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### CALENDAR OF EVENTS

#### AUGUST
- 5 - 7 SNA 2013, Atlanta, GA
- 6 GCLP & GCPP Written Exam, Atlanta, GA

#### SEPTEMBER
- 13 GGIA Board & Council Meeting

#### OCTOBER
- 5 GCLP & GCPP Written Exam, Acworth, GA
- 19 GGIA Roundup Fund Raiser Event, Athens, GA

#### NOVEMBER
- 1 GGIA Board & Committee Meeting, Duluth, GA

#### DECEMBER
- 6 GGIA Executive Board Meeting

#### JANUARY
- 22 WinterGreen 2014 Exhibitor Move-In & Full Day of Education
- 23 - 24 WinterGreen 2014 Trade Show
Executive ViewPoint

The “New Year” is about to begin for GGIA. The newly-elected Division Directors from the membership take office on July 1. These new members, plus your current volunteer leaders, take time from their businesses to help GGIA plan for the future during our Planning Retreat. This year, the Retreat takes place on June 6 & 7 in Blairsville. We welcome these new Division Directors to the GGIA Board of Directors:

Floriculture Division: Paul Pugliese, Bartow County Extension; Lewis Sharp, Premier Growers
Irrigation Division: Jeff Fischer, Florida Irrigation Supply
Landscape Division: Bruce Bryde, 4 Season’s Landscape; Kate Wright, Bloom’n Gardens
Retail Division: Mark Malaguerra, Pike Nurseries, Inc.
Sales & Marketing Division: Brian Adams, Foothills Compost; Troy Miller, Brantley Nurseries
Wholesale Division: Caleb Pool, Flat Rock Resources

Thanks to these members and all of the volunteer leaders who serve the industry and GGIA.

Many thanks to our Partnership in Sustainability Program (PISP) donors for 2012-2013. We will celebrate our Partners and host a fund raising event on Saturday evening, October 19 at the rustic Flinchum’s Phoenix on the UGA School of Forestry campus in Athens. This annual event, (once the Gala, now the Roundup) was created for two purposes. First and foremost, it is a fund-raising 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 Roundup offers us the chance to visit in a relaxed atmosphere, have fun, and network with those who support the work of GGIA. Tickets are $75 each or a table of 8 for $500. Remember this is not a ticket to a BBQ picnic. This is an investment in GGIA in addition to being an opportunity to have a great evening with industry members. We are grateful for the wonderful show of support from our 2011-2012 PISP Donors:

Guarantor Level – Classic Groundcovers, McCorkle Nurseries, Monrovia
Guardian Level – Evergreen Nursery, Diversified Trees, Oelschig Nursery, Mid-Georgia Nursery, RA Dudley Nursery, Pike Nursery
Patron Level – Landscapes of the South, Garden’s South, Nursery Supplies-Summit-Janor, Cofer’s Home & Garden, Redbud Lane Nursery, Gainous Shade Trees, James Greenhouses, The Garden Specialist, Colorburst
Sponsor Level – Abbey View Farms, Alex Smith Garden Design
Friend Level – Dr. Allan Armitage, Carden & Associates

As I write this article it is mid-May and here in the mountains, we had a late frost this morning. I am hopeful for the industry that the cooler weather experienced this year over last spring is going to translate into a lengthy & prosperous spring season!

Sincerely,

Sherry

QUOTE OF THE ISSUE

“IS THE SPRING COMING?” he said. “WHAT IS IT LIKE?”…
“IT IS THE SUN SHINING ON THE RAIN AND THE RAIN FALLING ON THE SUNSHINE…”

— FRANCES HODGSON BURNETT, THE SECRET GARDEN
Fiftieth wedding anniversaries are known as “Golden” and are few and far between. Being in business for 50 years is also no small feat. Neither often happens by chance, without a few breaks and without a lot of hard work. Classic Groundcovers, the nursery founded by Wilbur Mull, is celebrating 50 years in business this year and truly represent the gold standard in our industry.

Born in Albion, N.Y. Wilbur Mull came to Georgia and received his BS degree in Ag Economics in 1963, followed by his MS degree in 1965. Later that year, he started sticking cuttings in the back yard of Dr. Jerry Padgett for $0.75 per hour. In the meantime, he continued marketing and business. He taught marketing classes, ran a local country club and kept learning more and more about the burgeoning green industry. Finally he decided it was make the move to open a nursery. From those humble beginnings came Classic Groundcovers who now grows over 120 varieties that are shipped across the country.

As the business began to take shape, the hallmarks of what we now recognize as Classic Groundcovers were meticulously developed by Wilbur and his team. Nothing happened by chance. The name, Classic Groundcovers, told customers exactly what the business was all about; quality and prestige. Next came the motto, “Home of Sudden Service.” It was catchy, had a ring to it and let customers know that they would quickly receive their products along with courteous and knowledgeable assistance. Finally came the color orange. The color was everywhere at the nursery, at trade shows and in their catalogs. Wilbur even sported orange suspenders.

