



TEXAS SUPERSTAR® PROMOTIONS FOR 2012

By Brent Pemberton, Michael Arnold, and David Rodriguez

The Texas Superstar® Executive Board is excited to announce the promotions planned for 2012. A Texas Superstar® promotion includes a news release that goes out to over 2,000 media outlets and contacts and is picked up by many newspaper garden sections, magazines and other publications or news media outlets statewide. In addition, County Horticultural Agents across the state promote these plants via local news media. Texas Superstar® plants are usually identified with a plant tag in retail outlets. The sale of these tags provides revenue to support the trials and development of future promotions. See www.TexasSuperstar.com for more information on all aspects of the program. The Texas Superstar® Program has also partnered with the Texas Department of Agriculture's Go Texan Program (<http://www.gotexan.org/ExperienceGOTEXAN/TexasSuperstars.aspx>). Texas Superstar® tags are currently available at no charge from TDA for use in tagging plants for retail sale. Contact TDA for information regarding these tags and other promotional materials. The promotions for the Rio Mandevillas and Gomphrena are planned for May 2012. The promotion for 'Lowery's Legacy' Cenizo is planned for June 2012.

Rio series Mandevilla (*Mandevilla syn. Dipladenia*) – May 2012 Promotion

Most gardeners are familiar with the mandevilla 'Alice Dupont' that will smother a trellis with glossy green foliage and large pink flowers by the end of a long, hot and humid summer. Native to South America, these denizens of the tropics are one of the sweetest rewards of a Texas summer. However, did you know that mandevillas now come in plants that are compact enough to grow in a container? The Rio mandevillas are here. What could be better?

The Rio mandevillas sport glossy foliage and broad, showy, trumpet shaped flowers that come in pink, hot pink, and deep red. Unlike their rampant relatives, these mandevillas grow upright with little or no twining. They flower heavily on compact plants that are actually best grown in large patio containers – no trellis needed. They can be grown alone or mixed with other

(continued on page 4)

**There will be no
Region III meeting
in January.**

**Please consider
joining us at the
TNLA Business
Management
Workshop in Austin!**

**January 12 - 14
at**

**The Westin Austin at
the Domain**

**Click here for
more details!**

**There's still time
to register!**

Chairman's Column

Hello Region III

Ready or not, 2012 is here. What an abundance of opportunities! I think if I can give any advice for 2012, it is plan, plan, plan. I was in a meeting on Wednesday with the county agent and other agriculture workers and it is amazing what a toll this drought is taking on our industry. We definitely need to be working smart (hope you're planning on attending the TNLA Business Management Workshop in Austin).

I think it is very important to stay positive now, more than ever. We need to look at all our alternatives and consider our opportunities to be proactive and not reactive. We need to think outside the box. Also, Jim Reaves in the TNLA office has asked that we keep him informed of additional water restrictions in our area.

Other opportunities available to us as TNLA members is the Grower's Summit on February 17 in Georgetown. Details can be found on the education section of the TNLA website. Also, the deadline for membership dues is February 29, so mark that important date on your calendar.

Remember, there is no scheduled meeting in January. Do make a notation of the upcoming NTNGA trade show which is February 3 and 4. I'll see you there.

Looking forward to 2012!

Herman Vess

Chairman, Region III

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Do you know someone who would like to receive the Region III newsletter?

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Have you read an interesting article you'd like to share with the membership?

If so, please notify the Newsletter Editor!



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summer annuals and moved about the deck or terrace wherever a splash of color is needed. They thrive in the heat of summer, but will benefit from some mid to late afternoon shade. They will tolerate denser shade, but will actually try to twine and won't flower as heavily when light becomes limited. Plants will tolerate substantial heat and some dryness, but regular water and fertilization keeps them at their best. Although the Rios perform better in containers, they can be grown in the ground also and do best in a bed nicely worked with organic matter in a location with some afternoon shade.

Globe Amaranth (*Gomphrena globosa*) – May 2012 Promotion

Globe amaranth (*Gomphrena globosa*), also known as bachelor's buttons in some parts of the country, are a garden standby that has received renewed attention from industrious plant breeders. Cultivars are now available ranging in height from 6" to 48" and flower colors which were traditionally light purple, lavender or white, now include dark rich purples and pink. Hybridization and selection in the closely related Rio Grande globe amaranth, *Gomphrena haageana*, has added strawberry red to orange flowers to the mix. The button, cylindrical cones, or sparkler shaped flowers offer season long color from late spring to frost. Individual flower clusters also have a long duration of effectiveness as it is the straw textured colored bracts which constitute the showy portions of the flowers, lasting long after the tiny reproductive portions of the flowers have senesced. These plants thrive in the heat of Texas summers and are at their best when many annuals are fading in the dog days of late summer and early fall. Globe amaranth looks great in combination with later season flowers such as fall blooming salvias and Mexican mint marigold. Small seed feeding birds find the tiny amaranth seeds irresistible and are attracted to the plants in small flocks.

