



No portion of this article may be reproduced without
express written permission of Style Publishing Group, LLC.
©2007 • All rights reserved.



Style Publishing Group
P.O. Box 1676
Frisco, Texas 75034
Phone: 972.335.1181
Toll Free: 877.781.7067
Fax: 214.722.2313

E-mail: info@friscostyle.com
Web: www.friscostyle.com

Ad Sales: (972) 335-1306



Diane & Coy Miller (left), Pardner's Garden & Feed Store (right) photos by Chris Johnson



Planting Seeds in Frisco for Over 27 years

By Lee Ratliff

DRIVING UP TO PARDNER'S GARDEN and Feed, you know right away that this is an establishment with roots deep in the Frisco community. Even its name reveals its origins serving Frisco's original agricultural and rural residential population. On Alpha Road, just south of Main Street, Pardner's does not have a huge parking lot, a web site or a big staff. But when you walk in, owner Coy Miller or his wife, Diane, will greet you by name if you've been there before or they'll introduce themselves if you haven't. Coy and Diane are old-school mom-and-pop proprietors, ready with sage advice for the lawn, sweets for the children and a genuine pig's ear chew-toy for your dog. By Coy's estimation, Pardner's is the third oldest business still operating in Frisco. In operation for 27 years, the Miller's seem ready to tackle another 27.

Coy was born and raised in Cisco, a small town near Abilene. He had his first taste of Frisco in 1969, when he performed his student teaching here after graduating from East Texas State

University (Now Texas A&M-Commerce) with a degree in Agricultural Education. Coy then moved to Desoto, where he spent two years teaching agriculture. His next move took him out of Texas to Garden City, Kansas and

to a job in the animal health division of Pfizer, the pharmaceutical giant. Coy stayed two years in Kansas before moving to Guymon, Oklahoma in the panhandle where he worked as a sales nutritionist in the feed industry and managed an irrigation company.

Coy finally settled in Frisco in 1978, buying 125 cattle and leasing 1,000 acres. Coy and a partner purchased Bob Griffin Feed and renamed it Partner's Garden and Feed. Originally, Coy intended to be a silent partner in the store to complement his primary business of raising cattle. However, a year and a half later his partner returned home to help with his parents' business and Coy bought his share of the establishment. In 1984, Coy incorporated the business, changing the name to Pardner's Garden and Feed.

Over the years, Pardner's has changed with the community. As Frisco has evolved from rural to suburban, Coy and his wife Diane have shifted from primarily feed sales to more of an emphasis on lawn, garden and pet products. Diane has helped the

transition by working to build more business in outdoor accent pieces, home décor and gifts. One thing that hasn't changed however, is their focus on customer service. Coy can explain the best way to use every product he sells, going far beyond what's covered on the package directions. He can tell you the best time to plant peas, the right way to apply fertilizer, and which type of chicken scratch is appropriate for your hens. Once you've made your purchase, chances are good he'll carry your packages out to your car.

Together, the couple has four children and seven grandchildren, but that will increase by two this summer as Diane's son and daughter-in-law are expecting twin boys. All of their children and grandchildren live near north Texas, so the couple has no plans to ever leave Frisco. Besides, "Frisco is such a wonderful community," says Diane, "full of warm and caring people."

They make a point to vacation in Colorado a couple of times each year, but the store consumes most of their time. After putting in ten hours at the store, they often spend much of their evenings making deliveries or preparing for the next day. That's fine with Coy, though. He enjoys working at the store and meeting the people of Frisco. "I'll never retire," he says. "Why retire when you're already doing what you love?"

Lee Ratliff is a freelance writer living in Plano.