Economic & Environmental Outlook of the Georgia Environmental Horticulture Industry

UGA Irrigation Specialist Ominous About Potential Water Restrictions in Future

UGA Students Win Big at National Horticulture and Landscape Design Competition

How Can I Grow My Business & Be A Cut Above My Competition?

What Does the New Georgia Department of Agriculture Verification of Lawful Presence Mean to the Green Industry?

Congratulations FFA Winners

And More...
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CALENDAR OF EVENTS

JUNE
18 GCLP Written Exam, Griffin (FFA Teachers Only)

JULY
22-24 SNA 2014 Regional Marketplace, Atlanta, GA
23-24 GGIA Landscape Sessions @ SNA 2014, Atlanta, GA

AUGUST
5 GCLP & GCPP Written Exams, Lawrenceville, GA
6 UGA Turfgrass Research Field Day, Griffin, GA

SEPTEMBER
11 GGIA Board & Council Meeting

OCTOBER
25 GGIA Roundup Fund Raiser Event, Athens, GA

NOVEMBER
07-08 GCLP Written & Hands-On Exam, Statesboro, GA
13 GGIA Board & Committee Meeting, Duluth, GA

DECEMBER
11 GCLP Written Exam, Duluth, GA

JANUARY
21 WinterGreen 2015 Exhibitor Move-In & Full Day of Education, Duluth, GA
21 GCLP & GCPP Written Exams, Duluth, GA
22-23 WinterGreen 2015 Trade Show, Duluth, GA
One thing I can say is we finally have the solution that has been the most requested missing piece to our Association. Our website currently receives a large number of people looking for service/products from or members.

In order to promote our members and our message, the Board of Directors would like to announce that we are currently in the process of updating our website and software! The Association signed up with YourMembership.com to provide an integrated web-based member management software, job board and career center service, a member guide, buyer’s guide, surveys, and track CEU’s.

The software provides innovative member engagement tools, and enhances the overall operational efficiencies of the Association. Members can maintain and update their own personal and professional information and provide extended biographical data that can be displayed for other members. Members may also choose to have certain or all information available for the general public search page.

We are planning on a soft launch July, 2014 and be fully operational by early fall. Current members should receive an email with login information and a temporary password by late July. We will be looking for volunteers to provide content and manage forums and the blogs. If you are interested please email sherry@ggia.org. We are looking forward to providing increased benefits and continuing to promote your business!

As I have talked with nurseries and landscapers this season, it appears that spring has lasted much further into the season than in the past few years. I know that all of us are grateful for the opportunity. I’ve even heard of some plant shortages. As we delve into the summer months, let’s hope for good weather, lots of shipments of plants and work scheduled into the fall.

Many of you helped us last year as we completed an Economic & Environmental Outlook survey. This survey was partially funded by a grant from the Georgia Department of Agriculture through the Specialty Crop Block Grant program. The report is now available and excerpts of the economic and wage information are printed in this issue of The Dirt. The recycling information will be printed in the next issue of this publication. If you would like a complete report, please request it by emailing me at sherry@ggia.org.

This summer, we are planning several meetings of the Chapters as well as hosting an educational event in conjunction with the Southern Nursery Association. Our Landscape Sessions at SNA 2014 will be held on Wednesday, July 23, where you can hear Dr. Helen Kraus discuss “Rain Gardens to the Rescue!” and then on Thursday, July 24, you will learn from one of the best, Tony Bass, as he brings his session “Growing from $100,000 to $1,000,000” to you! Make sure you’ve registered at www.sna.org! And, watch your email for notifications of our Chapter meetings!

Enjoy your summer!

Donal

Sherry

QUOTE OF THE ISSUE

Then followed that beautiful season... Summer.... Filled was the air with a dreamy and magical light; and the landscape lay as if new created in all the freshness of childhood.

~Henry Wadsworth Longfellow
WELCOME
New Members

Bartlett Landscape Group
Charles Bartlett
Marietta, GA

Berkshire Landscape, Inc.
Craig Hoskeer
Flowery Branch, GA

Connie Weber
Tucker, GA

Etowah High School
Ashley Rivers
Woodstock, GA

Exquisite Environments
Christina Johnson
Lawrenceville, GA

Genesis Professional Services
Lendell Vogt
Fairburn, GA

Glynn County Career Academy
Amy Stalvey
Brunswick, GA

Intown Wholesale Nursery
Virginia Melton
Tucker, GA

Nature’s Inc.
David Bielstien
Plainville, GA

Northwest Whitfield High School
Janet Robbins
Tunnel Hill, GA

Otter Creek Gardens
Ann & Barry Rogers
Washington, GA

Ryan Hayes
Student UGA
Athens, GA

Signature Scapes
Randy Brennan
Conyers, GA

The Kinsey Family Farm
Andy Kinsey
Dawsonville, GA

The Peed Company
Seth Peed
Macon, GA

Veterans High School
Mike Parker
Perry, GA

Yardman Services
Steve Rainer
Columbus, GA

Thank You for Your Support of GGIA

This annual fundraising event benefits the GGIA Partnership in Sustainability (PISP), a program created to provide funding for the association beyond our traditional revenue sources to meet the demands of our work on behalf of the industry. All donations to the PISP go into the general fund of GGIA making it possible to continue our educational, legislative and marketing efforts.

