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Calendar of Events
Letter from the President
Board of Directors
Letter from the Executive Director
GGIA Award Winners... Each year, GGIA honors individuals for their accomplishments and service to the industry. These 2013 award winners have joined the ranks of others that have been honored with these prestigious awards.

All-America Selections Announces 2014 Winners... All-America Selections (AAS) judges have again finished a rigorous year of trailing and announced the winners for the 2014 gardening season.

2013 American Garden Award Winners Announced... After a summer of active voting, it’s time to announce the 2013 American Garden Award Winners!

UGA Plant Produces Blueberries Up to Four Times the Size of Average Berries... When it comes to choosing fruit, most people reach for the biggest piece. Titan, a new blueberry variety bred by a University of Georgia Scientist, makes that an easy task.

New Green Thumb to Cultivate UGA Trial Gardens... After 30 years, the Trial Gardens at UGA is being tended by a new green thumb.

UGA Study Show Soil-Moisture Sensor System Slashes Nursery Water Use by 70 Percent... A team of University of Georgia researchers has been able to reduce container nurseries’ water usage by 70 percent, as a result of new breakthroughs in computer-linked soil moisture sensors.

Fungus Gnats... Fungus gnats are an important pest of greenhouse plants and houseplants. Damage is caused by the larvae or maggots that infest the roots of African violets, poinsettias, carnations, Easter lilies, geraniums, cyclamens, bedding plants and foliage plants.

Emerald Ash Borer Found With a Foothold in North Georgia... For years foresters and invasive insect experts have been on the lookout for the arrival of an unwelcome guest in Georgia. Now that it’s here, they hope the public will help restrict its spread within Georgia.

UGA Mobile Apps Help Professionals, Homeowners Care for Lawns... Four mobile applications designed by UGA specialists are putting lawncare information at your fingertips, literally, and can be downloaded from the UGA Turfgrass Team website at www.GeorgiaTurf.com or straight to a mobile device through iTunes.

Jekyll Island Project Receives Urban Arboriculture Grand Award from Georgia Urban Forest Council... The Georgia Urban Forest Council has recognized the remarkable tree preservation efforts on Jekyll Island by presenting its 2013 Grand Award for Outstanding Urban Arboriculture to Atlanta’s Arborguard Inc., the tree specialists who played the lead role in the mammoth protection effort.

Irrigation Installation – Don’t Forget to Include the Cost of Water in the Bid Many Georgians install irrigation systems to help maintain their landscapes. Price of the system is a very important consideration, but this is not the only cost consumers should consider.

The Essential Economy Council... As members of Urban Ag- Green Industry associations we recognize daily the impact that legislation regarding employees, employment and laborers has on Georgia landscape, turf and horticulture businesses. These professional businesses rely on all types of workers – professionals, skilled and low or non-skilled workers.

Danny Summers Named Managing Director of The Garden Center Group... The Garden Center Group has announced that Danny Summers, Summers & Associates, has assumed the role of Managing Director of The Garden Center Group, the industry’s business development firm for garden centers and suppliers.

Ask! Don’t Tell... Just a few years ago, globalization was in full swing, and the world seemed to be bursting with an infinite supply of business. All this bounty lulled us into taking our customers for granted, maintains Andrew Sobel—until the economy tanked and shattered the illusion of endless prosperity. Suddenly, the old-fashioned “trusted relationship” started to look good again.
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| MAR 18 | | |
|--------| | |
| Governor’s Ag Day Celebration | | |
| Georgia Depot, Atlanta | | |

For more information on these events, visit the GGIA website at www.ggia.org.

The Journal is a publication of the Georgia Green Industry Association and is published two times annually. Mention of a product name is not to be considered an endorsement. Acceptance of advertising in The Journal in no way constitutes approval or endorsement of products or services advertised.
LETTER FROM THE PRESIDENT

Thankful for the Blessings

As a member of an association your expectation by joining is to get something out of it for your participation. Most associations provide some educational opportunities, board meetings throughout the year, maybe a tradeshow and possible some opportunity for business. Our association provides all of this and then some. I am thankful for the blessings that I have received and the opportunities that the GGIA has provided for us.

During the droughts, I came to realize the importance of being involved with a Green Industry Association. This association was very actively working to help its membership with their ability to stay in business. The association allowed us to have a united voice that worked with the legislators and water purveyors to resolve our drought issues and concerns. Being involved was key to understanding their concerns and providing a method of responsible use of our water resources. At this point, I realized that what you get out of an association is what you put into it, so I joined the GGIA as the Irrigation Division president.

When I was asked later on by Jenny Law to join the GGIA Executive Board, I almost declined to join. At the time, I was contemplating leaving my job of 31 years to take on a new business in a down economy. I wasn’t sure how that would go and whether I would join the many other unemployed folks if it didn’t work out. I was concerned about how I would be able to fulfill both roles and quite frankly I am still not sure how that will pan out. Honestly, I had been a little lost because I didn’t know what was expected of me in my position. At this point I was trying to get a handle on where we are and the challenges ahead.

As a new board (Gray Riner, Donal Nichols and myself) felt compelled to work to help keep our association strong. Our By-laws and Financial Policy are set up to provide that guidance so we are trying to work within those guidelines. Recently, a committee was formed to update our bylaws to help fill in some area where we felt it was unclear. We have set some long term goals at this past summer retreat for our committees to work towards. We came up with a budget and assigned goals to each of the numbers that are represented in the budget. It was important for the association to work within its means while trying to increase our membership and generate contributions to sustain it into the future. Our goal is to provide continued value and relevance to our membership in order to continue as a viable association to the Green Industry in Georgia. This will be are our challenges ahead.

My involvement with the GGIA has provided us with many blessings. I am very thankful for being a part of this association. One of our first business opportunities came from being a part of the GGIA. We have since been blessed with other business opportunities by networking with our other members. We are currently into our third year of business and continue to be busy. We have not worked a week less than 40 hours since our start. In the beginning it was one other employee and myself. We currently employ six people and plan to add several employees in the near future to help us manage our current workload. We have just purchased a new truck as well as our small equipment to help handle the increase in business. Our network of contacts within the GGIA has not only provided us with new sources for materials but business opportunities as well. For all of this I am thankful for the blessings we have received.

I appreciate each and every member of our association and want to thank you for your participation. Your involvement in the association is important. Every GGIA member is welcome to attend our board meeting and should do so when they can. I would encourage you to stay involved and join us at each and every board meeting when you have an opportunity. Your participation allows you an opportunity to give input about your needs and our direction for this association.

Thank you for the opportunities and support!!!!!

Chris Williams
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www.ggia.org/chapters_map.aspx?tab=about

Register online at www.ggia.org
As we plan for a new year, we look for ways to improve our businesses and profitability. Part of the preparation is attending conferences and shows like GGIA’s Winter-Green 2014. Additionally, we must look at the trends and economic variables that influence our businesses. The 2014 Garden Trends Report from the Garden Media Group outlines six major consumer shifts in the garden center customer. You’ll find a few of the interesting facts here. Read the entire Report from Today’s Garden Center at www.gardenmediagroup.com.

1. **Women’s Financial Power is at Unprecedented Levels.** Women comprise 40% of the sole or primary earner position for households with children under age 18. And, 24% of those women who are married earn more than their husbands. The number of stay-at-home dads has doubled in the past decade. Additionally, single women make up 20% of all current home buyers.

2. **Millennials Are a Buying Force.** The millennials are a huge group of 90 million and they are ready to buy. They are just entering home ownership years. While this group is more concerned with value for the dollar spent, two-thirds will not buy a home without the flexible and luxury up-to-date tech capabilities. Men from age 18 to 34 spend $100 more than the average on lawn and garden. They utilize on-line information and 21% prefer hardware stores over independent garden center. The millennial men like the idea of growing grapes and hops to make their own craft beer and wine.

3. **Seeking Happiness In A Wire World.** The current highly-wired world in which we live spurs a search for spirituality and the desire to be back in touch with nature in the garden.

4. **Sustainability Trend Continues To Deepen.** Bill Doeckel in a Ball Innovations’ report says, “People care about what they put into their bodies, what they put on their bodies and what is around them, in that order.” A few of the statistics in the Ball Innovations Report are interesting, such as:
   - 80 percent of Americans are eager to safeguard the future of their health and that of the environment and society around them
   - Organic farms are increasing 9 percent a year
   - Sales of organic products are increasing at double digit rates
   - Cities are offering financial incentives to compost and reduce food waste

There is a need for education on how to live ecologically. Garden Centers have an excellent opportunity to offer classes. The desire for healthy living is fueling a skyrocketing interest in vegetable, fruit and herb gardening. According to the Garden Writers Association Foundation, 47 million Americans were planning on growing edibles this year – that’s up three percent over 2012.

5. **Garden Buying in Flux.** The Garden Marketing Group reports that the global garden market is up 3% or $187 billion from 2007 to 2011. North Americans spent $58 billion dollars on Lawn & Garden products, ranking it third in how American’s spend their money, just behind Christmas at $586.1 billion and weight loss methods at $61 billion.

Also, USDA reported that wholesale crop value was us 1.1% to $4 billion. Perennials are up 10% in the past 10 years, while annuals dropped 10%. Foliage plants are now the second largest segment (after annuals) at 17.7% of sales. However, the trends report says that the Garden Writers Association reports the lowest response to gardening in four years. The 2013 projected average spending is $278 – 40% below 2012 at $470.

6. **Alcohol And Garden A Happy Mix.** There is an abundance of magazine and newspaper articles and on line sites about how to use the garden’s bounty in the blender or cocktail shaker. Garden Marketing Group names the trend “fermentation gardens” which includes grains and grapes for beer and wine. Cheers!

What do these trends mean to your business? Perhaps, the garden center needs to target some weekend classes for working women. Or, add in some masculine colors for those Dads that are staying home... or how about for the 18-34 year old male that buys over $100 more than average on gardening? Maybe as a landscape contractor, you work in edibles or grains and grapes into the landscape design and install. Maybe sustainability becomes a focus for your business.

Please visit with GGIA at the WinterGreen conference on January 22-24, 2014 at the Gwinnett Center in Duluth. You’ll find lots of interesting training classes and seminars and you’ll get to visit with over 200 of the region’s best horticultural vendors. Check us out at www.ggia.org.

I wish you a very successful and happy 2014!

Sherry

Your success and happiness lies in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties.

~Helen Keller

As most of you know, every year the GGIA staff gives an award of excellence to one of the many people who work hard to help us throughout the year with the association and WINTERgreen. This decision is never easy to make, as there are dozens of people who are incredibly active in improving GGIA, but this year, one person went over and beyond in his efforts to help at every turn.

Gene Brogdon is this 2013 winner. He is at almost every Board & Council Meeting and our annual planning retreat in June. He always participates on our tradeshow and Round-Up conference calls. Even at 7:30 in the morning he always has a cheerful voice and is always ready to make suggestions and offer any resources he can to make sure GGIA is the absolute best. Gene is a constant supporter and makes sure that others in the industry are aware of GGIA activities and events. He is always lending any help he can to better our WINTERgreen Tradeshows by giving the office leads to help sell exhibit booths. And Gene’s storytelling and likeable personality brings smiles to everyone who works with him. Who can’t like a guy whose favorite quote seems to be: “Where’s the beer?”

