

TNLA GREEN

JULY-AUG 2014

THE OFFICIAL PUBLICATION OF THE TEXAS NURSERY & LANDSCAPE ASSOCIATION



**Earn CEUs
at EXPO
Education**

**Win a
TNLA Fishing
Adventure!**

**Visit the
Gift and Garden
Center**

**STARTING ON
PAGE 7**

GAME ON

The Valentine's Day Customer Strategy

PAGE 32

Building Today's Team for Tomorrow's Economy

PAGE 35

Words Customers Don't Want to Hear

PAGE 39

PLUS:

- 31** San Antonio 3-day Itinerary
- 45** Calendar of Events



Ingredients: Grass seed, fertilizer, AquaSmart, water-efficient nozzles, smart controller, soil moisture sensors. May contain traces of water and sunshine.

*Water and sunshine may vary state to state. Please see your local branch for more details.

ASK ABOUT THE AMAZING BENEFITS OF

 **AquaSmart**
A SOIL ENHANCEMENT PRODUCT

 **EWING**
www.ewing1.com/locations

IRRIGATION & WATER MANAGEMENT PRODUCTS | TURF PRODUCTS | LANDSCAPE LIGHTING | RAINWATER HARVESTING | HARDSCAPE

TNLAGREEN

JULY•AUG 2014

FEATURES

6 2014 Nursery/Landscape EXPO: Game On!

2014 EXPO Highlights *p.7*

EXPO Schedule of Events *p.9*

Win a TNLA Fishing Adventure! *p.10*

A Night of Mystery: TNLA Awards Celebration *p.11*

Education Conference Schedule *p.13*

Make Your EXPO Game Plan Online *p.19*

EXPO Mobile App *p.21*

Tips for Trade Show Attendees *p.22*

Gift and Garden Center *p.27*

San Antonio as a Destination- 3 day itinerary *p.31*

32 The Valentine's Day Customer Strategy *by Chip Bell*

35 Building Today's Team for Tomorrow's Economy *by John Kennedy*

39 Words Customers Don't Want to Hear *by Robert Stevenson*

DEPARTMENTS

42 In Memoriam:
David Lynn Alldredge

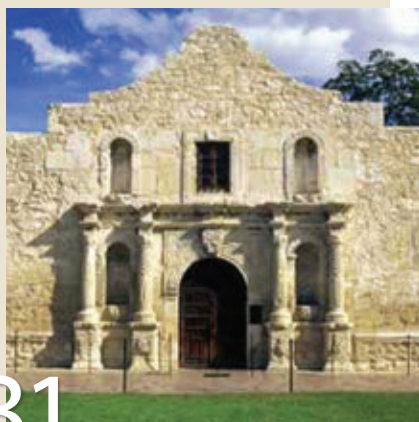
43 New Members

43 Newly Certified

45 Calendar of Events

46 Ad Index

Stay Connected!



Texas Nursery & Landscape Association
7730 South IH-35
Austin, TX 78745-6698
phone: 512.280.5182 or 800.880.0343
fax: 512.280.3012
email: info@tnlaonline.org
www.tnlaonline.org



***SUPERthrive*® ~ Always ahead in science and value.**

***SUPERthrive*® is enhanced with kelp.**

Our timeless formula is enhanced with kelp, integrating contemporary research with the existing nutrition that ***SUPERthrive*®** has provided since 1940.

***SUPERthrive*®** maximizes potential by quickly building a strong root base and reducing transplant shock. Perfect for edibles, landscaping, and transplanting all size of trees.

Directions: ~ 1/4 tsp. per one gallons or
~ 3oz. per 100 gallons of water for most uses.

See us at ***Booth #2307***
Nursery / Landscape Expo Aug. 14th - 16th

***SUPERthrive*®**
WORLD'S FAIR
1940 Gold Medal
The *Original* Vitamin Solution

Vitamin Institute ~ North Hollywood, CA 91605
www.superthrive.com

*the official publication of the
Texas Nursery & Landscape Association*

JULY/AUGUST • VOL. XVI NO. 4

OFFICERS

Chairman of the Board
Paul Tomaso, TCNP Dallas

Chairman-Elect
Johnette Taylor Dallas

Immediate Past Chairman
Mark Chamblee, TCNP Tyler

President
Amy Graham Austin

BOARD OF DIRECTORS

Region I Billy Long, TCLP San Antonio

Region II Jay Williams League City

Region III Herman Vess, TMCNP Edgewood

Region IV Jason Craven Dallas

Region V Mike Whisenand Fort Worth

Region VI Steven Akers Slaton

Region VII Todd Kinney, TMCNP Donna

Region VIII JJ McAuliffe Austin

Supplier Director Bobby Spence Fort Worth

Landscape Director
Jerry Maldonado, TCLP San Antonio

Grower Director Bill Carson Austin

Retail Director Donna Buchanan, TMCNP .. Houston

TNLA STAFF

President Amy Graham

Comptroller Jo Tucker

Accounting Assistant Trevor Peevey

**Marketing & Communications
Manager** Anna McGarity

**Director, Legislative and
Regulatory Affairs** Jim Reaves

Issues Knowledge Manager James Theiss

**Administrative Assistant –
Strategic Initiatives** Debra Allen

**Director, EXPO Operations
& Marketing** Sarah Riggins

Director, EXPO Exhibits Amy Prenger, CEM

**Business Development/
Sales Executive** Mike Yelverton

Administrative Assistant EXPO Dena Guerrero

**Professional Experience
Manager** Marisol Ybarra

Office Operations Assistant Nancy E. Sollohub

TNLA GREEN STAFF

Editor Anna McGarity

Graphic Designer Marie Leonard

Ad Sales Lance Lawhon

TNLA Green magazine is a member service of the Texas Nursery & Landscape Association, and is published bi-monthly. Advertising information is available from TNLA, 7730 South IH 35, Austin, Texas 78745, online at www.tnlaonline.org, or by calling 800-880-0343. TNLA office hours are weekdays, 8:30AM - 5 PM CST. © 2014 Texas Nursery & Landscape Association



*A Video
Message from
Amy Graham,
TNLA President*

Use Facebook to Stay Connected With Us

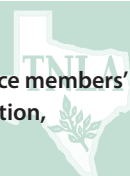


Post to our wall, check out photos, and see who likes what!

► **"Like" Texas Nursery & Landscape Association**

MISSION STATEMENT

The Texas Nursery & Landscape Association's mission is to enhance members' business success through legislative/regulatory advocacy, education, networking, and promotion of professionalism.





**Get your GAME ON
in San Antonio,
August 14-16, for the
2014 Nursery/Landscape
EXPO – this is one game
you will not want
to miss!**



YOUR GATEWAY *to*

GAME ON

This August the Nursery/Landscape EXPO plays the game in San Antonio, Texas for three action packed days of education sessions, idea exchanging and the latest innovations in the Green Industry! This year we have filled the game board up with tons of must-do activities: discover innovative products and businesses at the product showcase, explore the expanded Gift & Garden Marketplace, talk one-on-one and gain insight from the industry's leading exhibitors, learn new tips to advance your business at one of three keynote presentations; earn CEUs during three days of Education Breakout Sessions, enjoy a night of mystery and celebrate excellence during the TNLA Awards Celebration – now \$65 per person – these are just a few game hints to uncovering your ROI at EXPO's one-stop-shop.

Each year EXPO draws more than 6,000 attendees and exhibitors. Over 80% of attendees are mid to upper level managers who play a major role in company purchases. They are serious buyers motivated by the opportunity to search out new products and compare values – they have been participating in EXPO for more than 60 Years!

EXPO exhibitors and attendees represent a variety of companies with qualified buyers from large to small including retail garden centers, grounds maintenance and landscape contractors, irrigation professionals, growers, suppliers, manufacturers, dealers and more.

2014 EXPO GAME HINTS

Get your Game On at the 2014 Nursery/Landscape EXPO to get the edge on your competition. With hundreds of eye-catching exhibits, dozens of thought-provoking education seminars, EXPO is your ticket to success. Game On!

- Make New Contacts
- View Inspiring Displays
- Uncover Great Ideas
- Connect with the Industry

**Over 80% of EXPO Attendees
Visit No Other Show**

[www.NurseryLandscape EXPO.org](http://www.NurseryLandscapeEXPO.org)

Doing Business IN TEXAS

DON'T MISS THESE HIGHLIGHTS

LEARN about groundbreaking techniques and hear about emerging solutions from the Green Industry's leading experts during EXPO's Education – 24+ breakouts. Expert speakers, a variety of topics offering more than 100 CEU's from a wide range of accreditors.

THREE DAYS of Keynote Sessions – FREE with Tradeshow Admission

ENJOY a night of mystery and celebration of excellence on Thursday at the TNLA Awards Celebration, now \$65 per person

DISCOVER advancements and the latest developments in Green Industry Products while Shopping for the year among more than 1,000 booths

GAIN new ideas and find niche products in the expanded Gift & Garden Marketplace

UNLOCK Opportunities at more Networking Events, including the Welcome to San Antonio Party on Thursday and after hours at EXPO's Host Hotel, the Grand Hyatt

MOBILE website or APP for iPhone - EXPO at your fingertips

EXPLORE EXPO's top featured products at the Product Showcase

BUILD your Business with the power of TNLA, stop by the The TNLA Membership Booth – providing Association resources and member branding strategies plus enter to win an Offshore Snapper Fishing Trip for Six in Port Mansfield, Texas by visiting during Tradeshow hours. See page 10

Unexpected ENCOUNTERS & UNBELIEVABLE Events

TNLA PLAYS... THE GAME

- **Welcome to San Antonio Party**
Thursday, August 14, 2014
5:00 pm – 6:30 pm
Henry B. Gonzalez Convention Center
Sponsored by Tree Town USA
Southern Drawl Band – Entertainment
Sponsored by OHP, Inc.



GAME HINT: Meet up with old friends and make new ones at EXPO's social events.

- **Be Seen with EXPO Afterhours**
Grand Hyatt – EXPO's Host Hotel
- **By Invitation Only...**
Certified Professional's Reception,
Thursday, August 14, 2014
(6:00 pm – 7:30 pm)
Henry B. Gonzalez Convention Center
- **Chairs' Reception,**
Friday, August 15, 2014 (5:00 pm – 6:30 pm)
Grand Hyatt

- **A NIGHT OF MYSTERY...**
TNLA Awards Celebration
Friday, August 15, 2014 (6:30 – 9:30 pm)
NEW PRICE \$65 /person or purchase a Table
Henry B. Gonzalez Convention Center
Celebration of industry excellence!
Meet up with top industry leaders in a salute to the winners of ARP, Young Leader and Texas Excellence in Landscaping Awards. It is a night to remember, to learn and be inspired. Plan now to attend.
TNLA will unveil the winner of the Summit Award given to a highly devoted member firm. Nominees are selected by industry peers and the winner will be recognized for their significant and exceptional contributions to TNLA.
Get to know the leaders within the Green industry and enjoy cocktails, dinner and good company!



Good coverage. It's essential for growth.



With over 30 years of experience and the endorsement of the Texas Nursery and Landscape Association (TNLA), Texas Turf Irrigation Association (TTIA) and many other industry associations, we understand what it takes to protect your green industry business. We'll make sure you have the coverage you need to protect your business and that it's cost-effective. Both are good objectives for growth. As a Trusted Choice® independent agency, we'll access many of the nation's leading insurance companies to provide all the coverage your business needs in one strong yet cost-effective solution.

Call 800-899-9810 or visit www.hiallc.com today
to schedule a no-obligation consultation.

Online at www.hiallc.com



HOTCHKISS
INSURANCE AGENCY, LLC

Experience, Choice and Service

30 years of experience and the nation's leading insurance companies **all under one roof** - www.hiallc.com

General Liability » Business Property » Workers' Compensation » Equipment » Pesticide & Herbicide » Business Auto
Employee Benefits » Pollution Liability » Nursery Inventory » Umbrella » Bonds and more!