The Round Up serves two purposes. First and foremost, it is a fundraising event which benefits the PISP. Second, it allows us to thank the companies and individuals who support GGIA through their generous donations. As an added bonus, The Round Up offers us a chance to visit in a relaxed atmosphere, have fun, and network with those who support the work of GGIA.

Ticket Cost: $75 per person, or $500 for a table of 8.

It’s not just a ticket to a BBQ... It’s an investment in GGIA.

Thank you to our Round Up Sponsors:

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SUNDAY, OCTOBER 25, 2014
Flinchum’s Phoenix
Athens Georgia

The Annual GGIA Round Up is coming to town, so grab your boots and get ready for a good time!

Music by the Holman Autry Band

Heart of Georgia Nursery Group

DONORS
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Cleveland Tree Company
Diversified Trees
Dorsey Farms
Harp’s Farm
Lakeside Trees
Mid Georgia Nursery
Nature’s Tree Farm
Sweetwater Creek
Thoms Trees & Plants
Trunderwood Farms

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FLINT EQUIPMENT COMPANY
FINN CORPORATION

PATRON
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Harrell’s Fertilizer
Ball Horticulture

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Eason Horticultural Resources
Graco Fertilizer
Helena Chemical Company
Lake Tree Growers
Smith Garden Products/Division of Garick
SunGro Horticulture
Summit Plastic Company

FRIENDS
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First American Bank
Mize Farm & Garden
Spring Meadow Nursery
United Community Bank

Band Sponsor
Transplant Nursery

Drink Sponsor
Evergreen Nursery
Executive Summary
Using the verified list of the environmental horticulture firms located in Georgia, including the Georgia Green Industry Association (GGIA) list, a survey on issues important to the industry was implemented between January and March 2013. A total of 241 firms responded to the survey, a response rate of 27.2%. The majority of respondents were located in the Atlanta metropolitan statistical area.

The responding firms appear to represent both small and large firms in terms of revenues and employment with relatively fewer medium size firms. With few exceptions, all firms offered above minimum wages at entry level positions and the majority required up to five months of employment at the level. For managerial or supervisor positions, the majority of firms required up to 12 months of employment and offered wages ranging from $9.50 to $30.01 and higher per hour. Few firms employed seasonal workers and about one third planned to hire new employees in 2013. The vast majority of firms are concerned about the general economic situation, housing and labor markets, and the ability to find qualified employees. The majority of firms (55%) expected their sales revenue to grow up to 10% in 2013 although the growth rate varied widely. Overall, the economy and labor availability remain important concerns, while the offered wages and the period of employment at the entry level positions is relatively short offering opportunities for increased wages. The majority of firms expected their sales revenue to grow in 2013, but at a relatively low rate.

The majority of firms (80%) recycled unneeded materials although the proportion of specific materials varied. Pesticides and metal were recycled in the largest proportion, but overall plastic materials were recycled in larger proportion than non-plastic materials. A number of constraints to recycling were confirmed by the responding firms and the physical effort to ship and sorting were named most often (at least 90% of firms). Firms would be better motivated to recycle if they would not be charged for picking up materials that the recycling company later sells (71%). About two-thirds of firms acknowledge that they were disposing materials that could be recycled. The recyclable materials that are currently disposed include plastic and non-plastic materials. The majority of firms disposes at least one dumpster of recyclable material per quarter. Overall, firms would recycle even more than they currently do if the recycling firms would make additional calls at no cost to company, would not charge for collecting materials they later sell, reduce sorting requirements, and keep their clients better informed about the offered services, and be more flexible is service provision.

Introduction
The national and state economies have been growing at a relatively slow pace in recent years. Many Georgia Green Industry firms saw declining revenues (Bauske et al. 2010) and faced major adjustments given the situation of the economy, labor market, market of commercial and residential properties, and new regulations. A questionnaire was developed to help gauge the situation in the industry. Participating firms were sent the questionnaire to probe firm operators about their performance, their views on industry relevant economic issues and participation and attitudes towards generated recycling waste. The Georgia Green Industry Association (GGIA) was consulted and the questionnaire included their input. Moreover, GGIA expressed the importance of the planned, and later implemented, survey to its members in an effort to assure the highest possible participation rate. The Georgia environmental horticulture industry and related services encompasses a number of firms that are often difficult to identify. The GGIA membership listing served as the initial target of potential survey participants; additional resources completed the survey target group. The questionnaire was distributed through two avenues. The survey process was comprehensive. Initially, the questionnaire was posted on an Internet website that allowed members to complete the survey online. After a period of four weeks, a printed copy of the questionnaire was mailed to potential respondents. The cover letter still offered an opportunity for participants to complete the online version of the survey or allowed for the completion and return of the printed copy of the questionnaire. Four weeks after the first mailing, the online survey was terminated and the second mailing of the printed questionnaire occurred. This report is based on the data from 250 questionnaires returned to us by April 30, 2013. Industries increased engagement in fieldwork prompted the discontinuation of the data collection. The overall response rate is 27.2%, a respectable rate for such a diversified sector.

A majority of the responding firms are concentrated in the Atlanta metropolitan statistical (AMS) area. This reflects the high density of commercial and residential properties that purchase environmental horticulture products and services. A portion of firms responding are located outside the AMS area, but often in counties where a major town is located. Some firms, especially those specializing in production of ornamentals or turf, are located farther away from urban areas taking advantage of lower land prices.