Why orange? Wilbur says green was just too ordinary. Being in Athens, red and black were already taken. Pink? No way. Orange it was. When a customer walked up at a trade show, Wilbur says no one had to read his name tag to know they were in the Classic booth. Wilbur jokes that the color became so recognizable that other companies like Kubota decided to feature orange as well.

In the early days the trademark colors and over the top trade show displays began to make Classic an identifiable name in the industry. As Wilbur says, “Sometimes go right when others are going left.” But it worked. Quality plants, shipped quickly and a keen marketing savvy helped the company grow. Wilbur began to expand his efforts to increase the visibility of the company, many times promoting the industry at the same time. He brought “The Green Survival City” to Athens and other cities around the South. He provided his colorful auctioneering services to industry events raising thousands of dollars for associations while also creating awareness of the business.

But if you ask Wilbur what ultimately led to the success of the business he’ll always tell you that the credit goes to his people. Wally Pressey, General Manager since 1994, has provided direction and leadership in the growth of the
company. Wilbur and his staff also made sure that “The Home of Sudden Service” was more than just a motto. Wilbur always made it a policy to surround himself with quality people. He didn’t micro-manage them and did his best to make them feel like a true part of the Classic team. When asked about how he kept good people Wilbur says you have to make people feel appreciated. This included paying a competitive wage, providing a friendly environment and making their family feel welcomed as well. Company parties included spouses and children and were always fun. The kids could play games and more than one left with a Wilbur specialty, a $2 bill.

Wilbur also credits FFA with giving him the leadership training that gave him confidence. Dr. Jerry Padgett guided him through the principles of Agriculture Economics and Marketing and was a driving force in getting the nursery started. And in return for the help he received, Wilbur always gave back to the industry. He served as President of the Georgia Nurseryman’s Association and played an instrumental role in the forming of GGIA. He’s been a member ever since and has exhibited and attended every trade show that GGIA has hosted. He’s also served with ANLA making dozens of trips to Washington DC to advocate for the industry.

His list of industry awards are just as impressive and include the GGIA Lifetime Achievement Award, The SNA Slater Wight Memorial Award- the most distinguished award given by SNA, and the GGIA Jake Tinga Distinguished Professional Award. He’s also been recognized by business peers outside the industry with awards from The Athens Chamber of Commerce, Alpha Gamma Ro and The UGA Agriculture Alumni Association.

Today, Classic Groundcovers grows and ships a huge number of groundcovers, perennials and other plants all across the country. The offerings have grown from ivy and a few others to over 120 different varieties. While their trade-show booths may have scaled back a little bit from the early days, they are still very recognizable and often win awards. Wilbur remains a strong supporter of GGIA and other industry organizations and encourages his staff to do the same.

And as Wilbur has seen the business grow, he’s seen the same at home. He and his wife Susan have been married for 34 years. Their son Casey is 29 and works as a Youth Development Specialist for the U.S. Air Force and Georgia 4-H. Shellie, their daughter, is 26 and is a nurse at The Urology Clinic in Athens.

Looking back on the past, Wilbur says he had no idea that sticking cuttings would lead to a lifetime career in the green industry. At times its been a challenge but he says that he doesn’t think that any other path could have been more enjoyable. He’s also quick to point out that unlike a wedding anniversary, there isn’t just one day on which Classic will celebrate. Together with his team, they’re going to celebrate their 50 years in business all year long. Wilbur and Classic have always dared to be different and if they want to celebrate all year, we’ll certainly wish them a great time!
**WELCOME**

*New Members*

**Design Elegance**
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**Oasis Landscape and Irrigation**
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**Jordan Denney**
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**Southern Heritage**
Greenhouse & Nursery
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Rome, GA

**W.S. Pharr**
Joe Medenhall
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Charles King
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**Augusta Recreation, Parks, & Facilities**
Sam Smith
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**The Kinsey Family Farm**
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Gainesville, GA

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**W.S. Pharr**
Joe Medenhall
Columbus, GA

**Liner Source, Inc.**
Eustis, FL

**AgWorks H2, LLC**
Dan Bremer
Lake Park, GA
Wayne Hanna beams from ear to ear when he talks about Tifton turfgrass. Some might say he’s a proud papa, and rightly so.

“We develop them, and to see them succeed, it’s just like a parent whose child succeeds ... it’s the same experience to see grasses you’ve developed and tested over time,” said Hanna, a retired turfgrass breeder with the University of Georgia College of Agricultural and Environmental Sciences.

One of those grasses, Tifway 419, is a bermudagrass variety developed in the 1960s by former USDA turfgrass breeder Glenn Burton. It’s most often used on golf course and athletic fields and currently covers the field at Sanford Stadium in Athens, home of the Georgia Bulldogs football team.

“The turf is off the chain,” said Georgia football coach Mark Richt, who was in Tifton to speak at the UGA Day event held at the UGA Tifton Campus Conference Center. “When we line up against South Carolina (in next year’s home opener), it’s going to be looking great.”

Hanna said Tifway’s ability to withstand extreme pressure from collegiate athletes is why it has succeeded as UGA’s playing field and other fields throughout the country.