Schedule of EVENTS

All events held at the Henry B. Gonzalez Convention Center unless otherwise indicated. * Indicates CEUs are Available

TUESDAY, AUGUST 12, 2014

8:00 am - 5:00 pm Scheduled Exhibitor Move-In
12:00 pm - 5:00 pm Exhibitor ONLY Registration

WEDNESDAY, AUGUST 13, 2014

8:00 am - 5:00 pm Scheduled Exhibitor Move-In
8:00 am - 5:00 pm Exhibitor ONLY Registration
1:00 pm - 5:00 pm Attendee Registration

THURSDAY, AUGUST 14, 2014

7:00 am - 5:00 pm Registration Open
8:00 am - 10:15 am *EXPO Education Breakout Sessions +\$ - (Includes Continental Breakfast)
8:00 am - 5:00 pm *TNLA Irrigation Education +\$ (Thursday Only - Must Attend Full Day Course)
8:30 am - 10:00 am Exhibitor Appreciation Breakfast - Sponsored by Haviland Plastics
10:30 am - 11:40 am *EXPO Education Keynote Presentation - FREE with Tradeshow Admission
12:00 pm - 5:00 pm Tradeshow Open
5:00 pm - 6:30 pm Welcome to San Antonio Party - TNLA Plays... the Game - Sponsored by Tree Town USA, FREE ADMISSION + Drink Ticket - Badge required, Southern Drawl Band (Entertainment Sponsor: OHP, Inc.)
6:00 pm - 7:30 pm Certified Professional's Reception - Honoring active TCNPs, TMCNPs, TCLAs, TCLPs & CLTs (Invitation Only)

FRIDAY, AUGUST 15, 2014

7:00 am - 5:00 pm Registration Open
8:15 am - 10:30 am *EXPO Education Breakout Sessions +\$ - (Includes Continental Breakfast)
8:30 am - 9:30 am TNLA PAC Trustees Meeting
9:00 am - 5:00 pm Tradeshow Open
10:45 am - 12:00 pm *EXPO Education Keynote Presentation - FREE with Tradeshow Admission
2:00 pm - 5:00 pm TNLA PAC 40 & Under
5:00 pm - 6:30 pm Chairs' Reception - Grand Hyatt Hotel (By Invitation Only)
6:30 pm - 9:30 pm TNLA Awards Celebration - Henry B. Gonzalez Convention Center, Dinner plus Awards presentation for the TNLA Arp, Young Leader and Texas Excellence in Landscaping (TEIL) +\$

SATURDAY, AUGUST 16, 2014

7:00 am - 4:00 pm Registration Open
8:15 am - 10:30 am *EXPO Education Breakout Sessions +\$ - (Includes Continental Breakfast)
9:00 am - 4:00 pm Tradeshow Open
9:15 am - 11:00 am Past Chairs' Brunch (Invitation Only)
10:45 am - 12:00 pm *EXPO Education Keynote Presentation - FREE with Tradeshow Admission
5:00 pm - 10:00 pm Exhibitor Move-Out

**A Special Thanks to Landmark Nurseries, Inc.,
the 2014 Nursery/Landscape EXPO's Education Sponsor!**

As Of 5/15/14





GO FISH with TNLA at the 2014 Nursery/Landscape EXPO!

Stop by the
TNLA Membership Booth
during Tradeshow Hours and Enter to
Win an Offshore Snapper Fishing Trip for six, Valued at \$1,100!

visit NurseryLandscapeEXPO.org
for complete rules and details.

Presented by KBW Supply



Visit us at TNLA Booth 2512



**Growin Green
Organic
Fertilizer 4-2-3**



**Liquid Seaweed
0-0-1**



**Growin Green
Premium 11-0-4**



**Hasta Gro
Plant Food
6-12-6**



**San Antonio 210-822-3141
Houston 281-487-2004**

JOIN US FOR A *Night of Mystery* AT THE TNLA AWARDS CELEBRATION

**Connect with Industry Leaders,
Celebrate Excellence**

The TNLA Awards Celebration is THE premiere Green Industry event in Texas. Each year, several hundred landscapers, educators, growers, retail garden centers and suppliers gather to honor those who contribute the most and demonstrate excellence in their work.

SUMMIT AWARD recognizes a member firm that has made exceptional contributions to TNLA and its member firms. It is the highest honor bestowed on a member firm. To achieve the Summit Award is to exemplify innovation, service, and highly ethical behavior in the way a business conducts its affairs.

ARP AWARD is the highest honor bestowed to an individual by TNLA. It has been given annually since 1942 and is presented to a nursery professional. It was created when Arp Nursery donated a silver bowl to be passed down to an individual who has made outstanding contributions to the nursery/landscape industry. These individuals exemplify the Association's ideals: innovation, service, and highly ethical behavior in both business and personal lives.

YOUNG LEADER AWARD is given the young TNLA members (under 41) who, through their efforts to the Association, the industry, and the community, have already made a significant and noticeable impact.

TEXAS EXCELLENCE IN LANDSCAPING

(TEIL) Awards recognize excellence in landscape design, installation, maintenance, and special landscape projects. This program reflects the Association's commitment to creating and preserving the integrity of the Texas landscape, and recognizes landscape and lawn care professionals who execute superior projects by encouraging use of quality materials, workmanship, and professionalism.



Friday, August 15, 2014

6:30 – 9:30 PM

**HENRY B. GONZALEZ
CONVENTION CENTER**

New Price

**\$65/PERSON OR
PURCHASE A TABLE**
Attire is business casual

Register Now

TO ATTEND

www.NurseryLandscapeEXPO.org

"A PARTNERSHIP BUILT ON TEAMWORK"



*Cirilo Mondragon, CRU
General Superintendent with
multiple CRU Operators.*

Central Road and Utility (CRU) has been in business for 10 years and has grown from six employees to 46. "Renting machines saves us time and money, especially when one of our machines is not working properly. Renting also helps us free up assets. Renting machines allows us to eliminate repair and haul expenses," states Cirilo.

CRU currently rents a track loader, excavator, dozer, skid steer loader, wheel loader and a water truck from The Cat Rental Store. CRU also owns six Cat® machines. "My dealer treats me like I am family. If I need parts or service, I can count on them," states Cirilo.

Stop by your local Texas Cat Rental Store for quick, easy, hassle-free rentals of the equipment you want, when you need it.

HOLT Rental Services
Locations throughout Central,
South, North and Northeast Texas
holtcat.com
San Antonio, Texas
210-333-8505

MUSTANG Rental Services
Locations throughout
Southeast Texas
www.mustangcat.com
Houston, Texas
713-838-7368

WAGNER Rents
Service to the El Paso Region
www.wagner-rents.com
El Paso, Texas
915-771-6000

**WARREN
Rental Services**
Locations throughout West Texas
www.warrenrental.com
Midland/Odessa
866-2WARREN



Expert KEYNOTE PRESENTATIONS

THURSDAY AUGUST 14

10:30 AM

Chip Bell

Innovative Service: Strategies for Growth and Profits

What do Netflix, Build-A-Bear, Zappos, Google, Enterprise Rent-A-Car and Progressive Insurance have in common, other than incredible business growth? They all have created or reinvented the way they manage the customer experience in their industries. Remarkable service requires a perpetual pursuit of innovative ways to make the customers' experience sparkly, but consistent; enriching, but profitable. Value-added has gotten way too expensive; smart organizations focus on value-unique. Service innovation paves the way for a "take their breath away" experience that can overcome customer resistance to price during challenging economic times.

CEUs Available: TNLA | TEA

FRIDAY AUGUST 15

10:45 AM

Robert Stevenson

How the Best Get Better

Throughout the world, technological change and global competition continue on their relentless and disruptive path of uncertainty and volatility. Compounded by the current economic external threats of weakening consumer demand, growing unemployment, tight credit and collapsing housing markets, it is no surprise that many companies today are facing critical decisions on how to survive. "Corporate Culture" is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine The Right Corporate Culture with The Right Core Competencies, your organization will begin to thrive. Mr. Stevenson's program will help to show you how to get all your employees to think like an owner, proactively recognizing problems and opportunities.

CEUs Available: TNLA | TEA

SATURDAY AUGUST 16

10:45 AM

John Kennedy

The Great Game of Business

"You can't expect what you can't inspect!" "If it's not able to be measured, it's not worth doing!" These are both very true statements and should be incorporated into every grower and garden center in the industry. Why? Because if you attend this course and institute, the strategies that John Kennedy will impart, you will see immediate and positive results in your cost management and revenue generation. Learn how one grower saved over \$250,000 in operating costs and how one garden center's revenue was up over 20% (in the challenging economy of the last two years). John is an internationally known speaker and consultant that is making waves in the green industry, one successful client at a time. Do you want to be his next success story?

CEUs Available: TNLA | TEA



EXPO's Exclusive Education Sponsor





Learn from some of
the greatest minds
within the Green
Industry today!

Education

ENJOY MORE THAN 24

Breakfast included with all Tracks,
plus Tradeshow Admission and one
Drink Ticket to the Welcome to
San Antonio Party.

Thursday

AUGUST 14, 2014

8:00 AM

**Wired and Dangerous: How Your
Customers Have Changed & What
to Do About It** -Chip Bell

In an era of economic stress, rapid change,
and social networking, customers are harder
to please than ever. Learn how to adapt to
these new conditions and have better control
of your company's reputation.

CEUs Available: TNLA | TEA

Weed Control in Turfgrass

-Dr. Casey Reynolds

This presentation will cover how to properly
treat common turfgrass weeds based on
identification, growth habit, life cycle and
herbicide labels.

CEUs Available: TNLA | TDA | ISA | TEA

**Gardening Out on the Deck; Making
the Most of Your Limited Space**

-Dr. Cynthia McKenney

In this presentation we will explore some
new, as well as tried and true, options for
container vegetable gardening.

CEUs Available: TNLA | TBAE | TEA

**Trials and Tribulations of Using a
Water Reclamation System**

-James Harden Jr. & Burt Nichols

Members in the nursery and landscape industry

**EXPO's Exclusive
Education Sponsor**



TNLA IRRIGATION FULL DAY CLASS

Includes breakfast, lunch, Tradeshow Admission plus one Drink ticket to
the Welcome to San Antonio Party

Thursday AUGUST 14, 2014

8:00 AM

Thinking Outside the Install -Whitney Milberger-Laird

Understand the importance of being in tune with and staying involved
with all of the components of the irrigation project life cycle, proper
management and watering practices.

CEUs Available: TNLA | TCEQ | TEA

10:00:00 AM

Drip Irrigation -Steve McCarter, PLA, ASLA, CLIA

Learn how to convert existing spray head zones into more efficient drip
irrigation. Gain knowledge in the proper selection of drip irrigation
components, installation detailing, maintenance, troubleshooting and
successful drip irrigation controller scheduling to maximize water savings.

CEUs Available: TNLA | TCEQ | TEA

1:00 PM

Irrigation Troubleshooting -Craig Borland

Basic troubleshooting class discusses electrical definitions, breaking the
system into three separate parts; controller troubleshooting; field wiring
and wire connections; and valve troubleshooting.

CEUs Available: TNLA | TCEQ | ISA | TEA

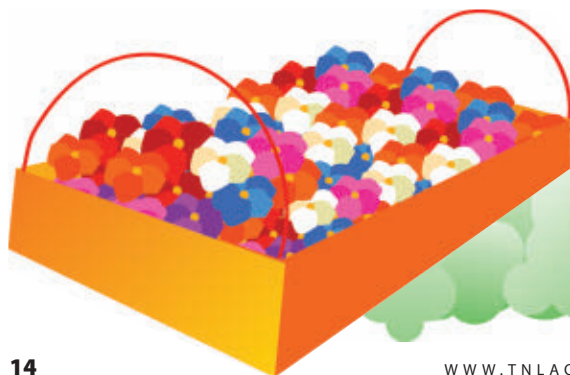
3:00 PM

Smart Irrigation -Warren S. Gorowitz

Learn about a practical approach to understanding codes and standards
in the irrigation industry and how you can transform your business with

a focus on sustainability and
increase your profits.

**CEUs Available:
TNLA | TCEQ | TEA**



BREAKOUT SESSIONS

EDUCATION BREAKOUT SESSIONS OFFERING OVER 100 CEUs

continue to look for water smart technology methods to sustain our water resources. Join James Harden Jr. and Burt Nichols as they share what they've learned about water harvesting through their own efforts.

CEUs Available: TNLA | TCEQ | TBAE | TEA

9:15 AM

Air Quality: Ozone Challenges, Alternative Fuels, and Financial Incentives -Cari Buetow, David Vekasy, Yliana Flores, & Asma Vahora

This presentation will provide attendees with a basic understanding of groundlevel ozone challenges in Texas.

