

TNLA GREEN

JULY-AUG 2015

THE OFFICIAL PUBLICATION OF THE TEXAS NURSERY & LANDSCAPE ASSOCIATION

Nursery/ Landscape Expo 15



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JULY•AUG 2015

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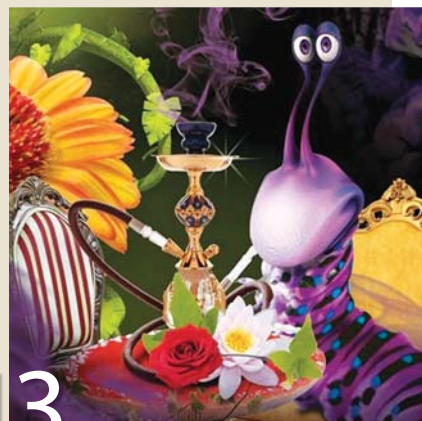
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Texas Nursery & Landscape Association
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JULY/AUGUST • VOL. XVII NO. 4

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*A Video
Message from
Amy Graham,
TNLA President*

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





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CHAIRMAN'S LETTER

**Experience the 2015
Nursery/Landscape EXPO:
Naturally Inspired!**

Nursery/
Landscape **EXPO15**

BY JOHNETTE TAYLOR, TNLA BOARD OF DIRECTORS CHAIR



On behalf of the TNLA Board of Directors, I would like to personally welcome everyone to Dallas and to the 2015 Nursery/Landscape EXPO. I am really excited that this year's EXPO is in my home city and look forward to welcoming you personally.

I am really excited that this year's 2015 Nursery/Landscape EXPO is in my home city and look forward to enjoying this fun-filled event with you. Looking back at EXPO's I have attended in the past, what makes this one different is that there are so many new things going on in our industry. It's an amazing time to be part of the Green Industry and part of TNLA. This year's EXPO offers excellent opportunities for you to learn, network and reconnect. I encourage you to seek out business opportunities and ideas showcased at EXPO. What will you find in our wonderland of EXPO to give you the advantage over your competitors?

This year's EXPO has so much to offer, with an exceptional education line-up, making new connections and latest products on and off the Tradeshow floor. It's the chance to talk one-on-one with vendors you know, and learn about the exhibitors you don't know. New companies are springing up and bringing new innovations to the show floor for you to use in your own businesses.

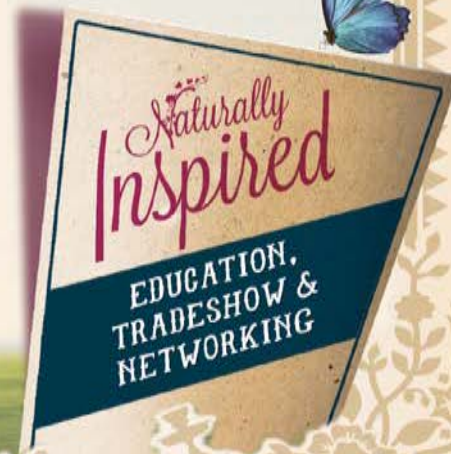
Vendors are featuring the latest trends you will not want to miss. The hard working Parks and Patio volunteers, provide inspiration within this year's must see area near the Tradeshow entrance. The Tradeshow floor will showcase more than 1,000 exhibiting company booths who are eager to visit with you about their products and services.

Each day starts with EXPO Education Sessions followed by a Keynote Speaker Presentation mid-morning. The Tradeshow kicks off on Thursday and I hope to see you all later in the day at the 2015 Welcome to Dallas Party as TNLA Goes... Through the Looking Glass.

With all the new learning opportunities EXPO offers, it's hard for me to decide which is best, attending the Education Sessions or the TNLA Awards Celebration. I encourage you to attend all the activities EXPO has to offer, and experience firsthand all that our members and TNLA resources can provide to help your company move towards the future. We learn from each other and the

idea exchange will be like no other. We have some new events to connect with others within the industry, including a Newcomers Shindig for First Time Attendees and Exhibitors and our Women's Wine and Tapas Get Together. Our Certified Professional's Reception is where we honor our active TNLA Certified Professionals. Get your Certification and set yourself apart from your peers while joining us for this invitation only event.

We look forward to your participation at the 2015 Nursery/Landscape EXPO. Coming to the show means you are looking to be among the best. You will discover what's trending and walk away with new information to give you a leg up for 2015 and beyond. While you are walking the Tradeshow floor or enjoying one of EXPO's many events please stop me and say hello! I'd love to learn about what you are doing and the opportunities coming your way! What a great time to be in the Green Industry and become Naturally Inspired! 🦋



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HIGHLIGHTS & EVENTS

**Meet Up With Old Friends
And Make New Ones At EXPO's Social Events.**

TNLA AWARDS CELEBRATION

A NIGHT UNDER THE CHESHIRE MOON

\$70 Advance | \$80 Onsite
or purchase a Table

FRIDAY, AUGUST 14, 2015

**Omni Dallas, Trinity Ballroom
6:00 – 9:00 pm**

*(Reception in Trinity Ballroom Foyer
6pm-7pm, Dinner at 7pm in the
Trinity Ballroom)*

Increase your company's knowledge in the latest trends in landscaping by connecting with the industry's top professionals!

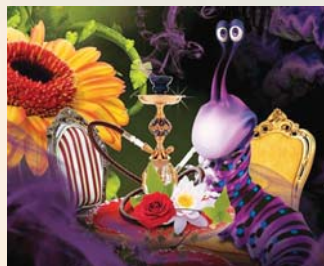
Meet up with top industry leaders in a salute to the winners of ARP, Young Leader and Texas Excellence in Landscaping Awards. It is a night to remember, to learn and be inspired. Plan now to attend.

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!

AWARDS CELEBRATION

**SPONSORED BY: TEXAS GREEN
INDUSTRY SAFETY GROUP**



NEWCOMERS SHINDIG

at the TNLA Hookah "Like" Lounge

FREE with Tradeshow Admission

Includes Complimentary Drink Ticket
For First Time Attendees and Exhibitors

Wednesday, August 12, 2015

East Fork, Ballroom D

SPONSORED BY: TNLA-PAC Enjoy a behind the scenes tour of the Tradeshow

floor starting at the EXPO Entrance at 4:30pm followed by the Newcomers Shindig, 5:00pm – 6:30pm

TNLA NATURALLY INSPIRED WOMEN'S WINE AND TAPAS GET TOGETHER

FREE with Tradeshow Admission – Includes Complimentary Drink Ticket

For Ladies Only – at the TNLA Hookah "Like" Lounge

Thursday, August 13, 2015 East Fork, Ballroom D

4:00pm – 5:00pm

WELCOME TO DALLAS PARTY AS TNLA GOES.... THROUGH THE LOOKING GLASS

FREE with Tradeshow Admission

Includes Complimentary Drink Ticket

LIVE Music with Brent Burns and

"Sunny Jim" White

Thursday August 13, 2015

5:00pm – 6:30pm Ballroom C

SPONSORED BY: TREE TOWN USA

ENTERTAINMENT SPONSORED BY: OHP, INC.



CERTIFIED PROFESSIONAL'S RECEPTION

By Invitation Only

Thursday August 13, 2015

6:00 pm – 7:30 pm

TNLA Hookah "Like" Lounge

East Fork, Ballroom D

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CHAIRS' RECEPTION

By Invitation Only

Friday August 14, 2015,

5:00 pm – 6:30 pm

Omni Dallas, Trinity Ballroom

EXCLUSIVE SPONSOR:

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FULL SHOW SCHEDULE

*All Tradeshow events and activities
are at the Kay Bailey Hutchison Convention Center unless otherwise noted.*

TUESDAY

AUGUST 11

12:00 p.m. - 5:00 p.m.

Exhibitor ONLY Registration Hours – Registration Area in the F Lobby. Your Badge is Your Ticket - Badges must be worn in plain view at all official EXPO functions. (Exhibitors – Green, Attendees – Purple, Staff – Black)

WEDNESDAY

AUGUST 12

8:00 a.m. - 5:00 p.m.

Exhibitor ONLY Registration Hours – Registration Area in the F Lobby.

1:00 p.m. - 5:00 p.m.

Attendee Registration Hours – Registration Area in the F Lobby. Your Badge is Your Ticket - Badges must be worn in plain view at all official EXPO functions. (Exhibitors – Green, Attendees – Purple, Staff – Black)

4:30 p.m. - 5:00 p.m.

First time Attendees and Exhibitors enjoy a behind the scenes tour of the Tradeshow floor, meet up at the EXPO Entrance outside Hall F

5:00 p.m. - 6:30 p.m.

Newcomers Shindig – For First Time Attendees and Exhibitors, TNLA Hookah "Like" Lounge, East Fork, Ballroom D, Sponsored by TNLA-PAC

THURSDAY

AUGUST 13

7:00 a.m. - 5:00 p.m.

EXPO Registration Hours – Registration Area in the F Lobby. Your Badge is Your Ticket - Badges must be worn in plain view at all official EXPO functions. (Exhibitors – Green, Attendees – Purple, Staff – Black)

8:00 a.m. - 3:30 p.m.