Continued on Page 6
Business Scope
The Georgia Green Industry is comprised of several sub-sectors. Table 1 shows six subsectors categorized according to the primary business focus.

Table 1. Percentage of company activity in six environmental horticulture sectors in Georgia.

<table>
<thead>
<tr>
<th>Business scope</th>
<th>≤ 10%</th>
<th>11 – 25%</th>
<th>26 – 50%</th>
<th>≥ 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape-design, construction, installation</td>
<td>20.16</td>
<td>21.78</td>
<td>29.03</td>
<td>29.03</td>
</tr>
<tr>
<td>Landscape maintenance</td>
<td>7.75</td>
<td>10.85</td>
<td>19.38</td>
<td>62.02</td>
</tr>
<tr>
<td>Wholesale container and in-ground nurseries</td>
<td>12.00</td>
<td>4.00</td>
<td>16.00</td>
<td>64.00</td>
</tr>
<tr>
<td>Wholesale greenhouse operations</td>
<td>8.33</td>
<td>8.34</td>
<td>16.66</td>
<td>66.67</td>
</tr>
<tr>
<td>Irrigation-design and installation</td>
<td>64.84</td>
<td>16.22</td>
<td>0.00</td>
<td>18.92</td>
</tr>
<tr>
<td>Other</td>
<td>7.69</td>
<td>12.31</td>
<td>13.85</td>
<td>66.15</td>
</tr>
</tbody>
</table>

The percentage of business generated by landscape design, construction and installation companies reflects a relatively even distribution across four of the categories. The two highest revenue categories referring to this subsection have a similar share of companies suggesting that between 26 percent and 100 percent of revenue was obtained by 58 percent of companies engaged in provision of design, construction and installation services.

The highest level of specialization, as indicated by the revenue share, was reported by wholesale container and in-ground nurseries and greenhouse subsectors, which reported 64 percent and 67 percent, of revenues from that activity, respectively. This result was expected because wholesale production usually absorbs all managerial resources and does not permit branching outside the primary production activity. Similarly, high concentrations on the primary business scope was reported by firms providing landscape maintenance services with 62 percent of responding firms generating in excess of 50 percent of their revenues from this activity.

Company size measured by annual revenues in 2011
A large portion of companies (36 percent) providing information about their 2011 revenues reported at least $1 million (Figure 2). The large share contrasts with the relatively small share, (18 percent) of companies reporting no more than $100,000 of annual revenues in 2011. Similarly small was the share of companies reporting earnings between $100,001 and $200,000, 10 percent. This contrasts with previous reports that, for example, in case of landscape maintenance and lawn care services where 58.4 percent reported less than $100,000 and 20.1 percent for $100,000 - $249,999 for the year 1993 (Florkowski et al., 1996).

Overall, it appears that larger companies participated in the questionnaire and it could be that their participation reflects the recent structure of the industry. A total of 57 percent of responding firms earned in excess of $500,000 in 2011 (Figure 2). Smaller firms represent a minority among respondents, and may indeed be fewer in numbers reflecting the fortunes of the Green Industry in recent years.

The majority of firms providing responses to this question, (53 percent), employed 10 or fewer persons, and another 21 percent of firms reported a total number of employees between 11 and 20. Very few firms employed a total of more than 75 persons. Both permanent and seasonal part-time employees were few; 91 percent of firms reported having no more than ten part time year-round employees, while 94 percent of firms reported no more than ten seasonal part-time employees. As a result the number of full time employees is mostly determined the total number of employees and the shares of these two types of positions are similar in the first five categories.

Figure 2. Company size by total 2011 revenue.

Average employment period. Average employment at entry-level positions is shown on Figure 3. Little over one fifth of firms reported the average employment period for entry-level position as one month and the majority (51 percent) required up to three-month employment on entry-level positions. Another 21 percent of companies expected an employee to work between four and six months at the entry level position, while about 15 percent expected an employee to work for a period longer than 12 months at the entry level position. It is likely that the length of period for entry-level positions varies with the business scope of the company and type of skills needed including, possibly, the use of mechanized equipment or experience in designing a landscape installation.
Figure 4 shows the average length of employment period before the person can be promoted to a management or supervisory position. Almost ten percent of respondents indicated only one-month employment period for such positions. Little over 13 percent required a five-month period for promotion to such positions and 17 percent expected a candidate to work from seven to ten months before promotion to supervisor or managerial position. Nearly two thirds of companies did not require a period longer than 12 months before promoting an employee to a supervisor or managerial position. This is important because a promotion is likely associated with a different wage rate.

**Figure 4.** Average employment period for managerial or supervisory positions.

There was a subset of companies that required several years before an employee could be promoted. Such companies most likely had a specific business scope that could involve complexity and coordination of effort on the part of the supervisory personnel.

**Certification requirements.** A list of possible documented job qualifications an employee would be required to work was developed prior to the survey and included in the questionnaire. Respondents could mark any of the listed items as a documentation required from their actual or potential employees. The summary of responses is presented in Figure 5.