“It’s dense, real wear-tolerant and it recovers fast from damage from athletes,” Hanna said. “Tifway is pretty disease resistant. It just doesn’t have a whole lot of problems.”

UGA turfgrass breeder Brian Schwartz agrees. “It’s a fine textured, dark green grass that’s been used successfully for about 50 years. The football field there in Athens is probably the best looking one in the SEC, in my opinion,” he said.

Tifway’s name comes from a combination of Tifton and fairway, meaning it is highly suited for golf courses. It is also highly recommended for lawns, making Tifway a versatile variety.

“It doesn’t take any type of special care. It does well under a broad range of managements,” Hanna noted.

Tifway 419 is used in other football stadiums around the country, including at Texas A&M and at Florida State University in Tallahassee, Fla. But none compare to Georgia’s field, though, according to Schwartz.

“(Richt’s) got a beautiful field,” Schwartz said. “Many stadiums are torn up later in the season and his is just looking great. They do a good job there.”

For more on UGA-bred turfgrass varieties, 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=viewStory&pk_id=4733.
Top 10 Nursery Production Integrated Pest Management Practices in the Southeast

Integrated pest management (IPM) is a sustainable approach to managing pests by combining biological, cultural, physical and chemical tools in a way that minimizes economic, health and environmental risks. One hundred and seventy-eight horticultural producers were surveyed in 2009-10 to determine the IPM practices used by growers in the southeastern U.S. Growers were asked a series of questions about monitoring or scouting for pests, prevention practices or interventions used to control pests. For each of the 230 questions asked, growers could answer whether they used the practice “Always,” “Often,” “Rarely” or “Never.”

Below are 10 notable practices that have a high potential impact on southeastern ornamental plant production and the combined percentage of growers that use them “Always” or “Often.” Based on survey results and statistical analysis, we determined that three IPM behavior groups exist: “IPM savvy,” “IPM part-timer” and “IPM reluctant.” It is important to remember that this publication only mentions a small number of IPM practices out of a vast array of IPM strategies. For more IMP ideas and solutions, visit the Southern Region IPM Center website at http://www.sripmc.org/.

1. Growers who send plant, insect and disease samples to a plant diagnostic clinic.

Growers who sent in more samples to a plant insect and disease clinic were more likely to have adopted other IPM practices compared to growers who sent in fewer samples. The number of samples sent yearly ranged from 0 to 30. Correct identification of pests begins the cascade of intervention possibilities, allowing growers to choose the best management option to effectively save labor and other costs, resulting in less harm to the environment and decreasing the threat of pest damage as quickly as possible.

In difficult financial times, like those in the late 2000s and early 2010s, labor is reduced at ornamental production nurseries to maintain profitability. Reduced labor usually coincides with less scouting and fewer pest control activities. However, waiting until the last minute to intervene may allow pests to populate more plants, spread to surrounding landscapes and actually end up costing more to control when a sale occurs. Scouting and monitoring help growers determine which pests are attacking which plants and at what time of year. This information overlaid across a nursery will help growers develop precise and specific control measures, rather than relying on broadband spray applications to the entire crop or a large part of the nursery.

2. Growers who use IPM practices at their nursery “Always,” “Often” and “Rarely.”

When growers were asked how frequently they used IPM practices at their nursery, 16% said “Always,” 64% said “Often” and 20% said “Rarely.”

IPM is a sustainable approach to managing pests by combining biological, cultural and chemical tools in a way that minimizes economic, health and environmental risks. It requires dedication to scouting, monitoring, identifying pests, choosing the best options available for control and evaluating whether or not the option was effective. Effective IPM is also a moveable target that requires growers to continually educate themselves about new tools, chemicals options and pest control methods that fit their nursery. Like any knowledge base, IPM requires practice and dedication but is attainable by any grower.
3. Growers who keep records of pest scouting activities.

In the survey, 24% of growers took pictures of symptoms or of pests found, and 33% kept permanent records of their scouting activities. With the advent of the Internet, finding great pictures of insects and their life cycles is a few clicks away (e.g., www.bugwood.org) and some sites even aid with identification using question prompts.

Keeping pictures of insects attacking inventory can be a powerful teaching tool for future employees. Permanent records of scouting and monitoring will allow scouts to begin building patterns of pest behavior at the nursery that could be used to prevent or reduce pest populations in the future. Other ideas include matching the patterns of pest behavior with the phenology of the host plant or surrounding landscape plants. This method (phenology) matches bud swell, flowering or leaf emergence with pest's life cycle stage and can trigger scouting for a particular pest the following year(s). According to the survey, 40% of growers use this method.