EXPO Education +\$ - Continental Breakfast, Keynotes and Education Sessions. This year EXPO Education is offering 32 Breakout Sessions and over 100 CEUs from TNLA, ARCSA, ISA, LA CES, TCEQ, TDA and TEA! Note: Continental Breakfast and Breaks for EXPO Education Participants are in the Landmark Nurseries, Inc. Education Lounge. A Special Thank You to EXPO's Exclusive Education Sponsor, Landmark Nurseries, Inc.

8:00 a.m. - 5:00 p.m.

TNLA Irrigation Conference (Includes Breakfast and Lunch) – Must attend full day for TCEQ CEUs

8:30 a.m. - 10:00 a.m.

Exhibitor Appreciation Breakfast – Food Court, Hall F, Sponsored by Haviland Plastics

10:20 a.m. - 11:50 a.m.

FREE with Tradeshow Admission, Includes CEUs EXPO Keynote: The Real Truth about Success: What the Top 1% Do Differently and Why They Won't Tell You, Garrison Wynn– West Fork, Ballroom D

12:00 p.m.

Opening Ceremonies – EXPO Entrance outside of Hall F

12:00 p.m. - 5:00 p.m.

Tradeshow Exhibit Hours - Badge required for admittance to exhibit area, Only exhibitors allowed in exhibit area prior to 12:00 p.m.

4:00 p.m. - 5:00 p.m.

TNLA's Naturally Inspired Women's Wine and Tapas Get Together – For Ladies Only, TNLA Hookah "Like" Lounge, East Fork, Ballroom D

5:00 p.m. - 6:30 p.m.

Welcome to Dallas Party: "TNLA Goes...through the Looking Glass" **FREE with Tradeshow Admission** Ballroom C, All EXPO participants welcome - Badge required for admittance. Sponsored by Tree Town USA, Entertainment courtesy of OHP, Inc.

6:00 p.m. - 7:30 p.m.

Certified Professional's Reception – By Invitation Only - TNLA Hookah "Like" Lounge, East Fork, Ballroom D, Sponsored by GO TEXAN

**Schedule as of June 16, 2015*



Nursery/ Landscape EXPO 15



**You Are On The Path To Become...
Naturally Inspired**

FRIDAY

AUGUST 14

7:00 a.m. - 5:00 p.m.

EXPO Registration Hours – Registration Area in the F Lobby. Your Badge is Your Ticket - Badges must be worn in plain view at all official EXPO functions. (Exhibitors – Green, Attendees – Purple, Staff – Black)

8:00 a.m. - 3:30 p.m.

EXPO Education +\$ - Continental Breakfast, Keynotes and Education Sessions. This year EXPO Education is offering 32 Breakout Sessions and over 100 CEUs from TNLA, ARCSA ISA, LA CES, TCEQ, TDA and TEA! Note: Continental Breakfast and Breaks for EXPO Education Participants are in the Landmark Nurseries, Inc. Education Lounge located in D163. A Special Thank You to EXPO's Exclusive Education Sponsor, Landmark Nurseries, Inc.

8:30 a.m. - 9:30 a.m.

TNLA PAC Trustees Meeting Initiative – Bluffview – By Invitation Only

9:00 a.m. - 5:00 p.m.

Tradeshow Exhibit Hours - Badge required for admittance to exhibit area, Only exhibitors allowed in exhibit area prior to 9:00 a.m.

10:20 a.m. - 11:50 a.m.

FREE with Tradeshow Admission
Includes CEUs

EXPO Keynote: Servicetopia – The Ultimate Customer Service Experience, Jason Young– West Fork, Ballroom D

5:00 p.m. - 6:30 p.m.

NEW LOCATION

Chairs' Reception – *Omni Dallas, Trinity Ballroom

6:00 p.m. - 7:00 p.m.

NEW LOCATION

TNLA Awards Celebration

Reception – *Omni Dallas, Trinity Ballroom Foyer

7:00 p.m. - 9:00 p.m.

NEW LOCATION

TNLA Awards Celebration, A Night Under the Cheshire Moon–

*Omni Dallas, Trinity Ballroom, Awards presentation for the Summit Award, Honorary Members, TNLA Arp, Young Leader and Texas Excellence in Landscaping (TEIL) +\$

SATURDAY

AUGUST 15

7:00 a.m. - 3:00 p.m.

EXPO Registration Hours – Registration Area in the F Lobby. Your Badge is Your Ticket - Badges must be worn in plain view at all official EXPO functions. (Exhibitors – Green, Attendees – Purple, Staff – Black)

8:00 a.m. - 3:30 p.m.

Sizzle Sessions – Discussing Hot Topics Impacting Your Business Today – FREE, Includes CEUs, East Fork and Elm Fork, Ballroom D

9:15 a.m. - 11:00 a.m.

NEW LOCATION

TNLA Past Chairs' Brunch – Bluffview – By Invitation Only

9:00 a.m. - 4:00 p.m.

Tradeshow Exhibit Hours - Badge required for admittance to exhibit area, Only exhibitors allowed in exhibit area prior to 9:00 a.m.

10:30 a.m. - 12:00 p.m.

FREE with Tradeshow Admission
Includes CEUs

EXPO Keynote: The Science of High Performance, Spencer Penhart, West Fork, Ballroom D

** Schedule as of June 16, 2015*



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Summit Award

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ARP Award

Honors an individual professional for their outstanding contributions to the Industry.

Young Leader Award

Given to the person who has made a significant impact for the Texas Nursery & Landscape sector early in their career.

Honorary Lifetime Membership Award

Awarded to honor dedication, hard work and valiant service to the industry.

Texas Excellence in Landscaping Awards (TEIL)

Recognizes excellence in installation, design, design/build, maintenance and special projects. This year more than 40 entries were submitted.

\$70 per person Advance Rate and \$80 Onsite.

FRIDAY • AUGUST 14, 2015

6:00pm-9:00pm OMNI DALLAS, EXPO'S HOST HOTEL

Increase your company's knowledge in the latest trends in landscaping by connecting with the industry's top professionals! Gain ideas to take back to the workplace on how you can raise the bar for your company by witnessing how these industry leaders earned their place at the front of the pack through innovation, passion and hard work.



2015 TNLA Awards CELEBRATION

A Night Under The Cheshire Moon

Register online at:
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TNLA: Texas Nursery & Landscape Association, **TDA:** Texas Department of Agriculture, **TCEQ:** Texas Commission on Environmental Quality, **TEA:** Texas Education Agency, **LA CES:** Landscape Architecture Continuing Education System, **ISA:** International Society of Arboriculture, **ARCSA:** American Rainwater Catchment Systems Association



Garrison Wynn

THURSDAY, AUGUST 13

10:20 am - 11:50 am

The Real Truth about Success: What the Top 1% Do Differently and Why They Won't Tell You

Be prepared to laugh and learn how top performers harness the power of their advantages, even when the odds are not in their favor; this program shows you how to weather the perfect storm while still looking really good in a raincoat!

CEUs Available: TNLA



Jason Young

FRIDAY, AUGUST 14

10:20 am - 11:50 am

Servicetopia – The Ultimate Customer Service Experience

Learn how your company can deliver a transformational service experience — Servicetopia — with each and every customer encounter. You'll discover that a commitment to Servicetopia can help your organization make a name for itself and impact the bottom line.

CEUs Available: TNLA



Spencer Penhart

SATURDAY, AUGUST 15

10:30 am - 12:00 pm

The Science of High Performance

Discover what makes a high-performer and how you and your employees can improve professional and personal performance. Learn about research across multiple disciplines of business and psychology, and focus on modifiable areas within your control.

CEUs Available: TNLA

A Special Thanks to EXPO's Exclusive Education Sponsor:



EDUCATION CONFERENCE

**EXPO features three jam-packed days of industry focused education.
Start planning your 2015 EXPO Education experience today!**

THURSDAY

AUGUST 13, 2015

8:00 am – 9:00 am

Pam Smith

Create a Landscape That Will Sustain for Years to Come

Discover breakthrough advances in sustainable landscape design and

learn how Earth-Kind techniques can be put into practice for landscape installations.

CEUs: TNLA, LA CES, TEA

Dr. Casey Reynolds

Weed Control & Suppression Updates

Learn the new and upcoming

methods on weed control and weed suppression.

CEUs: TNLA, TDA, TEA

Dr. Hans Williams

Getting to the ROOTS of the Problem

Find out about the specific roles tree roots play in determining tree health and learn why you should look down instead of up when assessing tree problems. CEUs: TNLA, ISA, TCEQ, TDA, TEA

IRRIGATION CONFERENCE

THURSDAY, AUGUST 13, 2015

Robert Mace

State of Water in Texas

8:00am – 10:00am

Get up-to-speed on current water updates from across Texas and how water restrictions could impact future irrigation practices.

CEUs Available:

2 TNLA, 2 TCEQ, 2 TEA

Todd Mohler

Water Efficiency in Landscapes

10:10am – 12:00pm

Discover water saving innovations and techniques, plus learn more about the new TNLA Water Smart manual and certification that is being released this year.

