



Southeast Texas Nursery Growers' Association Newsletter

Board of Directors:

Volume 9 Issue 11

November 2009

President

Glenn Middleton

Vice-President

Steve Johnson

Past President

Charles Glueck

Treasurer

Linda Prince

Secretary

Brian Duncan

Members at Large

Becky Gardipee

George Hederhorst

John Lammers

Advisory Board

Cody Newman

John Onda

Kirt Faulkner

Admin Asst/

Newsletter Editor

Jenni Duncan

S.T.N.G.A.

4747 Research
Forest Drive
Suite 180, #219
The Woodlands, TX
77381

1-866-88-STNGA

www.stnga.org

info@stnga.org

A Word from President... Glenn Middleton

Finally some cool weather! Hopefully everyone is getting some of this rain. It seems to be hitting everyone in our area.

The Board is busy making the final touches for the Tradeshow. The Tradeshow is of some concern to many members of our association. To move it or not to move it seems to be the question. We have talked about this for several years and the Board has heard your voices. We have some members that are for a move and some that are for staying in Conroe. While all have valid opinions on the subject, the Board decided to look into the various options we have around the Houston area. We have four places that could handle us. Each has pros and cons. The first is staying at Lone Star. While we do have the same location each year, we are not increasing our numbers of attendees. The second option is Reliant. Reliant will cost a little more for the building and has paid parking. These are the only major problems here. Pasadena Convention Center is similar to Lone Star. Cost is a bit higher but they would probably come down for us. The fourth option is Galveston Convention Center. We are starting to look at this one pretty hard. The majority of the attendees at last month's general meeting agreed that Galveston was a good choice. There are many positives to Galveston, as well as a few negatives. George Hederhorst will have a recommendation with his committee's views at our December meeting.

This is where we are at. I realize some of you are not happy about moving the Tradeshow. However, we have to make a change. We have to get our numbers of attendees up. We have tried numerous things to get it up and none have done what

we wanted. Please let us know your opinion on this. George is going to be sending out a questionnaire about the Tradeshow. Please fill it out and let your feelings be known. For those of you that have already called or written the Board, thank you very much for your input.

The second item I would like to discuss with you is the Directory. As many of you know, we have decided to move the publishing of the Directory back to June or July. There are several reasons for making this decision. The first is that we hired Jenni as our administrative assistant. By doing this we are able to have one person publish the Directory as well as helping with the Tradeshow. These two were done at the same time before. The way we are doing it now allows Jenni time to devote all of her time to one task. It is taking quite a while to verify the businesses on our master mailing list. This has not been done in several years and should save us several thousand dollars when we are finished. As Jenni has gone through our records of the Tradeshow and Directory, she has uncovered quite a bit that should have been done and has not been done. Many of you are just getting billed for last year's Tradeshow, dues, Directory or all three. I am the first to admit that I dropped the ball. These things should not have happened. But, that is why we have hired Jenni and are making the changes to the Directory.

Change is never easy. The Board works hard for you and wants your input. Please call or e-mail me with any of your concerns.

Steve Johnson is our President elect. Anyone interested in becoming a Board member should contact Steve. Terms begin at our December General Meeting.

- Glenn

Meet New Members Jim and Jane Naeger

By Joseph D. Davenport, BFA, MBA, CLU, ChFC, STNGA Staff Writer

“A Garden named Savannah”

(Savannah Gardens Nursery)

Driving south from Brookshire on FM 359, shortly before reaching Fulshear, the alert observer will note an acreage (13 acres, to be exact) packed with a generous selection of show quality shrubs, palms, trees (greenhouses, too), the Naegers' latest venture, begun some four years ago as an adjunct to their earlier operation, “A Garden named Ashley”, (well, it's ACTUALLY “Ashley Gardens Nursery”), at Kingsland Boulevard and Mason Road in Katy, originally founded a dozen years ago as a supplier to the Naegers' landscaping son, Christopher.

So what, then, is “The Rest of the Story”?

Becoming successful nursery grower/operators was not exactly Jim and Jane's lifelong dream. High school sweethearts who grew up in St. Genevieve, MO, not far from St. Louis, they married as Jim completed his degree in engineering from the University of Missouri, and set about seeking their life's fortune in the corporate world.

First with Texaco, later with energy companies sending them on assignments world wide, to Saudi Arabia (with 3 young children), New Orleans, LA, and ultimately to Houston, TX, where Jim's last corporate assignment was with (oops!) Enron, the Naegers found the “the place where we belong” in Katy.

