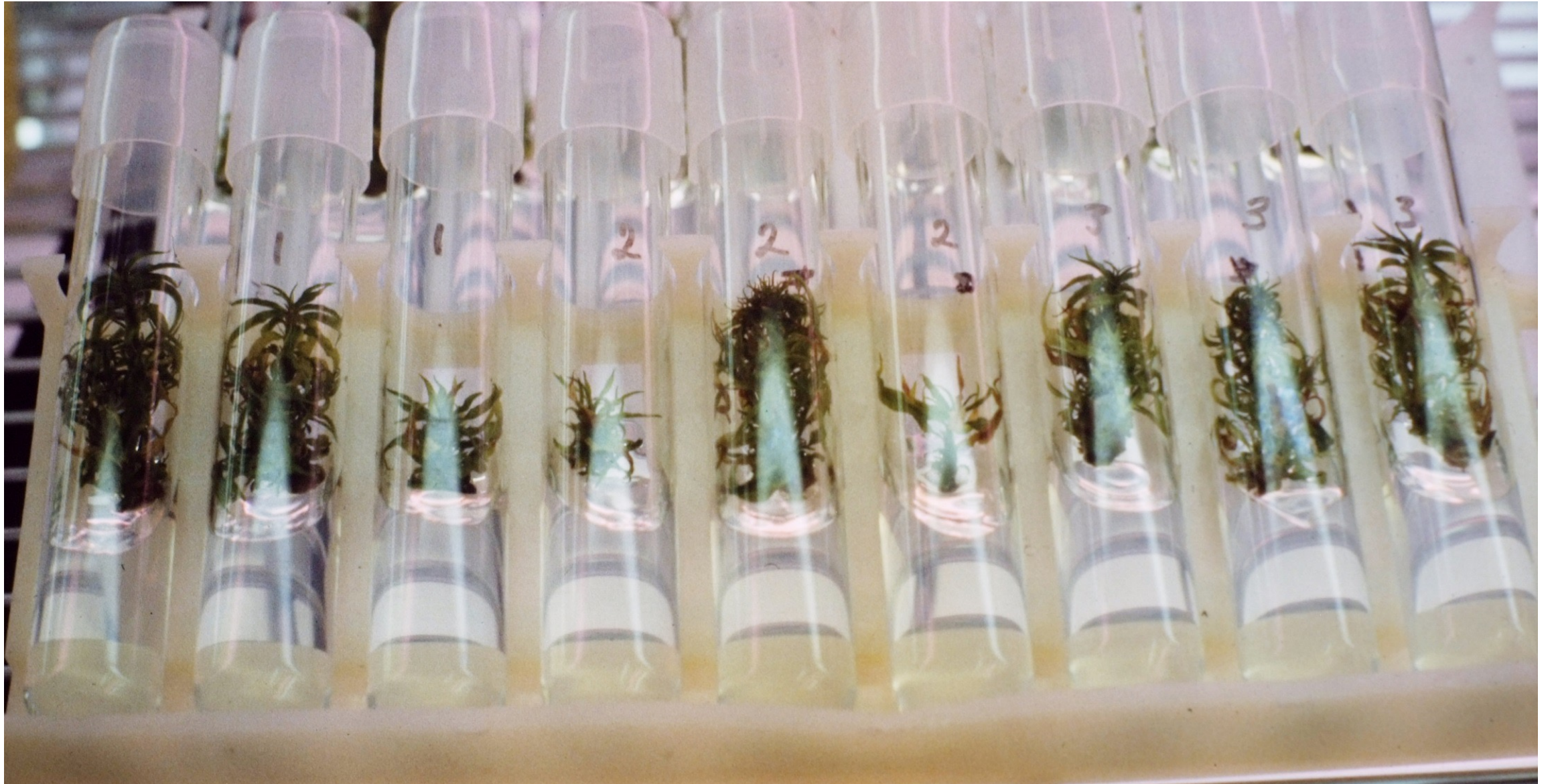
1st
GENERATION

2nd GENERATION

3rd
GENERATION

APPLE ROOTSTOCK: MAC-9