**Figure 5.** Distribution of responses reporting the required certification or qualifications.

The largest number of respondents indicated that qualifications may be gained while working (122) and safety training was required by 104 firms, the second most often mentioned requirement. Safety training is necessary for positions that involve operating equipment or machinery such as in the case of landscape installation, construction of irrigation systems, or their maintenance. A substantial number of firms, 69, indicated that the pesticide license was required. Pesticide license is necessary for those working in landscape maintenance, turf production, nurseries or greenhouses, among others. A pesticide license is issued only after a person receives a pre-specified number of training hours. To maintain it, the holder must continue to receive additional training on an annual basis. Thirty-two (32) firms, a relatively high number, required their employees to be bilingual. Technical colleges or college degrees were required by 25 firms suggesting that the highest educational attainment level was not a common requirement. However, the largest number of respondents indicated that an employee may gain certifications while working; this is a clear signal that many companies are willing to invest in employee training.

**Average wages.** Respondents provided details about two wage categories: entry level positions or positions involving low skill work and average ages for supervisor or management positions. Figure 6 shows that the majority of firms paid between $8.01 and $12 per hour to their newly hired employees. The rate is noticeably above the current minimum wage rate suggesting that the minimum wage regulations have little relevance to the situation in the Green Industry.

The wage rates for supervisor and managerial positions were much higher. The range of the rates is wider than for the entry level positions because it involves a variety of skills and education in the much diversified industry, which supplies services from lawn mowing to landscape design.

**Figure 6.** Average wage range for 2012 new hires.

CONTINUED ON PAGE 6
**Average wages of new hires.** The respondents were probed for answers about the average wages they paid to new hires. Responses were grouped in categories to allow easy presentation. The largest number of firms (70 percent) reported paying the new hires between $7.25 per hour to $10 per hour (Figure 6). About 15 percent of responding firms paid between $7.25 and $8 per hour, 26 percent paid from $8.01 to $9 and 29 percent paid from $9.01 to $10 per hour, respectively. A smaller portion of firms paid at a higher rate captured by the next two ranges, 7.24 percent paid between $10.50 and $11.49 per hour, while ten percent paid $11.50-$12.49 per hour, respectively. Firms that paid in excess of $12 were few (11 percent) and likely engaged in services requiring specific skills. The average hourly rate for new hires reported by the companies generally exceeds the minimum wage of $7.25 per hour. The earlier reported average period of employment before an employee can be promoted to a supervisory or managerial position suggests that possibilities for earning higher wages exist and promotion can take place within a reasonable time period (see Figure 3).

**Concerns about finding qualified labor.** Table 9 and Figure 10 show the shares of surveyed companies and their concerns about finding qualified workers. Nearly three out of five respondents indicated concerns about finding qualified workers for their firms. About 31 percent did not have concerns, and about ten percent were unsure whether they would or would not find qualified personnel.

**Table 9.** Concerns about finding qualified labor.

<table>
<thead>
<tr>
<th>Concerned about finding qualified labor</th>
<th>Percent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>59.59</td>
</tr>
<tr>
<td>No</td>
<td>30.61</td>
</tr>
<tr>
<td>Unsure</td>
<td>9.80</td>
</tr>
</tbody>
</table>

**Figure 10.** Distribution of firms concerned about finding qualified labor.

Concerns about the state of the economy. Table 10 summarizes response regarding four issues describing the state of the economy and the distribution of responses across five concern levels. The five levels provided options to indicate how strongly a respondent felt about a particular issue with one (1) indicating no concern and 5 indicating a great concern; the choice of option 3 indicated that the issue was indifferent to respondent. The general state of the economy was of great concern to two out of three firms (Table 10) and of at least some concern to nearly nine out of ten firms. This particular concern dominated among all four issues presented to respondents. The rate of economic growth has been rather low in recent years and although the State of Georgia economy has been performing somewhat better than the national economy, the concerns among the Green Industry firms remain.

**Table 10.** Degree of company concern about the economy and related markets.

<table>
<thead>
<tr>
<th>Company concerns about selected economic issues</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of respondents</td>
<td>---</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General state of the economy</td>
<td>2.44</td>
<td>1.22</td>
<td>8.13</td>
<td>23.17</td>
<td>65.04</td>
</tr>
<tr>
<td>The housing market</td>
<td>3.67</td>
<td>5.31</td>
<td>19.59</td>
<td>31.84</td>
<td>39.59</td>
</tr>
<tr>
<td>The labor market</td>
<td>6.58</td>
<td>12.76</td>
<td>26.34</td>
<td>24.28</td>
<td>30.04</td>
</tr>
<tr>
<td>The credit market</td>
<td>11.62</td>
<td>13.28</td>
<td>29.46</td>
<td>19.50</td>
<td>26.14</td>
</tr>
</tbody>
</table>

Note: The scale ranges from 1= not a concern at all to 5=very concerned.

The concerns about the general state of the economy contrast with high, but noticeably lower concerns about the housing market. Two out of five firms were greatly concerned about the housing market and about 71 percent of firms expressed at least some concern (Table 10). Concerns about the labor market echoed those expressed earlier (see Figure 10), namely, more than one half (about 54 percent) of responding firms were concerned about it. The least concern was expressed about the credit market, about 46 percent, that is less than one half of respondents. Credit is not a constraint under the current economic conditions, where the general economy and the weak demand are of immediate concern.
SNA 2014 combines a Regional Marketplace with the Southern Plant Conference, the SNA Research Conference, the SNA Annual Business Meeting, the SNA State Officer’s Conference, and SNA Day @ AmericasMart Atlanta for one unparalleled industry event.