Gene Brogdon is so deserving of the GGIA Staff Award of Excellence as he is so valuable and vital to the members of the staff and the Association.

InduStrY neWs

GGIA and the 2014 WINTERGREEN Trade Show vendors are showing their appreciation for your business by offering you a chance to win BIG!

This year, GGIA is returning the

Book it Now SWEEPSTAKES

Essentially, as a buyer, you can go to the booths of the PARTICIPATING VENDORS, buy their products, and be automatically qualified to win one of three GREAT PRIZES! There is no minimum purchase required; all you need is a copy of your order form and a ticket the exhibitor will present to you.

Two lucky buyers will win one of two $100.00 Visa Gift Cards.

One lucky buyer will win the GRAND PRIZE: a 46" flat screen TV!

Pretty great deal, right? Not only are you getting a chance to buy Quality products from quality vendors, but where else could you get an opportunity to win a FREE flat screen tv?!

Only at the GGIA 2014 WINTERGREEN Show!

The following exhibitors are participating in the Book It Now Sweepstakes!

Advanced Insurance Services
Booth # 305

Faron Green Nursery
Booth # 510, 512

Garden Design Nursery
Booth # 629

Griffin Greenhouse & Nursery Supplies
Booth # 615, 714

Howard Brothers, Inc.
Booth # 210, 212, 214

Kinney Nursery
Booth # 713, 715, 814

Line Blaster
Booth # 609

Ohio Mulch/ Green Envy Soils
Booth # 735

Thoms Trees & Plants
Booth # 926

Thunderwood Farms
Booth # 826

GGIA Awards

2013 STAFF AWARD...

Gene Brogdon

The GGIA Staff Award went to Gene Brogdon this year. Pictured (right) with Sherry Morris, GGIA Executive Director (left), presenting Brogdon with the award.

GGIA and the 2014 WINTERGREEN Trade Show vendors are showing their appreciation for your business by offering you a chance to win BIG!

Talking about the industry comes easy for this year’s recipient of the Communicator of The Year. And while the gift of gab may not be an exclusive talent, having the desire and the ability to effectively articulate important issues is a little more rare.

This year’s recipient truly goes the extra mile to speak on behalf of all the industry. Although he operates a retail garden center, he regularly advocates on issues that impact all sectors of horticulture. When we need him, he’ll travel to Atlanta, DC or anywhere else to talk about immigration, water, taxes and ways to grow the business.

He utilizes his leadership positions to bring the industry front and center to the broader business community. He’s served with the Chamber of Commerce. His business has been recognized as both a Georgia and a National Small Business of the Year. He mentors young people in the Athens Clarke County School District and has represented the industry through local civic groups, committees and as a member of the Oconee Basin regional water council.

He is currently enjoying the role of Past Chair of GGIA but that hasn’t slowed down his support of the industry or his willingness to speak up on our behalf. He’s given freely of his time and his talents and because of this, more people now know about our industry and the critical issues that impact us all.

Congratulations to this year’s recipient of the Communicator of the Year, Stuart Cofer!

There is no use in trying to keep the identity of this year’s winner a secret. This lady is known and appreciated across the industry. She’s worked long and hard for our industry. She’s the go-to source when growers have problems with plant pathology. Jean Williams-Woodward is an Associate Professor and Extension Specialist in the Department of Plant Pathology at the University of Georgia. She came to Georgia after receiving her B.S. in Crop Science and her M.S. in Plant Pathology for the University of Wyoming in Laramie and her Ph.D. in Plant Pathology from the University of Minnesota in St. Paul.

Her interest in horticulture started early and her first job in high school was helping customers at Valley View Farms garden center in Maryland where she grew up. She then worked as a horticulture extension agent with the Wyoming Cooperative Extension Service in Laramie and as a horticulture and plant disease specialist with the University of Minnesota Plant Problem Clinic.

Jean began her career at UGA 17 years ago. Her primary duties are to help commercial growers and landscapers with plant disease identification and management. She works closely with county extension agents and the UGA Plant Disease Clinic in Athens where she provides sample diagnoses and disease management recommendations. She spent years surveying and processing plant, soil, and water samples looking for the sudden oak death pathogen, Phytophthora ramorum. She may have been too successful because she found a lot of it. She tries to keep extension agents, growers and landscapers abreast of new diseases and problems through talks, bulletins, and email alerts. She recently also was involved in providing disease content for an ornamental plant care and problem smart phone app called IPMPro for apple and android mobile devices. In addition to her extension duties, Jean also teaches several courses every year including Ornamental Pest Management, Diagnosis and Management of Plant Diseases, and Clinical Plant Pathology. Congratulations to Jean Williams-Woodward.
INDUSTRY NEWS

GGIA Awards

2013 DISTINGUISHED YOUNG PROFESSIONAL OF THE YEAR...

Lanie & Gray Riner


At a time when folks were getting out of the horticulture industry, these two jumped in feet first. When they did, they immediately made and impact and a difference. Their eye catching marketing, unique and quality product mix and their willingness to get involved with GGIA quickly served notice that their business wouldn’t be a flash in the pan. They were here to stay. They have a well thought out plan and have successfully carved out a niche in the industry.

They came to the industry from different backgrounds. He had a successful career in real estate development and sales. This experience laid the business foundation for their success. She studied horticulture at UGA and tutored under some of our brightest and best. This experience gave them the technical knowledge to identify a need for finished perennials in the marketplace. After starting Thunderwood Farms in 2009, they immediately decided to plug in and be involved. You’ll find them walking the halls at Capitol Day, working hard on the GGIA board and volunteering in their community. He’s been nominated to serve on the GGIA executive board and she continues to give of her time serving on the advisory board for the Center for Applied Nursery Research.

Young and energetic, Gray and Lanie Riner represent all that’s good in our industry. They are the recipients of this year’s Jake Tinga Distinguished Young Professional Award.

2013 DISTINGUISHED PROFESSIONAL OF THE YEAR... Gene Brogdon


If you’re in the green industry, you’ve surely crossed paths with the winner of this year’s Jake Tinga Distinguished Professional award. He’s been selling “cans”, well….. for a while. He’s sold for Zarn, IEM, Lerio and Nursery Supplies.

If you need a quick gauge of how the industry is doing, just ask him. It’s likely he’s been to every state up and down the east coast and talked to every grower there is just in the last...
few months. He gives of his time, does so with a smile and always, always has a good joke.

But his history goes back a little bit further than most of us know. He was voted wittiest in his high school. He served several tours as a Quartermaster in the Navy during Vietnam and travelled extensively. After the service he worked the family farm and served as a Vocational/Ag teacher and FFA advisor. One night on the way home from an FFA competition, a students prized pig escaped the trailer. He remarked that the pig knew that pork chops followed a blue ribbon.

His UGA education eventually led him to the green industry. In the early days of can sales he was known for creating elaborate trade show booths. But most importantly, his travels allowed him to meet new people and make new friends….. what any good salesperson does.

He’s served as the President of the Sales and Marketing Division for GGIA and in countless other committees. He’s instrumental in making the GGIA gala a financial success and always brings his unique perspective and enthusiasm to any meeting.

He’s been married to wife Diane for 40 years. Together they have 3 children and 2 grandchildren. In his spare time he restores old cars and has been known to stash spare parts in the garage, under the bed and in the yard. Our industry is a better place due to him, and we’re lucky to have him here in Georgia. Help us recognize, Gene Brogden, winner of this year’s Jake Tinga Distinguished Professional award.

2013 VIVIAN MUNDAY/BUCK JONES MEMORIAL LIFETIME ACHIEVEMENT AWARD...

Teri Hamlin

The Vivian Munday/ Buck Jones Memorial Lifetime Achievement Award honors an individual whose life and work has enriched the horticulture industry. Past winners include: George Morrell, Mike Dirr, Pete Pike, Jack and Don McCorkle, Bob Upson, Bill Miller, Wilbur Mull, and Paul Long.

Since 1980 when Dr. Vivian Mundy & Dr. Jake Tinga introduced the horticulture industry to her, Dr. Teri Hamlin has assisted with the development and promotion of Georgia Green’s Industry educational and certification programs as well as integrating industry standards and methodologies into Georgia’s agriculture education curriculum and programmatic philosophy. Under her leadership, Agriculture Education currently has 146 high school and middle school programs that teach horticulture and promote the green industry as a career option.

Dr. Hamlin’s experience, as a teacher of agricultural education and state horticulture specialist for Georgia Department of Education, has afforded her the opportunity to become in tuned with our state’s educational system, classroom instruction, and political system. The last 30 years, she has developed and maintained deep-rooted relationships with the agriculture and green industry and is comfortable knocking on anyone’s door as an advocate for the industry and education.

Recently retired from agriculture education, Dr. Hamlin continues her work as a Farm to School consultant with Georgia Organics in the effort to bring grower-fresh, local foods to our schools so that students can enjoy great nutrition. She believes that Farm to School will be a vital part of Georgia’s schools in the near future. A true champion for the industry and education, she will be missed but we know she won’t go far from her roots. GGIA, the industry and countless students owe Dr. Hamlin a debt of gratitude for her years of tireless service. Please help us recognize Dr. Teri Hamlin, The GGIA Lifetime Achievement Award Recipient for 2013.
All-America Selections Announces 2014 Winners

All-America Selections (AAS) judges have again finished a rigorous year of trialing and now the AAS Board of Directors is pleased to announce the newest AAS Winners for the 2014 gardening season.

National winners include:

**Bedding Plants**
- Gaura ‘Sparkle White’
- Petunia ‘African Sunset’ F1

**Vegetables**
- Bean ‘Mascotte’
- Tomato ‘Fantastico’ F1
- Tomato ‘Chef’s Choice Orange’ F1
- Pepper ‘Mama Mia Giallo’ F1

Regional winners include:

**Bedding Plants**
- Sunflower ‘Suntastic’ F1
- Penstemon ‘Arabesque™ Red’ F1

**Vegetables**
- Cucumber ‘Pick a Bushel’ F1
- Pumpkin ‘Cinderella’s Carriage’ F1
- Tomato ‘Mountain Merit’ F1

As is always the case, winners were trialed next to two other similar varieties that are currently on the market. The AAS Judges grew each entry and the comparisons then did a side-by-side analysis of growth habit, taste, disease resistance and more to determine if these were truly better than those already available to home gardeners. Only those flower entries with superior garden performance or the vegetables with superior taste and garden performance are given the AAS stamp of approval.

With this announcement, these varieties become available for immediate sale. Brokers and growers can purchase these varieties immediately. Consumers will find this seed for sale in the coming months as supply becomes available with catalog companies, in seed packets, from mail order companies and various websites. AAS Winners will also be available as young plants in lawn & garden retail stores next spring, in time for the 2014 gardening season.

**Gaura ‘Sparkle White’**

**AAS 2014 Bedding Plant Award Winner**

‘Sparkle White’ gaura will bring a touch of airy elegance to the garden with its long slender stems sporting a large number of dainty white flowers tinged with a pink blush. This beauty is perfect mass planted in sun-drenched landscape beds, in groupings with other perennials or in larger containers. Home gardeners will appreciate that this season-long bloomer also has excellent heat tolerance and a more uniform flowering habit than other seed gauras. Commercial growers can utilize ‘Sparkle White’ as a first-year flowering perennial or as an annual, showing its wide range of uses. Bred by Kieft Seed.