THE EFFECT OF "MICRO-STOOLBEDS"
ON MULTIPLICATION RATE



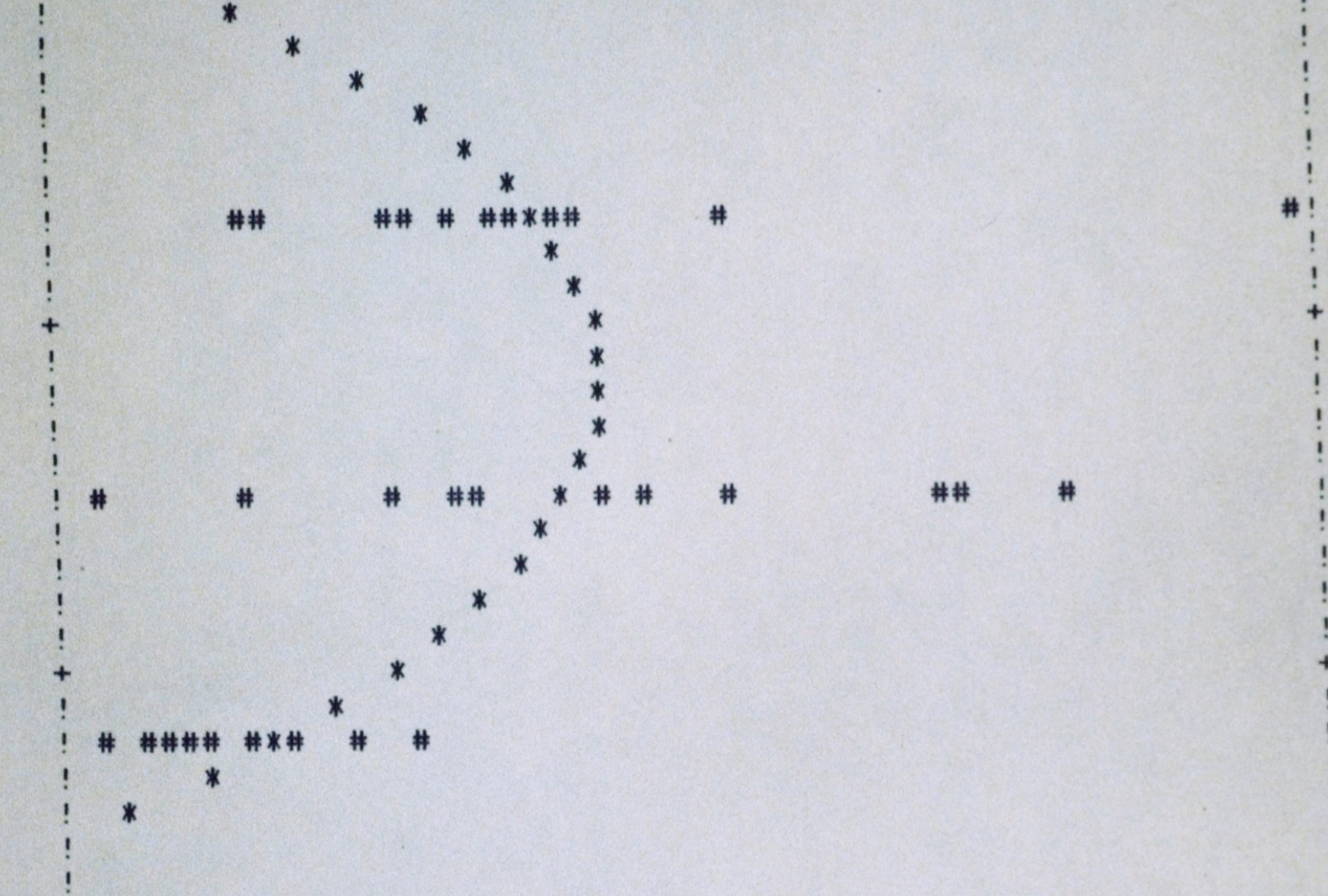


0.00E+00 > 6.33E+00 1.27E+01 