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- Dr. Michael Dirr
  Plant Introductions
  Bogart, GA

- Dr. Donna Fare
  US National Arboretum
  McMinnville, TN

- Aaron Floden
  University of Tennessee
  Knoxville, TN

- Bill Hendricks
  Klyn Nurseries
  Perry, OH

- Richard Hesselein
  Pleasant Run Nursery
  Allentown, NJ

- Pete Krueger
  Ball Horticulture
  West Chicago, IL

- Dr. Todd Lasseigne
  Tulsa Botanic Garden
  Tulsa, OK

- Buddy Lee
  Transcend Nursery & PDSI
  Independence, IA

- Alex Neubauer
  Hidden Hollow Nursery
  Belvidere, TN

- Michael Steinhardt
  Steinhardt Management Co., Inc.
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- Mark Weathington
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UGA Irrigation Specialist Ominous About Potential Water Restrictions in Future

Clint Thompson
University of Georgia

The University of Georgia’s Extension irrigation specialist is ominous when discussing the future of irrigation and its impact on farmers statewide. Wesley Porter’s job is to educate both Georgia and Alabama farmers on the best way to manage the precious resource.

“Definitely when we get down to water management restrictions, as much as we want to turn a blind eye to them right now and pretend like it’s not going to happen, one day we’re going to be restricted by how much water we can use,” Porter said. “But what’s the best way to do that? Let’s use that water where it’s absolutely necessary and absolutely needed.”

Identifying timely irrigation scheduling methods has been a part of Porter’s job responsibilities since arriving on the UGA Tifton Campus on Jan. 1. Hired by UGA’s College of Agricultural and Environmental Sciences, in partnership with the Alabama Cooperative Extension System (Auburn University), Porter primarily works on row crops but he also has responsibilities in horticulture, turf, trees and orchards, in both Georgia and Alabama.

In his short time on the job, Porter has quickly identified the difference in irrigational philosophies between both states. Georgia “is extremely progressive” with its irrigation work, while Alabama “is brand new,” he said.

At UGA, several faculty members who have conducted irrigation research have paved the way for Porter.

“We’ve had a lot of work done throughout the years by other irrigation specialists. There’s a lot of work continuing to be done by people like George Vellidis, Calvin Perry, and other faculty focusing on irrigation principles,” Porter said. “We’re ahead of Alabama and a lot of the rest of the nation when it comes to irrigation implementations, scheduling, irrigation work in general.”

In comparison, Alabama have a lot of surface water, rivers and lakes but not very many irrigation systems, he said.

“I’m looking at it from two different spectrums, which can be good because we have all the knowledge based here in Georgia. I can easily transfer that over to Alabama,” Porter said.

While each state is distinctively different in their irrigational work, they share the prospect of a dwindling water supply that could lead to increased restrictions on farmers in both states.

“It’s going to come down to, ‘If I have limited water, how much should I apply and what’s the best method to do that with?’” Porter said. “That’s why we’re focusing a lot on these scheduling methods so we can find the answers to some of those questions.”

Though Porter’s time will be divided between Georgia and Alabama, a lot of his research will be applicable in both states. Publications, fact sheets or demonstrations conducted in Georgia can easily cross over into Alabama and vice versa, he said.

Porter, who has a background in precision agriculture, has planned projects on corn, cotton, and peanuts so far. The majority of his research will be conducted at UGA’s Stripling Irrigation Park in Camilla.

For more about Stripling Irrigation Park, see striplingpark.org.

For more information or to view multimedia associated with this story, visit http://georgiafaces.caes.uga.edu/?public=viewStory&pk_id=5049.
A team of University of Georgia horticulture and environmental design students recently placed fourth nationally in the Professional LandCare Network Student Career Days competition in Fort Collins, Co.

The competition, which drew 853 students from 65 different colleges and universities, is a chance for horticulture and landscape design students to demonstrate their knowledge about the professional nursery and landscaping industries. The three day competition consists of many individual and team events, including tree climbing, hardscape installation, wood construction, plant identification, sales presentation, exterior/interior design, irrigation troubleshooting, skid steer, personnel management, and small engine repair - just to name a few.

UGA’s team had it’s best showing to date by placing fourth overall, and a number of students placed high in the competition’s individual events.

Individual performances in the top 15 include: sixth place in Arboriculture, Alex Ferguson/Ashley Martin; eighth in Computer Aided Design, John Scuderi; second in Exterior Design, Kevin Kelly; second in Interior Design, Kevin Kelly; second in Irrigation Assembly, Kohler Brafford/Tanner Bailey; second in Irrigation Troubleshooting, Kohler Bradford and Tanner Bailey; fourth in Plant Problem Diagnosis, Brian Harding; third in Small Engine Repair, Kohler Bradford; second in Truck & Trailer, Kohler Bradford and Ashley Martin; 11th in Wood Construction, Jared Dobbs and Chase Ducharme; 14th in Annual and Perennial ID, Russell Dye; eighth in Interior Plant ID, Brian Harding; 12th in Interior Plant ID, Kaylee South; 10th in Landscape Maintenance Operations, Ashley Martin and Chase Ducharme; 10th in Personnel Management, Rachel Wigington and Drew Payton; 13th in Turf & Weed ID, Brian Harding; and third in Woody Plant ID, Will Hembree.