CEUs Available: TNLA | TBAE | TEA

Updates on the Texas Superstar Plant Program

-David Rodriguez

We will update attendees about the Texas Superstar Plant Release program and discuss the newest plant releases along with some pest challenges on previous plant introductions.

CEUs Available: TNLA | TDA | TEA

Why Will 2014 Be Different? Developing a Strategic Response to Respond to a Changing Marketplace

-Dr. Charlie Hall

This session will focus the near-term economic forecast as it relates to consumer purchasing behavior, how you can adapt to the future by understanding forces underlying economic cycles and the strategies that can help your company adapt to the challenges of the new marketplace.

CEUs Available: TNLA | TEA

What's new (and what's not) in Pesticide Labeling - Laws & Regs Update

-Laura M. Miller

This interactive review of pesticide labels will cover the changes from MSDS to SDS brought about by the Globally Harmonized System and about new labeling to protect pollinators along with a review of what's in a pesticide label and where to find it.

CEUs Available: TNLA | TDA | TBAE | TEA

Friday

AUGUST 15, 2014

8:15 AM

Texas Turfgrass Species and Variety Selection

-Dr. Casey Reynolds

This topic will cover the strengths and weaknesses of various turfgrass species and varieties for selection and use in different environments. Specific topics will include discussions of shade tolerance, cold tolerance, traffic tolerance, water use, rooting potential, salt tolerance, and others such that informed decisions can be made prior to selection and planting. Learn about the latest emerging turfgrass varieties.

CEUs Available: TNLA | TBAE | ISA | TEA

Economic Outlook and Marketing Trends

-Dr. Marco A Palma

Overview of the main economic and marketing trends in the Green Industry and the potential challenges and opportunities. Learn about the importance of the grower, landscaping and retail sectors to the US economy. Discuss strategies on advertising and other strategic marketing concepts for product differentiation.

CEUs Available: TNLA | TEA

Bugs Are Eating Your Money

-Dr. Erfan Vafaie

This presentation will go over some of the insects affecting your industry the most and how to manage them. Additionally, we will take a short look at what new invasives we may be able to expect.

CEUs Available: TNLA | TDA | TBAE | TEA

To Tweet or Not to Tweet: The Case for Social Media in the Green Industry

-J. Zac Tolbert, RLA, LEED AP

During this talk, we'll take a high level overview of the social media landscape - discussing the strengths of each platform and a few key ways to integrate them into your business. Learn how to harness the various social media platforms to strengthen your brand awareness.

CEUs Available: TNLA | TEA

9:30 AM

Proactive Sales: You Can't Wait for the Phone to Ring Anymore

-Alison Blobner

If contractors want to continue to grow and be profitable, they can no longer afford to wait for customers to come to them. Learn how to adopt a proactive sales culture and discover the benefits of becoming true customer-driven businesses.

CEUs Available: TNLA | TEA

(Continued on page 17)

Gain From Over 100 CEUs from a Wide Range of Accreditors

CEU ACCREDITORS INCLUDE:

TNLA Texas Nursery & Landscape Association

TBAE Texas Board of Architectural Examiners

TCEQ Texas Commission On Environmental Quality

TDA Texas Department Of Agriculture

TEA Texas Education Agency

ISA International Society of Arboriculture



DALLAS MARKET CENTER OF *it all*

Dallas Total Home & Gift Market
January 14-20

featuring hundreds of outdoor
home furnishing and gift lines

Uncover hidden profits at Dallas Market Center, the destination for Outdoor,
offering more new lines of furniture, decorative accessories and gifts.



dallasmarketcenter.com | 214.744.7444



(Continued from page 15)

CSI: San Antonio -Dr. Sam Feagley

CSI is the Consideration, Sampling, and Interpretation of soil, water, and plant tissue samples. Objectives to be covered are why should one consider sampling in the first place, how to sample for soil, water, and plant tissue, why is it important to sample all three, and interpretation of the data. Including a discussion on methods of analyses for soil, water, and plant tissue.

CEUs Available: TNLA | TEA | ISA | TDA

Plant Material Panel - What Trends to Expect -Janet Rademacher, Jerry Soukup, Wayne Pianta

This presentation will discuss trends in plant materials and the challenges you are facing today along with strategies to address the need for water conservation and sustainability during these dry seasons.

CEUs Available: TNLA | ISA | TEA

OSHA Update -Raul Carrillo

To help ensure your company is meeting today's regulations and safety standards join Raul Carrillo as he walks us through the most recent OSHA changes pertaining the Green Industry.

CEUs Available: TNLA | TDA | TEA

Saturday

AUGUST 16, 2014

8:15 AM

Contracts - What you Need to Know

-Donald Shelton

Don Shelton, Attorney and Partner at Bush Rudnicki Shelton, shares his knowledge regarding contract language and risk transfer. From a simple lease to more complex contracts with vendors and general contractors, Don will give a short presentation about pitfalls of contracts and answers to your questions.

CEUs Available: TNLA | TEA

EXPO's Exclusive Education Sponsor



Be Rational About Biorationals for Plant Disease Control -Dr. Kevin Ong

There is growing interest by the general public in organic, low-impact or natural solutions to plant health problems. This talk will look at the biological rationale on what, why, how and when biorational products can be used effectively to manage plant diseases.

CEUs Available: TNLA | TDA | TBAE | TEA

Upselling Service -John Kennedy

All the marketing dollars in the world are useless if you are not able to deliver on the marketing message. John Kennedy has developed a program that shows the difference between providing customer service and creating "The Customer Experience". With our industry being in the "wants-based" side of the American wallet, we need to strive everyday with every transaction to deliver a value better than every competitor in your market. John will show you how to separate yourself from the competition and attract success from a culture of "experience".

CEUs Available: TNLA | TEA

Let Them Have Plants and Eat Them Too: Edible Plants that Work in Landscapes

-Laura M. Miller

With more people taking an interest in growing their own food, integrating edibles into traditional home landscapes is trendy. This presentation will feature plants that are both attractive and edible and tips on growing, selling and fitting them into landscapes.

CEUs Available: TNLA | TBAE | TEA

9:30 AM

Cutting Edge Tree Injection Technology -Emmett Muennink

This course will discuss tree physiology and its relevance to trunk injection. Learn about how the various components of a tree and palm utilize trunk injected medicaments and nutrients, the factors involved for successful treatments, and an history and scope of trunk injection with university research. Also, current pests and diseases in Texas will be discussed.

CEUs Available: TNLA | TDA | TBAE | TEA

Spray Drift: What is it and how to Control it -Mack Bostik

This course discusses all areas of a spray operation that can contribute to Spray Drift. Pesticides, additives, nozzles, wind/temperature, spray pressure and droplet size are each discussed. The presentation will also provide videos to see how testing in a wind tunnel is used to support each of these areas.

CEUs Available: TNLA | TDA | TEA

Its Not all Doom & Gloom but Do and Gro - Water Availability in Texas

-Mark A. Peterson

Yes, we may be in or approaching the worst drought in our State's history, but as an industry we can survive and grow if we manage the landscape appropriately and shift our thinking.

CEUs Available: TNLA | TCEQ | TBAE | TEA

PCI Compliance 101: What you need to know to avoid a costly breach

-Rich Kling

During this breakout session, learn the basics of PCI Compliance, discuss recent breaches and how they can happen, explain what can happen in the event your business experiences a breach and cover what you can do to become PCI compliant.

CEUs Available: TNLA | TEA

Gain From Over 100 CEUs from a Wide Range of Accreditors

CEU ACCREDITORS INCLUDE:

TNLA Texas Nursery & Landscape Association
TBAE Texas Board of Architectural Examiners

TCEQ Texas Commission On Environmental Quality

TDA Texas Department Of Agriculture
TEA Texas Education Agency

ISA International Society of Arboriculture





Texas Green Industry
Safety group



★ ★ ★ ★ ★ **10 Year Anniversary** ★ ★ ★ ★ ★

Get in the Green!

The Workers' Comp Solution for Texas
Green Industry Businesses.

\$3,336,223

in dividends have been paid to members of the
Texas Green Industry Safety Group since 2005*

- Members retain their own experience modifier and receive a premium discount based on the group's total premium, and are eligible for potential individual and group dividends.*
- Members can earn an additional discount by participating in Texas Mutual® Insurance Company's workers' comp health care network.
- Open to qualifying wholesale and retail nurseries, landscape contractors, growers, irrigation contractors and other green industry businesses.
- **Any licensed Texas agent** can submit qualifying clients for consideration in the group.

*Past dividends are not a guarantee of future dividends, and the Texas Department of Insurance must approve all dividends.
Group underwritten by Texas Mutual® Insurance Company.

For more information visit **www.tgisafetygroup.com** or call **972-512-7770**

Plan a Better TIME-MANAGED TRADESHOW VISIT

Make the Most of Your Time at Expo

Your personal Tradeshow itinerary allows you to organize a list of exhibits to visit ahead of time and print a personalized color-coded floor plan for a more time-managed, productive, and efficient Tradeshow visit.

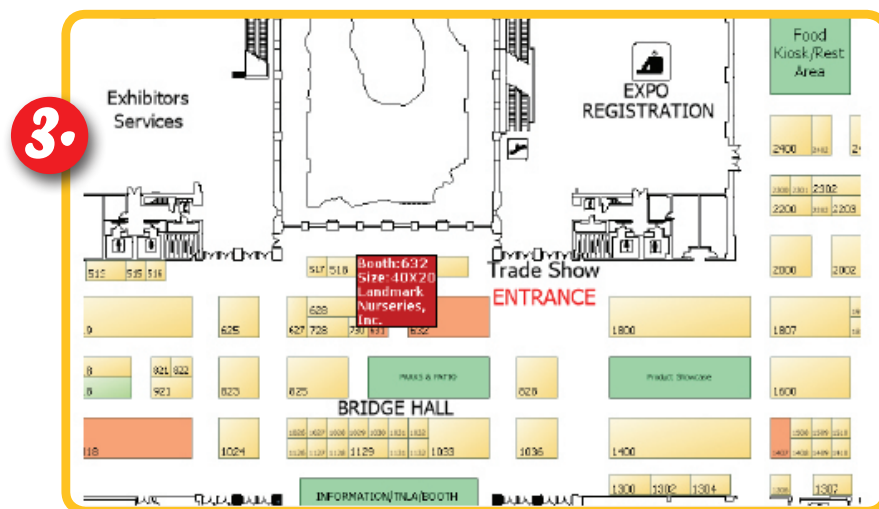
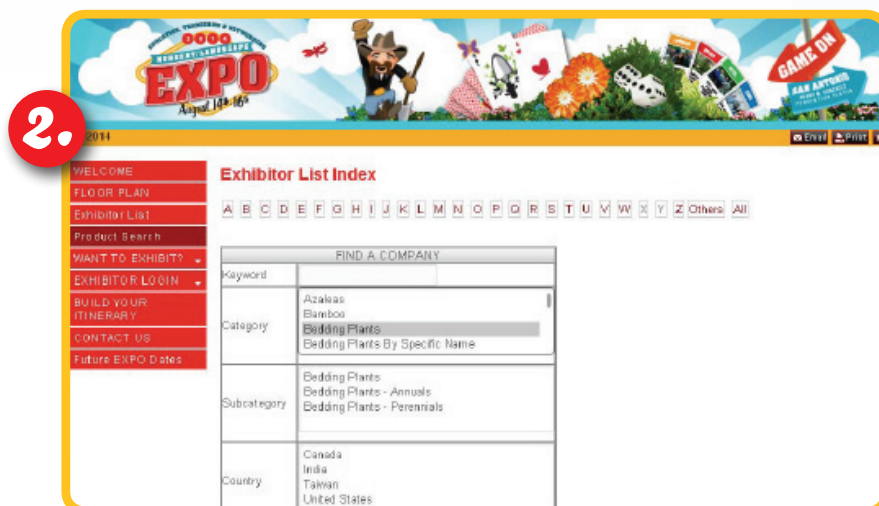
While searching for products and services, you can add these exhibitors to help organize your personal Tradeshow schedule.