CEUs Available:

2 TNLA, 2 TCEQ, 2 TEA

Charles Swanson

Updates in Landscape Irrigation Testing and Extension Programs

1:00pm – 3:00pm

Gain insight on the latest irrigation technology available for residential and commercial landscapes and learn how the EPA WaterSense program is currently labeling irrigation products.

CEUs Available:

2 TNLA, 2 TCEQ, 2 TEA

Steve McCarter

New Challenges in Water Efficiency

3:10pm – 5:00pm

Explore new developments in sustainable irrigation and how businesses can incorporate this concept into everyday practices. Also, discover how the irrigation contractor and designer can help sustain the overall conservation of water.

CEUs Available:

2 TNLA, 2 TCEQ, 2 TEA

Peter Holton

Exit Strategy: Setting Your Business up as an Investment

Selling a landscaping business can be a lucrative experience that funds the owners' retirement and awards them for years of hard work. Learn how to treat your business like an investment. CEUs: TNLA, TEA

9:10 am – 10:10 am

Dr. Charlie Hall

Early Economic Indicators for 2016

Get up-to-date on the major factors that will impact the Green Industry economy in 2016 and how you can adapt to embrace or avoid potential issues that will affect your business. CEUs: TNLA, TCEQ, TEA

Laura Miller

Organic, Natural and Reduced-Risk Products

Explore reduced risk products and understand the OMRI certification and the 25(b) exemption. CEUs: TNLA, ISA, TDA, TEA

** Education Full Class Schedule
as of June 16, 2015*



Nursery/ Landscape Expo 15



Several of our breakout Sessions qualify for CEUs from multiple accreditors; meaning YOU CAN DOUBLE DIP OR EVEN TRIPLE DIP! Participate in one class and receive 2 or more CEUs.

Dr. David Appel

Detective Series: Woody Shrub Disease ID

Take a further look into the woody shrub diseases and learn how to identify diseases found in Texas' landscapes during your everyday routines. CEUs: TNLA, TDA, TEA

Dr. Richard Rathjens

Pruning Young Landscape Trees

Pruning landscape trees is an accepted cultural practice used to remove parts of a tree or even a whole tree that has failed. Learn how pruning can also be used as a tactic to prevent tree failures. CEUs: TNLA, ISA, TEA

1:20 pm – 2:20 pm

Perry Cervantes

Pesticide Laws & Regulations Updates

Learn what is new and upcoming in the world of Texas pesticide regulation. CEUs: TNLA, TDA, TEA

Garrison Wynn

Being the Best vs Being Constantly Chosen

Success is more than being food at what you do; its about being consistently chosen to do it. Garrison helps people understand why their products, services, leadership styles, or those of their competitors are selected. CEUs: TNLA, TEA

** Education Full Class Schedule as of June 16, 2015*

Dr. Brent Pemberton

The Real Story Behind the Texas Superstar® Program

Get a behind-the-scenes look on how plants are selected and must be nominated as a Texas Superstar, plus gain insights on what you can expect to see on this distinguished list of plants in the future. CEUs: TNLA, TCEQ, TDA, TEA

Dr. Greg Church

Superior Soil Synopsis

Identify factors of vegetation health; the soil it's planted in and learn how proper soil preparation can play a huge role in extending the life of shrubs, perennials, annuals, and other landscape plantings. CEUs: TNLA, ISA, LA CES, TCEQ, TDA, TEA

2:30 pm – 3:30 pm

Nicholas Staddon

Get The Inside Story on Gardening Trends, Consumers Shows and Much More!

Learn how to effectively market your retail nursery or garden center through social media, and get up to speed on what is trending for new plant varieties, gardening and consumer shows. CEUs: TNLA, LA CES, TEA

Mack Bostick

Drift Management to a New Dimension

Discover the science to help you bring your drift management to a new level; see how drift happens and the efforts you can take to minimize your risks of drift exposure. CEUs: TNLA, TDA, TEA

Kevin Serena

Build a Landscape That Goes Over the Head of Your Client...Literally!

Explore green roof design procedures, construction and stormwater management. CEUs: TNLA, ARCSA, LA CES, TCEQ, TEA

Paul Lawrence

An Introduction into Rainwater Catchment Systems

Gain insight on how basic rain water catchment systems are finding their way into landscaping plans and also into stormwater management designs. CEUs: TNLA, TBAA, LA CES, TEA

FRIDAY

AUGUST 14, 2015

8:00 am – 9:00 am

Nicholas Staddon

A Passion for Plants...If You Don't Have It, Cultivate It!

Get an inside look at the most notable plants entering the scene, new trends in gardening and how wild, desolate terrain can be explored. CEUs: TNLA, TEA

Steve McCarter

Low Water Design Principals for Your Business - Part 1

Explore sustainable irrigation, and how businesses can incorporate this concept into their everyday practices. CEUs: TNLA, ARCSA, LA CES, TCEQ, TEA

(continued on page 23)

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The Family that Stands by You



(continued from page 21)

Jonathan Garner

Small Scale Sustainability: Sustainable Practices for Small Scale Landscapes

Focusing on five specific areas of site design, this presentation will demonstrate a holistic and sustainable approach to small scale design and development. CEUs: TNLA, ARCSA, TCEQ, LA CES, TEA

Paul Lawrence

Advanced Rainwater Catchment Systems and Their Functions

Discuss where rainwater harvesting applications may appear in the not-too-distant future, and learn where the state of rainwater harvesting is in relation to today's regulation standard. CEUs: TNLA, ARCSA, LA CES, TCEQ, TEA

9:10 am – 10:10 am

Erfaïn Vafaie

Neonics & You

Neonicotinoids have become an ever increasing issue that green industry professionals are facing in today's pesticide world. Gain knowledge on the impacts of recent research, widespread use and public perception on the use of Neonicotinoid pesticides. CEUs: TNLA, TDA, TEA

Steve McCarter

Low Water Design Principals for Your Business - Part 2

Discover how smart irrigation practices play a part in current water restriction and how they help to sustain the overall conservation of water. CEUs: TNLA, ARCSA, LA CES, TCEQ, TEA

Tech Panel

Tech Talk: Learn the ROI When it Comes to Investing in Technology for Your Business

Learn why you should invest in your company's website and how new technology will benefit your business's everyday practices. CEUs: TNLA, TEA

Paul Johnson

Drought & Trees: Understanding the Big Picture

Find out what you can expect from the trees you care for as it relates to recent droughts and gain tips on practices to keep your trees healthy through possible future droughts still to come. CEUs: TNLA, ISA, TCEQ, TDA, TEA

1:20 pm – 2:20 pm

Mark Chamblee

Rose Rosette: How Does This Affect You?

Gain updates on the devastating disease Rose Rosette and learn what your business can do to help prevent this rose killing epidemic. CEUs: TNLA, TDA, TEA

Jason Young

Culturetopia

Jason uses his experience as a manager, trainer and consultant to dozens of leading companies to develop the concept of Culturetopia, providing an easy way to implement seven key initiatives that make a healthy, productive and profitable culture of any team or organization. CEUs: TNLA, TEA

Jonathan Garner

Sustainability in Plant Production

Explore how sustainable plant production increases energy efficiency, reduces resource consumption and waste, plus minimizes stress on the environment. Learn ten sustainable production practices that can easily be implemented into your current operations. CEUs: TNLA, ARCSA, TCEQ, TEA

Dr. Richard Rathjens

Planting & Caring for Young Trees: Lessons Learned

Discover how new arboriculture research defines how certain practices can benefit trees and how some can be a detriment to tree health. Gain tips on proper performance of these practices and alternative methods. CEUs: TNLA, ISA, TEA

2:30 pm – 3:30 pm

Janet Rademacher

Drought Tolerance Isn't Just Cacti Anymore!

Discover how drought tolerance isn't just for cacti anymore and learn about several varieties of plants you can use in your designs to create colorful, beautiful drought tolerate landscapes ready for the Texas heat. CEUs: TNLA, LA CES, TCEQ, TEA

Dr. Matthew Elmore

Turf Management Without All the Hassle

Learn about low input turfgrass management and its impact on your business, plus take away new company techniques and practices you can easily adopt into your everyday activities. CEUs: TNLA, ISA, TCEQ, TDA, TEA

Tom Mikulastik

The Art of Success in the Landscape Business

Join us as we bring The Art of Success in the Landscape Business to EXPO! This new seminar series offered by TNLA is your ticket to understanding how Tom built his landscape businesses, held them for over 40 years and then retired comfortably; and how you can start planning the same thing with your business. CEUs: TNLA, TEA

Chris Robertson

Tech Talk: GIS Applications for the Green Industry

Improve your company's practices and find out how geographic information systems (GIS) can help your business gain accurate measurements for maintenance contracts and site surveys for landscape architects. CEUs: TNLA, TEA, TCEQ

(continued on page 25)

* Education Full Class Schedule
as of June 16, 2015

TNLA Certification Program



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WWW.TNLAONLINE.ORG

(continued from page 23)

SATURDAY

AUGUST 15, 2015

8:00 am – 9:00 am

James Wilhite

Demystify the Texas Certified Landscape Professional

Exam—East Fork, D Ballroom
Explore TNLA's Texas Certified Landscape Professional (TCLP) certification, and gain insider tips on how to study for the exam and learn what exactly it covers. CEU: TNLA