**Petunia ‘African Sunset’ F1**

**2014 AAS Bedding Plant Award Winner**

‘African Sunset’ wowed the judges with an attractive, “designer color” in shades of orange flowers that proved itself against other similarly colored petunias currently available. Gardeners are always looking for a petunia that grows evenly and uniformly in the garden while producing a prolific number of blooms all season-long and this beauty certainly fills that need. Many of our judges want this in plantings for their alma mater so if your school colors include orange, this one is for you! Mounded spreading plants are 12 inches tall spread up to 20 inches.

For a complete list of trial grounds and judges go to: http://www.aaswinners.com/trial_grounds/index.cfm.

A complete list of all AAS Winners since 1932 can be found here: http://www.aas-winners.com/winners/index.cfm.
2013 American Garden Award Winners Announced

After a summer of active voting, it’s time to announce the 2013 American Garden Award Winners! The 2013 American Garden Award, now in its fifth year, featured four new flower varieties chosen by their breeders for their excellent garden performance. Once these varieties were planted and put on display at the thirty-one participating gardens across the U.S. (and in Quebec), the public was invited to vote for their favorite using one of several voting methods.

The votes have been tallied and the three winners are:

**Most Popular! Grand Prize Winner**

*Verbena ‘Lanai® Candy Cane’*
by Syngenta Flowers

‘Lanai® Candy Cane’ offers a truly unique flower pattern which commands curbside attention! This striking striped beauty offers continuous summer blooms stacked atop a well-balanced plant habit. Candy Cane was selected from a strong and proven family of verbena varieties with superior weather tolerance.

**Second Place Winner**

*Zinnia ‘Zahara™ Cherry’*
by PanAmerican Seed

Grow beautiful Zinnia ‘Zahara™ Cherry’ in both containers and landscape beds, or just about any other sunny location where you want loads of bold color. These fast-growing zinnias bloom continuously all season long and are both disease and drought tolerant.

**Third Place Winner**

*Impatiens ‘SunPatiens® Compact Electric Orange’*
by Sakata Ornamentals

With vibrant, deep orange blooms, Electric Orange is a new color in the SunPatiens® line. SunPatiens fill in quickly providing three seasons of color in the garden and in containers. They can be planted in sun or shade and grow readily in rain or shine. SunPatiens are trouble free and need no care beyond regular watering.

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The American Garden Award is a unique opportunity for the gardening public to vote on a specific flower that they think has the most appealing garden characteristics. Some of the world’s most prestigious flower breeders have chosen their best varieties to enter into this competition. Then, in cooperation with highly respected public gardens throughout the United States, we present the entries so consumers can view the plants in person, then vote on their favorite.
When it comes to choosing fruit, most people reach for the biggest piece. Titan, a new blueberry variety bred by a University of Georgia scientist, makes that an easy task. It produces berries two to four times the size of average blueberries.

“People like big strawberries and big blackberries. Now they can get big blueberries,” said Scott NeSmith, the UGA College of Agricultural and Environmental Sciences researcher who bred the new variety.

The UGA Research Foundation has applied for a plant patent for Titan.

For commercial and homeowner use

Titan was designed for both commercial and homeowner use. NeSmith says backyard growers will like the berry size and so will visitors at pick-your-own farms. “Common sense tells you that picking blueberries by hand takes a long time. Not with Titan,” he said.

Average blueberries are usually a little smaller than a dime. NeSmith has seen Titan berries grow as large as a quarter. A rabbiteye blueberry, Titan is well suited for growing in Georgia and produces well in USDA hardiness zones 6a through 9a.

Released in 2012, Titan hasn’t been added to Georgia blueberry farmers’ fields yet, but it is available in limited supplies for homeowners.

“Right now, most nurseries have waiting lists for Titan plants. That’s how popular it is,” Nesmith said. “They have more orders than they do plants.”

Ask stores to stock Titan

He encourages homeowners to contact their local garden center and request the variety. “If enough people ask for it, hopefully the big box stores like Lowe’s and Home Depot will start carrying it,” NeSmith said.

Titan is officially available through the following licensed nurseries: Ken James Greenhouses (www.jamesgreenhouses.com); Cornelius Farms (corneliusfarms.com/nurserydivision.html); and Oregon Blueberry (www.oreblueberry.com).

No matter which blueberry variety you add to your home landscape, Nesmith says to set aside the first year as a growing year for the plant. “You may see a small amount of fruit the second year, but the third year will bring a good blueberry crop,” he said.

While some varieties are self-fruiting, NeSmith advises planting two or more varieties to insure good pollination and fruit set. Two additional homeowner varieties that have been recently released are Summer Sunset and Blue Suede.

Award-winning blueberry breeder

Based on the UGA campus in Griffin, Ga., NeSmith has been researching blueberries in Georgia since 1990. He was recently awarded the UGA Inventor’s Award for his research efforts that include the release of 10 new patented commercial blueberry varieties and two patented ornamental blueberry varieties. The award is presented each year by the UGA Research Foundation to recognize an inventor for a unique and innovative discovery that has impacted the community, state and/or world. UGA-developed blueberries are grown around the world on all continents except Antarctica.

Blueberry production has surpassed peaches as the No. 1 fruit crop in Georgia. “Nationally, we may be close to number one in acres now, and we are second or third in production,” NeSmith said. Georgia farmers use about 21,749 acres for blueberry production, and the farm gate value was more than $254 million in 2011, according to the Georgia Farm Gate Value Report.

For more information on how to add blueberry plants to home landscapes, visit the UGA CAES publication website at www.caes.uga.edu/publications.

For more information or to view multimedia associated with this story, go to: http://georgiafaces.caes.uga.edu/?public=view Story&pk_id=4743.
After 30 years, the Trial Gardens at UGA that green, flower-laden oasis sandwiched between Snelling Dining Hall and the College of Pharmacy is being tended by a new green thumb.

UGA Department of Horticulture professor John Ruter took over the day-to-day operations from garden co-founder Allan Armitage on July 1. Armitage is officially retiring (he originally retired in 2010 and came back halftime) at the end of 2013.

Ruter has spent more than two decades as a horticulture professor and a nursery crop research and Extension specialist on the UGA Tifton campus, where he also ran the Coastal Plain Research Arboretum. He moved to the Athens campus in 2012 after he was awarded the Allan M. Armitage Endowed Professorship for Herbaceous Plant Instruction and Introduction. He now teaches classes in plant identification and environmental issues in horticulture.

Ruter doesn’t want to rustle too many leaves as he eases into his new role, but he does want to spruce up the garden a bit mostly planning changes to attract new visitors, allow it to run more efficiently and be used for more horticulture classes.

“I’m just starting with it, but I do have lots of ideas,” Ruter said.

While the Trial Gardens serves as a testing ground for new plant varieties, it’s also an integral part of the UGA Department of Horticulture’s teaching and research programs. It’s important to Ruter to maintain all the facets of the garden’s mandate.

Plant nurseries and breeding companies send hundreds of new plants each year to see if they can survive the hot and rainfall variable Southeast. They fund the garden by paying to have their plants evaluated by an outside source. That money pays for the gardens’ upkeep and a team of student workers who keep the garden running.

While providing an important link with the green industry, the garden is also a research lab, where Ruter will work with graduate students to develop new plant varieties, and a classroom for plant identification and other horticulture courses.

Ruter plans to make the garden more useful as a teaching tool by planting more perennials and annuals that bloom in fall and early spring when classes are in session. This will also be good for the entomology, plant biology, plant pathology, landscape architecture and visual arts instructors who also use the garden as an outdoor classroom.

“We’re still going to get some perennials in there for evaluation, and they will always be there,” Ruter said. “We will always have a majority of summer blooming plants, but maybe we can have some other things that we can use for teaching purposes and that can help make (the garden) a little more showy other times of the year rather than just during the summer.”

Planting for a more diverse blooming schedule will also bolster the garden’s reputation as a destination both for visitors to the Classic City and for Athens’ residents. Support on-campus and from the general public will be integral to maintaining it as green space on campus for decades to come, Ruter said.

Like in every other part of the university, Ruter, Meg Green (Trial Garden supervisor), and her team of student workers and volunteers are operating within tighter budget constraints.

“We’re trying to make some renovations to the perennial gardens and work on efficiency,” he said. “How can we do things differently with the limited resources that we have?”

The garden will remain open to the public on a daily basis and continue its schedule of public and industry open houses throughout the year. Those seeking more information about the garden can visit ugatrial.hort.uga.edu.

For more information or to view multimedia associated with this story, go to: http://georgiafaces.caes.uga.edu/?public=view-Story&pk_id=4840.
A team of University of Georgia researchers has been able to reduce container nurseries’ water usage by 70 percent, as a result of new breakthroughs in computer-linked soil moisture sensors.

Georgia’s green industry was estimated to use about 54 million gallons per day in 2010, when UGA researchers calculated water use numbers as part of the state’s strategic water resources planning efforts.

Any reduction in the amount of water needed to grow nursery plants is good for the state’s water supply. But these technologies also provide growers with the ability to grow healthier, hardier plants with less work, said Paul Thomas, a horticulture researcher and professor with UGA Extension.

Nursery growers have used moisture sensors in their operations for years with mixed results. The emergence of more-precise, moisture-monitoring probes and more sophisticated data logging systems are now allowing growers to monitor their greenhouses and nurseries on a crop-by-crop basis.

“It’s giving growers a plant’s-eye-view of what they need,” Thomas said. “Since plants can’t talk, these sensors can tell us what they need.”

Thomas worked with UGA horticulture professors Marc van Iersel, Matthew Chappell and John Ruter, as well as collaborators from around the country, to create an automated nursery irrigation system that is now being tested in several nurseries across the state.

Their work, funded by a $5.2 million USDA grant, focuses on creating an economical system that could realistically be adopted by nursery growers. What they came up with is a system linking state-of-the-art Decagon Devices, Inc. sensors with irrigation controllers that are accessed over the Internet using a computer or smartphone successfully works in nurseries where it’s already in place.

“Georgia’s nursery and greenhouse industry is economically important in Georgia, with a farm gate value of $490 million a year,” van Iersel said. “For the industry to continue to prosper, more efficient production practices are needed. Optimizing irrigation is a critical step in doing so. It not only reduces growers’ inputs, but can also improve their bottom line. And at the same time, it helps to conserve Georgia’s water resources.”

Because of increased plant production and a decrease in the amount of water, fertilizer, pesticides and fungicides needed by the plants, the systems typically pay for themselves in a year. One grower was able to recoup his investment in a month, because of a 156 percent increase in annualized profit.

The sensors in the system are placed in a few pots of each crop. There they feed real time moisture information to the irrigation controller. The grower programs a different moisture threshold for each crop. When the soil moisture dips below that point, the irrigation system delivers water to the crop until optimal soil moisture is reached, shutting off automatically.

“Watering is one of the most time consuming things we do,” said Will Ross, head grower at Evergreen Nursery in Statham, Ga., where UGA researchers tested the system. “If you don’t water your plants, of course, they die. If you water them too much, they die. We have 9 acres in production here and trying to monitor all of that irrigation is challenging.”

Continued on Page 19
Using the sensors and computer-controlled irrigation systems eliminates over-watering, a major cause of plant disease. It also reduces the amount of fertilizer wasted and washed into storm drains and sewer systems.

