# TNLAGREEN

THE OFFICIAL PUBLICATION OF THE TEXAS NURSERY & LANDSCAPE ASSOCIATION



TNLA Takes a Stroll Through 2014 : A Year-in-Review

PAGE 11

Planning for Strategic Success in 2015

PAGE 24

#### PLUS:

- **27** Notes from SFA Gardens
- 31 GreenVi\$ions
- **37** Calendar of Events



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## TNLAGREEN

MAR • APR 2015

#### **FEATURES**

- **Meet the New Board of Directors Chair, Johnette Taylor!**On March 1st TNLA welcomes the new Board of Directors Chair, Johnette Taylor. At this year's Annual Business Lunch, she gave the first speech of her term at the 2015 Annual Business Lunch read it here and get inspired for the year to come!
- **TNLA Takes a Stroll Through 2014: A Year-in-Review**2014 was a special year for TNLA. We had a lot of the fun times, great successes and tons of opportunities for learning and connecting. Let's take a look back on 2014 as we prepare to embrace a new year!
- **Planning for Strategic Success in 2015 (in 7 easy steps)**Now is the perfect time to gain clarity and direction—and set your company up for sweet success—by assessing this past year in broad strokes and by setting your sights on clear long-term objectives.
  By Jeffery Scott

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### TNLAGREEN

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MARCH/APRIL • VOL. XVII NO. 2

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A Video Message from Amy Graham, TNLA President

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#### MISSION STATEMENT

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

# Meet THE NEW BOAR Johnette Taylor!

On March 1st TNLA will welcomes the new Board of Directors Chair, Johnette Taylor, who will begin a year-long term, taking over from Paul Tomaso.



### D OF DIRECTORS CHAIR

Johnette is both the president of Roundtree Landscaping, Inc., and a Licensed Landscape Architect. She earned her Bachelor of Landscape Architecture degree from Louisiana State University in 1981. Passionate about water and our industry's water needs, Johnette joined the Texas Water Smart Coalition at its inception. She is also a certified Irrigation Auditor in the state of Texas. An active member of TNLA for more than 20 years Johnette has served as Chair for Region IV, Past Education Committee Chairman and Past Landscape Committee Chairman. She currently serves on the Parks and Patio Task Force for the Nursery/Landscape EXPO and is the State Board Representative for the Landscape segment of the industry. She is a strong supporter of the TNLA PAC and Education and Research Foundation. In addition to her service to TNLA, Johnette enjoys teaching and does so through the Adult Education Program at the Dallas Arboretum, as well as for the Texas Master Gardner Program and Northaven Gardens.

On January 16<sup>th</sup>, Johnette gave the first speech of her term at the 2015 Annual Business Lunch, which was held in conjunction with the TNLA Winter Showcase at the Dallas Market Center. It was extremely powerful, timely and motivating. The best way for TNLA members to get to know her, gain insight into her vision for TNLA and understand her main priorities for the coming year, is to read her own words. We are publishing her speech here for just that reason.

So get to know your new Board of Director's Chair, and join her as she takes the helm of this great ship!

arlier this week, I took time and reflected on my TNLA membership. A Region IV member, Jack Selby, worked at a local wholesale nursery. Each week as I would visit the nursery picking up plants, he would mention that I should to come to TNLA meetings. They were actually TALC meetings then. I was always too busy, had a bid to finish, a plan to draw, a job that ran late, a reason to be home, or already had plans with friends, but Jack kept asking.

Trust me, I didn't run out of excuses, but Jack's passion for our industry showed through. I respected Jack and through the business we were doing trusted him. If he felt that strongly about it, maybe I should check it out. I think Paul [Tomaso] was the first person I met at the first TNLA meeting I attended. Jack took the time and met me at the meeting. He introduced me to leaders in our industry. Little did I know then, that these people who I met, who I bought from and worked with, would become true friends?

It was a while before I started coming to larger events such as this. My first Business Management Workshop was in San Antonio. TALC and TAN had just merged and Anne Muscat was serving as Chair. I was inspired and excited to be part of an organization of people who were embracing change and setting the course for TNLA and our industry.



Well it's time again to set the course for TNLA and our industry. If you are like me, several industry publications hit your desk or inbox every week. I've noticed over the last year, how many are focused on change and not just the change we deal with daily like technology or weather. Personally speaking, I know my customers have changed. How and what they are buying is different and so are their expectations of our products and services. As our customers change our businesses will change to accommodate them and our industry and TNLA will have to change too.