UGA Horticulture faculty Tim Smalley, John Ruter, Paul Thomas, Matthew Chappell and horticulture Ph.D. candidate Mandy Bayer, all with the College of Agricultural and Environmental Sciences, coached this year’s team.

For more information or to view multimedia associated with this story, visit http://georgiafaces.caes.uga.edu/?public=viewStory&pk_id=5111.
How Can I Grow My Business & Be A Cut Above My Competition...

Bejie Herrin
Instructor at Chattahoochee Technical College

Have you ever wondered what you could do to improve your business that would give you an edge over your competition? How could you help your employees gain knowledge about the Landscape/Horticulture industry? Where to find knowledgeable, well-trained employees? The answer might be closer and easier than you imagine...

Georgia is lucky enough to have 13 technical colleges located throughout the state offering Associate of Applied Science Degrees, Diplomas, and Certificates in the Landscape/Horticulture field. Kerry Watts, instructor in Horticulture at Wiregrass Technical College had the following to say about Horticulture programs at Georgia’s technical colleges, “What sets our programs (all TCSG) apart from other educational options is that our instructors have years of real world experience and teach not only theory but practical applications in every class. Also every class we teach is taught from a “how can I make money with this” perspective whether it be a new business start-up, add-on services for an existing business, or advancement within an organization.” The Technical College System of Georgia (TCSG) colleges provide you with excellent horticulture education and skill set that will help you grow your business and put you a cut above your competition.

Here is some information about the some of the Horticulture programs around the state. Of course I am going to start with the college where I am faculty. Let me say that all of the schools in the Technical College System that offer the Horticulture Program have great instructors and programs. All of these programs offer you the opportunity to obtain knowledge in Plant Identification, Irrigation, Greenhouse/Nursery Production & Management, Horticulture Business Management, Landscape Design, I could go on and on about the options available.

**Chattahoochee Technical College – North Metro Campus, Acworth, GA**

I am Bejie Herrin and I am favored to be associated with Chattahoochee Technical College’s Horticulture program and Environmental Technology program. The Chattahoochee Technical College Horticulture program, located at the North Metro Campus, is an award winning program, having competed in Professional Landcare Network’s (PLANET) Student Career Day’s competition for 20+ years. Chattahoochee Tech has competed against such stiff competition as the University of Georgia, University of Florida, Ohio State, Cal-Poly, etc. and been National Champion three (3) times, most recently in 2010. We have not finished out of the top five in the last ten (10) years. John Hatfield and I are the faculty for the program and have a combined 55 years of horticulture industry experience. At Chattahoochee Tech we offer the A.A.S. and the Diploma in Horticulture and A.A.S. in Environmental Technology. Chattahoochee Tech offers many certification opportunities along with the degree and diploma, such as Georgia Certified Pesticide Applicator’s License, Certified Arborist, Georgia Certified Landscape Professional, and Georgia Certified Plant Professional. Chattahoochee Technical College has a lovely horticulture facility with classrooms, equipment shop, soil science lab and much more. John and I both love the Green Industry and are excited to help our students meet their career goals in this great field. You can contact us at John. Hatfield@chattahoocheetech.edu or Bejie.Herrin@chattahoocheetech.edu. We look forward to hearing from you and seeing you in our classes in the near future.

**Albany Technical College – Albany, GA**

Albany Technical College has been offering a Horticulture program since 1980. The instructor at Albany Tech was in the very first Horticulture class at Albany Tech and has 32 years’ experience in the field of Horticulture. The students at Albany Technical College use the campus as an instructional lab and complete installation, irrigation and landscaping projects on the campus. Albany Technical College has received the Tree Campus USA designation from the Arbor Day Foundation for the past 5 years and is included in the first 20 colleges and universities in the nation to be awarded the designation. Albany Technical College, come see how we can help you grow. Contact George Paul at gpaul@albanytech.edu.

**Georgia Northwestern Technical College – Floyd County Campus, Rome, GA**

Shannen Ferry is the Program Director and Instructor of the Horticulture program at Georgia Northwestern Technical College. Offerings include the Horticulture Diploma with specializations in Landscape Management, Floral Management, and General Horticulture. Shannen says the highlight of the program is, “Hardworking, dedicated students”. The Horticulture program at Georgia Northwestern has a new building that will be appropriately landscaped by the students. The students also maintain the Horticulture grounds including a renovated horse barn (for laboratories, offices, and equipment), cold frame, and greenhouse. The students are actively involved in industry and community events, building skills they will need to be successful in the green industry. For information about Georgia Northwestern Technical College, contact Shannen Ferry at 706-295-6902 or sferry@gntc.edu.

**Gwinnett Technical College – Lawrenceville, GA**

Gwinnett Technical College Horticulture Program is a 25+ year successful Horticulture program. GTC offers A.A.S and Diplomas in Horticulture as well as Technical Certificates of Credits in: Floral Design, Horticulture Installation Technician, Landscape...
The Horticulture program at Lanier Technical College is led by Gary Love. Lanier has many offerings to help you grow in the Horticulture field, such as the A.A.S and Diploma in Horticulture, and Technical Certificates of Credit for Landscape Specialist, Garden Center Technician, Landscape Design Specialist, and Sustainable Agriculture. Students in the Horticulture program at Lanier Tech are actively involved in the design and installation of the landscaping of the fairly new campus at Lanier Tech - Forsyth Campus. Lanier Technical College has day, evening, and online courses to aid the working student in completing the program. Contact Gary Love at glove@laniertech.edu or 770-781-6970 for more information about the great Horticulture offerings at Lanier Technical College.