Go to NurseryLandscapeEXPO.org, click on the “Information” tab, click on “Build Your EXPO Itinerary” from the drop-down bar, then click on the ‘click here’ link in the body of the text.

1. FOLLOW the ‘Create Your Login’ instructions

2. ONCE you have created your login, you are ready to start searching and selecting which Exhibitors and products you would like to see. In the left navigation bar, find an Exhibitor from an alphabetical “Exhibitor List” or specific products through the “Product Search” link. Select the appropriate check box(es) from the search results to add to your EXPO Plan.

3. CLICK on “Floor Plan” in the left navigation bar to see the booths/exhibitors you selected highlighted.





Appearing together for the first time in a convenient, liquid pre-emergent herbicide specially formulated for nursery use—the two trusted actives found in Barricade® and Gallery®*

Gemini™ gives you:

- A consistent and prolonged herbicide barrier
- Control or suppression of more than 125 broadleaf and grassy weeds
- A cost in use per acre that's competitive with tank mixing

Control times two.



www.kbwsupply.com

INTRODUCING
Gemini™
3.7 SC

**Two stars
just aligned.**

Prodiamine • Isoxaben



Always read and follow label directions before sale or use of this product.

*Barricade® is a trademark of a Syngenta Finance Corporation. Gallery® is a trademark of Dow AgroSciences LLC.

© 2014 An ICL Fertilizers Company, Worldwide Rights Reserved.



Bloom-A-Thon®
Reblooming Azalea

Why settle for just a few weeks of flowers when Bloom-A-Thon® azaleas will bloom up to 20 weeks per year?

Spring Meadow Nursery is your liner source for all 200+ Proven Winners shrub varieties. Call Amy today to add these profitable new plants to your production plans.

Amy Howard, 616-223-3365
www.springmeadownursery.com
800-633-8859 ext.1105





at YOUR FINGER TIPS

#TNLAEXPO2014 : Official EXPO Hashtag



Stay Connected WITH EXPO WHEREVER YOU GO:

REMAIN Up to Date on with Up-to-Date EXPO Alerts

MAP Out Exhibitors & Locate Product Listings

FIND Information on Keynote Speakers, Review Class Schedules and find CEUs offered

CAPTURE Your EXPO Experience with the Post Card Feature & Share on Social Networks

BOOK your hotel and review Registration information

GAIN Information about Events, Restaurants & Things to Do

GPS your Route to EXPO

Special Thanks to:



SUBMATIC TECHNOLOGIES

WATER MANAGEMENT SOLUTIONS

PRODUCT GUIDE

Includes everything you need for the ultimate water management systems:

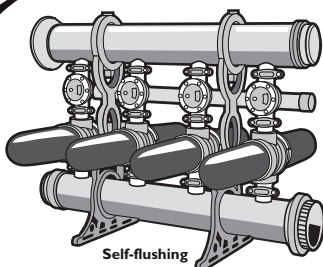
Driplines, Valves, Sprinklers, Controllers, Injectors, Hoses, Sensors, Tubing and much more.



State of the Art Filtration

NEW APOLLO DISC FILTER

★★ Reaching for the Stars ★★



Self-flushing

- For ponds, canals and rivers
- 50 to 3,500 GPM and up
- Automatic and pre-assembled
- Compact - fits in 14' x 6' area
- Quick backflush

Greenhouse & Nursery Systems

- For misting, humidifying, fogging and sprinkling

Super Fogger

- Efficient method for controlling greenhouse conditions (100 micron fog)
- Flow rate: 3.3 GPH



Bridgeless Micro Sprinkler

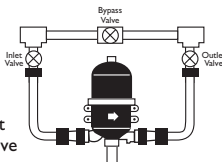
- Bridgeless design - no dripping
- Flat trajectory
- High distribution uniformity



Injectors

Proportional

- Constant rate
- Ratio adjustment
- Very smooth drive



Container Systems



Weight Assemblies

- Pressure compensating
- Highly versatile

Spray Stakes

- Unique oval pattern
- Multiple flow rates

3804-D Woodbury Drive

Austin, TX 78704

512.440.7744 • Fax 512.440.7793

Tips for TRADE

GAME ON

No matter how small or large your business may be, the benefits of attending EXPO far outweigh any reason not to attend. The Nursery/Landscape EXPO was developed in order to give your company the opportunity to capitalize on gaining new business. EXPO will allow you to connect with existing and new suppliers, broaden your brand recognition by interacting with industry leaders at events, gain new insight from keynote speakers during EXPO Education and explore new products and industry trends on the Tradeshow floor.

Once you've made the decision to attend, be sure to get the most out

of your EXPO experience and plan ahead. Planning and preparation are essential to maximizing time on the Tradeshow floor. Here are some planning tips to help simplify the process.

What to Pack

- Pack comfortable shoes and clothing – There are more than 1,000 booths displaying in three exhibit halls so make sure your progress isn't hindered by your attire.
- You will want to pack a light jacket. Due to live plant material, the exhibit hall tends to be quite chilly.
- You are provided a canvas tote bag with your registration to assist in collecting literature, samples, etc. Be sure to leave enough room to bring this valuable information back with you after the show.
- Remember to bring lots of business cards to optimize on networking opportunities.

At the Tradeshow

- Attend EXPO Education for an ultimate learning experience
- Pick up an official EXPO Program to find new product trends and innovations
- Take advantage of all offerings and event networking opportunities included with your registration
- Catch the Keynote Speaker Presentations all three days of EXPO (Free with Tradeshow Admission)

TRADESHOW TIPS:

- ▶ Avoid lines by pre-registering
- ▶ Get your 'elevator speech' down to a few minutes
- ▶ Bring employees to benefit from EXPO and maximize time on the Tradeshow floor
- ▶ Book in EXPO's Housing Block to Save Money utilizing special rates
- ▶ Expand your network by gaining member discounts when you join TNLA onsite, visit the membership booth to find out more.

SHOW ATTENDEES

Top 4 Strategies

REGISTER Save time and money with EXPO's Early Bird Rates! Pre-Register and book your hotel before July 25, 2014 at www.NurseryLandscapeEXPO.org.

RESEARCH Research Exhibitor Listings, EXPO's Education Topics and Available CEUs at www.NurseryLandscapeEXPO.org or download EXPO's mobile app.

GET SOCIAL Get social with the industry now by posting on EXPO's Facebook wall, tweet to EXPO's Hashtag at #TNLAEXPO2014 and pin EXPO on Pinterest.

EVENTS Review the EXPO Schedule of Events and map out your EXPO days ahead of time! Be sure to check out the expanded Gift & Garden Marketplace, Welcome Party and the TNLA Awards Celebration!

- Enter to Win an Offshore Snapper Fishing Trip for Six in Port Mansfield, Texas by visiting the TNLA Membership Booth during Tradeshow hours
- Avoid conversations with exhibitors you have no interest in
- Don't be shy – introduce yourself to people around you and exchange ideas with industry leaders
- Request literature be mailed instead of having to carry them with you
- Keep track of orders placed – get receipts and contact information
- Be sure to take breaks and visit the various rest areas and food courts throughout the hall
- Use EXPO's Mobile app to update your status with the postcard feature to share pictures with friends, be sure to include #TNLAEXPO2014

- Visit EXPO's expanded Gift & Garden Marketplace to find ideas and new products
- Unlock Opportunities at EXPO's social events, The Welcome to San Antonio Party - Free with Tradeshow Admission and the TNLA Awards Celebration - now \$65 per person

After the Show

Identify if your objectives were met and evaluate if you had not attended the Tradeshow, what would have been the cost and time to achieve the same amount of business. If you planned your attack, you will be confident in knowing the time you have spent at the show was worthwhile. Go through the leads you gained and be sure to make a plan to follow up with them. ∞

WHAT **1** INDUSTRY SAYS ABOUT EXPO:

"EXPO is the best place to learn new information, meet new people who know and use the products you are interested in learning about."

LANDSCAPER 2013 EXPO

"If you are in this business you have to go, I find new vendors, catch up with old ones and it's like a candy store for a five year old."

RETAILER 2013 EXPO

"Invaluable information from Exhibitors, bringing in new product and new developments from the industry."

GROWER 2013 EXPO

"Go and learn, great place to see what is happening in the industry and gain CEUs."

ARBORIST 2013 EXPO

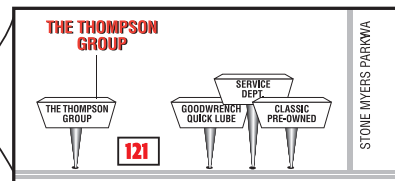
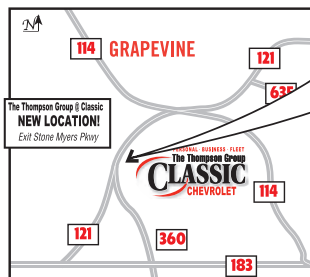


Ken Thompson
Founder

PERSONAL · BUSINESS · FLEET

The Thompson Group CLASSIC CHEVROLET

121 just north of the Stone Myers Pkwy exit



**121 just north of
the Stone Myers Pkwy exit**
metro **817-410-1560**

FIND NEW ROADS



**BUSINESS
ELITE**

The Largest Fleet & Commercial Dealership in the Nation

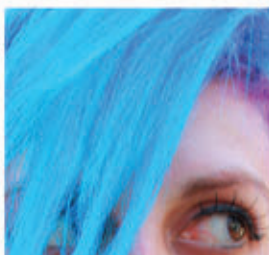
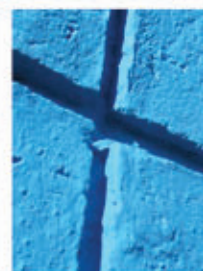
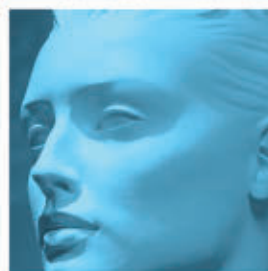
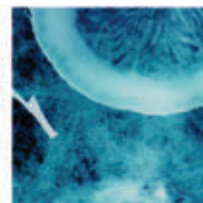
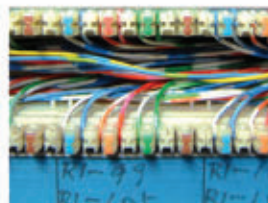
Founded by **Ken Thompson** in 1978, The Thompson Group at Classic Chevrolet is the largest volume commercial dealer in the country. Now located at a state-of-the-art facility on Highway 121 just north of the Stone Myers Parkway, The Thompson Group stocks over **2000 NEW CHEVROLETS** including over 500 commercial and upfitted vehicles. Situated on 9 acres, The Thompson Group features an 8500 square foot showroom, a dedicated service department, parts department and Quick Lube facility. The service department is highly specialized in servicing commercial vehicles with six super-sized 28' bays. Our professional staff has the knowledge and resources to help keep your business competitive and profitable.



ClassicFleet.com

COMMERCIAL • FLEET • CREDIT UNION

Do you have
a favorite
Cyan image?*



Hassle-free printing

5,000 postcards \$149
10,000 flyers \$349
1,000 magazines \$995
(16 pages, 60# paper)



**SHWEIKI
MEDIA**
WE CAN PRINT PAPER, PERIODICALS, AND MORE

*Visit your new favorite printer and upload your cyan inspiration: pinterest.com/shweikimedia/cyan
For free samples or a quote, call (210) 804-0390, or email samples@shweiki.com



**LIVING
EARTH**

MULCH • COMPOST • SOILS

www.livingearth.net

MORE BEAUTY

LESS WATER AND LESS WEEDS



BULK OR BY THE BAG
PICKED UP OR DELIVERED

Consistent, Reliable Results from Top-Shelf Materials

8 DFW LOCATIONS
CALL: 972-869-4332

12 HOUSTON AREA LOCATIONS
CALL: 713-466-7360





Visit the
Gift & Garden
Marketplace
on the Show
Floor During
Tradeshow
Hours

EXPLORE THE EXPANDED *Gift & Garden* MARKETPLACE AT EXPO

BUILD your ROI and Grow your business with a new niche products

SEEK out the latest Texas made and grown trends in specialty items

EXPLORE your creative zone with innovative gift, garden, outdoor living products and more

EXPO's Gift and Garden Marketplace offers the trends you have been searching for



EXPAND YOUR *Creative Zone* AND ENJOY INNOVATIVE PRODUCTS FROM:

Tim Gaskin & Associates, Music of the Spheres, Gurgle Pot,
JJ Potts Shroomyz, Wallaroo Hat Co. Good Directions, Moksha Imports,
Rustic Arrow Garden Décor Imports plus MORE!