I hope this year to follow in the footsteps of my friend and mentor Anne Muscat and, as she did

(continued on page 9)



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.

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(continued from page 7)

15 years ago, help facilitate that change.

Like many of you, I have been in the landscape industry for more years than I am willing to admit publically. I have worked in retail garden centers, landscape design, landscape installation, irrigation and maintenance but there is so much more to the green industry. There is a lot I don't know and I'm not afraid to say I don't know. Anyone who knows me well knows I am a lifelong learner. I am really looking forward to a year of getting out and around our state and spending time with many of you. I want to learn about your region, your segment in the industry, your business and I want to learn about you.

Across the country people are getting out in their own yards and growing vegetable, flowers and plants. Many of you have been growing things your whole life.

Our clients now really care about saving water but we have always

Personally speaking, I know my customers have changed. How and what they are buying is different and so are their expectations of our products and services. As our customers change our businesses will change to accommodate them and our industry and TNLA will have to change too.

known how important water is to our industry, that it can't be wasted, it is our livelihood.

People are willing to pay more for organic foods at the grocery store or for a car they can plug in their garage. It is time we value our knowledge and our industry just as much, sharing that with consumers daily.

It is time to realize what we have always done and loved is now COOL! Who knew playing in the dirt was great? WE DID!

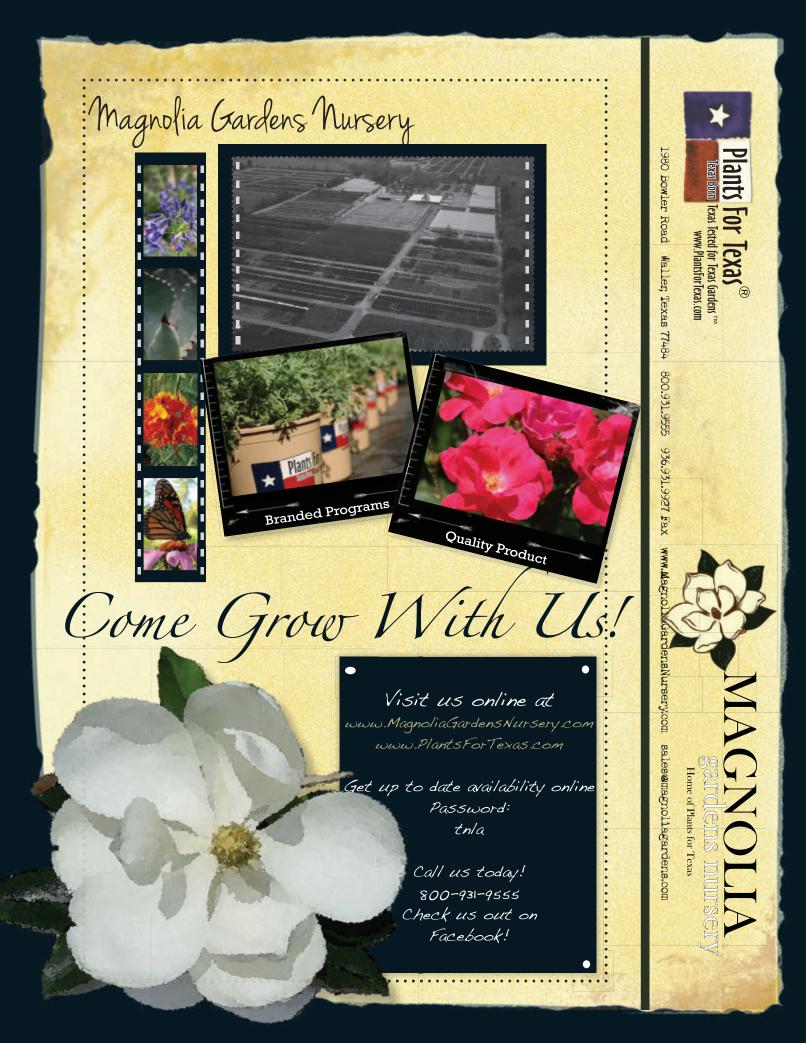
What a GREAT opportunity we have to step up and be the leaders in all this change!