“It is very difficult for many growers to optimize irrigation for any one crop (for example daylily), given the large number of crops produced, because most crops are irrigated using a timer-based system,” Chappell said. “It is a constant guessing game for the growers, especially in years with excessive rainfall.

The UGA researchers say this is where soil moisture-based irrigation controllers are very beneficial. The systems know when it has rained and only irrigate when soil moisture is limited.

“In some cases this year, with the use of soil moisture-based irrigation controllers, crops are only being irrigated every 5 to 10 days instead of every day,” Chappell said.

In addition to reduced input and water costs, this kind of system also reduces labor costs, freeing up workers for other tasks.

“Your not wasting your day opening and closing valves,” Thomas said.

Giving plants the precise amount of water they need has also been shown to increase the rate at which they grow, allowing nursery managers to produce more plants during their growing season.

The researchers’ next step will be to link the current moisture sensor system with sensors that can detect soil fertility. This will allow the sensors to be used so that fertilizer can be applied with the same precision.

For more information about this project, visit www.smart-farms.net.

FUNGUS GNATS
by Frank A. Hale, Professor, Entomology and Plant Pathology, University of Tennessee Extension

Fungus gnats are an important pest of greenhouse plants and houseplants. Damage is caused by the larvae or maggots that infest the roots of African violets, poinsettias, carnations, Easter lilies, geraniums, cyclamen, bedding plants and foliage plants. The larvae have shiny black head capsules, thread-like white bodies, and are up to ¼ inch in length. They feed primarily on fungi and decaying organic matter but after their normal food supply is exhausted and/or when populations become very high, larvae may begin to feed on fine root hairs or tender tissues. Brown scars may occur on the roots or underground parts of the stem. Major problems occur when root rot organisms have begun to damage roots. Fungus gnat larvae will attack the rotting tissues and can greatly increase the damage by their feeding.

After about 14 days, the larvae pupate in the soil. The pupal stage lasts approximately three days. The emerging adult is about 1/8 inch long and is grayish-black in color. It has a slender body, one pair of wings, long legs and antennae. The adults tend to become most abundant in greenhouses in winter and spring. The adults only live for seven to 10 days and may deposit 150 eggs on the moist soil surface.

Prevention and sanitation are two of the best control measures. Avoid overwatering since fungus gnats prefer abundant moisture. Poor drainage and water leaks may also increase populations. Old plant material and debris in and around the greenhouse should be removed. Also, inspect the roots of plants for signs of infestation before any purchase. Houseplants taken outdoors for the summer are sometimes infested so they should be inspected before bringing them indoors in the fall. Plants that can not be saved should be destroyed.

It will also probably be advantageous to treat any infested plants with insecticides while they are still outdoors.

One technique to attract adult fungus gnats in order to trap them is to use decoy pots of sprouting grain. Many of the adult females will lay their eggs in these pots. Afterwards, decoy pots should be submerged in boiling water every two weeks to destroy eggs and larvae.

Insecticides may be necessary if populations are building and become unmanageable. It will be necessary to take a two prong approach to control both adults and larvae. Adults can be easily killed with labeled insecticide aerosols and sprays. Larval control will require the application of soil drenches or coarse sprays to the soil surface. It is best to make applications to moist potting media so that at least the top two inches of media are treated. A list of recommended insecticides and additional information can be found in the recently updated UT Extension publication PB1594, entitled “Insect and Mite Management in Greenhouses.” It is available on-line at: https://utextension.tennessee.edu/publications/Documents/PB1594.pdf.
EMERALD ASH BORER FOUND WITH A FOOTHOLD IN NORTH GEORGIA

By Sandi Martin and Merritt Melancon
University of Georgia

For years foresters and invasive insect experts have been on the lookout for the arrival of an unwelcome guest in Georgia. Now that it’s here, they hope the public will help restrict its spread within Georgia.

The small, iridescent-green beetle has killed millions of ash trees across a wide swath of Canada and the upper Midwest since it was first detected in 2002. The emerald ash borer Agrilus planipennis has spread south and west from infested areas over the last decade.

In July, researchers found adult emerald ash borers in survey traps in DeKalb and Fulton counties. A follow-up ground survey found larvae in nearby ash trees, confirming an established emerald ash borer infestation.

Since 2005 University of Georgia invasive species experts have conducted an extensive trapping program in Georgia to screen for the emerald ash borer.

Georgia’s five species of native ash trees usually grow along stream banks. While ash only makes up about 1 percent of Georgia forests, they play an integral role in preventing the erosion of stream banks and keeping silt out of natural waterways. Ash is also a popular landscape tree, with 2.9 million trees planted around Georgia homes, businesses, parks and greenways. The value of these city trees in Georgia is estimated to be around $725 million.

Although the adult beetle is an active flyer, it is believed that the primary way the beetle spreads is by hitching a ride on infested ash firewood, logs and nursery stock. Emerald ash borer larvae kill ash trees by burrowing serpentine tunnels in the inner layers of bark, preventing the tree from transporting water and nutrients to and from the tree canopy.

The Georgia Invasive Species Task Force will launch a public outreach plan to try to curb the spread of this pest in the near future. This task force consists of the Georgia Department of Agriculture, the Georgia Forestry Commission, UGA, the Georgia Department of Natural Resources and the USDA Animal and Plant Health Inspection Service.

People can help slow the spread of this beetle through Georgia by not moving firewood and by helping others to understand how dangerous it can be to move firewood from one area to another.

Suspected infestations should be reported immediately so that foresters or arborists can understand how the infestation is spreading. This will aid in the development of effective methods to reduce its spread and impact.

“People can help slow the spread of this beetle through Georgia by not moving firewood and by helping others to understand how dangerous it can be to move firewood from one area to another.”

Will Ross, head grower at Evergreen Nursery in Statham, explains how a new automated micro-irrigation system developed by UGA researchers has helped him get plants — being grown for next spring — off to a good start.

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“People can help slow the spread of this beetle through Georgia by not moving firewood and by helping others to understand how dangerous it can be to move firewood from one area to another.”

“To prevent the spread of emerald ash borer, it is important not to move firewood in which the insect can hide,” said Kamal Gandhi, assistant professor in the UGA Warnell School of Forestry and Natural Resources. “Buy local firewood, whether camping or for your home.”

Will Ross, head grower at Evergreen Nursery in Statham, explains how a new automated micro-irrigation system developed by UGA researchers has helped him get plants — being grown for next spring — off to a good start.

To help reduce the spread of the emerald ash borer in Georgia, homeowners with ash trees should have a certified arborist check their trees for signs of emerald ash borer infestations.

Suspected infestations should be reported immediately so that foresters or arborists can understand how the infestation is spreading. This will aid in the development of effective methods to reduce its spread and impact.

“People can help slow the spread of this beetle through Georgia by not moving firewood and by helping others to understand how dangerous it can be to move firewood from one area to another.”

“The faster (scientists) can track the spread of the insect, the faster they can work to stop it,” said Joe LaForest, integrated pest management and forest health coordinator at the UGA Center for Invasive Species and Ecosystem Health.

The public can report suspected infestations by: Using the SEEDN (Southeastern Early Detection Network) website www.eddnmaps.org/southeast. Using the SEEDN Smartphone App [available for iPhone or Android devices] apps.bugwood.org/seedn.html. Emailing one of the Experts listed below; or by contacting a representative of the Georgia Forestry Commission, Georgia Department of Agriculture, the Department of Natural Resources or their local, UGA Cooperative Extension agent.
For more information about the emerald ash borer and how to protect ash trees, visit www.gainvasives.org/eab. For more information about spotting signs of emerald ash borer infestations, view www.youtube.com/watch?v=wXCynbvf4Lc#at=24.

UGA Experts on the Emerald Ash Borer

Kamal Gandhi, associate professor, Warnell School of Forestry and Natural Resources, jgandhi@uga.edu Gandhi studies the spread of invasive insects, including the emerald ash borer, and has been developing techniques to save infested trees and control ash borer populations.

Rick Hoebeke, associate curator of arthropods, Georgia Museum of Natural History, rhoebeke@uga.edu Hoebeke helped identify the first emerald ash borer specimens found in metro Atlanta. He started his entomology career in Upstate New York studying the emerald ash borer and has tracked it southward down the Eastern seaboard.

David Moorhead, co-director, Center for Invasive Species and Ecosystem Health, and professor of silviculture, Warnell School of Forestry and Natural Resources, moorhead@uga.edu Moorhead develops and provides educational information and outreach programs on silviculture, forest regeneration, forest health and invasive species management.

Joe LaForest, integrated pest management and forest health coordinator, Center for Invasive Species and Ecosystem Health, laforest@uga.edu LaForest develops protocols for identifying and mitigating harmful invasive pests in Georgia. He has helped develop apps and websites to educate the public about invasive species and streamline the invasive reporting process.

Keith Douce, co-director, Center for Invasive Species and Ecosystem Health, and professor of entomology, UGA College of Agricultural and Environmental Sciences, kdouce@uga.edu Douce develops and provides educational information and outreach programs on forest entomology, forest health, invasive species and regulatory program issues.

Will Hudson, professor of entomology, UGA College of Agricultural and Environmental Sciences, wghudson@uga.edu Hudson is responsible for educational programs covering management of insect pests of commercial and recreational turf, ornamental plant production, pecans, sod farms and Christmas trees.

For more information or to view multimedia associated with this story, go to: http://georgiafaces.caes.uga.edu/?public=view-Story&pk_id=4855.
Four mobile applications designed by University of Georgia specialists are putting lawn care information at your fingertips, literally.

The turfgrass apps created by UGA College of Agricultural and Environmental Sciences faculty make turf management in Georgia readily available. Turfgrass Management, Turf Management Calculator, Turfgrass Weeds and Turf Management Quiz can all be downloaded from the UGA Turfgrass Team website at www.GeorgiaTurf.com or straight to a mobile device through iTunes.

**A lite version**

The most popular UGA turfgrass app is Turf Management Lite. This free app was created with students, homeowners and professionals in mind. It includes photos of turfgrass varieties, pests, weeds and diseases.

Mobile applications, or apps as they are commonly called, can be downloaded onto smart phones like Droids and iPhones as well as portable tablets like iPads.

“Back in 2009, mobile apps were fairly new to smart phones. We saw a great opportunity to put the information where it can be easily accessed by mobile phone, iPods and tablets, instead of publishing a telephone-book-sized publication,” said Patrick McCullough, a UGA turfgrass specialist based on the Griffin campus. The turfgrass apps are his brainchild.

“Rather than have to go to the office and get an Extension publication or go online to view a publication, turfgrass professionals can now access the information they need in the field,” he said.

**In-depth subscription version**

There are three versions of the first app: Turf Management Lite, Turf Management Subscription and Turfgrass Management - Spanish. The lite and Spanish versions are free, but the subscription version costs $20 per year.

The subscription version includes everything from the lite version, plus information on pest control applications and a pesticide database. “You can search for trade names as well, and it includes PowerPoint presentations from UGA turfgrass faculty,” McCullough said.

The Spanish version is very popular in the turfgrass industry. “We have folks in the industry that speak Spanish as their first language. This app is a nice opportunity for those who are fluent in Spanish or primarily communicate in Spanish at work to have research-based turfgrass advice,” he said.

The Spanish version has been downloaded in more than 40 countries across the globe.