A Special Thanks to
**EXPO's Gift & Garden
Marketplace Partner:**



GO TEXAN.



Make the Most of YOUR NETWORK

(expert from Small business marketing - free advice, tools and resources | Marketing Donut)

Networking is an invaluable means of keeping up to date with industry developments. Making the right contacts is crucial to developing your business. Face-to-face communication can help you forge productive relationships with key industry people. Over time, these contacts can become powerful advocates that actively support and promote your business.

With limited time and resources to spend on networking, it might be tempting to think you can do it

all online these days. But meeting business contacts face-to-face at networking events, exhibitions, and conferences is still important to build trust and develop leads. "You can start business relationships online, but it's only when people read your body language, smile and shake hands that they really want to do business with you,"

How to network effectively

While some people find networking easier than others, it's something that everyone can do. With some preparation and practice, you can

use networking effectively to enhance your business prospects. You can build a good rapport with people when you know about their challenges and aspirations and they know yours. In conversation, your goal is to build relationships based on trust.

When you talk about your business, try to be succinct and interesting. Convey your unique selling point (USP) and show how you solve problems for your customers. Have a good answer to the question, 'what do you do?'. Instead of saying you're an independent financial adviser; for instance, say you help people make their money go further.

NEW from
Quali-Pro®...

Strobe™ 50WG Broad Spectrum Fungicide

The first post-patent azoxystrobin is a new, wettable granule from Quali-Pro® that prevents or cures over 30 ornamental diseases and over 27 turf diseases. Strobe 50WG is systemically absorbed by treated plants to prevent and control fungal diseases. Strobe 50WG may be used to control certain diseases of container, bench, flat, plug, bed and field-grown ornamentals in greenhouses, shade houses, outdoor nurseries, retail nurseries, and other landscape areas.

QUALI-PRO

Innovation you can apply.

For more information on our wide selection of turf and ornamental products, visit quali-pro.com or call 800-242-5562



TWORKING OPPORTUNITIES

The aim of networking is to create goodwill by being helpful, likeable and knowledgeable. You never know how useful a contact is going to be. The more people you win over, the more likely your message will reach your target market.

The advantages of networking

Networking works on many levels. You can meet suppliers, advisors, investors or customers. If you build a good relationship with complementary businesses, they will become ambassadors for your business, passing customers your way. A carpet shop can recommend a fitter, for example, or an estate agent can suggest a good solicitor.

A strong business relationship can open up opportunities. Talking about ideas with other people can make things happen.

It's vital to keep in touch with your contacts. Arrange another meeting if you have an idea you want to develop further. You could send your new contact a useful article or web link or invite them to relevant events. Another good approach is to introduce people you know that may be useful to each other.

Networking at Exhibitions

Make time to attend relevant events that are running alongside the show. Keynote speakers and educational

seminars can be informative and attract many of the key players in your industry. These events are ideal environments for networking. Introduce yourself, be engaged — everyone is wearing a badge and is there to talk business. By taking the initiative, you can promote yourself and your business and make valuable contacts. A good approach is to get invited to receptions and hospitality suites.

Too many people don't engage with other attendees at an exhibition. Any platform or event where business owners get together is a networking opportunity ... Be Active, Be Engaged, Grow Your Business! ☺

COME GROW WITH US



Magnolia
Gardens
Nursery



Plants For Texas®

Texas Born

Texas Tested for Texas Gardens™
www.plantsfortexas.com

www.magnoliagardensnursery.com

1-800-931-9555

Mention This Ad for \$25.00 Off Your Next Order!



Visit us at TNLA Booth 2512



**Pro 5
Weed Barrier®**



**N-Sulate
Frost Protection
Blanket**



**DeWitt Dew Right
Drip Irrigation Bag**

**San Antonio 210-822-3141
Houston 281-487-2004**

From Erosion Control to Landscaping Equipment.

Count on FINN for quality equipment, reliable performance and exceptional support.

HydroSeeders®

Straw Blowers

Bark Blowers

MTS

Consumables



Visit your authorized dealer and find out why the best contractors count on FINN.



Serving Texas With 10 Locations
(800) 227-6626
www.romco.com
FAMILY OWNED. TEXAS BASED SINCE 1961.





San Antonio as A DESTINATION 3 DAY ITINERARY

DEEP. IN THE HEART.



San Antonio is known as one of the top tourist destinations in the U.S. Historic sites like the Alamo and cultural highlights like the San Antonio River Walk bring scores of travelers to our city each year. San Antonio is a city of inspiring new developments and intriguing contrasts; a place where modern attractions are juxtaposed with celebrated monuments of Texas history. Come visit the “Alamo City” and see for yourself why our motto is “Deep. In the Heart.”

DAY ONE

The Beginning: Begin where it all began at Main Plaza; vestiges of the original colonial church can still be seen at the rear of San Fernando Cathedral. Continue west to the Spanish Governor’s Palace and the

nearby Casa Navarro. Trace the River Walk to La Villita, the little village that formerly housed Alamo soldiers, then take in the Alamo itself (check for one of the frequent historic reenactments). Lunch at the historic Shilo’s Delicatessen will interject a little German culture into the day.

DAY TWO

Mission Trail: Start the day exploring the remaining four colonial missions. In the afternoon, pick up a B-cycle at a convenient rack (there’s one in front of the Liberty Bar on South Alamo) and hit the trail to explore the river south of town with its newly and naturally landscaped hike and bike trails. Bliss, Feast and The Monterey provide excellent opportunities for dinner in nearby Southtown should further reward be needed.

DAY THREE

Significant Plazas: Visit Market Square, a linear plaza flanked by historic buildings and teeming with activity. Have lunch there, then go to Alamo Plaza, once within the grounds of the original compound. A combination walkway/ water feature links it to the River Walk. The River Walk also connects at the Henry B. Gonzalez Convention Center to Hemisfair park. This site of the 1968 world’s fair features the Institute of Texan Cultures and the Tower of the Americas. Enjoy a river cruise dinner. ☞

THE *Valentine's Day* CUST

The origin of Valentine's Day is very instructive. It was initially associated with a religious celebration honoring St. Valentinus, a priest from Rome who was martyred about AD 496. Two stories (probably myths) frame the sentiment associated with February 14th...especially when applied to those you serve--customers and colleagues.

Valentinus boldly performed marriage ceremonies for soldiers and their brides when it was forbidden for soldiers to marry. He supposedly cut out wooden hearts and gave them to each soldier to remind him of his vows while he was away in battle. When he was later jailed and awaiting execution, he healed Julia, the blind daughter of his jailer, Asterius. He even sent the girl a farewell note and signed it "Your Valentine!" Add these three concepts—generosity, boldness and kindness—and you get a strategy for delivering Valentine service all year round.

BY CHIP R BELL

Become Famous for Your Generosity

Allowances where not something my dad believed taught kids a work ethic. So, I worked for all my spending money. Living in a rural area the only paying chores for kids were baby-sitting and lawn mowing. My sister baby-sat; I mowed yards. I got a dollar for a regular-sized yard and two dollars for a large yard; my grandmother had a two-dollar yard!

One summer we had a drought. Yards did not grow much so I was looking at pretty bleak school year in terms of spending money. Towards the end of that summer, my grandmother called and wanted me to

come mow her yard. I was thrilled! As always, I mowed her yard and met her on her back porch to get my two dollars. But, I got a big surprise. She handed me five-dollar bill and said the most wonderful words..."Keep the change!" And, it did change my relationship with my grandmother. A relationship I kept until she died in her mid-eighties.

One byproduct of Valentine service is not just keeping customers, but changing their feelings about the organization from pleased to thrilled; from passively retained to actively an advocate. One powerful route to your customer's heart is a generous attitude--the type that leaves customer surprised, not just happy. Now, few organizations can provide customers with a 150% tip like my grandmother. While the economics of a ten-year olds piggybank are

important, it was her abundance mentality that created the warm memory of our relationship.

Johnette Taylor, president of Roundtree Landscaping in Dallas takes generosity very seriously. "We are famous for both the niceness as well as the neatness of our employees. They are taught to always clean up after a job just like it was their own home. We also offer our customers a maintenance contract on our landscape work that includes everything but mowing. Our customers typically already have someone who mows their yard. And, we also warrant all our work as long as we are doing the maintenance on property. Giving our customers more than they expect is the key to their becoming strong advocates for Roundtree Landscaping."

Boldly Demonstrate Authentic Caring

Rick McIntire called me last week! He was the sales person who sold me a GMC SUV in Dallas about twenty years ago...that was four Lexus's and a fire engine red Mazda Miata ago. Rick knows I changed brand affinity because the GMC dealership Rick sold vehicles for is owned by the same company (Sewell Automotive) that owns the Lexus dealership that first snagged my vehicle brand loyalty. Don't ask about that Miata! It was a complete aberration and totally impractical impulse buy. (But, it sure was a lot of fun for three years.)

The part about Rick's phone call that most enchanted me was the fact that he was not making an out-of-the-blue sales call. He was not trying

OMER STRATEGY

to persuade me to give up my Lexus SUV to return to a GMC SUV. In fact, he knows I now live in Georgia, not in Texas...I have not been in his Rolodex for a long time. He called because he just wanted to reconnect. His call deepened my appreciation for Sewell GMC and ramped up my likeness for the GMC product in general. And, it made me appreciate how lucky I was to have the great Rick McIntire on my radar screen.

Valentine service is the Rick McIntire approach to bold authenticity. Customers value wholesome relationships—encounters with all the con, ploy and gaminess completely stripped out. The late psychologist Carl Rogers

claimed “unconditional positive regard” was the core substance of all healthy relationships. It means caring without an agenda; serving without an ulterior motive.

“We strive to build enduring relationships,” says Clayton Leonard, president of New Earth Soils and Compost in San Antonio and last year’s recipient of the TNLA “Young Leader Award.” “We want to be a business partner, not a vendor. That means focusing on a deep understanding of our customers’ business goals and pursuing ways to show we truly care about bringing them value, not just responding to their needs. A key part of that partnership is trust.”

smile whenever you ask him about it. But, I am getting way ahead of myself!

My good friend tore down a shed in his side yard. The ugly, old shed was in stark contrast with the rest of his highly coiffured lawn. He decided to turn the space into a flower garden complete with a lattice covered sitting area. When it came time to purchase plants and ornamental trees, he took along his six-year-old granddaughter, Amy. The sales person at the nursery treated Amy as a part of the decision-making process...to the delight of my friend. Amy got to be the sales person’s “helper” and he even asked her opinion on some of the plants.

Clayton described how the concept of a cubic yard in bulk mulch can be a matter of perception and potential dispute. His company devised a way to combine 3D images of the loaded delivery truck along with key data points that give customers confidence they received precisely what they ordered. “We have no sales people,” says Leonard, “only business development professionals! It is a part of our partnership philosophy.”

Amy was over at her granddaddy’s house the afternoon the plants and trees were delivered. After all were placed in the spots where they would be planted, the driver had one more plant to unload. It was a small, aromatic rosemary plant with a tag that read, “Amy’s plant.” She was thrilled and got to personally choose the spot where it would be planted. Now, every time she visits “Paw Paw,” she races to the side yard to check on the growth of “her” plant.

Here is the most important part. Whenever someone visits my friend’s garden, or seeks his input on a good place to buy plants, or asks about any topic even remotely related to horticulture, that person will get to hear the “Amy’s Plant” story. Don’t wait for your customers to wear an “Ask Me About My Granddaughter” button. Find ways to learn the target of their affinity and add it to your list as well!

(continued on page 34)



Show Kindness Towards Who Matters To Your Customer

“Amy’s Plant” has a special meaning to a good friend of mine. And, it always makes him

(continued from page 33)

The E-gap, that space between customer expectations and customer experience, is the focus of Calloway's Nursery in Fort Worth. "We want to create such a special experience customers will want to get off their couch and come to the nursery," reports Chairman and CEO Jim Estill. "And, that special experience starts with curb appeal. We think about what customers see, smell,

touch, hear...we want all their senses engaged. Every employee is attired in our signature work clothes; every customer receives a warm 10:30 greeting. That means if the customer is within 10 feet of you or has entered the garden center within 30 seconds they receive a warm, sincere welcome." Calloway's "Life Lived Beautifully" mantra extends from providing customers mentoring on how to maintain their new plants to

their 100% guarantee with a smile.