- JOIN ME this year on my journey in growing our membership. We are only as strong as the members we have. Be a Jack Selby or an Anne Muscat in someone's life and encourage future members and leaders.
- JOIN ME this year on my journey and participate in your local region or here at the state level. Whether you volunteer for a day or a year, you will always get back more than you give. When I look at the knowledge I've gained, the opportunities that helped my business to grow and the friends I have made, the time I took was so small in comparison.
- Finally, JOIN ME this year on my journey and be a lifelong learner. I know you all came here to learn, so I am preaching to the choir, but when you to come back bring a friend, an employee or a student. These events should be packed to capacity every time there is one. It is so important we share best practices and grow and strengthen our industry.

I am really excited; I am quite humbled and feel very privileged to serve as your Chair for 2015. Thank you so much for this opportunity. " •

TO SEE VIDEO of Johnette delivering her speech at the 2015 Annual Business Lunch on January 16, 2015 in Dallas, go to www.tnlaonline.org





## TNLA TAKES A STROLL

# Through 2014!

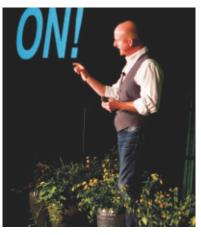
# 2014 Was a Special Year for TNLA.

We had a lot of the fun times, great successes and tons of opportunities for learning and connecting.

Let's take a look back on 2014 as we prepare to embrace a new year!











## TNLA BROUGHT EDUCATION

### to the Masses

- 3 Days of education at the 2014 EXPO including an Irrigation Only Track!
- 3 amazing Keynotes, 25 breakout sessions and more than 100 CEU credits offered from 6 accreditors
- Connecting members online with monthly webinars from professional industry leaders
- Helped members get CEUS quarterly in Green Magazine



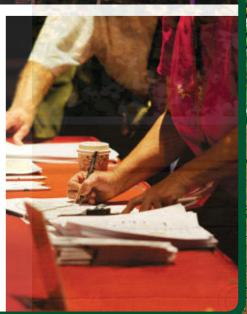












## **CERTIFICATION MADE TEXAS GREEN**

## Industry Just a Little More Professional!

- TNLA approved a new Water Smart Certificate to educate the Nursery and Landscape Industry on water conservation.
- There were 809 TNLA Certified Professionals in Texas this year!
- Nearly 3,500 Best of Texas books were sold in 2014!











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## **COMMUNICATIONS STARTED**

## Conversations and Kept Them Going!

- GREEN Magazine hits mailboxes
   6 times a year including a new
   annual issue devoted to Pests and
   Diseases
- Green Matters weekly eNewsletter to more than 5,000 subscribers!
- TNLAONLINE.org had 2,000 + unique visits each month
- New TNLA GREEN TALK Blog gets into the BIG Issues members are talking about

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## IT WAS GAME ON FOR THE

## 2014 Nursery/Landscape EXPO

- ► The magic of San Antonio filled the Show
- We rolled the dice during the Welcome to San Antonio Party with a Casino night, live music and a Texas-sized crowd
- Parks and Patio volunteers created a stunning entrance with stone, lights plants and fountains!
- Trade Show Floor was packed with more than 7 acres of booths and attendees













## **LEGISLATIVE AND REGULATORY**

## Activities Represented or Member Businesses Across Texas!

- TNLA successfully lobbied for the passage of Proposition 1, Transportation Funding
- Through Texas Water Smart, we obtained more than \$400,000 for water conservation messaging!
- TNLA ensured the ornamental citrus industry continued to be able to do business despite outbreaks of Citrus Greening
- We worked with members to ensure they received proper property tax evaluations.













## TNLA AWARDS DINNER

## Brought out all the Winners!

- ARP Award Winner: James Wilhite
- Summit Award Winner: KBW Supply
- ► Young Leader Award: Jade Hopson
- Honorary Lifetime Award Winners:
   Neil Sperry, Journalist & Landscaper
   Jim Prewitt, Landmark Industries
   Garry Kinney, KBW Supply
- ► TEIL Grand Platinum, ValleyCrest Landscape and Development

















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## STRATEGIC PARTNERSHIPS AND ACTIONS

## TNLA Super-Charged Members' Benefits

- The Business Category Council was established to discuss issues affecting the Green industry and how TNLA can assist in addressing them. BCC members represent each sector of the industry.
- Endorsed Service Providers and member discount partners continue to offer members high impact savings and support
- Working with our partners, we established Texas Water Smart Foundation as a stand-alone 501(c)(3) nonprofit organization!











