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.
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M I S S I O N  S T A T E M E N T

The Texas Nursery & Landscape Association’s mission is to enhance members’ business success through legislative/regulatory advocacy, education, networking, and promotion of professionalism.
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
- Uncover Great Ideas
- View Inspiring Displays
- Connect with the Industry

Over 80% of EXPO Attendees Visit No Other Show

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

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

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

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

TENLA 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.

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!

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
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.

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Good coverage. It’s essential for growth.
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)
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.

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

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

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
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

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

9:15 AM

Air Quality: Ozone Challenges, Alternative Fuels, and Financial Incentives - Cari Buettow, 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

8:15 AM

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

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)
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 it is 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 | TD

Plant Material Panel - What Trends to Expect - Janet Rademacher, Jerry Soukup, Wayne Planta
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, Raul Carrillo will walk us through the most recent OSHA changes pertaining to the Green Industry.

CEUs Available: TNLA | 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

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 | TBAE | TEA

Be Rational About Biorational 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

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
- TDA Texas Department of Agriculture
- TEA Texas Education Agency
- ISA International Society of Aboriculture
- TCEQ Texas Commission On Environmental Quality
- TBAE Texas Board of Architectural Examiners

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

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#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:
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)
SHOW ATTENDEES

Top 4 Strategies

REGISTER  Save time and money with EXPO’s Early Bird Rates!

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.

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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.

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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!
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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 Strategy

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 piggy bank 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 gameiness 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.”

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.”

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 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.

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)
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.

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.
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...
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!!
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.
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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. 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”

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(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.

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.

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In Memoriam

DAVID LYNN ALLREDGE 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, Avary, 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 kittens, 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.
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**Landscape**
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Christopher Greer
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www.johnlandscaping.com

**Retail**
Everything Roses
Rose Pena
14230 Shepherd Rd
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(210) 663-9874

**Supplier**
Nature Innovations
Lana Selbert
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877-431-443 ext 120
www.natureinnovations.com

**Region 2**

**Landscape**
Piece Of Earth
Lauren Chapman
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Houston, TX 77025
(713) 302-2970
www.pieceofearthlandscaping.com

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**Region 3**

**Landscape**
New Orleans Gardens
Rob Holloway
2100 Judson Dr
Longview, TX 75605
(903) 753-0107
www.nognursery.com

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**Region 4**

**Landscape**
Whimsical Gardens
Rebecca Winn
13215 Copenhill Rd
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(972) 661-2661
www.whimsicalgardens.com

**Retail**
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**Supplier**
Nature Innovations
Lana Selbert
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Kerrville, TX 78028
877-431-443 ext 120
www.natureinnovations.com

**Region 5**

**Landscape**
Trillium Designs
Lawsone Gandy
2401 Chew Rd
Sealy, TX 77474
(281) 320-1772
www.trilliumlandscapedesign.com

**Supplier**
RLP, Inc.
Larry Raska
PO Box 682994
Houston, TX 77268-2994
(281) 320-2195

**Region 6**

**Educator**
Texas Tech University
Mike Quaranto
2807 Oakwood Glen Dr
Cedar Park, TX 78613
(512) 477-3609

**Student**
KISD Career Center
Ciera Washington
5603 Hunters Ridge Tl
Killeen, TX 76542
(512) 768-1242

**Region 7**

**Government Employee**
US Navy
Roger Ellison
1466 Old Patroi 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) 477-3609

**Out Of State Supplier**
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Gigi Cannon
17632 Jones Rd
Brooksville, FL 34601
352-274-3938
www.redpebbletrees.com

**Region 9**

**Grower**
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771 Dawn Court
Imperial, CA 92251
(760) 970-9058

**Out Of State Supplier**
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Daniel Escalante
22439 N 163rd Ave
Sun City West, AZ 85378
(623) 544-1761
www.sunrisetreefarm.com

**Out Of State Supplier**
Neelco Industries Inc.
Jim Lee
420 Shearer Blvd
Cocoa, FL 32922
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San Diego, CA 92112
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Wilton, CT 06897
(203) 673-4335
www.toms-hg.com

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Christopher Pyle, TCNP
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**TCLP**
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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

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|                | Extreme Drought Tolerance
|                | More Shade Tolerance
|                | Exceptional Wear Tolerance and Recovery
|                | Reduced Fertilization
| **Bermudagrass** | Reduced Mowing up to 75%
|                | Dense Sod With Minimal Thatch
|                | Drought Tough
|                | Good Cold Tolerance
| **LATITUDE 36°** | Top Rated in the NTEP Trials
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|                | Top Rated for Wear Tolerance
|                | Excellent Resistance to Spring Dead Spot
| **Empire Turf** | Blue-Green Color
|                | More Durable
|                | Drought Tough
|                | Softer Texture
| **GeoZoysia** | 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
| **Captiva** | Chinch Bug Resistant
|                | Lush, Dark Green Color
|                | Slow Leaf Growth Habit Means Less Mowing
|                | Dense Canopy and Deep Root System

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