North Georgia Technical College – Clarkesville, GA
North Georgia Technical College offers an A.A.S and a Diploma in Horticulture. The primary focus at NGTC is to provide a diverse background in the green industry so the student will have a well-rounded knowledge base. They have three (3) greenhouses that are actively in production, as well as opportunities in sustainable design, landscape contracting, marketing, and landscape design. Craig Thurmond is the instructor and does a great job mentoring his students. Contact Craig at 706-754-7794 or cthurmond@northgatech.edu .

Okefenokee Technical College – Waycross, GA
Mark Deal, the instructor of the Horticulture Program at Okefenokee Technical College brings 38 years of experience to the classroom. Okefenokee Tech has a learner-centered occupational program, designed to meet the workforce development and lifelong learning needs of Southeast Georgia. Okefenokee Technical College offers a Diploma in Horticulture as well as Technical Certificates of Credit for Landscape Specialist and Nursery/Greenhouse Technician. If you are in the Southeast Georgia area and want to learn about Horticulture, then Okefenokee is the place for you to enhance your knowledge. For information about Okefenokee Technical College and the Horticulture Program, contact Mark Deal, Instructor, at mdeal@okefenokeetech.edu or call 912-338-5284.

South Georgia Technical College – Americus, GA
South Georgia Technical College in Americus, GA, offers the A.A.S. and Diploma in Horticulture and the following Technical Certificates of Credit: Garden Center Technician, Landscape Specialist, Lawn Maintenance, and Turf Maintenance Technician. Mark Collier, South Georgia Tech’s Horticulture Instructor, brings a total of 27 years of industry and horticulture education experience to the classroom. Mark is dedicated to excellence in the Horticulture program at South Georgia Technical College and provides as much exposure as possible to the best, most successful professionals in the field, giving the students every advantage possible. Contact Mark at 229-931-2651 or mcollier@southgatech.edu.

Southern Crescent Technical College – Griffin, GA
Greg Huber, R.L.A. is the Coordinator of the Horticulture Program at Southern Crescent. The faculty at Southern Crescent have 132 years of combined experience in the industry. The campus is located adjacent to the University of Georgia-Griffin Campus, allowing Southern Crescent students to observe the latest in turfgrass research and to take advantage of opportunities offered at the Research and Education Garden. Southern Crescent Technical College offers an A.A.S and Diploma in Horticulture, as well as Technical Certificates of Credit for Garden Center Technician, Landscape Specialist, and Floral Design. For more information on Horticulture programs at Southern Crescent Technical College, contact Greg Huber at ghuber@sctech.edu or 770-229-3267.

Wiregrass Georgia Technical College – Valdosta, GA
Wiregrass Georgia Technical College – Valdosta Campus, offers the Horticulture A.A.S nad Diploma, and the Landscape Specialist Technical Certificate of Credit. They have course offerings in both day and evening to accommodate the student that has a full-time job, but wants to enhance their skills and be better at their chosen profession, Horticulture. Kerry Watts, instructor in Horticulture at has a passion for Horticulture and shares that passion with the students at Wiregrass Georgia Technical College. Kerry can be contacted at 229-249-2662, at kerry.watts@wiregrass.edu or at horticulture@wiregrass.edu.

If you don’t see a school that is located in your area, below you will find the website of the Technical College System of Georgia, where you can look up a Horticulture Program near you, to help you grow your business and be a cut above your competition.

For more information visit https://kms.tcsg.edu/POA/tcsg/TCSGProgramOfferings.aspx?appitemid=405
According to the Georgia Department of Agriculture website, The Georgia Department of Agriculture is required by O.C.G.A. § 50-36-1 to verify citizenship/immigration status for all public benefits issued. All public benefits are defined in the law as certifications, licenses, registrations, state grant, etc. All new and renewal licenses are required to complete a notarized affidavit and provide one form of acceptable documentation as defined in O.C.G.A. § 50-36-1. The department will implement this change online no later than July 1, 2013. As directed by law, GDA will utilize the Federal Systematic Alien Verification for Entitlements (SAVE) program operated by the United States Department of Homeland Security.

So what does that mean to the average landscape company? In order to renew your contractor or applicator license, you must send in a copy of one of the approved documentation (usually a driver’s license) and a notarized affidavit (found online at http://agr.georgia.gov/verification-of-lawful-presence.aspx), along with the renewal forms and a check for contractor license or applicator license.

You may mail or fax your affidavit and a copy of your authorized documentation to our customer service center for upload. The Licensing Division fax number is 404-586-1126.

You can also fill out the paperwork online (http://www.agr.georgia.gov/licensing.aspx). Click the online log-in tab. You will create a username and password. You just have to have the capability of uploading documents.

Will we need to do this on a yearly basis? No, luckily, documents will only need to be submitted one time. Companies will only have to resubmit when their respected ownership changes.

The folks at the Georgia Department of Agriculture and friendly and available if you need to call or have further questions (404-586-1411 or 855-4-AG-LICENSE (855-424-5423)). Also, contact your local Extension office if you need help filling out forms, supplying a notary or need any other help (1-800-ASK-UGA).