1.90E+01 2.53E+01 3.17E+01 3.80E+01

0.00E+00

6.67E-01

1.33E+00















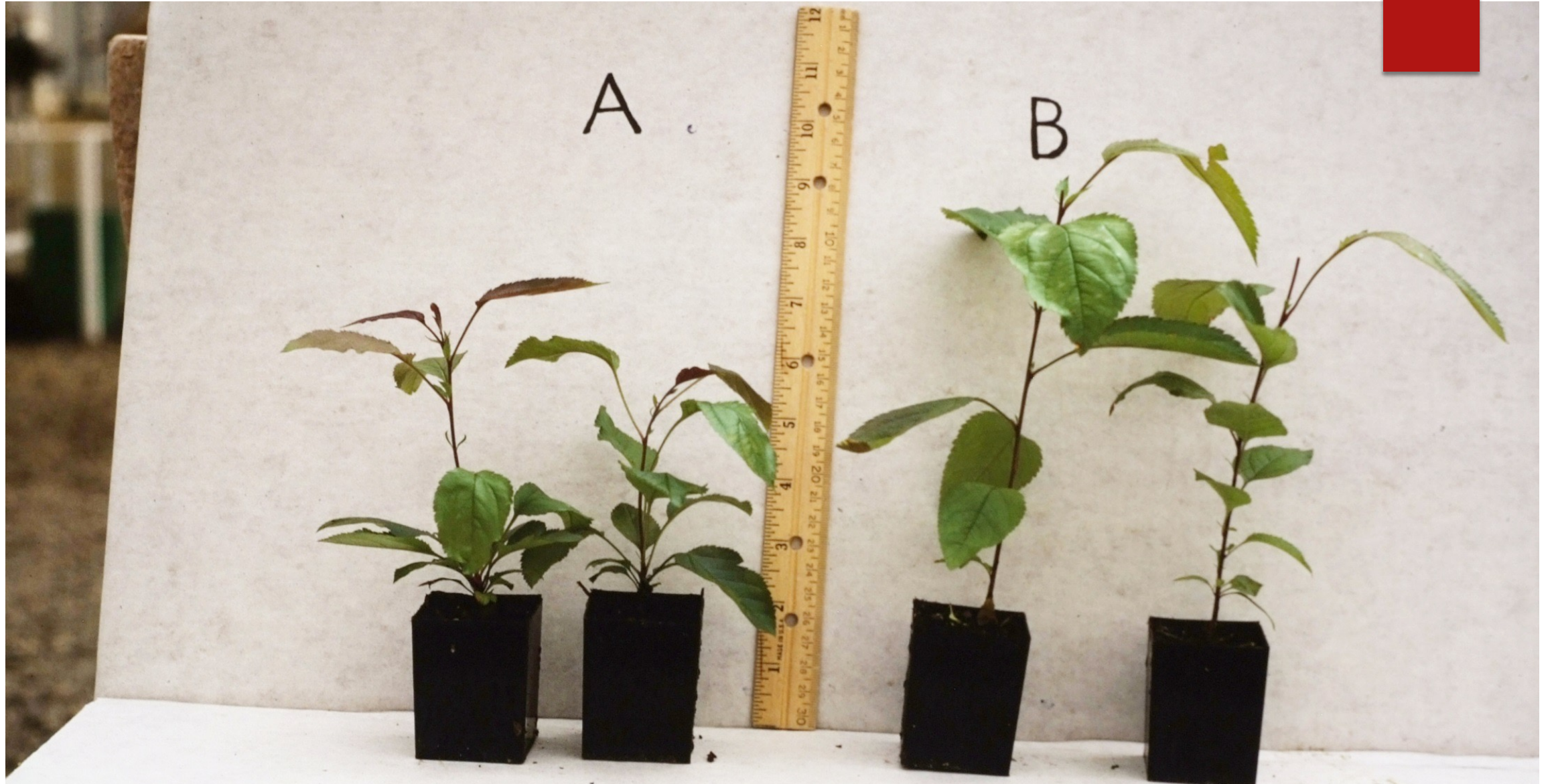