Growers can also use growing degree days (GDD) to determine when to begin scouting for a specific pest and how that pest life stage is progressing based on the weather. In zone 8b and southward, this method is not as effective compared to zone 8a northward due to GDD models relying on a daily base (minimum) temperature that often is not reached in zone 8b and southward, particularly in late spring-summer. GDD can be calculated using any number of weather stations throughout the Southeast and many websites such as the Georgia Automated Environmental Monitoring Network (http://www.georgiaweather.net/) will help calculate it (Figure 1). There is even a smartphone application for GDD (iNet Solutions Group, Inc.). One caveat to using weather stations is that small differences in the location of weather stations and the nursery can cause variation in GDDs. Ideally, nurseries would have their own on-site weather stations with programs to help calculate GDD. The collected information can be used to determine when a threshold number of pests present reach a stage at which they might harm the host plant or decrease its value and when it is time to intervene using the least toxic alternative. Approximately 21% of growers in the Southeast use GDD.

4. Growers who name an insect versus a disease.

The cornerstone to building a strong IPM program is scouting and monitoring. The next course of action in the IPM sequence is identifying what was found. Correct insect or disease identification allows growers to determine if the pest is in the part of its lifecycle that harms plants, or, in the case of diseases, whether or not it is the primary pathogen or a secondary organism that is present but not causing the symptoms noted on the plant. In the survey, 87% of growers said they name the insect that is causing the damage, while 84% name the disease.

Correct pest identification is a vital piece of information when deciding how and when to intervene to control pests. Another step is to identify any predatory or beneficial insects or natural enemies present on the plants or on adjacent plants. This is often difficult because growers are focused more on the pest that causes damage; however, 30% of growers said they determine if natural enemies are present.

Help with natural enemy identification can be found at http://www.nysaes.cornell.edu/ent/biocontrol/index.php, which shows many different types of beneficial insects and their method of bio-control. For example, one of the most prevalent insects in ornamental production is aphids. A predator of aphids, the aphid wasp, is shown in Figure 2.

5. Growers who follow a standardized sampling plan when scouting.

Scouting is the act of visually inspecting large groups of plants to identify potential pest problems. In the survey, only 41% of growers said they follow a standardized sampling plan when scouting. The method of scouting most frequently used was looking over large groups of plants that have damage and then inspecting individual plants to determine the causal agent. This was not done on a set schedule or during a specific time set aside for scouting. Often, no set driving/walking pattern was followed; rather, scouting was accomplished while doing other tasks like potting, fertilizing or shipping.

CONTINUED ON PAGE 10
When scouting for insects, a specific time should be set aside for a knowledgeable employee to scout independently of other tasks. There are three simple directional plans to use when scouting: rigid block, random walk and hotspot (Figure 3). The rigid block method allows growers to inspect almost every plant in the block during each scouting event. The random walk bisects planting areas and allows for a cursory scout of roughly half the block and a fine inspection of the other half. The hotspot scouting method is reserved for those areas a grower knows are going to be trouble spots because some species of plants may be more susceptible to a particular pest problem.

6. Growers who group plants in similar irrigation zones.

Grouping plants in similar irrigation zones was a method used by 91% of growers. Historically, growers have grouped similar plants within the same irrigation zone, but sales schedules and potting dates never seemed to match. Recently, due to decreased sales, growers have had the space and time to group plants together by water requirements and container size. This is seen in Figure 4 where a grower has filled an entire block of nursery space, independently irrigated from other blocks, with 3-gallon azaleas (Rhododendron spp.) that were potted at the same time.

When organizing new production areas, growers should think about grouping plants together by water-use characteristics. These water-use characteristics can be based on plant age, species or container size.

7. Growers who create or use a weed map.

A weed map identifies problem weeds in conspicuous places throughout the nursery and generational or seasonal weed spread throughout a nursery. With this data, growers can trace backward or forward to see how these weed hotspots affect weed populations throughout the nursery; however, only 8% of growers responding to the survey create or use a weed map.

For example, if there are many weeds along a road or wooded area slightly up-wind or uphill from the potting area, this could be the source for weed seeds in containers in the nursery. Having such information allows a grower to target control measures, reduce herbicide use and potentially reduce nursery-wide weed spread. Eradicating those weeds would prohibit their access to production.

8. Growers who inspect or quarantine incoming stock.

Quarantining or isolating incoming stock reduces the risk of spreading disease or insects to plants present on the nursery site. Although 90% of survey respondents inspect plants for pests when they are delivered, only 26% of growers quarantine/isolate incoming stock. Most growers do not quarantine new plants in a specific area because they may have selected the plants themselves from another grower, know the grower who sold them the plants or continue to observe the plants after they are introduced into production.
An isolation period of two to four weeks is ideal, as this is the typical efficacy range of many insecticides and fungicides. Despite these recommendations, given present production cycles in the nursery industry and the necessity to optimize all growing spaces, quarantining is rarely practiced. Nevertheless, isolation is especially important if plants are delivered from a USDA-regulated or suspicious geographic area. As a precaution, all growers should, at a minimum, inspect plants when they first arrive to make sure no visual disease symptoms or insects or weeds are present.