Dr. Mengmeng Gu

Demystify the Texas Certified Nursery Professional Exam

Elm Fork, D Ballroom
Discover TNLA's Texas Certified Nursery Professional (TCNP) program; learn about the exam, its criteria and how to sign up. CEU: TNLA

9:15 am – 10:15 am

SIZZLE SESSION:

Emmett Muennink

Emerald Ash Borer; What This

Means to You—East Fork, D Ballroom
Discuss updates on the Emerald Ash Borer (EAB), where it is on Texas' radar and how it could have a significant impact on your business. CEUs: TNLA, ISA, TDA

SIZZLE SESSION:

Dr. Mengmeng Gu

Update on Crepe Myrtle

Bark Scale—Elm Fork, D Ballroom
Gain updates on industry studies and trials found in the ever increasing crepe myrtle bark scale. CEUs: TNLA, ISA, TDA

1:30 pm – 2:30 pm

Dr. Steve George

SIZZLE SESSION:

Earth-Kind University—East Fork, D Ballroom, Take your business to

a new level, an Earth-Kind Level! Learn how Earth-Kind techniques can change you and your clients' perspectives on drought tolerant landscape fundamentals, plantings and research tested Earth-Kind plants. CEUs: TNLA, TEA

SIZZLE SESSION:

Spencer Penhart

Building a Culture of

Performance—Elm Fork, D Ballroom
Based on research from business and organizational psychology, learn which cultural aspects are most critical to driving your business's performance, how to implement them, and how to develop them over time to grow truly outstanding employees who drive performance. CEUs: TNLA, TEA

** Education Full Class Schedule
as of June 16, 2015*

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CHECKLIST

Inspiration Is Everywhere at

Nursery/
Landscape **EXPO15**

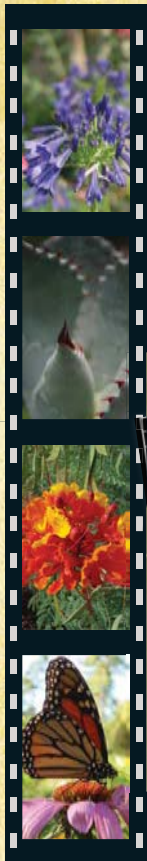
More Everything In One Place Makes Exploring Easy!

- ☐ **FIRST TIME** attendees and exhibitors, kick off your EXPO experience by joining us Wednesday, Aug. 12th, for a behind the scenes tour of the Tradeshow floor and then make your way to the Newcomers Shindig located in the TNLA Hookah "Like" Lounge (includes a complimentary Drink Ticket)
- ☐ **WOMEN** Leaders within the industry be sure to come by the TNLA Hookah "Like" Lounge on Thursday for the TNLA Naturally Inspired Women's Wine and Tapas Get Together – For Ladies Only (includes a complimentary Drink Ticket)
- ☐ **CHECK OUT** all three days of Keynote Speaker Presentations, FREE with Tradeshow Admission
- ☐ **GAIN** FREE education and CEUs on Saturday during EXPO's Sizzle Sessions, discussing hot topics impacting your business today – Free with Tradeshow Admission
- ☐ **CATCH** a glimpse of the industry's top notch selections at the Product Showcase
- ☐ **DISCOVER** advancements and the latest developments in Green Industry Products from more than 1,000 exhibitor booths
- ☐ **GAIN** new ideas and find niche products in the expanded Gift & Garden Marketplace
- ☐ **JOIN** the TNLA PAC and enjoy a cold beverage and fresh popped popcorn while catching up on updates from the 84th Texas Legislative Session and see what is on the horizon with Federal Legislation
- ☐ **MEET** one-on-one with your industry peers at the Welcome to Dallas Party on Thursday, Aug. 13th, along and enjoy a FREE Drink
- ☐ **INCREASE** your company's knowledge in the latest trends in landscaping by connecting with the industry's top professionals Friday at the TNLA Awards Celebration for A Night Under the Cheshire Moon
- ☐ **BUILD** your Business with the power of TNLA, stop by the TNLA Membership Booth – providing Association resources and member branding strategies

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GROW YOUR BUSINESS

and separate yourself from your competition with a new product niche in the Gift & Garden Marketplace at EXPO. (held during Tradeshour hours at EXPO, located on the lower level, Hall E). A small sampling of what you will see at this year's Gift & Garden Marketplace...

HIGHLIGHTED EXHIBITORS:

Best Bug Bait • Bug Bouncer
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in the Gift & Garden Marketplace?*

CONTACT Stephanie Schaefer at
stephanie@tnlaonline.org or 817.719.6197

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Bring your online training to a whole new level! TNLA Academics was designed to make it easier and faster for you to get the education you want, when you want. Whether you are a retail professional, landscape professional, student or just want to keep your horticulture knowledge sharp, TNLA Online Training makes it easy for you to get the education and/or training that you need. Need to catch up on webinars? TNLA Academics Webinars link is your window to view archived webinars that you might have missed. Check out the NEW TNLA Business link or the ever-popular Education Links with just a click of a mouse button!



online education

The online education offers both employers and employees the opportunity to train using information adapted to fit each green industry business.



webinars

The TNLA Academic webinars are a vital tool in both getting industry training; as well as getting updates on issues related to Texas' Green industry.



TNLA business

TNLA Business is a link to all things business related in the Texas Green Industry. Users gain access to reports and other documents in the TNLA files.



education links

TNLA Academic's Education Links provides the user with access to all the TNLA educational files as well as to other important links in the Green Industry.

www.tnlaonline.org

DALLAS AS DESTINATION

YOUR THREE-DAY ITINERARY

As the fourth largest city in the country, Dallas features world-class performance arts, cutting-edge galleries and exhibits, innovative dining and upscale retail districts. You will find plenty of things to do and see – no matter what your interests!



ARTS & CULTURE

Half Day

Visit the Dallas Museum of Art. This sprawling institution frequently hosts blockbuster exhibitions and is home to more than 240,000 works of art.

Full Day

Add to the itinerary some of the other famed institutions in the Dallas Arts District – an area consisting of 19 contiguous blocks that are home to the Crow Collection of Asian Arts and the Nasher Sculpture center. Those looking for live performances can't go wrong at the AT&T Performing Art Center, which is home to five resident companies including The Dallas Opera House and The Dallas Black Dance Theater.

SHOPPING

Half Day

Take advantage of Dallas' status as an international shopping destination and plan for a couple of hours at the Galleria Dallas, which has more than 200 retailers. The massive complex also has an array of notable restaurants, such as Oceanaire, Grand Lux Café and the Grill on the Alley.

Full Day

If you are a serious shopper, start your day at the luxurious NorthPark Center, which has more than 325 upscale shops. Then move to the pedestrian friendly Uptown neighborhood where you will find boutiques, galleries, cowboy fitters and jewelry stores. Finish your shopping day at the West Village district for dinner and more fabulous shops.

DINING

Half Day

Start the day off right with breakfast at Tom Colicchio's Craft restaurant in the W Hotel. After breakfast head over to the Farmer's Market – one of the nation's largest open air markets. Open 7 days a week, you

can find everything from tamales to fine Texas wine!

Full Day

Tex-Mex food reigns supreme in Texas! Check out one of the many wonderful options for this home-grown cuisine, like Sol Irlandes Mexican Grill or La Hacienda Ranch, where you'll find delicious fajita steak nachos and cheese enchiladas. For a little history with your meal, head over to Marianos Mexican Cuisine where the first frozen margarita machine was invented in 1971! Their top shelf margarita with 100% blue agave tequila is a must!

NIGHTLIFE

Half Day

Relax in the shade at the park-like patio at the Live Oak Bar at the Ritz-Carlton, or stay in at the Lobby Lounge, conveniently located in the heart of the Omni hotel lobby. Enjoy one of their signature cocktails, coffee from Morsel's or a light snack.

Full Day

Get a table upfront for big-name talent performing live music seven nights a week at the House of Blues. Keep the party going on the dance floor of the Candleroom, a sleek nightclub that features international and resident DJs spinning the latest House, mash-up and Hip Hop music. Enjoy bottle service like a VIP surrounded by celebrity guests and colorful light show.





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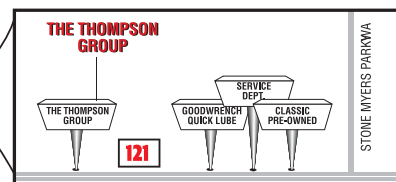
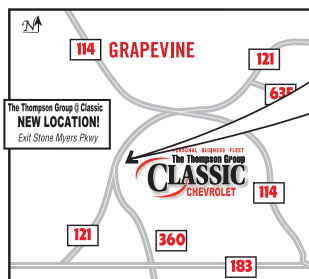




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GENERAL INFORMATION

BADGES

Badges must be worn at all times, Replacement badges are available at on-site registration – fees may apply

CHILDREN UNDER 12

A Child Waiver Form must be filled out for all Children under the age of 12, also all children attending EXPO must be registered and accompanied by an adult at all times. **NOTE: Dangerous heavy equipment is being used during move-in and move-out and results**

in an unsafe environment for small children. Because of this safety risk, children are strongly discouraged during these hours.

