



Southeast Texas Nursery Growers' Association Newsletter

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April 2010

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A Word from President... Steve Johnson

Well, I think spring is officially here. Warm days and cool nights. It's a great time of year if you have to work outside. I am sorry to say that it looks like the weeds survived the cold winter temps. The weeds at our farm look as healthy as ever. Now we just need the wind to die down so that we can spray.

I have heard from some other growers that their sales have picked up over the past few weeks. That is exciting news for our industry and hopefully it will continue for a while longer.

I hope that everyone has marked their calendars for April 14.

We are having a dinner meeting at Luigi's Ristorante Italiano on Jones Road. The guest speaker will be P.J. Ellison of Ellison's Greenhouses. She will be speaking about successful marketing strategies in our industry. If you've never heard her speak before, you are in for a treat.

I also want to let everyone know that after years and years of negotiations, Enchanted Trees of Texas will be hosting a farm tour on Saturday May 8th. Make plans to be there. Last year's farm tours had great attendance, so let's do even better this year.

Thanks,
Steve

~ Don't Forget!! ~

- The newsletter runs a quarterly column entitled, "Ask AgriLife". Dr. Anthony Camerino answers any of your specific questions related to horticulture. Take advantage of his knowledge and ask him something that has been bothering you regarding your farm/nursery.
- Invoices were sent out to members that signed up for the 2011 Trade-show. If you placed it to the side, please remember to send in your payment. George Prucha is working very hard to make the 2011 Show one to remember! You will want to be there!!
- Mark your calendars for May 8th. Jack Fitzgerald of Enchanted Trees of Texas has finally agreed to give us a peek at his farm! It will begin at 10am and more details will follow in the May newsletter.

STNGA April Dinner Meeting
Wednesday, April 14, 2010 @ 6:30 pm

Featuring PJ Ellison,
Owner/President of Ellison's Greenhouses, Inc.

**“What Is the New Norm? Are You Leading, Following or Still
Waiting for the Way We Were?”**

**Are you trying to find new ideas for marketing strategies?
Wondering if you are “behind the times”?
Wondering what others are doing via marketing to sell their
material?**

Come on out to Luigi's Ristorante Italiano on Jones Road to listen to
PJ's marketing strategies!

The Menu Consists of Your Choice of:

Linguini Toscano (Jumbo Lump Crabmeat, roma tomatoes, green onions sautéed in
white wine, served with grilled shrimp and light marinara sauce)

Chicken Luigi (garlic, green onions, rosemary, mushrooms, peas, and light marinara
sauce)

Veal Parmigiana (Breaded and baked with tomato sauce and mozzarella)

Dessert: Mini Cannoli

(Cash Bar: wine and beer)

\$25 for Dinner and Program

Reserve Now! Call Jenni Duncan @ 866.887.8642 or email
info@stnga.org no later than Monday, April 12th

**STNGA April Dinner Meeting
April 14, 2010 @ Luigi's Ristorante Italiano**

About PJ Ellison...

PJ Ellison has made quite a name for herself in the horticulture industry. She graduated from Texas A&M in 1979 "Thank the laudy". She then went on to receive her MBA from the College of Notre Dame in 1987. In 1993 she graduated from the Stanford Executive Management Program. Her doctorate degree then came from the school of hard knocks.

After working various positions, including healthcare administration and construction management, in 1993 she returned to Brenham and took over the sales and marketing aspects of Ellison's Greenhouses, Inc. In 1996, PJ became President of Ellison's Greenhouses, Inc. And then in 2000, she bought the business, assets, name, and trademark, pushing herself into the position of President and C.E.O. of Ellison's Greenhouses, Inc!

Although the greenhouses themselves stay busy year-round, PJ commits herself to several outside organizations. They include: the Brenham Heritage Society, Texas State Florist's Association, Texas Landscape Nurserymen Association, and the Texas Agriculture Lifetime Leadership Program among several others.

PJ has also received numerous honors and recognitions from within the horticulture industry. She accepted the Texas Professional Ag Workers "Young Agriculturist of the Year for 2002" and also the Greenhouse Grower Magazine National "Grower of the Year".

PJ continues to reside in Brenham with her 7 four legged kids, two grandchildren, and the best partner in the world!

Finding Luigi's Ristorante Italiano:

12779 Jones Road, Houston, TX 77070

From the Tomball area:

Go south on SH249 to the Grant Rd/Schroeder Exit. Turn right on Grant Road 1.7 mi., left on Jones Rd, Luigi's is about ½ mi on the RIGHT.

From the Spring area:

Take Louetta Rd west to SH249. Go south on SH249. To Grant Rd, proceed as above.

From Houston/West Houston areas:

Proceed to the US290/Sam Houston Toll Road intersection in NW Houston. Take US290 outbound to the Jones Rd Exit. Right on Jones Rd about 4.5 mi (about ½ mi past Cypress-N. Houston) Luigi's will be on the LEFT.

From Hempstead/NW Houston areas:

Go inbound (toward Houston), take the FM1960 exit. Turn left on FM 1960 to Jones

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We are on the web!
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"Dedicated to the Highest Professional Standards of the Nursery Industry"

Upcoming Events/Notices...

Look forward to the following STNGA events your Board
of Directors has planned for you:

- | | | |
|----------------|-------------|---|
| * April 14 | Wednesday | Dinner Meeting with PJ Ellison
Luigi's Ristorante Italiano |
| * May 8 | Saturday | Enchanted Trees of TX Farm Tour |
| * August 20-22 | | TNLA EXPO San Antonio |
| * Sep/Oct | Saturday | TBD Nursery/Farm Tour |
| * November | Wed, Nov 10 | Dinner Meeting with Speaker |
| * December | Wed, Dec 08 | Annual Dinner Meeting/Election |
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