Bioprotectants are naturally occurring organisms or compounds that aid plants in pathogen defense. They can be applied as granules, soil drenches or sprays and have various modes of action. Some of the newer and more frequently used bioprotectants include RegaliaSC™ (formally Milsana™, a plant extract of Reynoutria sachalinensis, giant knotweed), a formulated fungicide that stimulates the plant’s natural defense mechanisms and enhances the resistance to fungal and bacterial diseases. Currently, it controls powdery mildew and rust on ornamentals such as Lagerstroemia and Rosa, but most work has been conducted on annuals. According to the Interregional Research Project No. 4 website (IR-4, http://ir4.rutgers.edu/), it is being tested for efficacy against Phytophthora on ornamentals. Cease™ (a strain of Bacillus subtilis) is a broad spectrum, preventative biofungicide recommended for the control or suppression of many important plant diseases such as leaf spots (Alternaria spp., Cercospora spp., Entomosporium spp., Helminthosporium spp., Myrothecium spp., Septoria spp.), Phytophthora spp. and Anthracnose (Colletotrichum spp.). Actino Iron (Streptomyces lydicus) is a biological fungicide that aids in the suppression of Pythium, Rhizoctonia, Fusarium, Phytophthora and Verticillium on ornamentals. Actino Iron colonizes the root systems of ornamentals and excludes pathogens and produces enzymes that destroy pathogens.

Only 12% of growers use bioprotectants. However, bioprotectants should be thought of as another tool in an IPM program to prevent the presence and spread of pathogens in the nursery. If they are too costly to use in the entire nursery, growers could consider a trial on plants most susceptible to soil pathogens (for example, Rhododendron, Viburnum, Pieris or Camellia).

10. Growers who use sticky cards, ethanol traps or lures.

Sticky cards, ethanol traps or lures are used by 18% of growers. Any combination of these monitoring techniques is very useful to determine when insects (typically adults) have emerged in the production area. Traps (Figure 5) and lures are an inexpensive, quick and effective way to determine the exact time a particular insect emerges and how heavy the population is in the nursery.

Traps can be used easily by a relatively untrained employee to greatly increase a grower’s knowledge base about exactly when to spray. Growers in the University of Kentucky IPM scouting program often cite the site-specific emergence knowledge gained by using traps and their enhanced ability to know when to spray as one of the greatest benefits of the program.

Effective strategies include mating disruption for some pests using pheromone lures that act as male attractants. When males arrive to mate there are no females present. This decreases egg laying and subsequent pest populations. Other pests simply need to be monitored for when to begin spraying (for example, the granulate ambrosia beetle that is attracted to ethanol traps). When pests have been correctly identified in the spring, it is time to begin a spray program. Many of these tools can be found at www.greatlakesipm.com, http://greenmethods.com/site/ or http://www.nysaes.cornell.edu/ent/biocontrol/index.php.

Figure 5. Sticky traps are one method of monitoring insect populations and can help a grower better understand when and what to spray for insects based on the insect species present.
The U.S. Citizenship and Immigration Services (USCIS) recently released a new version of the I-9 (Employment Eligibility Verification) form that is used for all new hires. The new form includes additional data fields including spaces for the applicants telephone number and email addresses. The new form also includes more detailed instructions on how to complete the form and is now two pages long instead of the familiar one page form. Employers must begin using the new form by May 7, 2013. The forms may be downloaded at www.uscis.gov/files/form/i-9.pdf. The new form can be identified by a footnote on the last page, bottom left that reads: Form I-9 03/08/13 N.

I-9 Do’s and Don’ts

The Do’s

- Do use the correct version of the form. Download the latest version at www.uscis.gov/files/form/i-9.pdf. You may make copies of the blank form for your use.
- Do have employees complete and sign Section 1 of the form on their first day at work.
- Do complete Section 2 of the form within 3 days of the employees date of hire.
- Do examine documents presented by the employee to determine if it “reasonable appears to be genuine”. If the documents appear genuine and relate to the employee who presented them you must accept them.
- Do be consistent! There are generally no requirements for you to make photocopies of an employee’s supporting documents. However, if you do, be consistent and do so for all employees. Keep the copies with the completed I-9 forms.
- Do keep completed I-9 forms for a minimum of 3 years of for 1 year after the employee leaves the company, whichever is greater.

The Don’ts

- Don’t complete an I-9 for independent contractors. Remember, the requirement to complete the I-9 form extends to employees.
- Don’t tell employees that they must present a social security number unless you participate in E-Verify.
- Don’t specify which documents you’ll accept. The employee has the right to decide which documents to present as long as they are on the I-9’s list of acceptable documents.
- Don’t accept copied or expired documents. Again, you should accept documents that appear genuine but do not accept copied or out of date documents. Remember, you are not an immigration officer so you should not act like one. Be consistent in your review of documents. If you were to refuse documents from an employee while accepting similar documents from another employee, you could be asking for trouble.

If you have more questions or would like more information, the USCIS offers an Employee Handbook also available for download on their website at www.uscis.gov/files/form/i-9.pdf.