EXPO MANAGEMENT

To reach EXPO Management prior to August 10, please call 512-579-3857 or 800-880-0343, for email: EXPO@nurserylandscapeexpo.org. EXPO Management is available onsite at the information center located in Hall F next to Booth Sales.

FEDEX KINKOS

The FedEx Kinkos located at 1305 Ross Ave. Services include: faxing, copying, and mailing.

FedEx Kinko's business hours:

Sunday..... Closed
Monday-Friday... 7:30 a.m. – 9:00 p.m.
Saturday 8:00 a.m. – 6:00 p.m.
Phone: (214) 922-0403
Fax: (214) 871-9521

(continued on page 39)

Food Service Areas

	TUESDAY 8/11	WEDNESDAY 8/12	THURSDAY 8/13	FRIDAY 8/14	SATURDAY 8/15
E1 Stand – Maui Wowi, next to ramp entering Hall F			1:00 p.m.- 4:00 p.m.	10:00 a.m.- 4:00 p.m.	10:00 a.m.- 3:00 p.m.
E2 Bar , bottom of stairs entering Hall F			1:00 p.m.- 4:00 p.m.	11:00 a.m.- 4:00 p.m.	11:00 a.m.- 2:30 p.m.
E3 Food Concession – Tortilla Junction - Street Taco's and assorted snacks & beverages near Gift and Garden Marketplace near Hall E, back of Aisle 100			10:30 a.m.- 4:00 p.m.	10:30 a.m.- 4:00 p.m.	10:30 a.m.- 3:00 p.m.
F1 Concession – Grab n' Go, Nacho Supreme, Breakfast Pastry's, Starbucks Coffee, assortment of bottled beverages, chips and pretzels Front of Hall F	9:00 a.m.- 4:00 p.m.	8:00 a.m.- 5:00 p.m. (Limited Service)	10:00 a.m.- 4:00 p.m. (Limited Service)	8:00 a.m.- 4:00 p.m.	8:00 a.m.- 6:00 p.m.
F2 Concession – Grab n' Go, Hot Dog, assortment of bottled beverages, chips and pretzels, Front of Aisle 2400			10:00 a.m.- 2:00 p.m.	10:00 a.m.- 3:00 p.m.	10:00 a.m.- 3:00 p.m.
F3 Food Concession – Flip Side Grill - Hamburgers, Philly Cheese Steak Sandwich, Chicken Tender Basket, Grilled Chicken Sandwich and French Fries, snack items assorted snacks & beverages, Near Aisle 2400 & 2500			10:30 a.m.- 4:00 p.m.	10:30 a.m.- 4:00 p.m.	10:30 a.m.- 3:00 p.m.

* Schedule as of 5.15.15, Service hours may vary from schedule depending on demand.

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FIRST AID

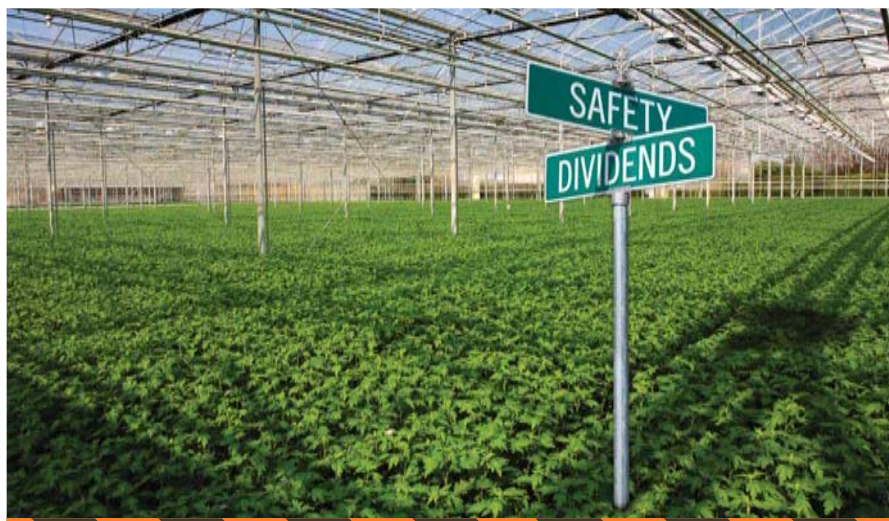
An emergency medical technician is on duty located in the located in the back of Hall E, during move-in, show, and move-out hours and can be reached through EXPO staff located at the EXPO Information Center or Registration Area.

HOTEL ACCOMMODATIONS

Guaranteed EXPO Housing Block Rates until July 24, 2015, visit www.NurseryLandscapeEXPO.org to make your reservation.
Omni Dallas Convention Center – EXPO's Host Hotel: \$149
Hyatt Regency Dallas: \$139
The Fairmont Dallas: \$145
Sheraton Dallas: \$139

INFORMATION CENTERS

- **Registration Information:** located in the F Lobby, Registration Area
- **EXPO Floor Information:** Located near the Tradeshow Entrance of F Hall
- **TNLA Association Information:** The TNLA Booth is located in E Hall by the stairs



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Ken Morrow, TMCNP

Home Depot
Pasadena, TX

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Texas A&M AgriLife Extension Service
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Sam Weger, TMCNP

Calloway's Nursery
Fort Worth, TX

JOBLINK BOARD

Located near the main entrance of the exhibit hall. Information on jobs available and jobs wanted within the industry are posted at this location.

LOST AND FOUND

Please inquire about lost or found items at the Registration Area in Lobby outside of Hall F.

PHOTOGRAPHY

No photography is permitted in the exhibit hall unless authorized by the exhibiting company.

PLANT WATERING

Ice for watering plants is available at various locations throughout the exhibit hall.

REGISTRATION

Save time by not waiting in line, pre-register online at www.NurseryLandscapeEXPO.org. Onsite rates apply after the July 24, 2015, Early Bird Deadline. Onsite registration located in F Lobby. For questions call MCMC 1-800-248-0557 or email registration@mcmcm.com.

REMOVAL OR PURCHASE OF EXHIBIT MATERIALS

Cash and Carry sales are prohibited during the EXPO. Anyone purchasing exhibit material may remove it only during move-out hours on August 15 and August 16. Exhibitors should provide a signed bill of sale to help provide for security during move-out time. For additional information, please refer

to EXPO Management's Exhibitor Move-In and Move-Out Instructions at www.NurseryLandscapeEXPO.org.

RESTAURANT RESERVATIONS

Menu displays, maps, brochures, restaurant reservation service, arrangements for ground transportation, and general information about the Dallas area are available at the Ticket to the City near the Tradeshow Entrance. For reservations contact Ticket to the City by email to tonya@tickettothecity.com or call 214-709-7220.

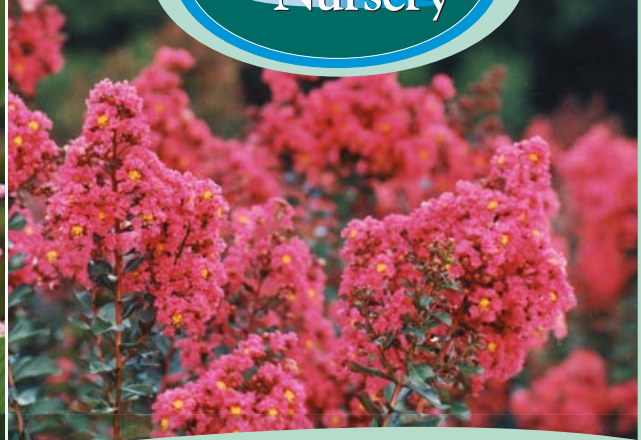
SCOOTERS

Scooters can be rented near the Tradeshow Entrance in F Hall in Meeting Room D220.. If you

(continued on page 39)

Where ideas take root!

Creekside
Nursery



- Trees
- Shrubs

- Annuals
- Perennials

- Topiary
- Citrus

- Tropicals
- Vines

- Groundcovers
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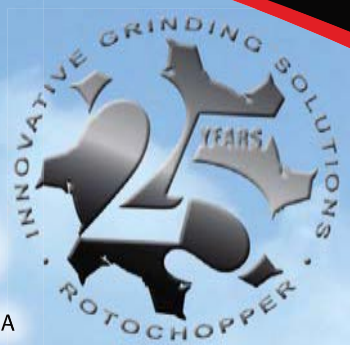
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Creating and Sustaining A High Performance Culture

BY JASON YOUNG

What exactly is corporate culture? The dictionary defines culture as “the totality of socially transmitted behavior patterns, arts, beliefs, institutions and all other products of human work and thought.”

While this definition is far reaching, it does give some clues as to the nature of an organization’s culture. I define corporate culture as the assumptions, values, beliefs, behaviors, practices, norms, and products of an organization. Because the definition is so broad in its scope, it sometimes helps to describe what corporate culture is not.

Corporate culture is not a set of core values developed by a small group of people at an off-site leadership meeting. It is not always what a chief executive describes in an annual report or shareholder’s meeting. In fact, corporate culture is not always

what the leadership team of an organization says or thinks it is.

Every business entity has a culture that serves as an operating system or framework for the organization. In some organizations, culture is conscious, intentional, and tangible. In other organizations, culture is unconscious and intangible, but impactful nonetheless.

