



# PLANT ARKANSAS

THE BULLETIN OF THE ARKANSAS GREEN INDUSTRY

Fall 2008

Serving Green Industry Professionals Since 1965

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Registration



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*Keeling Company*



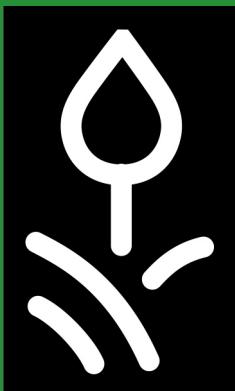
Newsbits  
*Including AGIA  
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## PLANTS<sub>2009</sub>

TOOLS FOR BETTER BUSINESS

January 21-22  
Hot Springs, Arkansas

*A trade show and  
seminar event for  
Green Industry  
Professionals*



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To submit information and press releases to the editor,  
email us at [office@argia.org](mailto:office@argia.org)

## GREEN INDUSTRY CALENDAR of EVENTS

Winter Certification Review & Test  
Hot Springs, Arkansas  
Hot Springs Convention Center  
January 20 & 23, 2009

PLANTS 2009  
Professional Landscape & Nursery  
Trade Show  
January 21 - 22, 2009  
Hot Springs, AR

# President's Message

Neal Adams, ACNLP



Wow! What a year with weather and the economy playing a larger part than usual. High winter winds and devastating storms led us into massive spring flooding. Then the economy blind sided us with record breaking gas prices, construction slow downs and pension worries. With the odds stacked against our industry, we faced the challenge of increasing revenues or at least maintaining last year's numbers.

For me personally apprehension was compounded with the January opening of Lowe's 150 feet from our front door. By changing our product mix slightly and continuing the personalized service we are known for, it turned out to be a good thing. I am happy to report - all is well and good; the "big bad box" didn't force us out of business, we are alive and strong. It's great to see customers crossing the street from the Lowe's garden center to come and see us.

The past few months I have talked with members across the state. Reports varied from increased sales to flat or slightly decreased. The industry in this state is fortunate because it encompasses multiple sectors: wholesale/growing, retail, and service. Many businesses participate in all three and as a result are able to weather difficult times.

An extended fall season helped offset the compressed spring season. Most retailers are reporting strong mum and pansy sales. Although we are in an economic slowdown, we as an industry have the ability to weather any storm. It might require a change in our product mix or the way we serve our customers, but we will succeed.

This upcoming year will be challenging. All of us will need to evaluate our production, purchasing and spending carefully to persevere. To do this we will need to capitalize on every opportunity to sharpen our skills. One way to sharpen these skills is to attend the Arkansas Green Industry Association's PLANTS 2009 (Professional Landscape and Nursery Trade Show) annual convention and trade show "Tools for Better Business". The trade show and seminars give you an opportunity to network with others in the industry and share vital information necessary for success. It is also a great place to learn about new products, plants, practices and find new vendors.

I'll see you in Hot Springs for the AGIA "Tools for Better Business".

## NEW ARKANSAS GREEN INDUSTRY ASSOCIATION MEMBERS

### Creative Landscapes, LLC

*Alisa Duncan, Active*

371 N. Harvey Dowell Rd.  
Fayetteville, AR 72701

### Hill Country Grower

*Randall Webb, Active*

1657 Ansun  
Fayetteville, AR 72701

### Irrigation Association

*Todd Magatagan, Affiliate*

68 N. Timber Top Dr.  
The Woodlands, TX 77380

### Retail Management Systems of Arkansas

*Kinnard Kohler, Active*

P.O. Box 3332  
Little Rock, AR 72202

### Rough Brother, Inc.

*Bill Vietas, Allied*

5513 Vine St.  
Cincinnati, OH 45217

## Grow Your Business

Build name recognition in the Green Industry  
with Small Repeat Ads in the

## Plant Arkansas Bulletin

Consider a business card size or quarter page ad  
in every issue to promote your Wholesale Business  
to the Industry in Arkansas.

Contact us at  
501 225-0029  
[office@argia.org](mailto:office@argia.org)  
Rates available on request  
Color or Black & White

# Building the Design

*Make your first meeting worth every minute*

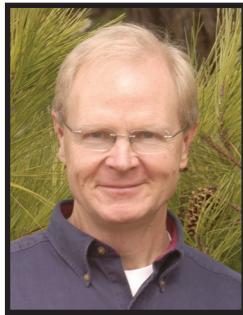
Richard Ludwig, Ed.D. -January 2009 PLANTS Seminar Speaker

Once you identify someone as a good prospect and worth the drive to their home, it is important to be professional and efficient. Time is money, so spend it wisely.

## Don't waste any time

The desire to purchase a landscape drawing and installation is an emotional one. Unless you already have an incredible reputation, they'll find someone else if you keep them hanging too long.

But don't promise something you can't deliver. If you're swamped, explain how much you want to work with them but can't neglect your current clients. If there's a chance you can run by after work, introduce yourself and hear what they are thinking, do it. It's amazing how patient folks can be if they know you sincerely want to work with them. If they can't wait, consider recommending a peer. She/he might return the favor down the road and you'll show your prospect that you are looking out for their best interests.