# TNLA BUSINESS Category Council

#### **TEXAS WATER SMART SPONSORS:**



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**BECAUSE 2015 IS GOING TO BE EPIC!** 

TO SEE THE VIDEO OF OUR YEAR IN REVIEW, GO TO WWW.TNLAONLINE.ORG

# Planning for Strate (IN 7 EASY STEPS)

Now is the perfect time to gain clarity and direction—and set your company up for sweet success—by assessing this past year in broad strokes and by setting your sights on clear long-term objectives.

I developed the following seven questions to help you get focused, and to greatly improve your chances for success in 2015! To gain the most from this exercise, give this same set of questions to your management team and get together to review your answers.

BY JEFFERY SCOTT

# gic Success in 2015

## Jeffrey's Seven Strategic-Planning Questions

1. What were your (your company's) biggest accomplishments in 2014?

Too often we are overly self-critical as human beings. This question therefore allows you to enumerate your successes and build on your strengths. Think about the larger positive impact you have had on your business, your clients, your employees and your personal life where applicable.

2. What did not work well in 2014?

OK, now you can take a high level look at your miss-fires. What did you attempt last year that didn't quite play out as you had hoped? Don't go over board; keep your list high level by focusing on the top 3 to 5 points.

3. What were your high-level key learnings from the past year?

Here is the step most people forget to take when assessing their progress. Reflect on what you learned: both to confirm the positives as well as to use these learnings for future decisions and strategic planning. One client of mine who answered this, said initially that "he learned nothing new" this past year. He said the year was full of reminders but nothing brand new. He didn't dig deep enough.

You have dig through the mud and get

- down to bedrock and virgin soil. If you aren't learning, you're dying.
- 4. For 2015, what are the biggest challenges and obstacles you (your company) need to overcome?

Rock climbers don't face problems; rather they face "more challenging climbs." What are your biggest challenges that you foresee this coming year? A rock climber often can take an easy route by turning one way or a challenging route by taking an alternative direction. What challenges would test you and your team this coming year, and stretch your learning and growth?

5. What are your company's biggest exciting opportunities in 2015 and beyond...?

Ahhh, now we come to what will drive your passion and success this year. List out the most important ones: 3 at a minimum and 5 at the most.

6. Write a short letter to yourself:
Next year, at this time, how would
you paint a picture of great success
in 2015? This letter should
be written both in terms of
accomplishments and in terms
of how it makes you feel.
Include specifics you have
accomplished as well as how
success makes you feel.

7. You are about to receive a lifetime achievement award for your remarkable accomplishments, what would that award be for?

This is not necessarily about design awards or installation or service...but rather about you and your professional endeavors. This question is similar to "what your head stone reads after you die" except you get to enjoy this award!! Write it out as a full paragraph; what the awards stands for, and what they will read during the ceremony.

**TAKE ACTION:** Don't overthink your answers; write your first draft without any editing or corrections. Then go back and review. Ask your key employees to do the same, and meet and review your answers together. Identify where you are on the same page, and where you all need to have a discussion to get on the same page. This exercise is highly focusing and energizing.



Jeffrey Scott, MBA is an author and consultant. He grew his company into a successful \$10 million enterprise. He facilitates the Leader's Edge peer

group for landscape business owners. For more information, visit www. gettheleadersedge.com



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#### **Notes from SFA Gardens**

## SFA Gardens to Host First Horticulture Field Day for Industry Professionals

by Dr. Dave Creech



Dr. Dave Creech is Professor Emeritus and directs SFA Gardens, Stephen F. Austin State University, Nacogdoches, Texas

ark your calendars! We've set our first Horticulture Field Day for Friday June 26, 2015. We're calling it "Wild about Woodies!" This field day follows Brent Pemberton's terrific field day at TAMU Overton (June 25) and Jenny Wegley's extravaganza at the Dallas Arboretum (June 24) - but our focus will be different. Both of those extravaganzas focus on annuals and perennials, container trials, and the color world. SFA's event will put the crosshairs on woody ornamentals. We're targeting industry professionals nurserymen and landscapers. If you've been to SFA Gardens before, you know

what we're like. If you haven't, prepare to be amazed. Thirty years has been kind to this garden.