What an organization assumes, believes, values, accepts, promotes, produces and the way in which behavior occurs frames its corporate culture. Corporate culture shapes the work environment in which performance occurs and performance drives the bottom line. These are two of the facts about organizational life in today’s business economy.

In some companies, culture develops by default. In others, culture develops in ways that are conscious, intentional, and tangible. The latter are the organizations that position

themselves for competitive advantage by designing work environments that allow people the freedom to be their best selves and consistently outperform their competitors.

Southwest Airlines is one example of a company that has created a work environment where people can do their best work. Southwest is one of the few airlines that has maintained profitability. And, Southwest has a good track record as an employer, taking pride in its position as a low-cost, on-time carrier that is perennially profitable – in an industry that is notorious for its financial losses. How did this happen?

Herb Kelleher, Southwest’s CEO, said it best. “It starts with hiring. We are zealous about hiring. We are looking for a particular type of person, regardless of what job category it is. We are looking for attitudes that are positive and for people who can lend themselves to causes. We want folks who have a good sense of humor and people

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who are interested in performing as a team... if you start with the type of person you want to hire, presumably you can build a workforce that is prepared for the culture you desire..."

What type of culture characterizes Southwest? Positive, fun, team oriented, and "on-time" are just a few of the words that come to mind. What type of people work for the airline – one Southwest employee was quoted as saying "of course I'm on time, I work for an on-time airline!"

This is an example of an organization where leadership assesses the work environment, defines the culture it seeks to create in terms of values, and works to create alignment between values and behaviors. It all begins with assessment and while that process may take time, the rewards generated are well worth the investment.

Corporate culture is important because it shapes the work environment in which performance occurs. Ultimately, not paying attention to culture undermines an organization's profitability and sustainability. The good news is that corporate culture does not have to emerge by default; it can be designed and developed in thoughtful, intentional ways.

Strategic leaders begin with a careful assessment of the cultural reality around them, examining both their own perspective of the organization as well as the actual experience of those within the organization. A key factor in creating an environment where both people and profits thrive is the ability to create alignment between values and organizational practices or behavior.

The goal in designing and developing a corporate culture that inspires high performance is creating alignment between values and organizational practices or behavior. This means that culture, which is often thought about as intangible, must be made

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tangible. People within the organization must hear about values and consistently experience those values on a daily basis.

Finally, the discerning leaders will involve those within the organization in articulating the desired culture based on shared values. It is not unusual to find that answers and solutions for creating alignment between values and behavior already reside in the people doing the work. The benefit of involving the entire organization in this process is buy-in, which translates into a motivational environment where people can be and do their very best.

So what are those visible signs that reflect the behavioral style of a company that has a high performing workplace culture? When shared values are in place, are practiced, discussed, supported and reinforced, certain behaviors will follow. They are the natural outgrowth of a healthy environment. Create the right environment and you will harvest these behaviors.

Secondly, the absence of these behaviors should be a warning sign that something is wrong with your environment, not necessarily your employees. It's much easier in most cases to blame people when you don't see the behaviors you expect. But when you understand the importance of culture and the role environments play in producing behaviors, you have a much better set of tools to get to the heart of the problem than the traditional attack on people.

Here are seven specific behavior-based values that are found in high performing organization:

Innovation - Innovation is the hallmark of success for any company that expects to survive in a competitive environment. It's not enough to have people who are capable of creative ideas and solutions, those people have to be given the freedom, acceptance and recognition for their creative successes and failures. It starts at the top. In a Business Week article, Jessie Scanlon stresses the importance of the role of the company leader in building a culture of innovation. "The CEO is the cornerstone of any effort to build a culture of innovation. He or she needs to communicate the importance of innovation directly to managers and to celebrate innovative efforts, including those that failed but were valiant attempts." Freedom, acceptance, positive response, recognition and celebration are all essential components of an environment that produces innovation. If you work to ensure these characteristics are consistent with your workplace, you unleash employees' abilities and eagerness to continually contribute fresh new thinking and ideas.

Communication - Internal communications is an important role player in a thriving company. It involves the delivery of information that drives the actions of employees throughout the organization. The CEO, board of directors, and upper management staffs have mission-critical messages that need to

be disseminated to the masses. Employees need to know the vision, challenges and direction the company is taking so they can ensure their actions and behaviors align properly. In the absence of clear and consistent messaging, employees are left confused, uncertain and anxious about what is going on and are quick to resort to speculation which drives the rumor mill. Communication flows freely in a healthy workplace. It is not feared or tightly controlled. There is an equal level of formal and informal opportunities for two-way conversations that exists comfortably in an environment of care and accountability.

Trust - Innovation and communication might be easy to observe in action but trust is different – it's more of an internal perception. The question is this: are the working relationships throughout your company based on trust, or does suspicion, lack of integrity, spin and half-truths prevail? If your company rates low on the trust meter, employees will hold back on performing at their best because either they can't be trusted to carry out tasks without the pressure of intense oversight or they are continually skeptical of anything that comes out of the mouth of a manager or supervisor. This would not be indicative of a positive work environment. Since trust among interacting parties is the foundation of effective relationships, it stands to reason that organizations can reap benefits from strengthening it. As a matter of fact, high-trust environments correlate positively

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with high degrees of personnel involvement, commitment, and organizational success.

Leadership - Leaders are important for the success of any company. Actually that is an understatement. Without leadership at all levels throughout the company, a company will never reach its full potential because people have not been set free to be all and achieve all they can when allowed to exercise their leadership capabilities. Leadership qualities are found in employees at all levels in an organization. Employees throughout the company should be empowered to step up and exercise their leadership skills to drive the company toward goal achievement. A healthy culture has many leaders, not just one.

Process - Walk into any company in any industry anywhere in the world and everyone will have a business process for providing a product or service. Volumes have been written about business processes and the current emphasis is on business process redesign. In the Total Quality movement that was en vogue several years ago, one of the mantras from that management system was, "do it right the first time." Companies learned that much time and money was saved when employees followed the precise steps in a business process and solved problems upstream to avoid costly re-work further down the line. It's still an important principle to follow but I would suggest that the mantra in

business process redesign is "do it better the next time." In a healthy culture, all employees accept change as inevitable and are on the lookout to innovate, tweak, improve and redesign to get better, stronger, more efficient and more profitable.

Serving - One of the common activities you'll find in traditionally managed companies is internal competition. All sorts of contests have been used pitting one department against another or one sales group against another in an effort to boost sales or productivity. I've often wondered about the net effect of such competition. Does it really boost sales? Do departments actually improve in the elements they are tracking or does it create a subtle sense of conflict within the walls of a company? Emphasis should be placed on internal collaboration, rather than internal competition. In other words, your employees are committed to serving each other and truly view each other as internal customers. When serving is the mindset, the whole company grows together and celebrates team effort and success rather than individual achievements. Individual achievements are not ignored, rather, the individual achievements that contribute to the team's success are what get recognized.

Talent - At its fundamental core, a business is a collection of people committed to a set of values, organized by a series of policies focused on delivering a product or service to valued customers. Every part of that brief definition is important but the one aspect

that is non-negotiable is people. Today it's not just any people but talented people. Some would say that talented people is the currency of business success. A healthy culture is a talent-powered organization. To become a talent-powered company, organizations must define, discover, develop and deploy talent throughout all levels of the company. Therefore, becoming a talent-powered company requires a significant mindset shift in the way employees were viewed in the past. When company leadership places a high priority on talent management, they see motivated and enthusiastic employees engaged in the company's strategy execution because they have been adequately trained and placed in jobs that match their personal aspirations. When attention is focused on individual employee goals and aspirations, managers will do a much better job placing workers in the right positions. Employees will work much harder and more successfully because they see themselves fulfilling a sense of purpose. ☺



Jason Young is former senior-level manager at Southwest Airlines, and today, he shares his vision in developing

successful corporate cultures and workplace environments and creating exemplary customer service. He works with companies like Starbucks, Ericsson, Coca Cola and Tyson Foods. He is also the author of several books, including The Culturetopia Effect and Servicetopia.

Nursery / Landscape Expo 15

Why Should I Care About My Company's Culture?

BY SPENCER PENHART

"The quality of your life is determined by the questions you ask." – Unknown

I feel your pain. Like most business owners and leaders, you and I both relate to the old adage about being too busy working in your business to work on your business. But since you're reading this article, I'm assuming you want to work on your business and are looking for ways to improve. I'm here to tell you that one of the most important ways you can improve your business is to improve its culture. To begin, let's ask some questions...

Because most business owners are so busy, they often tend to operate out of the following mindset: "What do we need to do to make payroll, keep the lights on, and be profitable this week?" Whether you are cognizant of it or not, when you are in survival mode handling the massive day-to-day responsibilities of running a business, this is the underlying question driving your actions. And because you never get less busy, you remain in this

tactical frame of mind the vast majority of the time. But what if we stepped back and asked a bigger question: "How can you make your business great, and help it become what you've always envisioned?" Obviously, your definition of what great would look like is unique and specific to you and your business. Regardless of your definition, if you hope to achieve your vision, you will first need to answer, "What makes a company great?" Let's explore that.