Think Valentine's Day everyday. Reach out to angry customers and let them know your appreciation for their gifts...we always learn from upset customers. Contact customers who have left and just let them know how much you enjoyed serving them. Surprise a customer or colleague by sending a "Thinking of You" card. Give a gift or offer a hug for no special reason. The core emotion surrounding Valentine's is love. We see lots of cupids, hearts and flowers at this annual event. But, the most influential type of love is that which is expressed without an agenda, motive or even a special designated day. ♡



TEXAS TECH UNIVERSITY

Department of Plant & Soil Science™

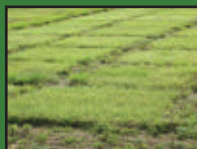
www.pssc.ttu.edu

806.742.2838

Your rewarding future can continue without leaving home or your job, with our **online programs!**



We offer an **online** B.S. program in horticulture and several online M.S. and graduate certificate programs in horticulture and plant science!



At Texas Tech, we've got a good thing growin'!



Chip R. Bell is founder and senior partner with The Chip Bell Group and manages their office near Atlanta. Prior to starting CBG in 1980, he was Director

of Management and Organization Development for NCNB (now Bank of America). Dr. Bell holds graduate degrees from Vanderbilt University and the George Washington University. Additionally, he was a highly decorated infantry unit commander in Viet Nam with the elite 82nd Airborne. Chip will be presenting the Keynote Presentation at the Nursery/Landscape EXPO on Thursday, August 14, 2014.



Building TODAY'S TEAM FOR TOMORROW'S ECONOMY

As our industry slowly returns to the new normal, and ourselves and our teams begin to recover from the sacrifices we asked to make (reduced hours, more with less, and hopefully trimming the under-performers), the need to rebuild, renew and re-engage has never been more important.

BY JOHN KENNEDY

As I write this, I am in a mid-western town readying to work with an industry leader that has adapted to the “new norms” of the green industry, and is meeting them with great success head on!!

In fact, after many years of pondering change, and even punting change, they are now fully engaged with the process of change, and are moving the ball down the field with momentum on their side.

“When the pain of remaining the same is greater than the pain of change, it is then that we finally commit to what we have instinctually known for quite a while”.

Overall, there are three types of change: Change by Crisis, Change by Drift and Change by Design. To build a new and improved culture to meet the new and improved needs of our clients we need to design/build our team...

Let's talk about change by design!! (I think we are all done with change by crisis!!)

The first step in building your team is called FORMING—and that means looking at every player and determining the right seat for him or her on the bus (“Good to Great!”)

By now, you should have followed my advice from four years ago and traded up to the talent that is going to get you where you need to be...if you haven't yet...do it now!!

Second is called STORMING—facilitating and debating the changes necessary to get to where you are headed (Insight: Having the right team is far more important than the direction you are headed...with the right team, anywhere is possible!!)

The third stage is called NORMING, and this is where the traction begins. Getting everyone aligned to a common cause, purpose or direction.

Whether it is 98.5% fill rate on your orders, reducing energy usage, raising the average sale

on each transaction/client (up-selling green) or increasing our customer satisfaction ratings, these can become the established norms that everyone can believe in, buy into and deliver.

Some clients chose values such as “integrity, respect, faith, teamwork and commitment”. These are also powerful “norms” to consider.

True leadership is where the norms are established, communicated and measured for success—daily! The team is only as great as the leader

(continued on page 36)



(continued from page 35)

who is willing to invest to make them great...how invested are you??

And lastly, my favorite—**PERFORMING**. What incentive programs do you have in place to make sure that not only engagement, but also rewards for excellence, are in play?

I love creating incentive programs for organizations...it is established in a concept called the “Great Game of Business”. In essence, you cannot expect what you cannot inspect! And rewards for excellence in inspection are a very key ingredient in building and sustaining a successful team.

Setting the metrics in place for basic success is important, but what is imperative is what happens when we go above and beyond the call of duty?

A classic example that I love to share is a grower and garden center on the east coast. We were looking at ways to increase the average transaction for each client visit. We formed the team, stormed ideas, came up with a norm and executed (performed) it extremely well.

The team agreed that a particular soil amendment would be a great way to up-sell anyone who is buying plant material. They all believed in the product, they were knowledgeable of its features and benefits, and they all saw the potential in adding it to any purchase.

We reviewed the numbers from the previous year and set a “game” where everyone could participate and win. If we sold twice the amount as last year, each team member would receive a \$10 gift card. If we sold three times the

amount, each team member would receive \$20, and so on.

The team committed to the game, the managers tracked it each day, reported how the team was performing, and motivated the team to sell 5 times the amount that they had done the same time last year. Not too shabby!!

The best part about this one of many success stories is the momentum that it created...a belief that they can, when united after a common cause, and motivated by leadership, supported by other team members, can accomplish great things. Who doesn't want this????

We created a solid and unified force of people and energy focused on accomplishing the same mission—**AWESOME!** And it works!!

SHEMIN LANDSCAPE SUPPLY



AUSTIN

12550 Harris Branch Parkway • Manor, TX 78653-3752
Phone (512) 278.0997

DALLAS/FT WORTH

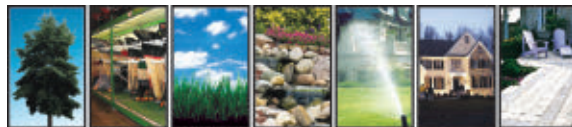
521 Huffines Boulevard • Lewisville, TX 75056-9552
Phone (972) 939-1144

HOUSTON

3802 Barker Cypress Road • Houston, TX 77084-3931
Phone (281) 398.3040

For more than fifty-five years,
we've helped our customers grow
by providing the highest **quality**, most **variety**,
greatest **availability** and best **service**
in the landscape industry.

Come see how we can help you grow.



**NURSERY · ANNUALS/PERENNIALS · TURF · LIGHTING
IRRIGATION/DRAINAGE · TOOLS · STONE/PAVERS**

Other success stories include customer satisfaction ratings that continue to perform at 94% or better 3 months in a row are rewarded with a monetary spiff. (Studies show that higher than average satisfaction ratings translate to higher than average sales—every time!!)

How about energy reduction, fuel usage, safety, inventory management, shrink, accounts receivable, call in sick days, overtime hours, new client acquisition, client sales growth, client retention, and my favorite of all...Sales!!!

Creating a culture of sales and service is paramount in today's new economy. The client's expectations have changed dramatically over the last five years. What used to be acceptable is no longer acceptable and those growers, nurseries, garden

centers, and landscape companies that get it will grow...those that don't—won't! It's that simple!!!

(Insight: Clients' new expectations as I have researched: A Perfect product, delivered by caring friendly people, in a timely way).

Which of these three do you have? Which are missing? And what are you willing to do about it??

Change by Design...one idea, one customer, one team and one change at a time. ☺

"What used to be acceptable is no longer acceptable and those growers, nurseries, garden centers, and landscape companies that get it will grow"



John Kennedy has presented to more than 250,000 audience members over the last 17 years and has made a dramatic impact in scores of companies and associations within the green industry. John's reputation as a sales strategist and customer experience consultant to our industry continues to grow, as does his proven track record of success and repeat partnerships. John specializes in leadership development, teamwork and creating sales and service cultures...he has also authored two books. John will present the Keynote address at the Nursery/Landscape EXPO on Saturday, August 16th.

DEEP FORK TREE FARM

VISIT US IN BOOTH NO. 2335



Ulmus parvifolia 'Emer II' Allee® Lacebark Elm

405.233.2000

www.dftrees.com

Arcadia, OK

INTRODUCING NUTRIROOT™ LIQUID SOIL APPLIED FERTILIZER

NutriRoot is a unique blend of essential minerals, seaweed extract, humates, surfactants and humectants designed to increase root development and to reduce water stress in trees, shrubs and lawns.

- Promotes root growth
- Reduces watering
- Improves transplant success
- Protects transplants from drought stress & shock
- Feeds roots all season long



Find A Distributor: www.arborjet.com/distributor
Visit www.arborjet.com or call 781.935.9070.

ARBORJET
Revolutionary Plant Health Solutions

July is Smart Irrigation Month. Partner with Horizon and let's do our part together.



At Horizon, we believe that every month should be treated as Smart Irrigation Month. So, where do you start your practice of Smart Irrigation? **Right here.**



... Controllers

For both new construction and retrofit applications, a great way to upsell any property.



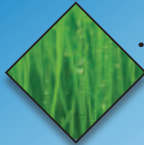
... Nozzles

For both new construction and retrofit applications, smart water nozzles provide more uniform water distribution and can reduce usage by as much as 30%.



... Micro Irrigation

Save water by using micro-irrigation solutions to deliver water directly to the root zone.



... Soil Surfactants

Get visible results and reduce runoff on sloped turf areas by 20% or more. Soil surfactants reduce water use on cool-season grass by up to 25%, and up to 50% on warm-season grass.

Smart Water Partners

Horizon is an EPA WaterSense partner, and we take smart water practices and products serious. That's why we've partnered with some of the industries leading manufacturers to promote smart water usage—all year long.



Scan here to learn more about smart water usage and products. Got a Horizon account? Log into MarketingToolkit.com and download calculators and info sheets to help sell smart water products to your customers!

HorizonOnline.com | 800.PVC.TURF



Horizon

irrigation ♦ outdoor living ♦ landscape ♦ equipment

WORDS *Customers* DON'T WANT TO HEAR

Take the Success Challenge

While others complain > **look for alternatives and solutions**

While others make excuses > **accept responsibility, correct and move on**

While others show up late > **always be early and prepared**

While others find fault > **look for advantages and strengths**

While others blame someone else > **strive to exonerate and help**

While others gossip > **stay silent**

While others lie > **always be truthful**

While others fail to study > **read, research and review**

While others have no purpose > **establish a plan and do it**

While others doubt their ability > **have confidence you will succeed**

While others procrastinate > **move forward and persist**

While others are inflexible > **be tolerant, reasonable and cooperative**

While others shirk responsibility > **be accountable for your actions and duties**

While others ridicule > **compliment, respect and praise**

While others do the bare minimum always > **do more than expected**

While others never volunteer > **try to always lend a helping hand**

While others waste time > **be focused, efficient and organized**

While others are negative > **be positive**

While others are fearful > **have courage**

While others compromise their integrity > **guard it at all cost**

While others give up > **try again**

BY ROBERT STEVENSON

Companies spend millions of dollars in advertising trying to attract a customer only to run them off by saying the wrong words. It seems that on a daily basis I will reach some company on the phone and hear the words, "All agents are busy right now helping other customers. Please hold." If I were their competitor I would see that as a huge opportunity to take business away from them. How companies handle their Personal-Point-of-Contact with their clients or potential clients will determine if they succeed or fail in this highly competitive business environment.

In my opinion, customers don't want to hear all agents are busy right now. Customers don't want to go to your website and search for answers. Customers don't want you to send them a tutorial on how to do whatever they are calling to ask you about. Customers don't want to have to answer 10 questions to help better direct their call to the right department. We want to TALK to a human. We want to TALK to a nice, friendly and pleasant human. We want to TALK to a highly knowledgeable human. We want to TALK to someone who can give us answers. We want to talk to someone who can help us. You might want to sit down with your associates and talk about all the phrases, statements, and/or words customers hate to hear. Post those words so

everyone in your company knows what not to say to a client.

Here are a few examples of things customers don't want to hear:

- "You will have to take that up with my supervisor"
- "There is no one in who can help you right now"
- "There is nothing I can do for you"
- "Please go to our website"
- "I don't know - I just work here"
- "That's not my job"
- "All lines are busy now...please hold"
- "Please e-mail us your complaint"

(continued on page 40)



(continued from page 39)

- “I will have to transfer you to another department”
- “We are experiencing a high volume of calls ... please call back”
- “I know the policy is silly but I didn’t set the policy - management did”
- “We take calls in the order received - you have 17 people ahead of you”

- “Our company policy doesn’t allow us to do that - I don’t know why - it just doesn’t”

I recently quit doing business with a company who said it would take 72 hours to get me an answer to a problem they had caused. I soon learned that was their standard answer for any problems they caused. Their response caused me to look for another company to work with and within 24 hours I was

up and running. I will never forget one of the statements said to me by the new company I had found. “Mr. Stevenson, don’t you worry about a thing. I will personally walk you through every step and show you how to do it and even do it myself on my end if it gets confusing. Our job is to get you up and running and make things simple for you.” Needless to say ... I was very impressed. She said ALL THE RIGHT WORDS and then delivered.