What Does the New Georgia Department of Agriculture Verification of Lawful Presence Mean to the Green Industry?

Jennifer Davidson, ANR Agent
UGA, Muscogee County Extension

FFA Connects Students to Horticulture Industry

The Georgia Green Industry Junior Certification program consists of a written exam and plant identification practicum. The written test is based on the educational objectives of the Georgia Agriculture Education horticulture curriculum and standard practices in the horticulture industry. To pass the written exam, a student must answer seventy percent of questions correctly. The second portion of the certification is plant identification. Fifty plants will be displayed for students to identify. To pass the identification, a student must identify minimum of thirty-five plants correctly. FFA members, proved that long hours of practice paid off as they took home their Georgia Green Industry Junior Certification.

The Junior Certification is also administered at the annual GGIA Conference and Trade Show held at the Gwinnett Center in Duluth, Georgia. The purpose of the junior certification is to connect students with Georgia Green Industry linking classroom instruction directly to real life. Additionally the certification process establishes guidelines for academic achievement and competence while promoting students in the future of the horticulture industry.

These events are one of many educational activities in which the FFA members apply classroom knowledge to real-life situations. The National FFA Organization is a national youth organization of 557,318 student members as part of 7,498 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.
CONGRATULATIONS

Eight FFA Members Earn Junior GGIA Certification

Melissa Riley
Georgia Region Agricultural Education

Eight FFA members from across the state earned their Junior GGIA Certification Saturday at the 2014 State FFA Convention.

Alexis Ruis - Colquitt County
Cody Williams - Colquitt County
Trey Daniels - Colquitt County
Danyela Salas - Colquitt County
Holly Sawyer - Portal High
Hayden Farthing - Southeast Bulloch
Bryan Piet - Southeast Bulloch

Another nine FFA members passed half of the certification testing and will have the opportunity to complete their certification at a later date.

The Georgia Green Industry Junior Certification program consists of a written exam and plant identification practicum. The written test is based on the educational objectives of the Georgia Agriculture Education horticulture pathway curriculum and standard practices in the horticulture industry.

30 students prepared and attempted the rigorous certification testing. Results for all students are attached. A score of 70 or higher is passed for EACH section.

The purpose of the junior certification is to connect students with Georgia Green Industry linking classroom instruction directly to real life. Additionally the certification process establishes guidelines for academic achievement and competence while promoting students in the future of the horticulture industry.

Thank you to Todd Hurt with GGIA for helping set up the plant identification part of certification and with scoring and thank you to Yvette Crick for helping with registration.

Photo Left Hayden Farthing (High Score) and right Bryan Piet (2nd High Score) both from South East Bulloch County FFA.

Students taking exams.

Todd Hurt, Ph.D., Training Coordinator for UGA Center for Urban Agriculture was awarded an honorary State FFA Degree. This is the highest honor paid to non-FFA members. The award was presented in front of 5,000 students and teachers in attendance.
First Annual GGIA Spring into Color 5k Dash Raises Over $12,000


With our on-site registration the morning of the race we finished with 720 runners! Each runner went through 5 colorful stations (Pink, Yellow, Purple, Green, Blue) then finished with a colorful finale with all the colors at the finish line.
Thank you to our 2014 Sponsors:
Premier Growers, Title Sponsor
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Tru Green Lawn Care
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Planet Smoothie Suwanee

NEWLY RELEASED
IPM for Shrubs in Southeastern U.S. Nursery Production, Vol. 1
E.D.S. Sarah A. White and William E. Klingeman

A donation from the 5K was also made to the State Botanical Garden of Georgia.

A donation from the 5K was also made to the State Botanical Garden of Georgia.

View publication at http://wiki.bugwood.org/IPM_Shrub_Book
Applicant’s Company Name: _______________________________________________
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Street Address: ________________________________________________________
Mailing Address: _______________________________________________________
City _____________________________ State: _______  Zip: ____________ County: __________________
Referred by: ________________________________ Phone: ___________________________
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Website:______________________________________________________ Signature: _______________________________________________________

MEMBERSHIP DIVISIONS
Circle which division(s) apply to you:

<table>
<thead>
<tr>
<th>Floriculture</th>
<th>Irrigation</th>
<th>Landscape</th>
<th>Retail</th>
<th>Sales &amp; Marketing</th>
<th>Wholesale</th>
</tr>
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</table>

BUSINESS FEATURES
Please check all features below that apply to your business:

( ) Retail Grower
( ) Garden Center
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( ) Ext. Agent
( ) Maintenance
( ) Student
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MEMBERSHIP CATEGORIES AND ANNUAL DUES
Choose only one category. Prices are totals for one year.

( ) Active Membership $225 per location/year
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: ________________________________________________
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( ) 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.

PAYMENT INFORMATION
Fill Out Completely, Fax Form to 706-632-0300 or Mail to P.O. Box 369, Epworth, GA 30541

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The GGIA Partnership in Sustainability Program

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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Classic Groundcovers

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Save the Date!

OCTOBER 25, 2014
THE ANNUAL GGIA ROUND UP
FLINCHUM’S PHOENIX, ATHENS, GA

JANUARY 21 - 23, 2015
WINTERGREEN 2015
GWINNETT CIVIC CENTER, DULUTH, GA