This will be an 8 am - 5 pm event with tours in the morning (June can be a bit hot in the afternoon) – and presentations in the afternoon. We have a great lineup of speakers in the afternoon and the venue will be our brand new Ina Brundrett Conservation Education Building, a "green" meeting space that is worth the visit alone. Dr. Jim Robbins, Extension Specialist/Professor, University of Arkansas, will lead the audience through the results of his long-term woody ornamental evaluation program and a long career dealing with



An extensive crapemyrtle trial at SFA Gardens

(continued from page 27) woody ornamentals. Dr. Allen Owings, Extension Specialist, LSU Hammond, is an engaging personality, a great speaker, and he's building what many predict will be one of the finest evaluation gardens in the South. Dr. Mengmeng Gu, Extension Specialist, is a bright new star at Texas A & M University and she brings a unique perspective on woody ornamentals to Texas. Finally, I will take folks through the winners and losers over the last 30 years of woody ornamental work at SFA. To wrap things up, we have industry representatives

So what will you learn? Well, you'll be able to see large specimens of trees and shrubs that have survived

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horrible heat spells, terrible droughts, never-seen-before deep freezes, ravaging floods and the challenges of University politics for decades. You'll be able to make plenty of side-byside comparisons. We have shrub collections from Abelia A to Zenobia Z. SFA's big Johnson coliseum parking lot is the

world's first drive through crape myrtle arboretum. With over 150 varieties under evaluation and a brand new trial of all the latest "branded" varieties, you'll get a look at this high value tree you can't get elsewhere. Have you ever wondered if 15 black leaf varieties



The Dry Garden at SFA Gardens

of crape myrtle are enough? Just exactly what are the differences between them? How about 250 varieties of Hydrangea macrophylla, lacecaps and mopheads, a collection that includes most of the avalanche of new, patented, branded and trademarked varieties? At last count we have planted 411 Japanese



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maples, mostly one variety of this and one of that. We have some majestic best-in-the-state Mexico oaks. The dry garden features some terrific old timers - trees, shrubs, and a long list of the desert lilies (Agaves, Hesperaloes, Yuccas, Dasylirions, Nolinas, etc.). Did you know that the world record desert willow 'Bubba' makes its home here? The conifer collection raises eyebrows. Have you ever seen or touched a 30' Araucaria angustifolia, the true monkey puzzle tree? We've got one. Cunninghammia (China fir) and Keteleeria are rarely encountered conifers but doing well here. It's no secret we love bald cypress and now have the finest collection of Taxodium genotypes and varieties in the South.

Long term woody ornamental evaluation is not easy. For way too many years I've cooperated with evaluation programs across the South. I've seen other University ornamental programs weaken – some simply disappear – simply because of the new budget realities of higher education. It's a challenging time for academics in Horticulture with enrollment, space, funding



and labor challenges reaching new highs. University administrations are increasingly focused on dollars and cents. They question the return on investment in maintaining a Horticulture program, much less a long term woody ornamental plant evaluation program. SFA Gardens has survived for a lot of different reasons. Having a wonderful army of outside the University supporters is one reason. Another is SFASU's

administration and Board of Regents long ago bought into the idea that having a great garden here was a good idea for faculty, staff, students, and the community. That philosophy remains. We invite you to share in that vision. For more information on our very first Horticulture Field Day, go to our website: http://sfagardens.sfasu.edu or contact Dawn Stover at dawnstover@sfasu.edu.



#### Safety and Dividends Go Together Like Seed and Soil.

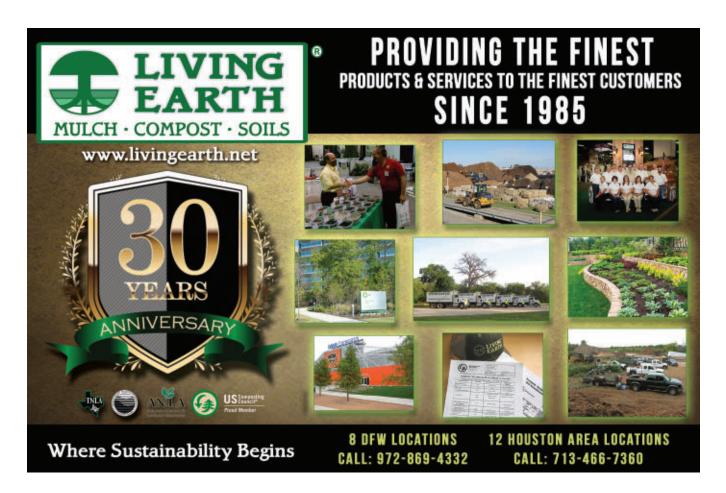
Texas Mutual wants to put more green in your business—that's why we provide group and individual dividends to companies that keep their people safe. Plus, as a member of the **Texas Green Industry Safety Group**, you may receive a greater discount on your workers' comp premium. We're helping our policyholder owners be safer and stronger and we think you'll find it very rewarding.

