



Southeast Texas Nursery Growers' Association Newsletter

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October 2011

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A Word from President... George Prucha

Greetings to All,

It appears that the winds of change have blown in and will be here for some time. The State of Texas has changed the way it does business with the agricultural community for one. Effective Jan. 1, 2012, if you are a Texas grower and claim an exemption from sales tax on the purchase of items used in the production of agricultural and timber products (example: fertilizers, chemicals, machinery and their parts, and irrigation equipment or systems), you must provide a registration number issued by the Comptroller of Public Accounts on the 2012 exemption certificate to each seller you do business with and want to continue to claim an ag. exemption.

If you have not already received an application form and a copy of the certificate, you can go on STNGA.org and print them out.

The fed's are hell bent on more regulation and the city of Houston has jumped on the band wagon with a noise ordinance and phase 2 water restrictions. They want to limit the start times for landscapers and construction jobs to 8am instead of 7am. The water restrictions have shut down a lot of new landscape installs because they can't water anything except by hand. TNLA Region 2 has set up a committee to draft a proposal to take to the mayor and city council to get them to change some of the criteria on these drought restrictions. The members of STNGA might want to get involved in some way like sending letters or making phone calls to several of the city council members requesting a better way to manage water and create more innovative ways to water and/or establish new landscape projects. The unfortunate thing about it is that the city's drought management plan is outdated and has no good remedies to the problems that they desperately need to solve (20 years too late). They have shot themselves in the foot with what they have right now and they are killing the green industry. We should get proactive on this one now because the drought we are in is not over.

Write letters or burn pile.

Make phone calls or burn pile.

Get involved or burn pile.

And thanks to sponsors, Living Earth Technology, for our meeting at Mercer Arboretum. It was a good meeting and the cheese cake was to die for.

George P.



Chance to Win 2011 F150 Supercrew KingRanch

OK. Here is the info you have been waiting for. At our show in January, the attendees will be able to earn a chance to win a 2011 Ford Fi50 Supercrew KingRanch!!!! Attendees will need to visit a certain number of booths and have their card validated. Upon completion by the attendee, they will receive a ticket for a chance to win a new truck.

Gullo Ford of Conroe has very graciously offered to bring 2 trucks to display at the show in our exhibit hall. They have also made a very generous donation to our Meet/Greet social! In addition they will also be giving away an iPad to attendees that register with them!

This is a great way for you to encourage your customers and potential customers to attend the show. Not only can they see your great material on display, but they have a chance to win great prizes!

September General Meeting

A big thank you to all the members in attendance at the September meeting at Mercer Arboretum! We would also like to thank Mercer Arboretum for allowing us to use their beautiful facility, LETCO for generously sponsoring the event and The Backyard Grill for the great food. Finally, a big round of applause to our speaker, Robert M. Mendell for a great talk about Perpetuation and Succession Planning. If you were not there you truly missed out!

2012 STNGA Directory Advertising

Just a reminder! All ads must be sent directly to me at info@stnga.org for publishing in the 2012 directory. All ads should have been submitted by 9/30/2011.

It is your responsibility to ensure the following items are correct before the directory goes to print:

- Company info (includes address, website, phone/fax numbers)
 - Nursery Stock Listing - if you want to include any plants you started growing or remove any plants you no longer grow you must notify us so we can make the changes.
- If we do not hear from you ASAP we will assume your information is correct and it will go to print just as it was last year.

Fall Farm Tour

Saturday, October 15th , 2011 @ 11AM

Brazos Citrus Nursery, hosted by David and George Schackelford

There will be a budding and grafting presentation along with a tour of the facility and growing operation!

Farm Tour will be Sponsored by Everris (formerly The Scotts Company)

RSVP Required by Wednesday October 12, 2011 @ 5PM

Don't miss this great opportunity! Hope to see you there.

2012 Membership Dues

The deadline for submitting dues was 8/31/2011. To date, very few members have done so. We know you are busy and things are always crazy but now that TNLA is past, please make every effort to submit your dues payment promptly. Our association depends on these dues for our general operating budget. If you have any questions please don't hesitate to call.

A Word From Dr. Charlie Hall

“We enhance the quality of life...period.”

The plethora of benefits provided by flowers, shrubs, and trees is not common knowledge, let alone ingrained in modern day American culture. Humans often have difficulty in even seeing flowers or plants in their own environment, much less connecting plants to tangible benefits – a phenomenon called *plant blindness*. For most people, flowers and other plants are a part of the subconscious sector of mental life, perceived as the backdrop, not the main actors in the playing out of our everyday lives.

There is an old adage that says: “If you always do what you’ve always done, you’ll always get what you’ve always gotten.” This latest economic downturn has certainly caused us all to do some things differently than we had been doing them previously. We’re doing more with fewer people and in some cases, fewer resources. But as we move into the future, even more aggressive marketing will be needed to ensure that we are considered as necessities in our consumers’ lives and not mere luxuries. Now is exactly the time to make those strategic marketing *investments* both as individual firms and through industry-wide efforts.

Reprinted with Permission from Dr. Charlie Hall, Ellison Chair in International Floriculture

Newsletter Advertising:

Full Page Color Ad Space (8.5”x11”): \$300/one month

Half Page Color Ad Space (8.5”x5.5” OR 4.25”x11”): \$200/one month

Quarter Page Color Ad Space (4.25”x5.5”): \$100/one month

Requirements:

* Ad must be copy-ready in electronic format

* Paid in full before publication

* Submitted by the 20th of the month prior to publication

Questions? Call Jenni Duncan @ 866-887-8642 or email info@stnga.org

Limited Space is available to advertise. Open to STNGA members only! Reach out to potential customers!

October 2011

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Association**

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We are on the web!
www.stnga.org



“Dedicated to the Highest Professional Standards of the Nursery Industry”

Upcoming Events/Notices...

Our Program Committee Will be Working Hard to Bring Numerous Opportunities to You Through the Year. Stay Tuned in Upcoming Newsletters for the Latest Information!

- **Now—We need your help recruiting new members! You were recently mailed a new member packet. Please use it and help spread the word about membership in our association!**
 - **October 15, 2011 11A.M. Fall Farm Tour, Brazos Citrus Nursery**
 - **Stay tuned for details about the Annual Meeting in the November Newsletter!**
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