**Making calculations easy**

In 2011, the Turfgrass Management Calculator app was released. “It’s a comprehensive program that covers all types of applications, pesticide rates, fertilizer requirements, topdressing sand requirements, and calibration of sprayers and spreaders. Users enter known values of equations - like how much area is needed for a pesticide treatment at a certain rate. The app then does the calculation for you,” McCullough said.

College students majoring in turfgrass management use the app to double-check their math when learning these calculations, he said. “Some of these are very complex formulas. You can enter information for two products with different application rates and see which is more cost effective.”

The calculator app costs $5 and includes more than 16,000 pre-programmed calculations. It can also convert units from standard to metric. “It’s really a great tool for turfgrass managers and professionals, but students can learn a lot from it, too,” McCullough said.
Flash cards and quizzes

The Turfgrass Weeds app was released in 2011. It is designed to help users learn turfgrasses and weeds through a series of flash cards. “The cards reshuffle so users can continue to study and learn turfgrass species and weeds,” he said.

Just a few months ago, the UGA Turfgrass Team released its latest turfgrass app - Turfgrass Management Quiz.

“This app is a trivia style education game. You get test questions or photos with four choices to answer. You tap the correct answer, and when you’re done, you get a quiz score,” McCullough said.

The quiz app has two modes - quiz mode and study mode. Quiz mode scores your answers and study mode helps you get the correct answer.

“This app is perfect for students, but it can also be used by any turfgrass professional who wants to brush up on their knowledge. It’s a fun application that challenges you to get the best score, improve on your score and test your knowledge,” he said.

The new turfgrass apps are perfect for those who like to learn on their phones or mobile devices. UGA publications are also available online for computer users and in print form for those who still like the feel of a book in their hands.

“(Mobile apps) are a new technology - a new method to get information in the hands of the end user. We are trying to make it easier for people to get UGA turfgrass recommendations so it just makes sense for us to create these programs,” McCullough said.

To download the UGA turfgrass mobile apps or get more information on the turfgrass research at UGA, see the website www.GeorgiaTurf.com.

For more information or to view multimedia associated with this story, go to: http://georgiafaces.caes.uga.edu/?public=view-Story&pk_id=4922.
The Georgia Urban Forest Council has recognized the remarkable tree preservation efforts on Jekyll Island by presenting its 2013 Grand Award for Outstanding Urban Arboriculture to Atlanta’s Arborguard Inc., the tree specialists who played the lead role in the mammoth protection effort.

During Jekyll Island’s dramatic revitalization program, a top priority has been the preservation of the majestic live oaks that are a trademark of coastal Georgia’s barrier island chain and treasured by Jekyll Island’s residents and guests.

Thanks to an ambitious, carefully conceived conservation plan, the project team that included Arborguard and architect HHCP, out of Orlando, Fla., successfully transplanted 30 mature live oaks and securely protected in place another 34 as construction on the new convention center and beach village commenced.

Standing as a monument to the entire conservation effort, one exceptional, approximately 80-year-old oak – dubbed the Mother Earth Tree – now proudly stands in the center of a new, specially designed roundabout.

The $500,000 tree project included the transplanting of two large live oaks, each about three feet wide, during a small window in the construction timeframe. Crews had just 48 hours to spade and move them approximately 150 yards by sled, and then replant.

“We were looking for a sustainable approach to this assignment,” stated Cliff J. Gawron, Director of Landscape and Planning, Jekyll Island Authority. “We wanted to avoid the use conventional, chemical methods that would produce a more-artificial, more-sterile soil environment. We were drawn to Arborguard’s hands-on use of organic materials in the care of these magnificent live oaks.”

The award was presented to Arborguard Thursday (Oct. 24) during the 23rd Georgia Urban Forest Council Annual Conference and Awards Program.

Arborguard prides itself on a specialized approach to tree care that “provides natural solutions to problems between people and trees.”

“‘It was exciting,” Gawron recalled. “A lot of prayers were said during that one.”

A meticulous, ongoing aftercare program remains integral to the tree project, Gawron said.

“‘The considerable effort to protect these trees fits naturally with the Jekyll Island Authority’s stewardship mission,” said Jekyll Island Authority Executive Director Jones Hooks. “These beautiful oaks are an invaluable asset and we hired the best team to handle the job. We are proud to be recognized for its success.”

Of the 30 live oak trees – ranging in circumference from 14 inches to 37 inches – that were relocated, all but two have survived.

All told, well more than 300 trees, including cabbage palms, date palms and crape myrtles, have been saved and relocated. Together with new plantings of mature live oaks, date palms and other native species, the beach village and new Great Dunes Park have a healthy, established canopy providing shade, beauty and habitat to this public space.
More than 300 trees, including 30 mature live oaks, were protected and relocated as part of Jekyll Island’s revitalization activity in the area of the convention center, beach village and Great Dunes Park. The preservation of dozens of live oaks on the island has earned an Outstanding Arboriculture Award from the Georgia Urban Forest Council.

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- **Featuring** the best plants and related garden products from top growers and manufacturers from across the region
- **Product mix** will include ornamental trees and shrubs, color, related landscape and outdoor living products, garden gifts and accessories, seasonal products, and more
- **Brings together** the industry’s most forward thinking leaders, researchers, growers, manufacturers, distributors, landscapers, and retailers from across the Southeast to share ideas, learn new techniques, address key industry issues, and locate new products
- **Special** educational tracks for retailers (Today’s Garden Center), growers and landscapers (Georgia Green Industry Association), and SNA Day @ AmericasMart

[www.sna.org](http://www.sna.org)
Many Georgians install irrigation systems to help maintain their landscapes. Price of the system is a very important consideration for many consumers, but this is not the only cost consumers should consider. Consumers also pay for the ongoing costs of water used by the system. Over time, these costs will exceed installation costs. A well-designed, properly installed, and efficient irrigation system will reduce water costs.

The price of water is variable throughout Georgia, but like most prices, it goes up, not down. For example, between 2005 and 2012, the cost of water in Cobb County increased 333%, from $0.003/gal. to $0.01/gal.

It is relatively easy for a customer to assess installation costs associated with an irrigation system. They are prominently displayed on the project bid.

What can a potential customer determine about long-term water use from the project bid? Georgia irrigation contractors were asked to help answer this question.

A “typical” residential landscape plan was created. Over 30 irrigation contractors were asked to bid on the plan. All contractors were instructed to provide a bid identical to that which they would provide a potential customer.

The landscape plan was designed meeting the specification of the WaterSense© (WS) Water Budget Tool (Figure 1). WS is a partnership program created by the US Environmental Protection Agency (EPA). It is intended to make water conservation easier by creating an easily identified brand for consumers to choose.

Irrigation contractors may become WS partners. They must submit proof of certification through an accepted certifying program. Three certification programs from the Irrigation Association (IA) qualify: Irrigation Design, Irrigation Contractor, and Landscape Irrigation Auditor or Golf Irrigation Auditor. In addition individuals must agree to promote water efficiency to customers and provide water-efficient services to customers. It has been suggested that WS partners charge a premium for their service.

The contractors asked to submit bids were located throughout the state of Georgia. WS partner irrigation contractors are listed on the EPA website and were contacted via telephone and email. Non-partners were referred by the leadership at Georgia Green Industry Association, irrigation distributors and other irrigation companies. Non-partners were contacted by telephone, email or by visiting their place of business. Five WS partners and six non-partners participated in this study, for a total of eleven contractors.

Figure 1. All contractors presented a bid for this landscape plan and were provided the information included on this plan.

Continued on Page 28
Irrigation Installation
Continued from Page 26

Table 1. Summary of all bids received.

<table>
<thead>
<tr>
<th>Business #</th>
<th>Price ($)</th>
<th>Warranty</th>
<th>WaterSense Partner</th>
<th>Irrigation Association Certified</th>
<th>Controller Model</th>
<th># Zones</th>
<th>Equipment Specified</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2,938</td>
<td>1 year</td>
<td>Yes</td>
<td>Yes</td>
<td>Hunter Pro C&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
<td>20 Hunter MP Rotary Spray Nozzles and MPR40 Bodies Drip Equipment</td>
</tr>
<tr>
<td>2</td>
<td>2,875</td>
<td>1 year</td>
<td>No</td>
<td>Yes</td>
<td>Rain Bird ESP-SMTe&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
<td>25 Rain Bird MP Rotators and 1800 PRS SAM Drip Equipment</td>
</tr>
<tr>
<td>3</td>
<td>1,600</td>
<td>5 year</td>
<td>No</td>
<td>No</td>
<td>Rain Bird ESP-Me Or Hunter Pro C&lt;sup&gt;1&lt;/sup&gt;</td>
<td>2 Rotary Zones, 1 Drip</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>1,530</td>
<td>1 year</td>
<td>Yes</td>
<td>Yes</td>
<td>Rain Bird ESP-Me</td>
<td>3</td>
<td>12 Rain Bird 1804 Pop-up Sprinkler with Rotator Nozzle Drip Equipment</td>
</tr>
<tr>
<td>5</td>
<td>3,480</td>
<td>3 year</td>
<td>No</td>
<td>Yes</td>
<td>Rain Bird ESP-Me</td>
<td>4</td>
<td>12 MP Rotator Heads 10 Spray Heads 1800 Drip Lines</td>
</tr>
<tr>
<td>6</td>
<td>1,750</td>
<td>1 year</td>
<td>No</td>
<td>No</td>
<td>Hunter Pro C&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
<td>6 Hunter Pop-up Rotary Sprinkler Heads 10 Fixed Pop-up Spray Heads</td>
</tr>
<tr>
<td>7</td>
<td>2,400</td>
<td>No</td>
<td></td>
<td></td>
<td></td>
<td>2 Rotary Zones, 1 Spray Zone</td>
<td>2 Rain Bird MPR Multi-Stream Rotators Drip Tubing and Emitters</td>
</tr>
<tr>
<td>8</td>
<td>2,820</td>
<td>1 year</td>
<td>Yes</td>
<td>Yes</td>
<td>Rain Bird SMTe&lt;sup&gt;1&lt;/sup&gt;</td>
<td>3</td>
<td>22 Rain Bird MPR Multi-Stream Rotators Drip Tubing and Emitters</td>
</tr>
<tr>
<td>9</td>
<td>2,400</td>
<td>1 year</td>
<td>Yes</td>
<td>Yes</td>
<td>Rain Bird ESP Modular</td>
<td>2 MP Rotary Zones, 1 Drip Zone</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>1,800</td>
<td>1 year</td>
<td>Yes</td>
<td>Yes</td>
<td>Rain Bird ESP-Me</td>
<td>2 Turf Zones, 1 Drip Zone</td>
<td>Rain Bird 5004 PRS Rotors Drip Kit</td>
</tr>
<tr>
<td>11</td>
<td>3,000</td>
<td>3 year</td>
<td>No&lt;sup&gt;2&lt;/sup&gt;</td>
<td>No&lt;sup&gt;2&lt;/sup&gt;</td>
<td>Rain Bird ESP Modular or Hunter Pro C&lt;sup&gt;1&lt;/sup&gt;</td>
<td>1 Drip Zone, 2 Rotary Zones</td>
<td></td>
</tr>
</tbody>
</table>

<sup>1</sup>This controller is WS compliant.  <sup>2</sup>Previously certified.