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While we can't guarantee dividends every year, Texas Mutual has returned \$1.6 billion to safety-conscious policyholder owners since 1999. • ©2015 Texas Mutual Insurance Company





#### **GreenVi\$ion**

## Earth-Kind® Landscape Principals IV-3: Selecting Healthy Plants

By Mengmeng Gu, Ph. D.



Mengmeng Gu ,
Ph.D. is an Assistant
Professor/Extension
Specialist at TAMU.
She received her BS in
landscape horticulture
and MS in ornamental
horticulture from
Beijing Forestry
University

e'll focus on the fourth aspect of seven Earth-Kind landscape principals in this article:

- Planning and design
- Soil analysis and preparation
- Practical turf areas
- Appropriate plant selection
- Efficient irrigation
- Use of mulches
- Appropriate maintenance.

#### Selecting healthy plants

After deciding what plants to place in a landscape or inside a house, the next step is going to a nursery or garden center to purchase those plants. This checklist helps identify and avoid potential problems during plant selection. Overall, a landscape professional will be looking for structurally balanced plants that appear healthy and vigorous with no stress symptoms, no obvious insect, disease, or mechanical damage, and no weeds.

 Select overall healthy looking plants and avoid overgrown and leggy ones.

- Avoid stressed (and of course dead)
   plants. Sometimes it is tempting to
   purchase stressed plants on sale, but
   keep in mind that it might take more
   dollars and time to save those plants.
- For ornamental grasses, dead basal leaves sometimes are good indicators of stress. Inspect the leaves of grasses as you would any other ornamental plants.
- For plants with flowers, select those with less than 1/3 of the flowers in full bloom and plenty of flower buds. Avoid purchasing plants already in full bloom to have a longer appreciation after the plant is purchased.
- Avoid plants with lots of spent flower or seed heads which are past their peak and will provide less time for you to appreciate their blooms.
- A lot of insects are attracted to flowers and some insects can damage the plants. Many plants are also susceptible (continued on page 32)



Select flowering plants with less than 1/3 flowers in full bloom and with plenty of buds.



Be sure to check the underside of leaves for pests like scale insects and spider mites

#### TNLA GREEN



(continued from page 31)

to diseases. Avoid plants with visible indications of disease and insect problems.

- Avoid plants with deformed flowers.
- Select plants whose sizes are in proportion with their container sizes and avoid overgrown plants.
   Overgrown plants (either in terms of shoot or root) have been restricted by the container size and are under stress.
- For small plants in packs or containers, carefully pull the plant out of the cell pack or container and inspect the roots. Look for healthy white roots and avoid dark blackish and watery roots or overgrown (circling) roots.
- For plants in big containers, it is not as easy to pull
  the plant out to view the roots. Inspect the base of the
  trunk looking for indications of current and potential
  root circling or girdling and avoid purchasing such potbound plants.
- Avoid plants with insect and disease symptoms. Most plants in garden centers or nurseries won't be as



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#### TNLA GREEN

heavily infested as shown in the pictures (mealy bugs and sooty mold), however, look closely for any signs of insects and disease infestation.

- Make sure to check the underside of leaves, especially unusual looking leaves, for the "under covers" (scale insects) and spider mites feeding under the leaves.
- Avoid plants with any sign of weeds in the pot or on the root ball. Introducing weeds into your landscape is nearly effortless, however tremendous effort is required to get rid of them.
- Be familiar with the normal appearance of the plants you are interested in purchasing.
   Variegated leaves are extremely common in ornamental plants.
   Some green leaves have a fringe of white/gold around the edge of the leaf (very common in hosta), some have irregular dots or streaks, and some are a color other than green.
   Understand that these variations are not "symptoms" of any concern.
- In plants that do not normally have variegated leaves, general yellowing and discoloration in leaves indicate nutrient deficiency and should be avoided.
- Novelty in leaf shape and size should be distinguished from leaf abnormality.
- Novelty in stem shape should be distinguished from stem abnormality.
- On the trunk of the plants, look for normal bark patterns and avoid plants with splitting and sunken bark.