Many companies have a sound strategy. Very few execute their strategy well. It's not rocket science that your company's performance is the sum of the work of your employees. If your employees do lousy work, your company's performance will suffer. If they do great work, company performance will improve. Why then is it so difficult to get people to do great work? Pretty simple: they either don't know how, or much more often, they don't care.

"But WAIT," you say! "I'm paying them! How can they not give me their best effort?!?" I've met many well-intentioned executives who

were raised with this virtuous core value, and model that very behavior themselves. Problem is, very few people feel that way anymore, the emerging Millennial workforce certainly doesn't feel that way, and reality is that it now takes much more than a paycheck to get people to care about their work. Employees have to want to give you their best, and therein lies the challenge. The solution resides in what organizational development folks refer to as employee engagement and discretionary effort.

Employee engagement essentially refers to how deeply your employees care about your company and their work.

Discretionary effort refers to how much of an employee's potential work quality and capacity they are willing to put in. When measured, research has consistently found both of these elements to be shockingly low across most companies, in every country, all over the world. On average, two-thirds of employees are not fully engaged, while about 25% are so disengaged that they are actually causing collateral

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damage around them (spreading negativity, frustrating co-workers, bad-mouthing your company, poor customer service, etc.). Hearing that two-thirds of their employees are looking for other work while another 25% are actively trying to sink their ship is

a shocking and sobering revelation for most business owners.

Think about it from the employee's perspective. I'm probably working a ton, not making as much money as I want, while my work is physically, mentally, and emotionally demanding, and probably not much fun. Why would I be engaged,

motivated, or care about my company? Under these conditions, employees will typically work just hard enough to get by, and will leave your company as soon as they get a better offer somewhere else.

And now, you can add interviewing and hiring onto your laundry list of daily to-dos! And there is a steep financial cost: Gallup estimates

that low engagement costs the U.S. economy \$450-550 billion annually. On the flip side, the benefits of high engagement are significant and extensive. Consider the following large-scale study that found that highly engaged companies had:

- 37% lower absenteeism
- 25% lower turnover (in high-turnover organizations)
- 65% lower turnover (in low-turnover organizations)
- 28% less shrinkage
- 48% fewer safety incidents
- 41% fewer quality incidents (defects)
- 10% higher customer metrics
- 21% higher productivity
- 22% higher profitability

These are improvements that any company would beg for, so it is very important that business owners understand this point: Engagement drives business performance, and culture is your best tool for driving engagement. Here's how it works:

Culture > Engagement >
Discretionary Effort >
Execution > \$\$\$

In other words, if I like where I work, I'll be happier and care more about my company. The more I care about my company, the more effort I'm willing to give to make it successful. The more effort I give, the higher the quality of my work and the



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better job I do with customers. The better I do with customers, the more money the company makes. Put simply, culture = cash!!!

Culture is defined as “the shared beliefs and values of a group; the beliefs, customs, practices and social behavior of a particular nation or people.” In the context of your company, we are referring to the way the people in your company believe and interact with one another. This can be hard to grasp at first, but think of it this way: when someone asks one of your employees what it is like to work at your company, their response is going to describe the culture. “It’s ok I guess. It’s pretty hectic – we’re under a lot of pressure to get a lot of things done, and we’re not given many thanks. The people are ok, but they’re not super-friendly and we don’t hang out with each other. We show up, do our jobs, and go home.”

That refrain is all too common, and woefully uninspiring. But managing company culture is tricky for several reasons:

1. Your company already has a culture. The problem is, unless you proactively establish and manage it, you get whatever cultural attributes are allowed to insidiously work their way in. As TNLA members know, nature abhors a vacuum. Just as weeds will grow in fresh soil if more desirable species are not planted in their space, so too will negative elements invade your culture if left unchecked. Are you managing your culture, or is it managing you?

2. Changing an established culture is difficult. Employees have come to view the company in a certain light, and changing

that perception requires changing people’s behavior. And if you have ever raised children, you know what a hoot-and-a-holler changing behavior can be. It’s hard work, and takes focus, discipline, and a long-term commitment.

3. Most people have no idea what good looks like. When I lead training workshops on winning culture or high-performing teams, I ask the audience to raise their hands if they have ever worked in a high-performing culture or team where everyone was fully committed, did high-quality work, went the extra mile for customers, and loved working with one another. The answer is the same almost every time: only about 10% of hands go up. This is a frightening result because it reveals a very important fact: Most people have no idea what a good culture or team looks like, while many don’t even believe it is possible. You don’t know what you don’t know, and if you have never worked in a great culture or team – if you have never been around happy and high-performing people – there is no way you can become one yourself until someone shows you how. I remember when I was a new sales manager taking over a low-performing territory; I had one sales team that had been so underperforming for so long, they outright refused to set a sales goal. True story.

4. Most companies struggle to hire and develop talent to fit the culture. Hiring top talent is critical, both for their individual performance as well as their beneficial effect on those around them. Your new hires not only need to have the skills to do the job, but they need to fit the culture you are trying to build. If someone has great skills for the job, but is

an unkind person who alienates his coworkers, that person is probably not the right fit for your company no matter how good his skills are – he will be a signal to the other employees that you don’t really mean what you say when you talk about the culture you want for the company. Additionally, how do you get your existing employees to buy into your desired culture? This will take some personal and professional development, something most companies don’t do nearly enough of.

“The quality of your life is determined by the questions you ask.” Perhaps one of the most important questions you can ask is, “How can I improve my company’s culture?”

So how should you go about changing your culture? As usual, TNLA has you covered! Please join me at the 2015 Nursery/Landscape EXPO for the Building a Culture of Performance breakout session, and The Science of High Performance keynote. I look forward to meeting you, and please don’t hesitate to say hello and share your thoughts on this article! ☺



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Nursery / Landscape Expo 15

How to Get People to Do What You Want Them to Do

BY GARRISON WYNN, CSP

If this article title pulled you in, maybe you've recently realized that having a better tactic or using your (seemingly imaginary) charisma is not producing the influence you would have hoped. You've read the leadership and negotiation books and you've witnessed some disturbing YouTube videos that appear to prove you no longer need talent or a point to be in front of a camera. However, your all-consuming problems still remain: Your employees just can't get the job done, your boss is a low-IQ narcissist, and your 22-year-old kid has just told you "I don't, like, see myself as, like, working every day at a job and stuff."

Could it be that what works for others in the area of influence will not work for you? Over the years, Wynn Solutions has done anonymous surveys with thousands of extremely influential people who have a proven track record of motivating people to do what needs to be done. From them, we found

that some foundational (I can't say "basic" for fear of offending a sensitive expert) ideas that we often deem irrelevant are the root of influence. Here are those things:

Are you proving to people that you see them as valuable? Have you told them that you appreciate their talent and could not have done so well without them? That's very different from just saying "Good job!" And it's not as ridiculous as saying "You'll have a job here as long as you want one," which seems to indicate that they will definitely quit – it's just a question of when.

Are you being sincere but emphatic with your adult child who still lives at home? These days, over 50 percent of all adults 18-26 years old live with their parents. If you have an adult child still living at home, wearing your bathrobe, and wanting to know when more food will be arriving, you need to be forthright. You might say something loving but pointed, like this: "The only way someone else will appreciate you

as much as we do and offer you opportunities is if they see you as self-sufficient. So getting out on your own (which will involve you leaving this house, by the way) will cause the good things in life to come your way." Letting them stay sends the message "We love you so much that we're willing to sacrifice your ability to be a functional adult." Being 32 and still living at Mom and Dad's house is more than just pathetic; it's creepy.

Do you have extreme clarity? Intelligence is not enough. It doesn't matter how smart you are if no one knows what you're talking about. The average IQ for an executive is 104, which is lower than the average for middle management. But if you think your boss is stupid, remember that he's just smart enough to be your boss! If you've ever been to a Mensa meeting (and most of you haven't – no offense), you might have noticed a disturbing number of grownups wearing backpacks and a lot of crummy cars in the parking lot. Intelligence is just a small part of influence.

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As for tried-and-true solutions, it all comes down to value.

1. If you want to be influential, you must be able to clearly state your value (or the value of whatever you're proposing). Clarity is the foundation of value. People buy into what they grasp quickly. The leading addiction on the planet is not drugs or alcohol or video games. It's convenience. We will abandon a complex process that works for a mediocre one that's easy but barely works. Simply stated, good ideas just aren't good enough. Case in point: It took 40 years to get seatbelts in cars, but they green-lighted the Pet Rock at the first meeting. Spray cheese caught on pretty quickly too.

We are influenced by things that sound good instantly, and nothing sounds better than what we seem to already believe. Making things very clear makes them familiar. When we hear something clearly stated, we will often say, "Oh, I know. Yes. That's common sense." But the truth is we did not think of it until it was very clearly stated. Clarity makes the stated value make sense. So if you think this paragraph has told you something that you already knew, then you are right and enlightened at the same time.

2. To influence people under 30 years old, what you propose must make sense at a very basic level. This younger generation grew up with so much information thrown at them that you've got to be able

to show them why you're doing something. If it doesn't make relevant sense to them today, they will question it and have difficulty taking action on it. If you want young people to come to work early, you need a real business reason – not just that you like to get to work at 7:30 a.m. but don't particularly care for loneliness.