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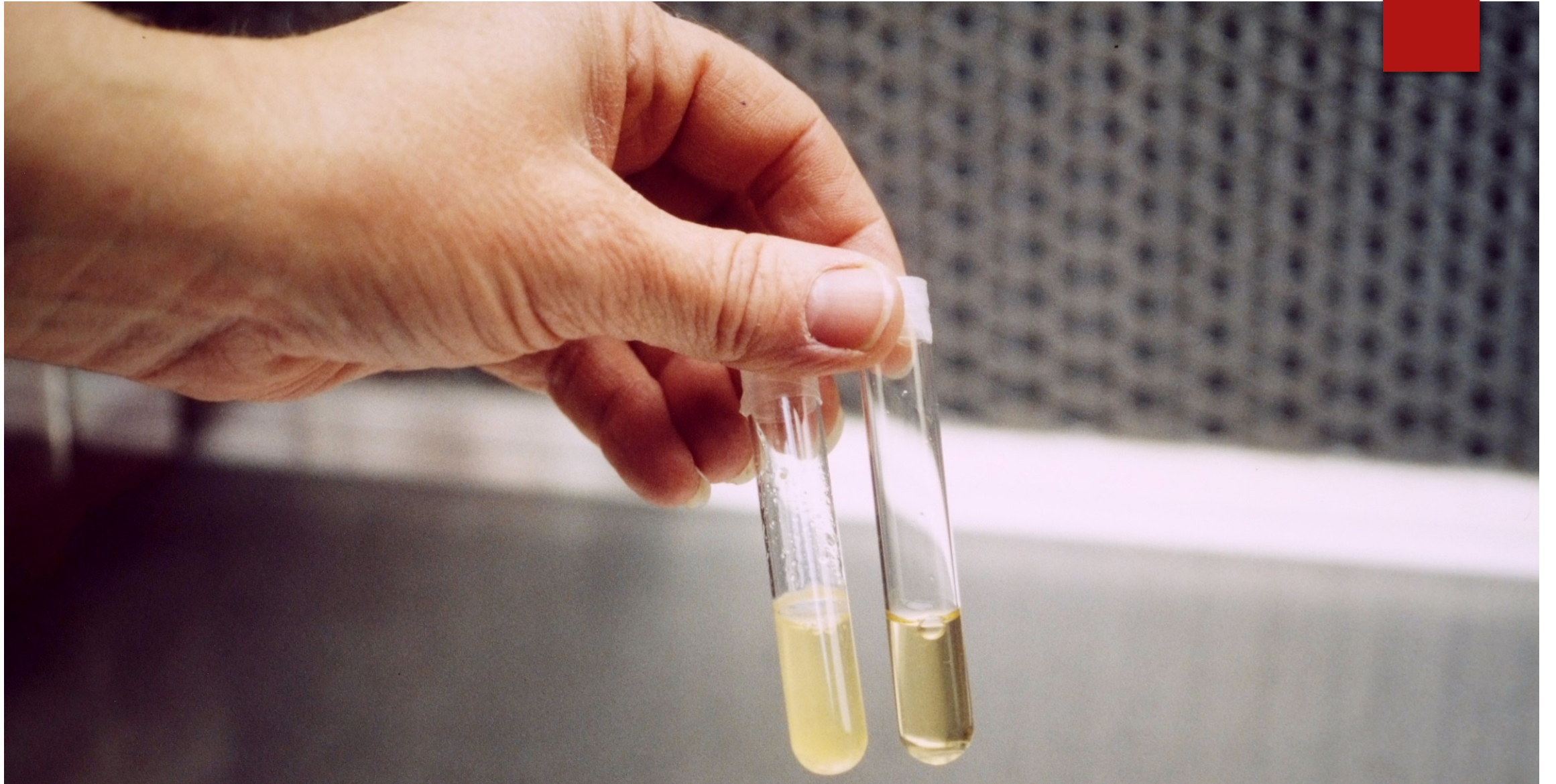
EHH 333 2-16-82
D.R. 1-27-82 AVO