The bids ranged from a high of $3,480 to a low of $1,530 with an average bid price of $2,417. The content of the bids was also quite variable. Some contained considerable detail; others did not.

Contrary to presumptions, WS partner bids, with an average cost of $2,297, were slightly less expensive than non-Partner bids ($2,517). As might be expected for increased professionalism, the seven IA certified contractors (average = $2,549) tended to charge more than the four, non-certified contractors (average = $2,188). No statistically significant differences were found among bids for WS partners and non-partners or certified and non-certified contractors.

Some of the bids suggested practices that would increase water use. Two bids did not use drip irrigation on the azaleas. One of these contractors expressed concerns about increased maintenance associated with drip irrigation.

Another bid watered the tree island, noting that installation would be less expensive if the tree island was watered with turfgrass areas. Another chose not to use a WS labeled controller. This contractor observed that a smart controller in the hands of an uneducated manager could waste more water than a simple controller with a rain shutoff devise.

One contractor suggested eliminating the rain shutoff devise to save money (this is a violation of state law). Interestingly six contractors included a WS labeled smart controller in the bids. Only two of the WS Partners used WS compliant controllers. One bid provided no information about the controller and four bids provided no information about nozzles, heads or drip equipment. Only one bid provided water-saving equipment upgrades for the consumer. The bid did not specify that the upgrades would reduce water use.

There was not enough information to assess the water use efficiency of all bids, but it was clear that high installation costs did not guarantee a water efficient system and low cost did not assure a system with high water use.

Several contractors noted pressure to deliver a low-cost bid to consumers. However, installation costs are only a small part of what consumer pays for landscape irrigation.

Ongoing water costs will quickly eclipse the cost of the installation. Contractors may be able to distinguish their bids and sell upgrades by addressing water costs in bids and conversation.
Consideration of Water Costs

The WS Budget tool estimated the water budget of the test landscape at 14,500 gal. at peak use in June. This low water use landscape assumed the use of a smart controller, drip irrigation on the azaleas in front of the home and no irrigation on the tree island. The WS program asserts that the test landscape would use 20% less water than an average landscape. Monthly water use was estimated using the Cobb County Water Consumption Curve for guidance. Water used by low and high efficiency systems was estimated. The Cobb County Water Consumption Curve indicates water use at 40% of June maximum in April, 80% in May, 100% in June, 100% in July, 90% in August, 80% in September and 60% in October (Table 2). One could argue with any of these assumptions, but they are all reasonable.

Both Cobb Co. and the City of Atlanta have water consumption cost calculators available online. Cobb Co. has relatively low water costs and Atlanta has high costs. Two additional assumptions were made. First that there was no irrigation meter on the test landscape and second, that water costs would not increase in the next 10 years. The first assumption is reasonable, given the small size of the landscape. The second assumption (no increase in water cost) is unlikely.

Even with a low water use system and Cobb County’s low water rates, the cost of the water exceeds the average cost of the system installation by the third year (Table 3). In Atlanta the cost of water approached the cost on the installation after the first year and exceeds the average cost of two installations by the third year. With a high water use system, the consumer may spend as much as $27,000 in water over a 10 year period!

When the cost of water is considered, the customer may be quite willing to upgrade the system.

Citations


### Table 2. Estimated water use in gallons on the test landscape with a low water use and a high water use irrigation system.

<table>
<thead>
<tr>
<th>Irrigation System Water Use</th>
<th>Apr. (40%)</th>
<th>May (80%)</th>
<th>Jun (100%)</th>
<th>Jul (100%)</th>
<th>Aug (90%)</th>
<th>Sep (80%)</th>
<th>Oct (60%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>5,800</td>
<td>11,600</td>
<td>14,500</td>
<td>14,500</td>
<td>13,050</td>
<td>11,600</td>
<td>8,700</td>
<td>71,050</td>
</tr>
<tr>
<td>High</td>
<td>6,960</td>
<td>13,920</td>
<td>17,400</td>
<td>17,400</td>
<td>15,660</td>
<td>13,920</td>
<td>10,440</td>
<td>85,260</td>
</tr>
</tbody>
</table>

### Table 3. Comparison of costs associated low water use and high water use irrigation systems as described in Table 2. This assumes no increase in water rates over the 10-year period.

<table>
<thead>
<tr>
<th>Irrigation System Water Use</th>
<th>Cobb County Cumulative Water Costs ($)</th>
<th>City of Atlanta Cumulative Water Costs($)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year 1</td>
<td>Year 3</td>
</tr>
<tr>
<td>Low</td>
<td>816</td>
<td>2,448</td>
</tr>
<tr>
<td>High</td>
<td>950</td>
<td>2,850</td>
</tr>
</tbody>
</table>
**THE ESSENTIAL ECONOMY**

TEEC has defined the Essential Economy as an occupational cluster that spans various economic sectors and shares a common workforce of unskilled and low-skilled workers. The Essential Economy cuts across a group of economic sectors where this workforce has a significant role, as pictured below. When grouped together, these sectors can be studied to reveal an occupational cluster and valuable economic trends, patterns and information. While every Essential Economy sector is unique and contributes significant economic value as a stand-alone industry group, the workforce they share has common attributes, such as its low educational attainment and skill level, and work remains physically demanding and routine.

**DEFINING THE ESSENTIAL ECONOMY**

The following is a message from the Georgia Green Industry Association, The Georgia Urban Agriculture Council and industry leaders who believe in the mission of The Essential Economy Council.

As members of Urban Ag- Green Industry associations which represent an industry comprised of thousands of small businesses, who employ tens of thousands of workers, we recognize daily the impact that legislation regarding employees, employment and laborers has on Georgia landscape, turf and horticulture businesses. These professional businesses rely on all types of workers – professionals, skilled and low or non-skilled workers. In Georgia, 25% of the workforce consists of low-skill, low-wage workers – and our industry is heavily dependent on this particular sector of the workforce, which has been identified as “the Essential Economy”.

During the heated debates the last decade about immigration reform, the size and economic value of this segment of the workforce was often dismissed. Without data to support our claims about these workers’ value, we have been unable to influence policy. This lack of data to drive policy is what created The Essential Economy Council (TEEC).

The Essential Economy Council grew from the concerns and observations of a number of association executives in Georgia’s agriculture, restaurant, landscaping, hospitality and poultry industries. Despite unique differences between these sectors, these executives all shared a common concern about the long term future of the workforce in their industries.

In 2011, these directors asked two former State Senators from Georgia, Sam Zamarripa of Atlanta (D) and Dan Moody of Johns Creek (R) to outline a strategy to study these issues and make recommendation to elected officials, industry leaders and economists on the importance of these concerns and their relationship to the economy.

The research and data that TEEC has compiled was distributed to the Georgia General Assembly in February 2013. This data can easily be viewed at a statewide, regional and county level on the TEEC website. We are confident that this easy to understand data will be instrumental in future policy-making decisions.

As a leading sector of the state’s leading industry (Agriculture), TEEC is counting on our financial support to continue this important work. Many of the other participating industries have made significant contributions already. We are entering Phase 2 of the TEEC study, and funding is necessary to move ahead. We would like to challenge every urban ag/green industry business who provides a service or product in Georgia to donate to The Essential Economy Council. Our deadline for contributions is April 30, 2013. Can we count on you for $50 per company – or $1 per employee if you employ more than 50 employees? TEEC is a 501c-3 non-profit, so donations may be tax deductible.

“The Essential Economy includes some of the most important industry sectors in our economy, where hard work is done to produce goods and services that are essential to our economic growth and quality of life.” Please help us by donating today so that we can put this information and more into the hands of policymakers in the state of Georgia and beyond.

Signed,

Skeetter McCorkle, McCorkle Nurseries
Paul Chappell, Diversified Trees
Bill Ross, Evergreen Nurseries
Kurt Oelschig, Oelschig’s Nursery
John Barbor, Bold Spring Nursery
Jeff Beasley, Transplant Nursery
Aaron McWhorter, North Georgia Turf
Jim McCutcheon, High Grove
Ken Thomas, Envisor Consulting
Ken Morrow, Sod Atlanta
Bret Bowlin, Mountain View Farms

For more information on The Essential Economy visit their website at www.essentialeconomy.org.
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Whenever someone tries to make a decision, they always ask themselves 5 basic questions: who, what, when, where, and why. In fact, you’re probably wondering those questions about WINTERGREEN, especially if you have never been to our show. We have taken the liberty to answer those questions for you.

**WHO** attends WINTERGREEN? Everyone who’s anyone in the agriculture/horticulture world. We have people from all over the southeast and even a few from the northeast regions of the United States to exhibit in our large but laid-back trade show or to take our educational classes taught by leaders in the industry.

**WHAT** is WINTERGREEN all about? Giving YOU, the consumer, the best, most efficient all-in-one service you need. We offer educational courses with pesticide recertification credits, training and review for various tests and certifications in the industry, and a trade show with a chance to buy or sell the leading products of the South.

**WHEN** WINTERGREEN occurs every year at the end of January. This upcoming year, WINTERGREEN is going to be held January 22-24, 2014.

**WHERE** In the past few years, WINTERGREEN has been held in the beautiful city of Duluth. The Gwinnett Center (the convention center we use to host our show) has a bigger trade show floor and more rooms for classes, all for the convenience of our exhibitors and attendees.

**WHY** attend WINTERGREEN? For exhibitors, WINTERGREEN is the most profitable time of the year. For attendees, it has one of the most affordable and extensive class selections in the South.

Now, ask yourself this: *Why NOT attend WINTERGREEN 2014?*
We invite you to join us for the first annual Georgia Green Industry Association 5K Color Dash! Come experience some fun in the wildest 5K you’ve ever seen! This is your chance to support the GGIA and show your colors in this fun-filled event. Run, Walk, Crawl, Dance or Cartwheel, your way through a bombardment of color and find yourself wearing a COLORFUL Dash of Spring Colors when you reach the finish line. You’re guaranteed to have a blast and benefit some awesome charities in the process! Make plans now to attend this colorful event!

Dash Details

Distance: 5k (3.1 miles)
Course Description: Mostly flat with a few uphills, with 5 color stations of Dash Mob Volunteers
Age Groups: All ages and fitness levels
Fee: $40 for individuals 13 and up; $25 for children ages 5-12; children under 5 are welcome to race for free (but no t-shirt or color packets will be provided)

Form a team of 4 or more and receive $5 off the registration fee for each adult team member (child prices are already discounted)

To Register: Scan the QR code to the right, which links to the ACTIVE registration page, or visit our website at www.springintocolor5kdash.com

Or, mail the registration form and a check made payable to GGIA to the address below.
The Garden Center Group has announced that beginning October 1, 2013, Danny Summers, Summers & Associates, LLC, assumed the role of Managing Director of The Garden Center Group, the industry’s business development firm for garden centers and suppliers. In this new role, Summers’ responsibilities will be the day-to-day operations of The Group and managing all programs and services to The Group’s retailers and The Group’s Service Providers and Preferred Vendors; an alliance consisting of over 150 firms.

With an extensive background in retail, wholesale and association management, Summers has consistently proven his ability to lead, manage and motivate throughout his career. Since joining The Group in February of 2012 as Community Manager, he has played a major role in managing the growth of The Garden Center Group community and promoting participation in the common goal of helping all companies involved in The Group to increase market share, sales and profits.