NEW I-9 FORM
Includes More Instructions And Changes in Appearance

Chris Butts
CONGRATULATIONS

Winners of the Nursery and Landscape Career Development Event (CDE) were recognized at the 85th Georgia FFA State Convention held at the Macon Centreplex on April 25-27, 2013. Zachary Holton of Perry placed first in the individual CDE competition, followed by Rebecca Townsend of Sonoraville and Levi Nopen of Mary Persons finishing second and third, respectively. In the team competition, the state winner was Perry, followed by Sonoraville in second place and Mary Persons in third.

GGIA completers were Top Individual - Rebecca Townsend, and Runners Up Mercedes Fricks, Tanner Holloway, and Hayden Bailey.

CDE awards are granted to FFA members and teams who have exhibited premier leadership, personal growth, and career success in a variety of competitions. The Nursery and Landscape CDE tests participants’ knowledge and skills in various aspects of the industry. This event includes the identification of plant materials and disorders, as well as a hands-on problem solving and a written exam involving the production, design, installation, and maintenance of landscape plants, related products, equipment and services.

The Nursery and Landscape Career Development Event was sponsored at the state level by Color Burst and the Georgia FFA Foundation and at the national level by Arysta. The junior division was sponsored by Pennington Seed, Inc.


JOBS OPENING

John Deere Landscapes the nation’s largest distributor of nursery, irrigation, outdoor lighting, landscape supplies, fertilizers, turf protection products, grass seed, turf care equipment, and golf course accessories. Our mission is to be the distributor of choice for green industry professionals. We currently employ more than 2,000 employees in over 400 locations throughout North America. We are seeking to fill an Assistant Regional Nursery Buyer to join our team in Alpharetta, GA. This position assists Regional Nursery Buyers in coordinating shipments of nursery stock to the nursery branches as well as support duties such as creating purchase orders, checking pricing and freight charges, verifying quantities shipped and received.

Duties and Responsibilities:
- Creates purchase orders for a variety of vendors that supply branches within an assigned region. Contacts vendors concerning freight prices, invoicing issues and shipping discrepancies. Receives and processes purchase orders.
- Creates pricing records for new products, and communicates product pricing to nursery managers. Creates and tracks warranty purchase orders.

Qualifications:
1. High school diploma or equivalent
2. One to three years of experience in retail nursery and irrigation industry.
3. Skill in managing product inventory and experience in shipping and receiving.
4. Successful negotiating and selling skills.
5. Computer Skills: Excel, Word, and Outlook

The information contained herein is not intended to be an exhaustive list of all responsibilities, duties and qualifications required of individual’s performing the job.

Our company offers competitive compensation, opportunities for advancement, and exceptional benefits, including medical/dental/life insurance, 401k, paid time off, tuition reimbursement, product discounts, and more. We are proud to be a Drug Free Workplace and Equal Opportunity Employer.

Contact Kirkland Schaffer, Human Resources Generalist
John Deere Landscapes, 1060 Windward Ridge Pkwy, Suite 170, Alpharetta, GA 30005
770.255.2289 office, 770.740.8541 fax
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 policymaking 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,

Skeeter 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
I Dare You to Read This

Robert Wilson

Recently, a reader wrote me to suggest that rather than trying to encourage someone, a better way to motivate them is to issue a challenge. So, I felt challenged to write about it.

Whenever I think of laying down a challenge, I think of a classic story about Charles Schwab the magnate of Bethlehem Steel. One day, he was visiting his least productive mill to discover why it was underperforming. During his inspection, he discovered that everything seemed to be in order: the workers all knew their jobs, the equipment was top-notch, and the manager highly educated. Despite all of that, it was producing far behind all his others.

He ended his tour of the facility a few minutes before shift change. Stopping in front of one the furnaces, he asked a worker, “How many heats has your shift made today?” “Six,” the man replied. Schwab then asked for a piece of chalk. He took it, wrote a large number “6” on the floor, then left the building.

When the second shift arrived, they saw the chalked “6” on the floor, and inquired about it. “The big boss was in here today,” said one of the men. “He asked us how many heats we made, and we told him six. He chalked it down.”

The next morning Schwab visited the same mill. He saw that the “6” had been erased by the second shift and a large number “7” written in its place. He returned to the mill again at the end of first shift, where he saw that the “7” had been replaced with a “10.” With a piece of chalk, Schwab started a lively competition that continued until that mill was producing more than any other.

This particular challenge worked because it pitted the esprit de corps of two teams against each other. I’m not sure that particular challenge would work today with the added burden of government regulations and union rules.

I also believe that a challenge does not stand alone as a motivator. There has to be something behind it. It may be pride, prestige, or fear that drives the need to overcome the obstacle.

Challenges are always obstacles whether it is an athletic, academic, intellectual, work-related, health-related, a personal goal or a personal tragedy. Sometimes the challenge is given by a boss, a team mate, a spouse, or simply the zeitgeist.

Many times a challenge will be issued with the following words: “I’ll bet you can’t...” or “I dare you to...”

A challenger draws a line in the sand and defies us to cross it. Hmmm, isn’t that what the game of American football is all about?