3. The key to getting people to do what you want them to do is understanding what they value. In its clear and simplest form, what they value is love, money, and prestige. If they can get that from you, they're willing to listen and take action. Unfortunately, most people believe they need to outsmart people to get them to take action. So if you're upset because



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you think the world is run by idiots – well, you might have a point. (See, you are really smart!) Most research shows that it's easier to simplify things so you can compete. The truth is that when it comes to getting people to take action, explaining your value is more valuable than actually having it.

4. The idea is to position yourself up front with all the influence tactics you can and then throw all your effort behind that. This strategy is central to a story I often tell about a speaking engagement I had at a convention years ago. My wife was in the audience for my event. She'd just heard me speak and she was clapping – yes, even after a few years together, she still applauded (maybe because I

was through talking). In fact, she clapped so hard that she lost one of the diamonds in her ring, but she didn't know it at the time. So the next day she goes back and starts searching all along the 5,000-square-foot parquet floor. The custodians have already swept and mopped. Twice. Nothing has turned up. Everyone's thinking, "Lady, you're never going to find it." But my wife insists, "I'm looking anyway." So she's on the ground, face to the floor, searching, searching... She's sucking up dust bunnies for a full hour and a half before she spies a little glimmer from across the room. And there it is! In the end, we walked away with two big lessons. First, if something is important enough to you – if you believe in it enough

– then the effort, skill, talent, and ability generated from your body and channeled into achievement is amazing. But also, if you buy a really BIG diamond, it's a LOT easier to find. ♡



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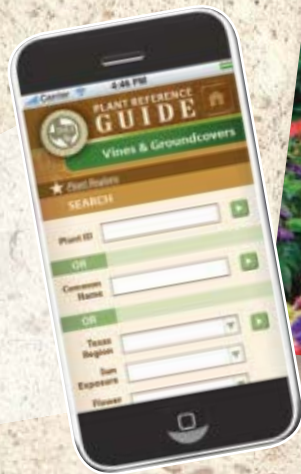


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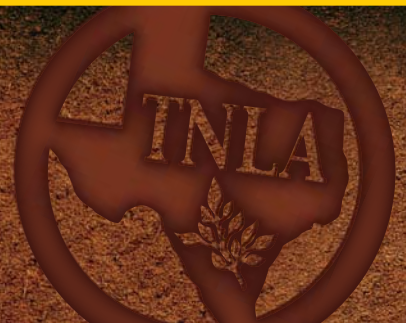
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Notes from SFA Gardens

Eyeing the Paparazzi!

by Dr. Dawn Stover



Dawn Stover is a Research Associate with the SFA Mast Arboretum in Nacogdoches, Texas. As a Research Associate, Dawn currently manages the living plant collection within the SFA Mast Arboretum and the horticulture greenhouse facilities.

Each year, we receive a fair amount of plant material to trial in the garden. Last fall, I received several varieties of hybrid phlox. Maybe I'm finally at that "if it's too loud, you're too old" stage, and was not at all impressed with the name of the series: Paparazzi®. Individuals in the series include: Lindsay, Britney, Angelina, Paris, Adele, Jagger and Levine. Gag me with a spoon. Maybe I'm too old to appreciate the clever way the plant branders are trying to bring in a younger generation of gardeners; however, I'm not so sure that young folks who follow paparazzi reports are unplugged enough to put their hands in the soil. And why is it that the female celebrities are addressed by their first names and the men are addressed by surname? Perhaps the masculine nomenclature isn't as familiar as the

feminine - after all, when you think Mick, do you instantly think Jagger? Or perhaps, like me, you think Mick Dundee or Mick of the mouse variety. And I wonder if these celebrities know there are plants named after them, and if they even care. I digress.

Lucky for me, I didn't let my opinion of their name stop me from planting them out last fall. At least two of the varieties really shined on the red carpet this spring - or at least on the pine straw carpet. The two superstars this spring were Jagger and Levine who put on a superior, long-lasting and very fragrant show this spring. The ladies' performances were lackluster at-best, BUT I don't think it's fair to judge a perennial before it's been in the ground for at least two to three years. And who knows, the ladies may sail through the summer heat and beat out the men next year. We'll see.

I've had a difficult time discerning the parentage of the Paparazzi® phlox as the literature is rather vague. There may or may not be parentage from *Phlox subulata*, *P. divaricata*, and/or *P. stolonifera*, and I don't have any hands-on experience with these species to help solve the puzzle. I do know that I'm excited to follow these celebrities to see if they have the chops to really become superstars.

Both Jagger and Levine are an explosion of fragrant purple flowers, Jagger is a little darker and the lighter Levine is a bit bluer in color. There is such a powerful floral display, that they stand out from a distance. When you zoom in for a close-up, you'll notice a delightfully grape-like fragrance that neither assaults

(continued on page 57)



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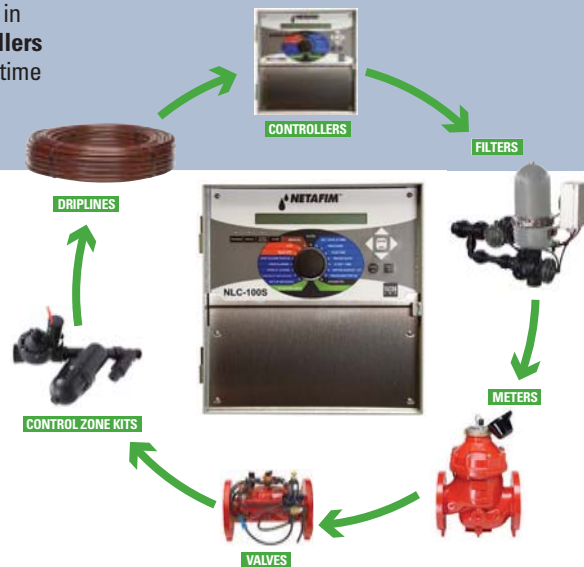
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(continued from page 55)

nor overwhelms the nose. And they bloom for a surprisingly long time. I expected a show of no more than two weeks, but I suspect they performed closer to four. They are a hair taller than 1 foot, making them perfect for the front of a bed or border. I think I'll add Levine to my coral and blue mailbox planting at home in place of the not-so miniature buddleia I plopped in

front of my Apricot Drift® roses. And while neither Jagger nor Levine will pass professional floriculture standards, they are perfectly suited for us non-florist folks to pick and put in a vase. Now that the blooms are spent, I'll cut them back, lightly fertilize, and sit back to see how they fare this summer. All of the Paparazzi® phlox are listed to tolerate sun and part shade.

I remain skeptical of their summer performance, but as I always joke - my job is to kill plants. And you can place money on this: if I don't kill off these celebrities, you'll hear about them again in the future, and you'll see them in a future plant sale. I may have to draw the line if any further introductions are named after a Kardashian, but for now I'll join the Jagger and Levine fan clubs. ☺

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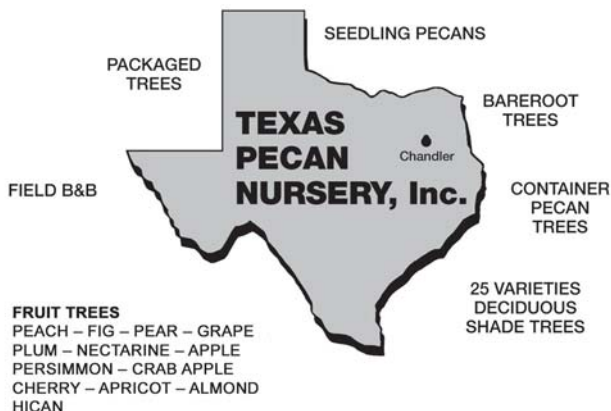


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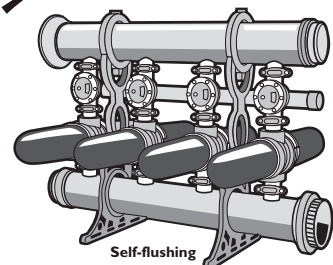
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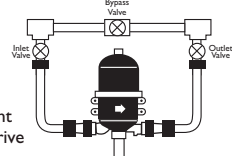
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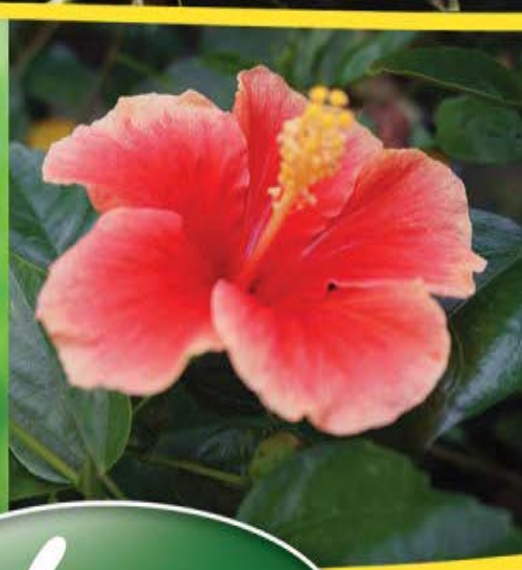


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