04F 333 2-15-82
O.R. 10-28-81 (R.O.)







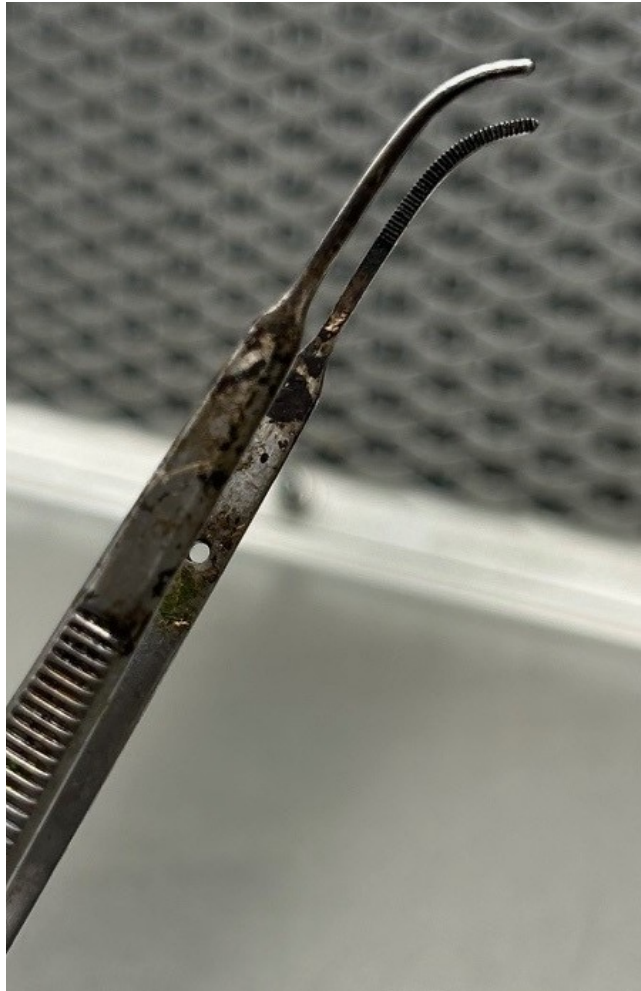








Lessons Learned

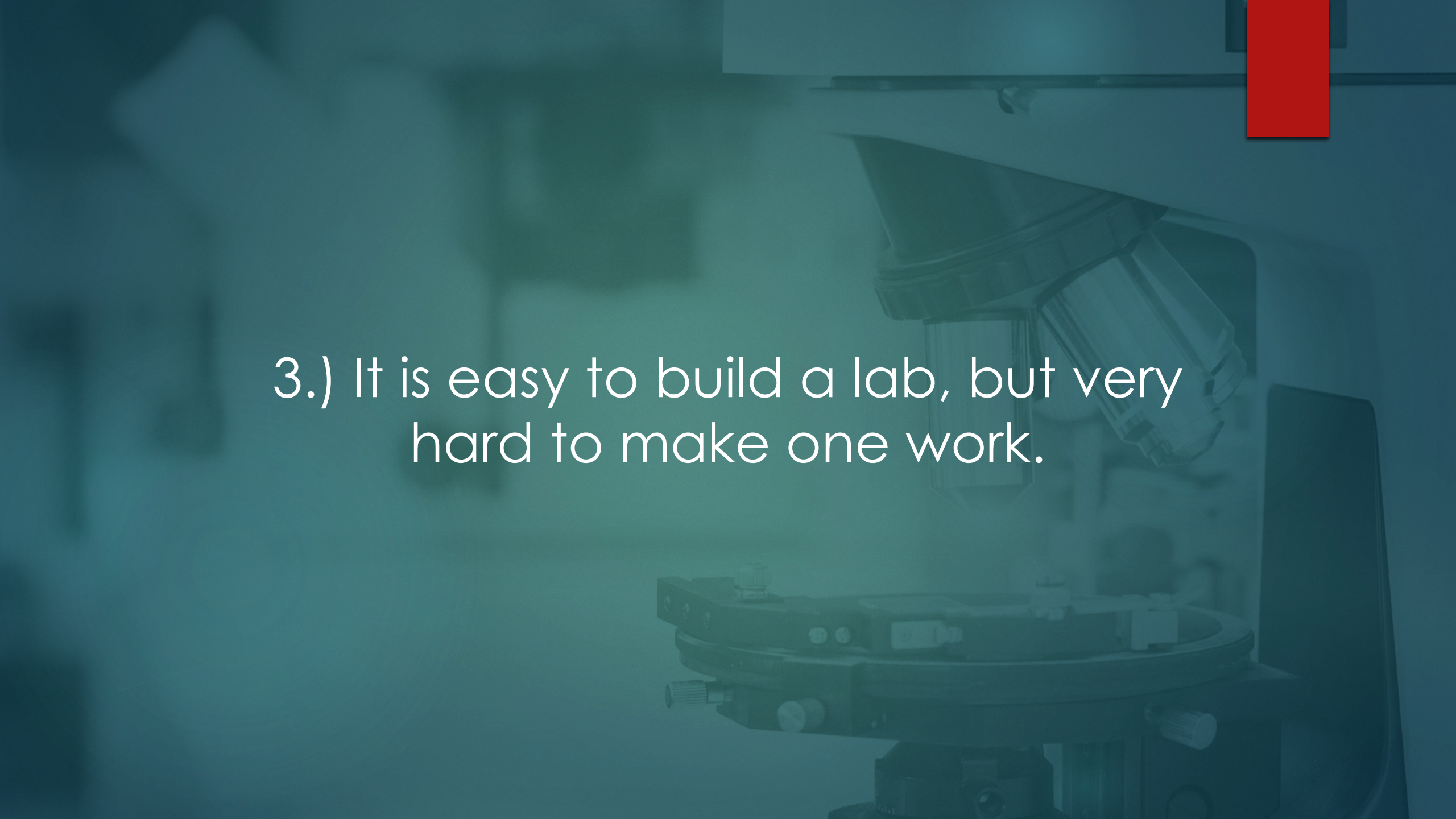


1.) You learn the most when you make mistakes
so....

