



Southeast Texas Nursery Growers' Association Newsletter

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Volume 10 Issue 1

January 2010

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A Word from President... Steve Johnson

As many of you may know, I am the new President of the STNGA. I am the manager of the Brazos Valley Tree Farm in College Station. We have been in business since January of 1999.

Well, 2010 is here and hopefully it will be a much better year in sales for all of us. Remember that in these hard economic times, it is important to help each other as members of the association. January also means that it is time for our 17th Annual Trade Show on the 29th and 30th at the Lone Star Convention Center in Conroe. We still have some booths available and you still have time to sign up. The show is a great way to show off your products and create some new contacts.

I would like to thank the outgoing board members from 2009.

They are: Past President Charles Glueck, President Glenn Middleton, Secretary Brian Duncan, and Member at Large John Lammers. I would also like to welcome the new members for 2010. They are: Vice President George Prucha, Member at Large John Trimmer, Member at Large Jim Naeger, and Advisory Board member David Combs.

I look forward to serving as President for the upcoming year. There are some of you members that I have not had a chance to meet and look forward to doing so in the future.

If anyone has any questions or concerns, please feel free to contact me or any other members of the Board. Remember that we are here to serve you.

Thanks,

Steve

Tradeshow Report—January 2010

1. Freeman is sending out information to all exhibitors. It will be sent via email unless I do not have a current email address. If you do not receive your packet, please contact me and I will check with Freeman.
2. Don't forget about the Meet, Eat, and Greet on Friday night (Jan 29). Your association will be providing a free meal to you and your guests. Invite your best customers for a wonderful evening!
3. There will be a silent auction during the Meet, Eat, and Greet to raise money for the scholarship fund and the association. If you have an item to donate, please contact me so I can begin making a list. 866.887.8642 or info@stnga.org

STNGA Annual Trade Show 2010

By Joseph D. Davenport, Affiliated Member
Marketing Consultant

** Reprinted with permission from a previous newsletter

The 17th Annual Southeast Texas Landscape Show at Lone Star in Conroe is set to go in a matter of days. Are you ready???"

Surely, you've alerted your prime customers as to the dates, begun to select prime plants for display in your Booth, and have planned an attractive lay-out to best display your "wares".

Even though you've mailed a "Save the Date" to your mailing list, you'll want to call, especially your preferred customers, to remind them and get their commitment to attend...after all, how often do they get to see, first hand, the best of your offerings except for those actually delivered?

Now develop a booth arrangement that highlights your particular plant specialties, a practical and inviting layout that encourages the Trade Show visitor to come into your exhibit. Think about those you've seen of successful Trade Show marketers, like David Shackelford of Brazos Citrus, like Barbara Ricks of Bushman Plant Farm, Jeff Odom of Container Grown Nursery, Bill Crawford of American Tree Farm and others. Their exhibits consistently highlight their best plants and exude an invitation to stop, come inside, and find out more.

So, now you're at the show, what do you do?

Well, here are some do's/don'ts that can make the difference between a ho-hum(or worse) and a positive("It was so successful, I can't wait to call all the great prospective buyers I met!") Trade Show experience: truly, the outcome is up to YOU.

Do's:

Stand up, smile, be enthusiastic, and greet people like friends,

Hold something to hand to the visitor (your brochure, availability, etc.)

Take notes: Who they represent, what are their interests, what are they looking for at this show?

Do NOT's:

Block the entrance to your booth, or stand behind tables

Eat, drink, or read, while in your booth

Leave personal items in view

Congregate with other exhibitors, or,

Leave your Booth EMPTY during Show hours.

After each day, organize your leads, business cards and notes into priorities: those whom you should call right away, those who may be future prospects, and those who might go on your mailing list for the possibility of future business. So now that you're prepared and have everything planned and ready, now, go and:

ENJOY THE SHOW!

Tradeshow Survey Results

Thank you to all who took the time to send the survey back!!! The Board wants to serve you, but can only do so if they hear what you have to say! We received 40 replies. These are the replies received. However, please note that for any that were not returned, the member silently voted "yes" to all questions.

1. Do you concur with holding the 2011 Tradeshow in Galveston?

25 members voted yes, 15 voted no

2. Would you concur with the Tradeshow being held on Thursday and Friday (move-in on Wednesday)?

29 members voted yes, 10 voted no, 1 member left it blank

3. Would you consider participating with a Tradeshow booth in a Galveston show at current show rates?

26 members voted yes, 12 voted no, 2 members left it blank

4. Would you concur with a "split" in the current Meet/Eat/Greet Friday night function to a hosted "happy hour" on Thursday evening and a seafood buffet for show attendees and invited guest on Friday?

26 members voted yes, 10 voted no, 4 members left it blank

5. Would you consider having an accredited speaker for one hour to stage a landscape architect's session on Friday an influential attendance enticement?

35 members voted yes, 2 voted no, 3 left it blank

The Board of Directors will take your answers into consideration when deciding where the 2011 Tradeshow will be held. Thank you again!

Annual Dues and Tradeshow Dues

I am in the process of updating the website and the directories that will be handed out at the 2010 Tradeshow. If you have not sent in your annual dues, PLEASE do so now! Once the directories are updated for the Show, they cannot be changed! If I have not received payment, I will assume that you are not interested in 2010 Membership and your company name will be removed.

Also, regarding Tradeshow dues. There are a number of companies who have not paid for their booths yet. Please send in your payment today. We also have some available booths if you would like to sign up. Please call Jenni Duncan at 866.887.8642.

Reminder!!! There will be a new column for our newsletter entitled **Ask AgriLife!** Dr. Anthony Camerino is going to answer your horticulture questions quarterly. Send a question to the email address listed on the front page and Dr. Camerino will answer it in an upcoming newsletter!

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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...

- STNGA Tradeshow on January 29-30, 2010 at the LoneStar Convention Center in Conroe

Meet Our Newest Members!!!

J&M Industries—Tim Chaput 985.974.6751

- Shade Cloths, Ground Cover, etc.

Irrigation Mart—John Surratt 214.797.9121

- Irrigation Supplies

Four States Irrigation Services—John Surratt 214.797.9121

- Irrigation Supplies, Design, Installation, etc.