Safety Puts More Green in Your Business.

©2014 Texas Mutual Insurance Company

There’s a reason Texas Mutual is located at the corner of Safety and Dividends—safety and dividends go together. We provide group and individual dividends to our policyholder owners that keep their people safe. Plus, you’ll receive a workers’ comp discount for being a member of the Texas Green Industry safety group. That’s why we created Work Safe, Texas—and it’s why your business belongs here.

TexasMutual
WORKERS’ COMPENSATION INSURANCE
WORK SAFE, TEXAS™



Contact **Becky Walker** at (972) 512-7770 or email info@tgiwcgroup.com. Visit us at www.tgiwcgroup.com.

Dividends are based on performance and are not guaranteed.

If you want to find out how good your company is ... call it ... and see how long it takes you to reach a pleasant person who can help you. Many times the words your employees or your answering systems say will do nothing but drive business to your competitor. My suggestion is to spend less money on advertising and more money on educating everyone on what “to say” and “not to say” to customers. Your advertising might be driving them to your company, but what is said next ... may be driving them away, forever.

Your top business strategy should be a satisfied customer. ☺



Robert Stevenson is a popular public speaker and the author of the best-selling book, “How To Soar Like An Eagle In A World Full of Turkeys.” He is graduate of

Georgia Tech where he received his BS in Industrial Management and was a three year letterman in football. Robert has owned several companies, sold internationally in over 20 countries, established and maintained hundreds of accounts worldwide along with managing a worldwide sales force. He has held positions from Salesman to Chief Executive Officer. With over 30 years of extensive corporate and entrepreneurial experience, he understands what it takes to succeed. Robert will be presenting the Keynote address at the 2014 Nursery/Landscape EXPO on Friday, August 15, 2014.



Sponsors

NURSERY/LANDSCAPE EXPO WOULD LIKE TO THANK ALL OF OUR SPONSORS FOR THEIR GENEROUS CONTRIBUTIONS!

(as of May 15, 2014)



EXPO Partners:



Applied Polymer Systems
Arborbrace Staking Systems
Calloway's Nursery
Chamblee's Rose Nursery
Enterprise Fleet Management
Everris NA Inc
Harry's Greenhouse, Inc.

Horticultural Marketing & Printing
Jefferson Bank
Maldonado Nursery & Landscaping
McCourt & Sons Equipment, Inc.
Mortellaro's Nursery
Native Texas Nursery
Nicholson-Hardie

Ran-Pro Farms
State Fair of Texas
TNLA Region 1
TNLA Region 2
TNLA Region 3
TNLA Region 4
TNLA Region 5
TNLA Region 7
TNLA Region 8

In Memoriam

DAVID LYNN ALLDREDGE passed peacefully with his family by his side at M.D. Anderson in Houston, Texas on Monday, May 12, 2014. He was an entrepreneur with few limits and a heart of gold. He loved his family and friends and was surely never short on words.



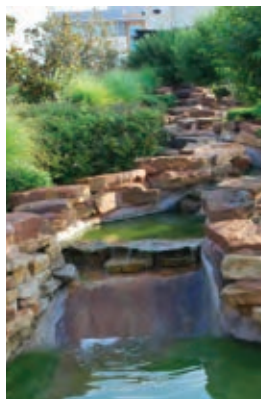
He was born on August 23, 1955 in Lubbock, Texas to Ethel Ruth Cook Alldredge and Delbert Alldredge; David was the youngest of three children. He began running his own business selling horned toads and lizards at age 6, then moved on to mowing yards and many other ventures. He studied Earth Science at Texas Tech. With a passion for plants and an eye for design he started Turf Specialties, a landscaping and yard maintenance business, and soon after sold it to his partner, then opened Alldredge Gardens in 1987.

He is survived by his wife of 18 years Kristi

Alldredge and their four children and families; son, Chance Alldredge of Spring, Texas, wife Elise and children Casey, Avery, Elle, and True; daughter, Christen Alldredge Wommack of San Antonio, Texas, husband, George and children Tripp, Caroline and Henry; son, Brett Alldredge of El Campo, Texas; son, Justin Smith of Midland, Texas, wife, Samantha and children Hayden and Claire; sister, Jayne Ashlock of Lubbock, Texas; sister-in-law, Roxanne Alldredge of Bettendorf Iowa; niece, Tracie Ashlock of Lubbock Texas; nephew, Matthew Alldredge of Longview, Texas; mother-in-law and father-in-law, Jenna and Clyde McLean; brother-in-law, Doug McLean and family; brother-in-law, Scott McLean and family. He will also be missed by his three precious kitties, Ginger, Kloe and Izzy.

Memorials may be directed to M.D. Anderson Cancer Center, P.O. Box 4486, Houston, Texas 77210, The American Heart Association, 3205 W. Cuthbert, Suite-A-8, Midland, Texas 79701, or a charity of your choice.

Now Accepting Applications For The



SAVE THE DATE!

JOIN US FOR THE
THE AWARDS CELEBRATION
AUG. 15TH AT THE 2014
NURSERY/LANDSCAPE EXPO
IN SAN ANTONIO, TEXAS!
GET TICKETS ONLINE:
nurserylandscapeexpo.org



2014 - 2015 TEXAS *excellence* IN LANDSCAPING *awards*

The **Texas Excellence in Landscaping Awards** are given to the Industry's best landscapes in both commercial and residential installations, as well as for maintenance.

Make sure your project is honored by submitting your application and project photos **TODAY!**

Visit tnlaonline.org/services for more information and to download an application.

Deadline: November 3, 2014

New Members

Welcome! TNLA would like to welcome its new members. If you would like to become a member, or if you have any questions or concerns about your current membership, please contact us at 800.880.0343. Visit www.tnlaonline.org to learn about the benefits of becoming a part of TNLA.

REGION 1

Government Employee

City Of Victoria Parks And Recreation

Jacqueline Yates
476 McCright Dr
Victoria, TX 77901
www.victoriatx.org

City Of Victoria Parks And Recreation

Wendy Richardson
476 McCright Dr
Victoria, TX 77901
(361) 485-3200
www.victoriatx.org

Landscape

John's Landscaping

Christopher Greer
4187 Stahl Rd
San Antonio, TX 78217
(210) 320-2722
www.johnlandscaping.com

N&N Landscaping LLC

Beau Nettleton
202 Peace Pipe Trl
Del Rio, TX 78840
(830) 774-5752
www.specialtylawncare.biz

Retail

Everything Roses

Rose Pena
14230 Shepherd Rd
Atascosa, TX 78002-4923
(210) 663-9874

Supplier

Nature Innovations

Lana Seibert
2800 Blacksmith Lane
Kerrville, TX 78028
877-431-4433 ext 120
www.natureinnovations.com

REGION 2

Landscape

Piece Of Earth

Lauren Chapman
4026 Lanark Ln
Houston, TX 77025
(713) 302-2970
www.pieceofearthlandscaping.com

Heights Plant Farm & Landscaping LLC

P.J. Whitehouse
2521 N Durham Dr
Houston, TX 77008
(713) 868-7990
www.heightsplantfarm.com

Trillium Designs

Lawsona Gandy
2401 Chew Rd
Sealy, TX 77474
(281) 520-1772
www.trilliumlandscapedesign.com

Supplier

RLP, Inc.

Larry Raska
PO Box 682994
Houston, TX 77268-2994
(281) 320-2195

REGION 3

Retail

New Orleans Gardens

Rob Holloway
2100 Judson Rd
Longview, TX 75605
(903) 753-0107
www.nognursery.com

REGION 4

Landscape

Whimsical Gardens

Rebecca Winn
13215 Copenhill Rd
Dallas, TX 75240
(972) 661-2661
www.whimsicalgardens.com

Stonemoss Lawn Care

Ryan Reed
5316 Grove Cove Dr
Mc Kinney, TX 75071
(972) 365-1103

REGION 5

Grower

Saddle Creek Nurseries, LLC

Erik Or Chuck Bahr
PO Box 335
Lewisville, TX 75067
(903) 962-4500
www.saddlecreeknurseries.com

Lily of the Desert Farms

Don Lovelace
1887 Geesling Rd
Denton, TX 76208-1411
(940) 566-9914
www.lilyofthedesert.com

Landscape

Design By Harold Hand

PO Box 2897
Grapevine, TX 76099
(214) 704-0576
www.designbyharoldhand.com

Quorum International Inc.

Moises Hernandez
6300 Ridglea Place Ste 1208
Fort Worth, TX 76116
(817) 737-6678

REGION 6

Educator

Texas Tech University

Mike Quartaro
PO Box 43144
Lubbock, TX 79409-3144
806-742-3801

Branch Grower

King Ranch Turfgrass

Attn: Manager
6270 S Osage
Amarillo, TX 79188
(806) 622-0861
www.kingranchturf.com

King Ranch Turfgrass

Attn: Manager
12421 FM 1729
Idalou, TX 79329
(806) 622-0861
www.kingranchturf.com

REGION 7

Government Employee

US Navy

Roger Edison
1466 Old Patrol Rd, NAS Corpus Christi
Corpus Christi, TX 78419
(361) 815-9780

REGION 8

Government Employee

University Of Texas At Austin, Facilities Svcs/Landscape PRC

George Ellis
2807 Oakwood Glen Dr
Cedar Park, TX 78613
(512) 471-3609

Student

KISD Career Center

Gierra Washington
5603 Hunters Ridge Trl
Killeen, TX 76542
(254) 768-1242

KISD Career Center

Cornelius Lopez
1005 Illinois Ave
Killeen, TX 76541
(254) 338-6824

REGION 9

Grower

Neil Lewi

717 Dawn Court
Imperial, CA 92251
(760) 970-9058

Out Of State Grower

Sunrise Nursery LLC

Daniel Escalante
22439 N 163rd Ave
Sun City West, AZ 85387
(623) 544-1961
www.sunrisetreefarm.com

Red Pebble Trees

Gigi Cannon
16252 Jones Rd
Brooksville, FL 34601
352-274-3938
www.redpebbletrees.com

Out Of State Supplier

Neelco Industries Inc.

Jim Lee
420 Shearer Blvd
Cocoa, FL 32922
(321) 632-5303
www.neelco.biz

Verizon Networkfleet

Doug Hrbacek
6363 Greenwich Dr Ste 200
San Diego, CA 92112
858-768-7158

Tom's Home & Garden

Tom Kedzierski
202 Sharp Hill Rd
Wilton, CT 06897
(203) 673-4335
www.toms-hg.com

newly certified individuals

TCNP

Christopher Pyle, TCNP

North Haven Gardens
Dallas, TX

TCLP

Erik Trevino, TCLP

Southern Botanical, Inc.
Denton, TX

Learn more about the benefits of certification at www.tnlaonline.org.



Since 1945

Carl Pool**Plant Foods**for Growers,
Landscapers &
Garden Centers**We've Got Your
Fertilizer!**

- **Earth Safe Organic**
(19 items)
- **Fertilizer Components**
(Huge Selection)
- **Root Activator**
(Organic - All Natural)
- **Vitazyme**
(Bio-Stimulant)
- **Plant Specific Fertilizers**
- **Custom Fertilizers**
- **Micro-Nutrient Packages**
- **Grower Mixes**
- **Vital Earth Soils**
- **Custom Mixes**

Available Through
Your Favorite Distributor706 E. Broadway • P.O. Box 1148
Gladewater, TX 75647
903-845-2163**1-800-245-7645**

www.carlpool.com

A Division of Vital Earth Resources, Inc.