Give yourself a
break!



2.) Simplify the Process - Make it easier to do things right and harder to do things wrong



3.) It is easy to build a lab, but very hard to make one work.

4.) Know where you are going
and

Believe you will get there...

Begin with the end in mind

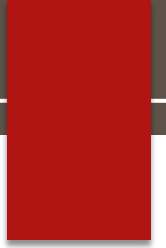
- Know what the goal is
- Declare where you are going!
 - Know what you want



5.) It is not a success unless it is
repeatable



6.) Calculators
are fabulous
toys





\$2.56

\$ 327.68

2nd Hoof



\$655.36

3rd Hoof

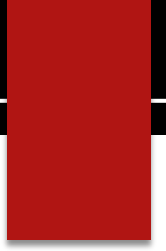


\$ 167,772.16

??????

4th Hoof







\$21,474,836.48

OR

R 405,493,231.12





7.) Under-promise and over-deliver
(Fudge factors are our friends)

“The most important thing of all in developing a business is to recognize that whatever you do, whatever you produce, whatever you are selling *must be what the customer needs.*”

- Gayle Suttle

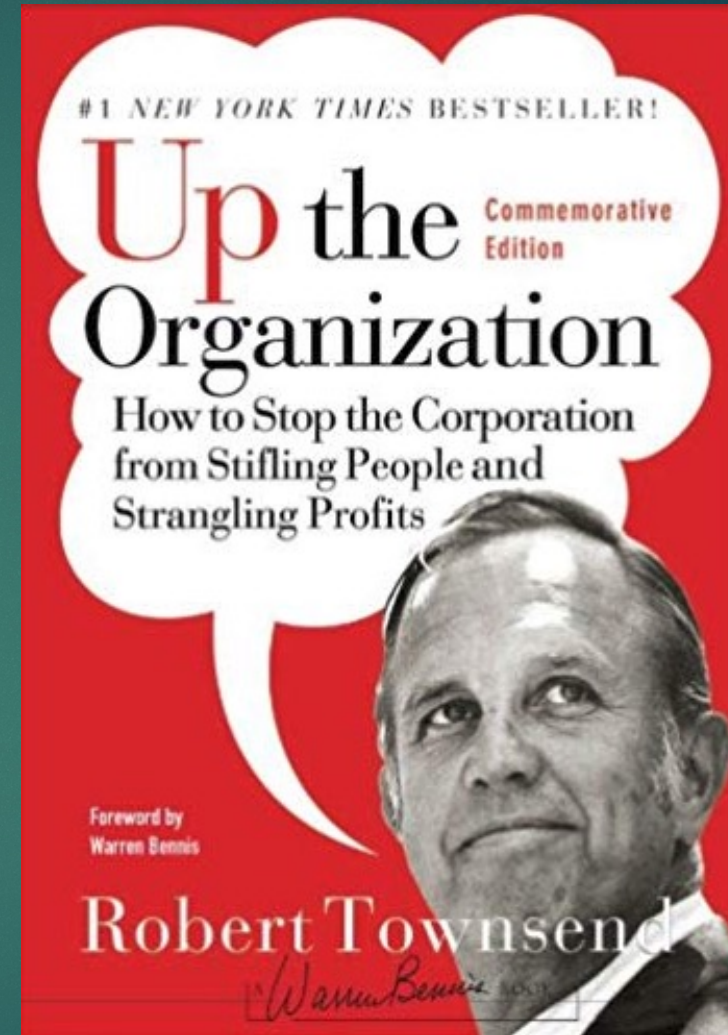




8.) Be RELENTLESS in the pursuit of
excellence

“If you don't do it excellently, don't do it at all. Because if it's not excellent, it won't be profitable or fun, and if you're not in business for fun or profit, what the hell are you doing there?”

- Robert Townsend





9.) Clean plants are easier to manage



10.) Plan on growing
(Plants, Space, People)



11.) Document the process

Knowledge

Challenges

Triumphs

Fun

12.) Share the Wealth

Ideas

\$\$\$\$

Promote From Within



13.) Look around...

Get out there!

Be curious!

Make friends... you **NEED** them!



14.) Enjoy the journey...

Have FUN with:

- Fellow Employees
- Customers
- Compatriots/Competitors

ALL are friends