Along the way, son Christopher exhibited an early talent for entrepreneurship, starting his first landscaping venture while in the 8th grade: Mom Jane would deliver him to the first of 3 houses to work his magic on their yards, with instructions on when to pick him up after he had finished the last job. And so it began, a career in which Christopher Naeger, now 39, has thrived and prospered.

BUT...then he needed Plant Material! “Mom, Dad, I need you to grow some stuff for me!”

With reservations and misgivings, they ultimately relented, rented a space on Beltway 8 at Tanner Road in West Houston, and so the adventure began. Soon needing more space, they officially opened Ashley Gardens Nursery and moved to the Kingsland Boulevard property, filling 3 ½ acres with bedding plants, ornamentals, stately palms and a wide selection of trees to 100 gallon, primarily for Christopher's operation, but also to other landscapers, and ultimately to a modest but loyal retail following in the suburban “executive bedroom” neighborhoods off I-10 and Mason Road in Katy.

And after a half dozen years of non-stop, seven-day-a-week effort, success found the Naegers. Needing yet more space, additional greenhouses for growing, propagation and the nurturing of the some 12-15,000 flats of bedding plants they grow and market three times each year, they added the 13 acres now known as Savannah Gardens Nursery in Fulshear. Which is CHOCK FULL of high quality, carefully nurtured bedding plants, color ornamentals, palms, and, more trees.

Their support staff includes Managers David Saunders plus six at Ashley Gardens, Cody Arceneaux plus four and a propagation specialist at Savannah. The Naegers especially credit David and Cody for the remarkable progress of each of the nursery enterprises during the years they have been a part of the management team.

But, back to Jim and Jane Naeger...their children include Stephanie, married to an engineer in League City, TX and Pamela, whose husband is also a landscaper...the owner of “Green Feet” in Katy (and, naturally, a regular customer).

(continued on page 3)

(continued from page 2)

And, on to "Page 2": the names for their nursery operations?

Of course: "Ashley" is the Naegers' first granddaughter, now 15.

"Savannah" is the Naegers' third granddaughter, now 7.

What about granddaughter Number 2, you say? Well, Courtney, age 12, holds title to the name of another Naeger enterprise, and granddaughter Number 4 Kinsley, just 2, awaits her turn to join the Naeger family legacy of businesses.

Do take the time to get to know Jim and Jane Naeger. Gracious as well as successful, they have built an impressive horticulture operation in a very short time, and you'll be pleased with the quality of their offerings to the trade and to the public.

We welcome them to the Southeast Texas Nursery Growers' Association family.

**Remember
To Contact
Me With Any
Address
Or Email
Changes!**

Looking Back on the October General Meeting: Nitro-Phos Field Trip

A special thanks goes to Dan Snyder, Lois Tenon, and John Onda for the superb effort on Nitro-Phos' part to make everyone feel welcome! It was a cozy turnout to the Nitro-Phos warehouse on October 24, and a fabulous day! We began with a presentation from Mark Wiesepape of Quali Pro on Post-Patent Chemicals. The most amazing fact that I picked up on was that the chemical industry is held to higher standards for generics than the food and pharmaceutical industries. So you can feel comfortable with what you are buying. Basically, a generic chemical gives you option and quality for less price. It was also interesting to hear what goes into creating a new pesticide and getting it into the marketplace. Mark did a wonderful job of explaining the background of the industry!

Dan and John then gave a tour of the Nitro-Phos facility. Unbeknown to most on the tour, Nitro-Phos carries lines of garden pruners, potting soils, long-handled tools, plastic pots, and much more! Chemicals are their number one seller, but their warehouse is full of other goodies! Next time you are in need of such items, remember to give Nitro-Phos a call.

We finished with lunch, which was delicious! Lois did a great job putting everything together. Thank you again to the Nitro-Phos team!

***** 2009 Directory Update!!! *****

The phone number for Eternal Spring Nursery is incorrect in the Directory. Please change the phone number to (281)351-9153.

November 2009

**Southeast Texas
Nursery Growers'
Association**

4747 Research Forest Drive
Suite 180, #219
The Woodlands, Texas
77381

Phone: 866-88-STNGA
Fax: 866-88-STNGA
E-mail: info@stnga.org

We are on the web!
www.stnga.org



"Dedicated to the Highest Professional Standards of the Nursery Industry"

Upcoming Events...

- Mark your calendars for our Annual Meeting. December 9th, 6:30pm, at the White Flamingo Restaurant in Spring. — Let's see if it will snow again this year! (More details will be emailed out later this month and be included in the December newsletter.)
 - Our annual Tradeshow is scheduled for January 29-30, 2010. Thank you to all who have signed up and paid for their booths! There are still some booths available. Let me know if you are interested in occupying one of them!
-