With the recent introductions of the Las Vegas series (intermediate in height) and the Audray series and All Around series (tall in height) added to the existing compact Gnome series and Buddy series, a wide range of colors and plant sizes are available. In addition to the wide range in sizes and flower colors of the various cultivars, plants can be obtained with open informal habits, such as 'Fireworks' with flowers that resemble purple sparklers on larger, more open plants. If an informal look is to your liking, then 'Strawberry Fields' and other Rio Grande globe amaranths such as the QIS series offer a change up in color and a more sprawling, lax habit. Give these heat loving plants a sunny spot in the garden with good drainage and avoid setting them out until night temperatures warm in the spring and they will give you season-long color that builds all summer to a peak just before the fall frosts arrive. Also, try using globe amaranths as cut flowers to extend your enjoyment from the garden to indoors.

Lowrey's Legacy Cenizo (*Leucophyllum langmaniae*) – June 2012 Promotion

The cenizo 'Lowrey's Legacy' (also known as 'Lynn's Legacy') was discovered in the mid '80 by the late great plantsman, Lynn R. Lowrey, during one of his many adventures in Mexico. It was found among a native Cenizo population off the Chipinque Park roadside outside of Monterrey, Mexico. Lowrey, a legend among botanists and plant collectors, passed away in 1997. Other great plants he has been credited with introducing to the nursery trade include; Mexican sycamore, Montezuma cypress, Monterrey oak and 'Basham's Party Pink' crape myrtle.

(continued on page 6)

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A D V E R T I S I N G R A T E S

	ONE MONTH	FULL YEAR
Full Page	\$75	\$720
1/2 Page	\$55	\$540
1/4 Page	\$45	\$410
Business Card	\$25	\$270

Region III Newsletter publishes monthly. Deadlines are the 25th of the month preceding publication date.

For advertising information contact Sandy Farnsworth, TCNP: 903-509-8803.

Attention: Newsletter Articles Needed!

Looking for articles to publish in the
monthly newsletter.

Email to: sandy.farnsworth@kbwsupply.com.

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Lowrey's Legacy is sometimes called 'Lynn's Ever-blooming' Texas sage, because of the reliable and continuous profusion of flower displayed throughout much of the year. This flowering consistency is a marketable attribute for wholesalers and retailers alike. It is also a 'compact' plant that comfortably grows to a kept size of 4-5 feet tall and it also has a similar-width which makes for a dense, well-rounded and shapely form. The plant does not develop that 'leggy" appearance many Texas sage/cenizo plants develop over-time. Texas sages' green foliage provides a wonderful backdrop for its large "azalea like" lilac blue flowers, delivering some of the largest and most attractive blooms of any Texas sages on the market today. For birders, this plant is a "must" for attracting hummingbirds. And compared to other selections of Texas sage/cenizo, this one is not as dependent on changes in relative humidity for flowering (e.g., the barometer plant), which also means it blooms more often during the course of the summer than other selections.

For home gardeners and landscapers throughout Texas, Lowrey's Legacy cenizo is an easy to care for plant with superb drought tolerance and excellent deer resistance. It prefers full sun and requires well-drained soil. It does well even in droughty areas with a lot of reflected heat such as median areas along city streets and highways. This plant will not only save time and water, but also will provide a spectacular show of lilac blue flowers periodically throughout the year. Scientific research has demonstrated that the color blue is supposed to make a person feel good and this plant will certainly help validate that conclusion.

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Save the Date!

TEXAS NURSERY & LANDSCAPE ASSOCIATION'S 2012 GROWERS' SUMMIT

Who: Members of the Green Industry, Industry Experts, and State Agencies.

What: An open discussion on specific issues affecting Texas Growers.

When: February 17, 2012, 10:00 a.m. to 3:00 p.m. (Lunch will be provided)

Where: Berry Creek Country Club
30500 Berry Creek Dr.
Georgetown, TX 78628

Cost: TNLA Members can attend for FREE! Non-members for only \$25.

Not a grower but still interested in coming? That's okay, too!

Click here for details!