“With great confidence and expectation the board of directors of The Garden Center Group has contracted Summers & Associates, LLC to provide management services to The Group allowing me to get back to what I do best,” says Hendrickson. “Trying to do two jobs (managing director of The Group and consultant to individual garden centers), a task I tell garden centers not to attempt, means there are times when neither role receives proper attention. So, it’s time to take my own advice,” he added.

The Garden Center Group focuses on business solutions designed to help garden centers increase sales, improve operations and retain more profit. With a support team of leading industry professionals offering business management, financial, marketing, HR services and more, The Group offers retailers innovative resources to maximize their potential to succeed. For information about The Garden Center Group and the services it provides visit www.thegardencentergroup.com or call 404.996.0041.

“The Group has a unique position in the industry with a great combination of consulting services, client financial sharing and benchmarking, as well as close collaboration with key vendors, all with one goal in mind… helping independent garden centers be more successful in their business,” Summers said. “I am extremely proud to be a part of this innovative group and ‘Helping Garden Centers Develop the Business Side of Their Business.’ I am looking forward to the challenge of continued growth – for us all,” he added.

The 2013 Georgia Pest Management Handbook is now available for purchase. The thirty-fourth commercial edition, published by the University of Georgia College of Agricultural and Environmental Sciences, provides more than 800 pages of current information on selection, application and safe uses of pest control chemicals around farms, homes, urban areas, recreational areas and other environments where pests may occur.

Special attention is given to cultural, biological, physical and other types of control for insects, diseases and weeds in agronomic crops such as grains, cotton and tobacco as well as for commercial operations specializing in fruits, vegetables and ornamental horticulture production. Recommendations are also given for managing pests around livestock and aquatic environments.

A companion homeowner edition contains more than 100 pages of insect, weed and disease control recommendations for private homes, lawns, orchards and pets, including an expanded section with organic recommendations.

Printed commercial handbooks are available for $30. Homeowner handbooks cost $15. Both can be ordered from the UGA CAES Office of Communications and Technology Services at www.caes.uga.edu/publications/for_sale.cfm. Individual sections of both the commercial and homeowner editions are also available for download as PDFs from www.ent.uga.edu/pmh/.

For more information or to view multimedia associated with this story, click here: http://georgiafaces.caes.uga.edu/?public=viewStory&pk_id=4665.
Power Questions Help Build Better Business Relationships

by Andrew Sobel

Just a few years ago, globalization was in full swing, and the world seemed to be bursting with an infinite supply of business. All this bounty lullled us into taking our customers for granted, maintains Andrew Sobel—until the economy tanked and shattered the illusion of endless prosperity. Suddenly, the old-fashioned “trusted relationship” started to look good again.

“In this post-Madoff era of unpredictability and suspicion, people are looking for deeper, more intimate, and more engaged relationships—the kind that reduce risk,” says Sobel, author (along with coauthor, Jerold Panas) of Power Questions: Build Relationships, Win New Business, and Influence Others (Wiley, February 2012, ISBN: 978-11181196-3-1, $22.95) and three other books on long-term business relationships.

“This is true of customers but also vendors, employees, and other business partners,” he adds. “The days of getting in, making money, and moving on to the next guy are over. When times are tough and the future is uncertain, people want to put down roots and partner with people they truly like and trust.”

Bottom line: In today’s markets, the most valuable commodity is the ability to connect with others and rapidly build trust. And that begins by asking the right questions.

“Ask! Don’t Tell.”

In his book Sobel explores dozens of questions that light fires under people, challenge their assumptions, help them see problems in productive new ways, and inspire them to bare their souls (which, of course, strengthens the bonds in the relationship).

Here are nine ways questions can transform professional and personal relationships:

• Questions turn one-dimensional, arms-length business relationships into personal relationships that endure for years. “When a relationship is all business and there is no real personal connection, it lacks heart and soul,” says Sobel. “And therefore you are a commodity—a kind of fungible expert-for-hire. A client—or your boss—can trade you out for a new model with no remorse or emotion. But when you’ve connected personally, the situation is transformed because clients stick with people they like. Bosses hold on to team members they feel passionately about. Your expertise and competence get you in the door, but it’s the personal connection that then builds deep loyalty.”

Sobel tells the story of a senior partner in a top consulting firm who had to meet with the CEO of a major client. Other consultants were nipping at their heels to get more business from this company. This powerful, confident CEO, who was in his 60s and near retirement, had seen hundreds of consulting reports. At the end of a routine briefing, the senior partner paused and asked the CEO, “Before we break up, can I ask you a question?” The CEO nodded. The partner said, “You’ve had an extraordinary career. You have accomplished so much, starting at the very first rung of the ladder, on the manufacturing floor. As you look ahead—is there something else you’d like to accomplish? Is there a dream you’ve yet to fulfill?”

The CEO was nearly stunned. He thought for a moment and replied, “No one has ever asked me that question. No one.” And then he began talking about a deeply held dream he had for his retirement. That question was the turning point in building a long-term, deeply personal relationship with an influential business leader.

• They make the conversation about the other person—not about them. Most of us don’t care what other people think—we want to know first if they care about us. The need to be heard is one of the most powerful motivating forces in human nature. That’s why one of Sobel’s power questions is, What do you think? Another is, Can you tell me more?

“There’s an anecdote I love about a woman who has dinner, in the same month, with two great rival British statesmen of the 19th century, Gladstone and Disraeli,” says Sobel. “When asked to compare the two men she says, ‘After my dinner with Mr. Gladstone, I thought he was the cleverest man in the world.’ And then she adds, ‘After my dinner with Mr. Disraeli, I felt as though I were the cleverest woman in all of England!’

“When you make the conversation all about you, others may think you are clever,” he adds. “But you will not build their trust. You will not learn about them. You will squander the opportunity to build the foundations for a rich, long-term relationship.”

• They cut through the “blah, blah, blah” and create more authentic conversations. No doubt you can relate to this scenario. A person says, “I want to bounce something off you.” Then, he proceeds to spend ten minutes telling you every detail of a very convoluted
situation he is enmeshed in. You do yourself and the other person a favor by getting him to focus on the true kernel of his issue. Simply ask: What is your question?

“This is a tough-love question,” admits Sobel. “People will resist it—often strenuously. But you must ask it. It forces them to take the first step toward clarifying what the issue is and what advice they really need from you. You’ll reduce the amount of posturing people do and will move faster toward an authentic conversation.”

• They help people clarify their thinking and “get out of the cave.” The ancient Greek philosopher Socrates said that we perceive reality as if we are chained inside a dark cave. In that cave, we see only the blurred shadows of life outside the cave as they are projected on a dark wall at the back. Our understanding of reality is filtered and distorted.

By asking a series of questions, Socrates would engage his students’ minds in the learning process. In this way he uncovered assumptions and slowly but surely got to the heart of the issue. The “Socratic Method” is still used at Harvard Business School—and it can enable you to help others see the true reality instead of shadowy representations of it.

Instead of saying, “We need to improve our customer service!” Sobel suggests asking: “How would you assess our customer service levels today?” Or; “How is our service impacting our customer retention?”

If someone at work says, “We need more innovation,” ask, “Can you describe what innovation means to you? How would we know if we had more of it?” Or if there is a call for more teamwork, ask, “What do you mean when you say ‘teamwork’?”

• They help you zero in on what matters most to the other person. The next time you’re talking to someone and realize you’ve “lost” her—she’s fidgeting, she’s stopped asking questions, maybe she’s sneaking glances at the clock—ask this question: What is the most important thing we should be discussing today? You will instantly connect with what really matters to her—and the conversation that ensues will help her see you as relevant and valuable.

“Even if your agenda doesn’t get met, hers will,” asserts Sobel. “And then she will want to enthusiastically reciprocate. In business it’s critical to be seen as advancing the other person’s agenda of essential priorities and goals. When time is spent together on issues that are truly important to both parties, the relationship deepens and grows.”

• They help others tap into their essential passion for their work. One of the highest-impact power questions you can ask is, Why do you do what you do? It grabs people by the heart and motivates them. When they seriously consider and answer this question, the room will light up with passion. Dull meetings will transform into sessions that pop with energy and generate ideas that vault over bureaucratic hurdles and create real impact.

“We do things for many reasons,” writes Sobel. “But when you put ‘should’ in front of those reasons, you can be certain all the pleasure and excitement will soon be drained away. No one gets excited about should. In contrast, when you unveil the true why of someone’s work and actions—then you get them to start sentences with ‘I love to’ or ‘I get excited when’—you will find passion, energy, and motivation.”

• They inspire people to work at a higher level. The late Steve Jobs was notorious for pushing employees. He asked people constantly, Is this the best you can do? It’s a question that infused Apple’s corporate culture from the beginning. It’s one that helped revolutionize the desktop computing, music, and cellular phone industries. And it’s one that you can use too—sparingly and carefully—when you need someone to stretch their limits and do their very best work.

“Oftentimes, we settle for mediocrity when we need to do our best,” reflects Sobel. “Mediocrity is the enemy of greatness. Asking, Is this the best you can do? helps others achieve things they did not believe possible.”

• They can save you from making a fool of yourself. Before responding to a request or answering someone’s question to you, it’s often wise to get more information about what the other person really wants. When a potential employer says, “Tell me about yourself,” you can bore them to tears by rambling on and on about your life—or you could respond by asking, “What would you like to know about me?” When a prospect asks, “Can you tell me about your firm?” the same dynamic applies. Most people go on and on about their company, but the client is usually interested in one particular aspect of your business, not how many offices you have in Europe. Ever seen someone answer the wrong question? It’s painful to watch. Asking a clarifying question can save you huge embarrassment.

“A potential client asked me for the names of three references to call,” Sobel tells us. “Instead of running around and drumming up the names, I pushed back, and asked, ‘What particular information are you seeking? Any references I give you are only going to

Continued on Page 40
rave about me!’ It turned out the prospect had no interest in actual references. And in fact, had she called my past clients under that pretense, it could have been potentially embarrassing to me for them to make such a big deal about a small speaking engagement. What she really wanted to understand was how other clients of mine had tackled the organizational resistance she was expecting. This question—and the subsequent conversation—turned a small lead for a keynote speech into a major, year-long project.”

• They can salvage a disastrous conversation. Sobel’s coauthor, Jerry Panas, recalls the time he asked a man named Allan for a million-dollar donation to his alma mater’s College of Engineering. Though he knew better, the author failed to gain rapport and explore Allan’s true motivations before jumping in with the big request. When Allan rebuked him for his presumptuousness, Panas realized he had made a serious error. He apologized, left the room, and twenty seconds later knocked on the door and asked the power question, Do you mind if we start over?

One of the greatest benefits of becoming a master questioner is that it takes a lot of pressure off us, notes Sobel. “Interactions get off on the wrong foot, and someone gets angry or offended or just shuts down. But people are forgiving. They want to have a great conversation with you. Asking, Do you mind if we start over? will disarm the other person and make him smile. That smile will ease the way to a new beginning.”

Start over they did, and Panas ultimately discovered that Allan might indeed be interested in making a gift—but to the University’s theater program, not its engineering program!

“Things like this happen all the time in business—and at home,” reflects Sobel. “Interactions get off on the wrong foot, and someone gets angry or offended or just shuts down. But people are forgiving. They want to have a great conversation with you. Asking, Do you mind if we start over? will disarm the other person and make him smile. That smile will ease the way to a new beginning.”