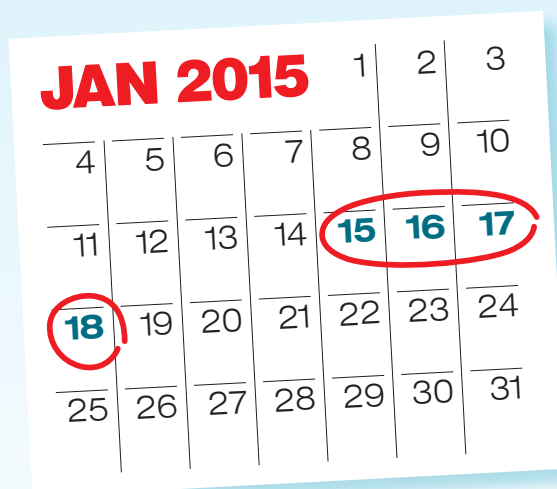
SAVE THE DATE

January 15-18, 2015

**TNLA WINTER SHOWCASE | DALLAS
TRADE SHOW | EDUCATION PLUS MORE!**

Rev Up Your Business

this Winter during the TNLA Winter Showcase, January 15-18, 2015 in Dallas, Texas. Venture out on TNLA's **Grower Tour** while exchanging ideas with some of the industry's leading operations located around the Dallas area. Enhance professional development with TNLA's **Career Days**. Learn about groundbreaking techniques and hear about emerging solutions during TNLA's **Business Management Workshop** featuring CEU opportunities, Keynote Speakers and the Annual Business Lunch. Seek out new niche products with complimentary entry into the Dallas Market Center's January Market featuring the TNLA **Winter Trade Show**.



SCHEDULE AT A GLANCE:

TNLA Winter Trade Show

Dallas Market Center January 15-18, 2015

TNLA Career Days

Dallas, Texas January 15, 2015

TNLA Grower Tour

Dallas, Texas January 15, 2015

TNLA Business Management Workshop

Dallas, Texas January 16, 2015

Calendar

JULY

- 4 Independence Day
- 12 – 15 Cultivate14 (formerly OFA Short Course), Columbus, Ohio
- 21 Turfgrass Field Day, Lubbock, TX
- 22-24 Southern Plant Conference and Education, College Park, GA
- 25 Irrigation Symposium, Sugar Land, TX
- 30-31 Penn Atlantic Nursery Trade Show, Philadelphia, PA

AUGUST

- 12 – 14 Texas Structural Pest Control Service, College Station, TX
- 14 – 16 Nursery/Landscape EXPO, San Antonio, TX
- 19 The Living Waters Conference, Junction, TX

SEPTEMBER

- 12 Greater Houston Plant Conference, Houston, TX
- 22 Plug & Cutting Conference, Orlando, FL

**For meeting times and additional information,
please visit www.tnlaonline.org**



IRRIGATION
STATION

ex•pe•ri•ence [ik-speer-ee-uhns]
knowl•edge [nol-ij]
qual•i•ty [kwol-i-tee]

•

EVERYTHING
YOU
NEED

AUTHORIZED DISTRIBUTOR

Hunter® RAIN BIRD®

Your premier wholesale irrigation & landscape resource

TX 800-356-2458 • OK 800-730-7246 • IRRIGATIONSTATION.COM

**A
L L
A R O
U N D
B E T T E R
V I S I B I L I T Y**



See how Bobcat gives you the
best-in-class all-around visibility
up front, in back and to the sides.
Visit Bobcat.com/Visibility51



Bobcat®

Bobcat® and the Bobcat logo are registered trademarks of Bobcat Company in the United States and various other countries. ©2014 Bobcat Company. All Rights Reserved. | 0514110

— Authorized Bobcat Dealers —

Bobcat of Houston

Jersey Village

281-477-8646 • 888-661-4669

Pearland

713-413-2200

Conroe

936-890-6790

www.bobcatofhouston.com

**Divisions of Quality
Equipment Co.**

Bobcat of San Antonio

San Antonio

210-337-6136 • 877-451-8695

Bobcat of Austin

Austin

512-251-3415

www.qualityequipmentco.net

Bobcat of Corpus Christi

Corpus Christi

361-884-3959 • 888-356-3139

Harlingen

956-425-4300

www.valleyditchwitch.com

ADVERTISERS INDEX

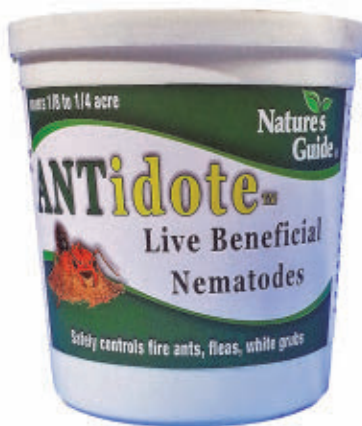
PAGE	ADVERTISER	WEBSITE
10, 30, 46	Adams Wholesale Supply, Inc.	www.adamssupplyinc.com
38	Arborjet	www.arborjet.com
45	Bobcat Company	www.bobcatofhouston.com www.qualityequipmentco.net www.valleyditchwitch.com
44	Carl Pool Plant Food/Vital Earth	www.carlpool.com
16	Dallas Market Center	www.dallasmarketcenter.com
37	Deep Fork Tree Farm	www.dftrees.com
20	Everris	http://everris.us.com/resources/video/introducing-gemini?utm_source=TNLAPrint&utm_medium=DigMagazine&utm_content=PrintAd&utm_campaign=34845
2	Ewing Irrigation Products, Inc.	www.ewing1.com
38	Horizon Irrigation	www.horizononline.com
8	Hotchkiss Insurance	www.hiallc.com
45	Irrigation Station	www.irrigationstation.com
26	Living Earth	www.livingearth.net
29	Magnolia Gardens	www.magnoliagardens.com
47	OHP, Inc.	www.ohp.com
28	Quali-Pro	www.quali-pro.com
30	ROMCO Equipment Co.	www.romco.com
36	Shemin Nurseries, Inc.	www.shemin.net
26	Shweiki Media	www.shweiki.com
48	Sod Solutions, Inc.	www.sodsolutions.com
20	Spring Meadow Nursery	www.springmeadownursery.com
22	Submatic	www.submatic-usa.com
12	Texas Caterpillar	www.holtcat.com
18	Texas Green Industry Workers Comp.	www.tgiwcgroup.com
40	Texas Mutual	www.texasmutual.com
34	Texas Tech Department of Plant and Soil Science	www.pssc.ttu.edu
24, 25	The Thompson Group at Classic Chevrolet	www.classicfleet.com
4	Vitamin Institute	www.superthrive.com



Visit us at TNLA
Booth 2512

ANTidote™
Live
Beneficial
Nematodes

Safe Biological
Control of
Soil Borne Insects



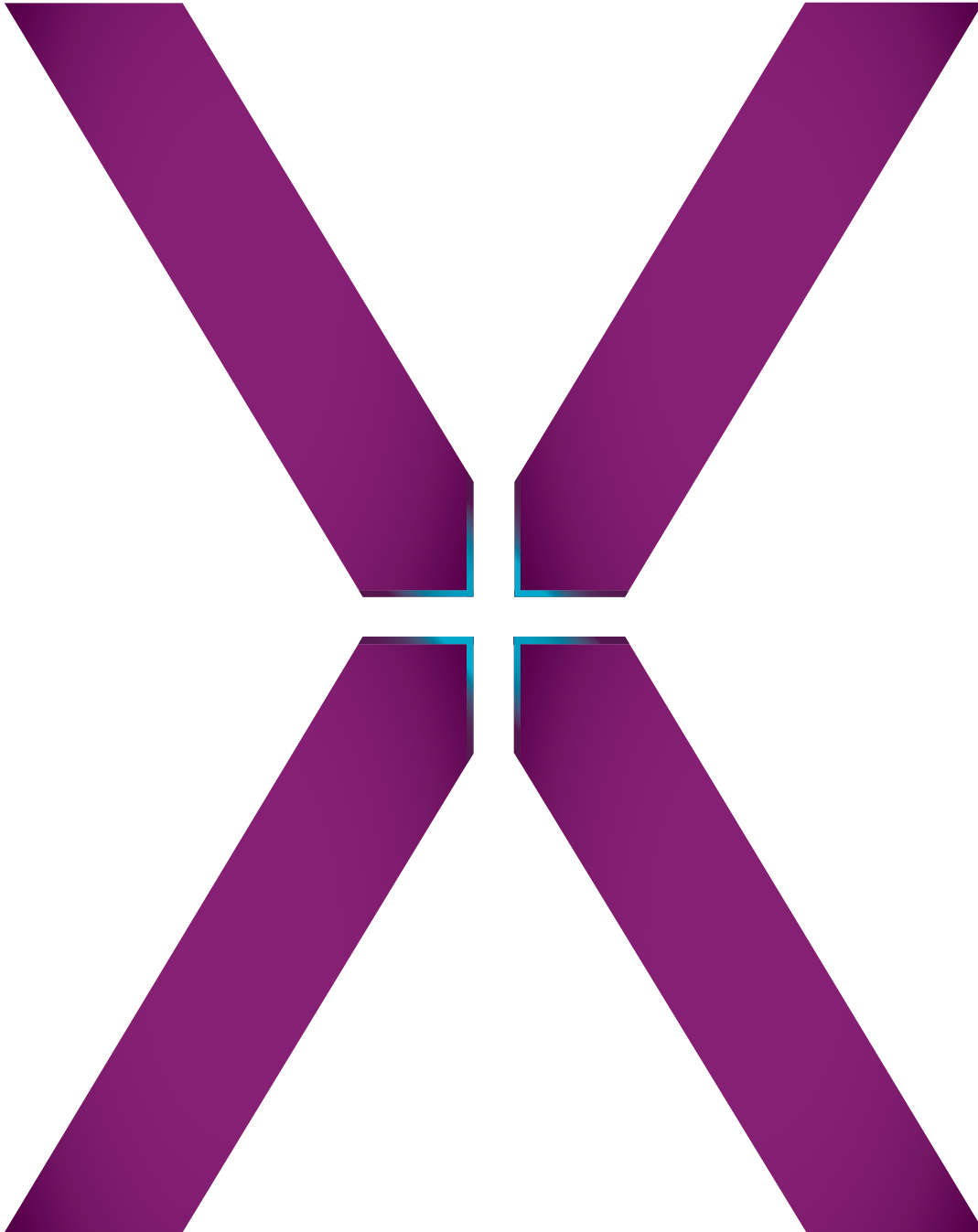
1434 E. Bitters Rd.
San Antonio, TX 78216
210-822-3141

3021 Randolph Rd.
Pasadena, TX 77503
281-487-2004

www.adamssupplyinc.com

Strike out disease

with the power of plus



MOA 3 + MOA 11
Systemic + Translaminar
Preventative + Curative
Economical + Broad Spectrum

Strike[®] Plus
Fungicide

#strike_plus 

@OHPsolutions 

ohp.com

(800) 356-4647



INSECTICIDES
FUNGICIDES
MITICIDES
PGRS
HERBICIDES

ohp | Partners
with
solutions

Improved Turfgrass Varieties for Texas

Bermudagrass



- Striking Blue-Green Color
- Extreme Drought Tolerance
- More Shade Tolerance
- Exceptional Wear Tolerance and Recovery
- Reduced Fertilization



- Reduced Mowing up to 75%!
- Dense Sod With Minimal Thatch
- Drought Tough
- Good Cold Tolerance



- Top Rated in the NTEP Trials
- Exceptional Cold Tolerance
- Top Rated for Wear Tolerance
- Excellent Resistance to Spring Dead Spot



Zoysiagrass



- Blue-Green Color
- More Durable
- Drought Tough
- Softer Texture



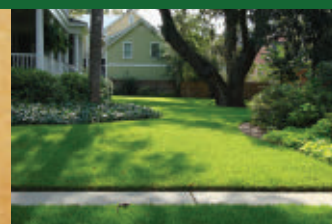
- Good Shade Tolerance
- Fine Leaf Texture With a Dark Green Color
- Extremely Wear Tolerant
- Minimal Thatch Problems



St. Augustine



- Dark Green Color and Finer Texture
- Superior Shade Tolerance
- Excellent Resistance to Cold and Frost
- Exhibits Heat and Drought Tolerance



- Chinch Bug Resistant
- Lush, Dark Green Color
- Slow Leaf Growth Habit Means Less Mowing
- Dense Canopy and Deep Root System