- Avoid plants with leaf deformation (crinkling, stunting, curling, etc.), which could be the result of chemical (e.g. herbicides) injury and it is hard to tell when the plants will grow out of the injury.
- All branches, including the small ones, should have leaves during growing season. The leafless shoot tip could be from cold or freeze damage which might not be an issue in shrubs, (plants with multi stems) but could result in less than desirable tree form and two competing leaders in trees with opposite buds. Sometimes the cause and symptoms of stress can be very hard to identify and a plant's unusual appearance can help you identify stressed plants. (i.e. the white foam/sap from bacteria fermentation after bark cracking from stress)
- Suckers are very common in grafted plants. Avoid plants with extensive suckers at the base of the trunk and prune suckers regularly when they appear in the landscape. Especially in grafted plants the suckers can produce branches that are less desirable than the intended purchase.
- Invasiveness! Ease of propagation is a good and important trait in the ornamental plant industry which sometimes results in invasiveness. Learn about invasive plants and avoid helping them spread (little plantlets on the leaf edge of this plant could drop and root in many conditions and become weedy).
- Look for a well-balanced flowering structure and avoid imbalanced flowering plants which could be due to disease infection.
- When selecting plants during the dormant season, it is easy

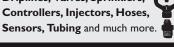
- to identify old pruning wounds. Avoid trees that were poorly pruned, resulting in water sprouts and a cavity that might accumulate moisture and encourage decay.
- Ball and burlap (B&B) plants are normally root pruned during digging in the nursery, and heeled in with bark, dirt or other mulching materials to prevent excessive water loss from the plants. A lot of large deciduous and evergreen plants are available as B&B and planting B&B is more common during the dormant and semi-dormant season when it is easier to view branch structure in deciduous plants. Select B&B plants that are not wilting and show no signs of insect, disease, or mechanical damage.
- It is important to check the root ball of B&B plants to make sure that the root ball is intact.
- Plants produced in fabric bags above ground or partially below ground have the advantages of both field grown and container plants. Like container plants, plants produced in fabric are less likely to have root damage that can occur when field grown plants are dug. They are also less likely to be pot bound, a danger with container grown plants. Selection of types of bag-grown plants is similar to both field and container stock.
- Boxed plants are normally for very large specimens. Selection of boxed plants is similar to the other container plants.
- For bareroot plants, check the roots if possible and avoid moldy and watery unhealthy roots.



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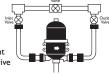
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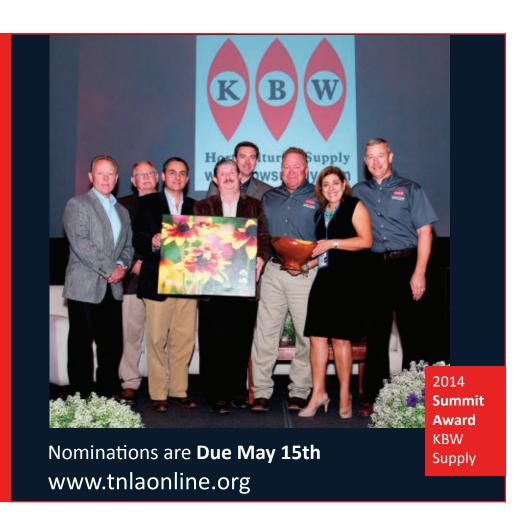


The TNLA Young Leader Award, established by the Board of Directors in 1996, is presented annually to a deserving young leader age 41 and under who has displayed outstanding achievement and service to the Green Industry in Texas. TNLA and other community service by the nominee will be given special consideration by the selection committee.

2011 Young Leader Award recipient Jared Pyka and 2014 recipient Jade Hopson

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#### **MARCH**

- 6 EarthKind Grounds Maintenance Workshop: Houston
- 12 Dealing with Drought in the Landscape Series: Using Native Plants in the Landscape: Austin
- **14** The Art of Success in the Landscape Business: Austin
- 27 How to Build a Rain Garden: San Antonio

#### **APRIL**

- 8-9 Interior Plantscape Symposium: Kennett Square, PA
- 14 Landscape Irrigation Auditing & Managment: El Paso
- **29-30** Annual Extension Horticulture's Program Planning Conference: College Station

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