All business interactions are human interactions,” he says. “And part of being human is acknowledging that you don’t know everything about everything—and that you certainly don’t know everything about the other person and her needs. Questions help you understand these things more deeply.

“The right questions unleash a cascade of innermost feelings and vibrant conversations,” he adds. “They help you bypass what’s irrelevant and get straight to what’s truly meaningful. They make people like you, trust you, and want to work with you—and once you’ve achieved that, the battle is already won.”

DEAN ANGLE OPTIMISTIC ABOUT COLLEGE OF AGRICULTURAL AND ENVIRONMENTAL SCIENCES’ FUTURE
By Clint Thompson, University of Georgia, College of Agricultural and Environmental Sciences

The University of Georgia’s agricultural college is eyeing a more prosperous future. Scott Angle, dean and director of the College of Agricultural and Environmental Sciences, shared his optimism at last week’s CAES Advisory Council meeting at the Tifton Campus Conference Center. Speaking to the council members, Angle talked about the struggles the college endured through the recent recession but countered with the opportunities those trials have provided.

“We’ve gone through a very difficult five years, the whole state has, the country has,” Angle said. “For us, it’s actually turned out to be an opportunity. It has caused us to rethink what we do, why we do it, who’s going to do it.

“Recessions are always difficult but they also lead to refocusing and improvement in any organization, whether it’s a private business or state agency,” Angle added.

Judging by job losses, the CAES felt the economic pinch. More than 400 employee positions were cut during the past five years, including 60 to 70 faculty members. However, as the economy has improved in recent months, CAES has reinstated some positions on its Athens, Tifton and Griffin campuses.

“There are some phenomenal people looking for jobs,” Angle said. “We’ve added some incredible new faculty and staff into our system over the last couple of years. I’ve never seen this quality of science (research) that we’re bringing in now, at any time in my career.”

Angle is encouraged by the appointment of Jere Morehead as UGA’s new president. Morehead began his presidential duties on July 1 and is slated to make an agricultural tour in South Georgia in September.

“The college of agriculture is important to the University of Georgia. About 20 percent of all of the productivity of the University of Georgia comes out of the college of ag,” Angle said. “President Moorhead has made it clear that he understands agriculture is the largest industry in the state and one of the fastest growing industries in the world and that his job is to serve the citizens in the state of Georgia. That can be done by helping support the college of agriculture.”

Angle added that the CAES is ranked No. 4 in the country behind University of California-Davis, the University of Florida and Purdue University. If UGA is to remain one of the top agriculture schools in the country, it must improve its infrastructure.

“When you look at our infrastructure, it in no way reflects the quality of our science or our teaching or our Extension programs,” Angle said. “I’ve made as one of my major goals as the dean of the college to try to make sure I leave with an infrastructure that’s in better shape.”

CAES is responsible for more than 900 buildings and 17,000 acres of land across the state. For more about the college, go to www.caes.uga.edu. For more information or to view multimedia associated with this story, click here: http://georgiafaces.caes.uga.edu/?public=ViewStory&pk_id=4850.
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GEORGIA’S PREMIER HORTICULTURE CONFERENCE

JANUARY 22 - 24
Gwinnett Civic Center
Duluth, Georgia

WEDNESDAY
AT A GLANCE

8:00 AM - 3:30 PM
Pruning Workshop
Hands-On: From Azalea to Zenobia and Beyond!
Room 5B

8:00 PM - 5:00 PM
Certified Irrigation Technician Training
Room 2D

9:00 AM - 4:00 PM
Basic Pest & Disease Workshop
Room 5A

1:00 PM - 5:00 PM
GA Certified Landscape Professionals and GA Certified Plant Professionals Certification
Salons 6 & 7

2:00 PM - 4:00 PM
GGIA Chapter Leadership Orientation & Training Session
Room 4AB

4:00 PM - 6:00 PM
Center for Applied Nursery Research Open House
Room 2C

6:30 PM - 8:30 PM
WinterGreen Kick-Off Reception
Salons 4 & 5

THURSDAY
AT A GLANCE

8:00 AM - 9:00 AM
Past Chairman’s Meeting
Room 4AB

8:00 AM - 12:00 NOON
Irrigation Certification Testing
Room 2D

8:30 AM - 3:30 PM
New Plants
Room 6AB

9:00 AM - 12:00 NOON
FFA Junior Certification
Salons 6 & 7

9:00 AM - 3:00 PM
Pest & Weed Control
Room 5A

9:00 AM - 5:00 PM
WinterGreen 2014 Trade Show Open

11:30 AM - 1:30 PM
Lunch & Learn – The Patient Protection & Affordable Care Act
Room 4AB

1:00 PM - 4:00 PM
Georgia EPPC Workshop
Room 2D

FRIDAY
AT A GLANCE

7:30 AM - 8:45 AM
GGIA Annual Business Meeting

8:00 AM - 3:00 PM
Training and Review for Georgia Pesticide Applicator Exam
Room 5A

8:00 AM - 12:00 NOON
Landscape – LED Lighting
Room 2D

8:30 AM - 12:45 PM
Landscape – Color, Edibles and More
Room 5B

9:00 AM - 3:00 PM
WinterGreen 2014 Trade Show Open

11:30 AM - 1:30 PM
Georgia Water Wise Council Luncheon & Quarterly Meeting
Room 2C

Looking for things to do AFTER the Tradeshow Ends?
We have arranged some great specials for you at these locations!

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Entrance #4 - between Medieval Times and AMC Theaters’ 11:30am - 12midnight
“Half Off” Wednesday’s for games. Each participant will be given a $10.0 game card to use. It is also “half off” for bowling and billiards. “30% Off Thursday” for food and beverage. Must wear GGIA badge to get discount.

WILD BILL’S
2075 Market Street, Duluth, GA 30096
(678) 473-1000
Wednesday hours - 7pm to 2:30am
Thursday hours - 9:30pm - 2:30am
Thursday night - “Wing Special” for GGIA attendees. Must wear GGIA badge to not pay $5.00 cover charge on Wednesday and Thursday night.
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<td>Newton, GA 38970</td>
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<td>Tel (229) 734-6640</td>
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<tr>
<td><a href="mailto:Aethebridge@aol.com">Aethebridge@aol.com</a></td>
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NASS is committed to providing timely accurate and useful statistics in service to US Agriculture. The 2012 Census of Agriculture currently in progress is an important information collection!

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Innovative Programs
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Legislative and Regulatory Monitoring
The green industry continues to face many critical issues. We work daily on your behalf on water rules, immigration reform and other regulatory issues. We continue to have a dedicated presence at the State Capitol and work with other agriculture organizations to remove hurdles that keep you from focusing on your business.

Capitol Day
Industry members from across the state gather annually in Atlanta to promote the industry and work on critical issues with members of the General Assembly. Each year we deliver over 600 plants to offices throughout the capitol. All members are invited to participate in this exciting event.

Lighthouse Program
A portion of your membership dues support this program which provides for representation and leadership on national issues. Full time staff in Washington DC means your industry connects daily with members of Congress and that industry issues and needs are heard.

For the Industry...
By The Industry
Our roots in the industry run deep. Our mission to promote and protect the industry guides our every action. The GGIA Board of Directors is made up entirely of industry volunteers who give freely of their time, efforts and talents, all for the greater good. If you’re in the industry, you need to be a member of GGIA.

Local Chapters Make Participating Easy
With even more new chapters coming on line, it’s easier than ever to realize all of the benefits of being a GGIA member. Keep abreast of industry news and developments in your area while networking with industry professionals at your local chapter.

Giving Back To Local Communities
GGIA and our members participate in service projects around the state. Members have donated plants to Habitat for Humanity, The GA Department of Agriculture and completed a landscape renovation at the Georgia National Cemetery.

WINTERgreen Trade Show and Conference
Our annual horticulture conference in Duluth, GA continues to set the standards for the industry. Boasting over 200 exhibitors featuring an incredible array of plant material, grower and landscape supplies as well as comprehensive education tracts and seminars, WINTERgreen is a can’t miss for industry professionals from across the Southeast.

GGIA MEMBER TESTIMONIAL
Upon opening, we joined GGIA, even before selling the first plant. There was never a question of whether to join, because in our minds, the benefit far outweighs the cost.

Besides the obvious: meeting new customers and contacts, educational certifications, and the opportunity to sell our plants at WinterGreen, GGIA offers something to our small, small business, that is of much greater value.

We all face many challenges, both comprehensive and industry specific, that can have a substantial impact on our business and our ability to stay in business. The invaluable benefit of membership in GGIA is the opportunity to learn from other companies that have success fully navigated the uncertain waters these challenges offer; to have our individual voices heard when confronting those challenges; and the solidarity that is presented to our elected officials with regard to these challenges.

Gray and Lanie Riner,
Thunderwood Farms
MEMBERSHIP APPLICATION

Applicant’s Company Name: _______________________________________________
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Street Address: _________________________________________________________
Mailing Address: _______________________________________________________
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MEMBERSHIP DIVISIONS
Circle which division(s) apply to you:

BUSINESS FEATURES
Please check all features below that apply to your business:
(   ) Retail Grower                 (   ) Garden Center                 (   ) Instructor                (   ) Turf                (   ) Equipment                (   ) Landscape
(   ) Ext. Agent                      (   ) Maintenance (   ) Student                  (   ) Supplier         (   ) Wholesale Grower
Other: ___________________________________________________________

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Choose only one category. Prices are totals for one year.

(   ) Active Membership    See Location Chart Below
Open to all firms, corporations, or individuals actively involved in the green industry. 1 per firm. Active members have voting privileges in association affairs.
(   )  1-5 Locations       $225 per location/year
(   )  6 - 11 Locations    $1125/year
(   )  12 - 20 Locations   $2000/year
(   )  21 - 35 Locations   $3000/year
(   )  36 + Locations      $3050/year + $50 per location greater than 36

For voting purposes please fill out names below:
Appointed voting member: _____________________________________________
Alternate voting member: _____________________________________________

(   ) Out-of-State Membership $200
Open to firms not located in the state of Georgia. A firm who qualifies may choose to be an Active or Allied member, or choose the lower cost of Out-of-State membership. Out-of-State members are non-voting members in the association affairs.

(   ) Educational Membership $50
Open to extension, teaching, and research personnel engaged in the pursuit of activities relating to the green industry. Educational members are non-voting members in the association affairs.

(   ) Student Membership $15
Includes all email communication and a GGIA Hat. Students are non-voting members in the association affairs.

(   ) Associate Membership $50
Open to EMPLOYEES of a CHARTER, ACTIVE, ALLIED, or OUT-OF-STATE member. Associate members are non-voting members in association affairs.

IRS 1994 regulations disallow the portion of dues used for lobbying expenses. Due to this regulation, 90% of your dues may be tax deductible. Please consult your tax advisor. Contributions or gifts to the Georgia Green Industry Association are not tax deductible as charitable contributions; however, they may be tax deductible as ordinary business expenses.

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Operating a successful and viable association requires your participation and financial support. The Partnership in Sustainability program affords our members and supporters the opportunity to give GGIA the resources needed to successfully promote and defend Georgia’s horticultural industry.

In return for their generous support, our Partners receive recognition at various industry events culminating at the annual Round-up celebration. The proceeds of the Partnership for Sustainability directly support the work of the association via these generous contributors.

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