



Southeast Texas Nursery Growers' Association Newsletter

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A Word from President... Glenn Middleton

I hope everyone is having a great summer. I know it is that time of year where we normally slow down, but with the economy the way it is, it just makes things worse. Keep your head up and we will all come out okay when things start picking up again.

I would like to thank Schobels' Tree Farm for having the farm tour in June. Verl did a great job. As usual the farm looked absolutely great! If you have not taken a farm tour in a while, I urge you to do so. We are having record turnouts at them.

I hope everyone is ready for the tradeshow. We will be having a booth at the show. Make it a point to come by and visit. We will make sure that everyone gets plenty of directories at the show. I hope it is a great show for everyone.

The Board is looking for an affiliate member to be on the Board. If you are interested please call me.

Have fun in Dallas!

Glenn

Three Tips for Cost Cutting By Dr. Charlie Hall

Almost all companies have or will need to cut costs to survive in the current environment. Unfortunately, not all cost cutting is done smartly. Consider these three pieces of advice before making cuts:

1. Put strategy first. Cuts across the board rarely, if ever, lead to effective results. Laying out strategy first helps you decide where to cut, and also helps employees accept the cuts as a step toward a goal.
2. Focus on good customers. Rather than cutting valued services to valuable customers, "fire" high-maintenance customers who cause you unnecessary complexity. Focus on serving your more cost-effective customers who are happy with your products and services as they are.

Keep your business simple. In a healthy economy, it's easy to overlook processes and activities that are redundant or overly involved. Simplifying them can save you money with the added bonus of increasing both customer and employee satisfaction.

TNLA EXPO Dallas August 14-16 2009

By Joseph D. Davenport, BFA, MBA, MSFS, CLU, ChFC

STNGA Staff Writer

So now you're at the Dallas Convention Center, taken the steps we've suggested in last month's Newsletter, got your Booth set up and organized, and highlighted the most eye-catching plant material you've brought from the Nursery.

Whether this is your first show or your twentieth, here are some steps you can take to make the next three days your most successful marketing effort of 2009!

You'll want to have a box or basket for business cards, perhaps a neat sign inviting visitors to "Take a Treat, Leave a Card!" or a sign up sheet to be "Added to your Mailing List". Have your nursery's brochure, availability or other material ready to hand out to passersby. Don't be afraid to step into the aisle, make eye contact with all who come your way, and have a welcoming statement or greeting to encourage them to learn more about you and your nursery. (Successful Trade Show Marketers learn the badge codes at the start of the show, so that they can concentrate on potential BUYERS rather than on those who found their way into the show for an afternoon's entertainment.) By doing so, they expend their time and energy on those who are bona fide potential customers.

Some do's and don't's:

- DO:
- 1) Look and act like you really want to be there
 - 2) Stand up
 - 3) Smile
 - 4) Greet people like friends
 - 5) Be enthusiastic
 - 6) Take notes: Who are they, where do they come from,
what are their interests, what are they looking for at the show?

- DONT:**
- 1) Block the entrance to your booth
 - 2) Eat or drink in the booth
 - 3) Leave personal items in view
 - 4) Leave your booth empty
 - 5) Congregate with associates or other exhibitors when visitors are coming by

At the end of each day,

sort through the cards and names you've picked up for:

The most interested, best prospects you talked with that day.

These should get **IMMEDIATE** follow-up after the show.

Those who seemed impressed with your product, worth a call or mailing within ten days/two weeks after the show.

The "walkers and lookers" who might, if you have time, be added to your master mailing list.

And don't forget that your Southeast Texas Nursery Growers' Association will also be working for you at the Show. Not only will the STNGA Booth be handing out our Directories, our Administrator will have a listing of the locations of every STNGA member exhibiting at the TNLA EXPO; she, together with the Association's Board and Member volunteers*, will be working hard to get Trade Show visitors directed to your Booth, as "STNGA members offer the best plant material in SOUTHEAST TEXAS!"

Now that you're there, **ENJOY THE SHOW!**

*Reminder: If you're planning to visit the show, and would have an hour or two to assist your Association in marketing, please contact Jenni Duncan at STNGA and let her know what day and times you would be available to assist in the STNGA Booth.

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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...

- TNLA Tradeshow August 14-16
- Dinner Meeting September 16

Welcome Our New Members...

- Crop Production Services - 22322 Kenlake Dr.
Katy , Texas 77450; 281-714-9355
- Savannah Gardens Nursery - 6636 FM 359 South, Fulshear,
Texas 77441; 281-723-1029
- New Earth Soils and Compost - 12286 Hwy 105E
Conroe , Texas 77306; 936-756-4846