The advertising industry loves to use a challenge to get us to try their product or service. We frequently see words such as “Take the Taste Test,” or “Give Us 30 Days and You’ll Become a Believer.” I remember this one from Gillette: “Take the SensorExcel Challenge: One shave and we bet you’ll get rid of your disposable razor for good.” Perhaps the most famous challenge ad is this one: “Be All That You Can Be: In The Army.”

We love fun challenges such as problems that stimulate our ingenuity: crossword puzzles and sudoku for example. We enjoy the challenge of improving our skill at games and sports. OK, the love/hate challenge of golf notwithstanding.

Ultimately, all our challenges are self-given because it is human nature to want to improve. Pablo Picasso said it best, “I am always doing that which I cannot do, in order that I may learn how to do it.”

The personal challenges we give ourselves create the journey known as life. Enjoy the pitfalls and peaks as they come because as Leo Buscaglia, author and professor, put it most bluntly, “Death is a challenge. It tells us not to waste time.”

I challenge you to heed his advice and get on with the important things in your life.
GGIA Presents
“The Roundup”
To benefit the Partnership in Sustainability Program

Saturday, October 19th
Athens, Georgia

WHY: The GGIA Partnership in Sustainability Program (PISP) was created to provide funding for the association beyond our traditional revenue sources. Memberships dues combined with the monies generated from the WinterGreenTrade Show are not enough to meet the demands of our work on behalf of the industry. As GGIA expanded its outreach and services over the last five or six years, it became apparent that other forms of income were needed to keep the association economically viable. All donations to the PISP go into the general fund of GGIA making it possible to continue our educational, legislative and marketing efforts.

The annual fund raising event (once the Gala, now The Roundup) was created for 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 Roundup offers us the chance to visit in a relaxed atmosphere, have fun, and network with those who support the work of GGIA.

THE SKINNY: After several successful dressy events, the committee decided that it was time to bring things back to our roots. The new event is all about boots and blue jeans, no more suits and dresses. We’ll also be serving a full BBQ meal, both pulled pork and chicken, instead of fancy cuisine. The live music will be provided by The Holman Autry Band playing a blend of country and southern rock. We’ll roll out a Corn Hole Toss Tournament with a small entry fee and a winner’s cash prize. Overall, we’re trying to create an event that more accurately reflects the personality of our industry and our members. You’re guaranteed to enjoy a great evening with friends and with plenty of entertainment.

WHEN: Saturday, October 19th in Athens, GA at the beautiful Flinchum’s Phoenix, just outside of town at the intersection of Milledge Ave and Whitehall Rd.

TICKET COSTS: $75 per ticket, or a table of 8 for $500. Remember, this is not just a ticket to a BBQ picnic. This is an investment in GGIA.

HOW CAN YOU HELP? Please plan on attending The Roundup with your spouse or a friend. Buying two tickets is a great way to support GGIA. Reach out to friends and associates in the industry and invite them to attend The Roundup with you. You could even purchase a table for your employees or your best customers, giving you a way to say thanks to them.

If attending The Roundup is just not a possibility, then please consider becoming one of our sponsors for the event in place of a ticket purchase. The average sponsorship in the last few years has been $250. The Roundup sponsorship will get your company recognized in print, from the podium, and in the video/slide presentation that runs the entire evening. We want you to be acknowledged among those who believe in and who actively support the mission of GGIA.

We truly hope that you will join us for The Roundup in October.
Don’t Forget the GGIA Recycling Program!

In conjunction with Griffin Greenhouse & Nursery Supplies, GGIA participates in a plastic recycling program. So far, almost 3 tractor-trailer loads of material have been recycled through this program. As you are preparing for the summer, think about recycling! The following plastic is accepted:

- High-Density Polyethylene (HDPE #2) – Common items are large pots and nursery containers; blow molded containers.
- Polypropylene (PP #5) – Common items are some trays and flats, as well as pots; most injected molded containers; generally web flats.
- Polystyrene (PS #6) – Common items are generally trays, flats, inserts and some pots; almost all plug/propagation trays; thermoformed containers.

Griffin Greenhouse will even pick up your recyclable materials.* You will need to follow this procedure:

- Material needs to be separated by plastic type, on wrapped pallets
- Please remove all excess soil media from the containers
- Paper and other foreign materials need to be removed (adhesive labels are fine)
- Please nest like containers
- Pallet heights must be 84” or less
- Standard dock and on-site forklift preferred.
- Griffin will pick up pallets of sorted plastic at the grower’s facility on pre-scheduled appointment days.

Call 610-913-3042 to schedule a pick-up or drop-off.

*Griffin Greenhouse Supply will provide pick-up in their regular distribution territory in Georgia. You do not have to be a Griffin customer to participate in the program.

together we can work to help save our planet by making our industry greener one step at a time

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Connecting the Industry Across the Southeast

**SNA 2013** combines a New Regional Marketplace with the SNA Research Conference, the Southern Plant Conference, the SNA Annual Business Meeting, and SNA State Officer’s Conference to bring one unparalleled event – all under one roof!

- **Regional Marketplace** featuring the best plants and related garden products from the top growers and manufacturers from across the region.
- **Southern Plant Conference** featuring a Who’s Who of Horticulture. 8 hours of adventure with 15 plant experts will have your adrenaline pumping as you witness their vast knowledge and insight on plants. It’s a rare opportunity!
- **Educational Sessions** designed for landscapers and retailers featuring Financial Guru Steve Bailey, Emory University Consumer Trends Expert, Susan Hogan, and Landscape Designers Lanie Riner and Helen Phillips.

www.sna.org
Membership Application

Applicant’s Company Name_______________________________________

_____________________________________________________________

Principal Contact Name__________________________________________

_____________________________________________________________

Street Address _________________________________________________

Mailing Address ________________________________________________

City _____________________________ State ________ Zip ____________

County ___________________ Referred by __________________________

Phone:__________________________ Fax:__________________________

E-mail:________________________________________________________

Website:_______________________________________________________

Signature: ____________________________________________________

MEMBERSHIP DIVISIONS

Floriculture: Production of annuals and perennials in a greenhouse setting and suppliers to the same.

Irrigation: Individuals, partnerships, or corporations actively engaged in the installation and/or maintenance of irrigation systems as their primary occupation.

Landscape: Individuals, partnerships or corporations actively engaged in landscape design, installation, and/or maintenance.

Retail: Individuals, partnerships, or corporations actively engaged in the retail selling of nursery plants and supplies.

Sales and Marketing: Individuals, partnerships, or corporations actively engaged in sales and marketing of green industry products at the wholesale level. Also includes consultants and instructors who assist the industry in sales and marketing training.

Wholesale: Individuals, partnerships, or corporations actively engaged in the wholesale nursery business including woody ornamentals, bedding plants, shrubs, etc.

Circle which division(s) apply to you:

Floriculture  Irrigation  Landscape
Retail  Sales & Marketing  Wholesale

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: ________________________________

MEMBERSHIP CATEGORIES AND ANNUAL DUES

Choose only one category.

( ) Active Membership  See Location Chart Below
Open to all firms, corporations, or individuals actively involved in the green industry. No more than one active membership shall be held by any one 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 plus $50 per location greater than 36.

For voting purposes please fill out names below:

Appointed voting member: ____________________

Alternate voting member: ____________________

( ) 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.

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

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

Georgia Green Industry Association

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PARTNERSHIP IN SUSTAINABILITY PROGRAM

The reasons for giving are many, but no matter your motivation, the Partnership in Sustainability Program is designed to reward your generosity through public recognition, sincere appreciation, and our promise that your investment will be used responsibly. Your company will be recognized through an array of professional advertising at all GGIA events so that your peers can see your dedication and support for the industry firsthand.

Please add my contribution for the category below to my membership payment:
(Circle one)

<table>
<thead>
<tr>
<th>Category</th>
<th>Member Levels</th>
</tr>
</thead>
</table>
| Founder $10,000 | Champion $5,000-9,999
| Guardian $1,000-$2,499 | Patron $500-999
| Friend $100-250 | No Thanks |
| Guarantor $2,500-$4,999 | Sponsor $250-$499 |

PAYMENT INFORMATION

Fill Out Completely.

GGIA now offers payment plans to help you better manage your membership dues. The Association now gives you the option to pay monthly, quarterly, or yearly. Monthly payments will be invoiced to your office at the mailing address to the principal contact you provided on the front of this page each month for one-twelfth of your total membership cost. Quarterly payments will be invoiced to the same address and person each quarter for one-fourth of your total membership cost. Yearly payments will be invoiced to the provided address and contact person exactly a year from the date of the receipt of this form and payment and will continue to be invoiced to you on that date each year.

Which payment plan would you like?

_________ Monthly  ___________ Quarterly  ___________ Yearly

I am paying my new Georgia Green Industry Association membership by (circle):
Check  Visa/MasterCard/Discover/American Express  Money Order  Cash

Credit Card Information:

Name on Card:_________________________________________________________

Card Number:_________________________________________________________

Expiration Date:_____/_______  SEC code (back of V/MC/D, front of AMEX):_______

Please send completed form with payment to
GGIA
P.O. Box 369
Epworth, GA 30541
or fax to 706-632-0300.

If you have any questions, please call 706-632-0100.
Thanks to all our Partners in Sustainability!

GUARANTOR LEVEL

Evergreen Nursery, Diversified Trees, Oelschig Nursery, Mid-Georgia Nursery,
RA Dudley Nursery, Pike Nursery- Guardian Level

GUARDIAN LEVEL

LANDSCAPES OF THE SOUTH, GARDEN’S SOUTH, NURSERY SUPPLY-SUMMIT-JANOR, COFER’S HOME AND GARDEN,
REDBUD LANE NURSERY, GAINOUS SHADE TREES, JAMES GREENHOUSES, THE GARDEN SPECIALIST- WAYNE JUERS, COLORBURST

PATRON LEVEL

Abbey View Farms, Alex Smith Garden Design

SPONSOR LEVEL

Dr. Allan Armitage, Carden and Associates

FRIEND LEVEL