## Try for an early first meeting

Of course, you'll need to work around the client's schedule, but consider asking them to go into work a little late so you can meet at 7:30 or 8:00 am. Everyone is efficient and businesslike at this time, while meetings in the evening never seem to be as productive.

## Key point:

Make sure everyone involved in the decision-making process is present at this first meeting. There's nothing worse than making two trips and receiving conflicting ideas each time. One may say, "Oh he/she really doesn't care." I guarantee they will, after the installation is complete and the invoice is presented - not the time you want to hear objections.

## Engage your client

Many designers improve success at this first meeting by having clients to fill out a questionnaire before they arrive. Just keep it short and sweet; a five-page questionnaire just won't cut it.

To engage the client in the process, ask them to look through gardening magazines and mark the things they like. Ours is a visual industry and this will give you a clear idea of what they want. Plus, the more fun you make it, the more chance there is that they will like you and your ideas.

## Start with something positive

As you arrive, find something positive to say about their neighborhood or home. Remember: The most important and most expensive element on the property is their house! Let them know that you appreciate something about their largest investment.

## Getting down to business

Suggest a place to talk without distractions (no TV, kids, pets). The kitchen table generally works well. Then get down to work.

## Key point:

Most customers call because they are anxious to get started and are frustrated with some aspect of their landscape. They want to vent, to talk about their needs. Let them describe every frustration and dream they have. A few simple questions on your part such as "What did you have in mind?" or "Let's take a look at those pictures" is generally all it takes to get started.

This is not the time for you to sell your ideas. The fact that they have a drainage problem, need screening or hate the look of their existing landscape is far more important now.

The ability to really listen is a critical design skill. As they talk, make sure you write everything down to show that you truly care about their needs. These notes also will be a powerful design tool. Base every design decision on something they talked about and you're going to have very loyal, satisfied clients. Don't underestimate the importance of this close attention to their wants and needs. It's often the difference between getting the design work and not.

## Head outdoors

Once you've spent 20 or so minutes inside, it's time to move everyone outside. They may not be done sharing their needs, so say something like, "How about if we go outside and you can show me what you're talking about." This speeds thing up but doesn't come across as trying to rush them.

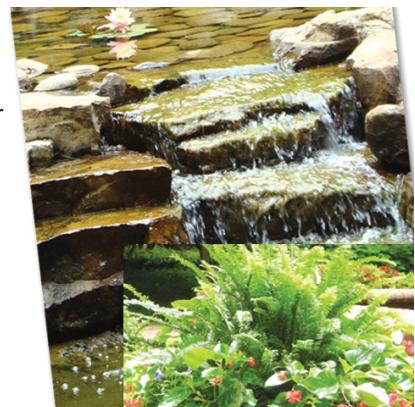
As they point out different concerns, they may want to know how you propose to solve the problem. Coming up with solutions off the top of your head is not a good plan. Nothing wrong with offering a general idea of what you're thinking, but tactfully explain you need some time to think about it. Clearly let them know you'll give this area a lot of consideration in your drawing.

## Closing the deal

Once you've been around the house, it's time for closure. Try this: "I see a great deal of potential here and I'd love to work with you to create a landscape that will meet your needs and enhance the value of your property. Now, I need to know if you'd like me to create a design for you." At that point, it's a good idea to find a reason to run to your car for a second and give them a chance to make their decision. Once you return, ask if they're ready to get started and have a simple contract ready to sign.

Chances are they'll be eager to sign because you've done a nice job of creating a positive first impression. You've let them know you're enthusiastic about working with them, listened to their needs, and done it quickly and efficiently.

*Dr. Ludwig will be speaking Wednesday, January 21<sup>st</sup> at the PLANTS 2009 in Hot Springs. He will be speaking on Designing the 'Profitable' Sustainable Landscape.*



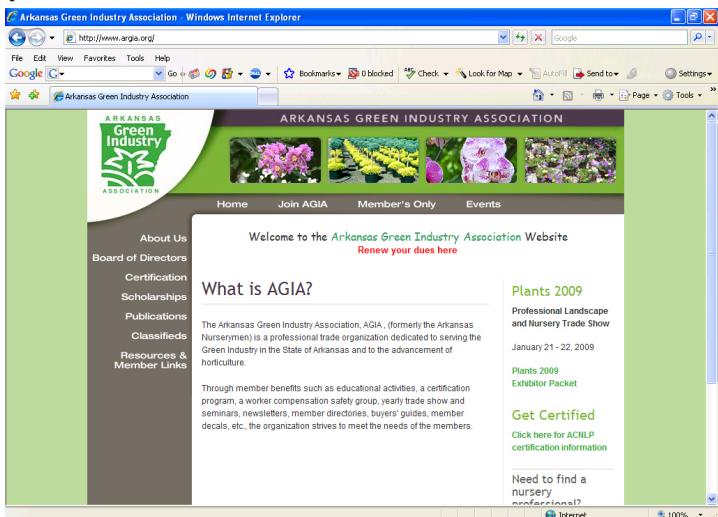
To engage the client in the process, ask them to look through gardening magazines and mark the things they like.

# NEWSBITS

BY ANNE FULLER, ACNLP

## Launch of new AGIA website

The Arkansas Green Industry Association recently launched their rebuilt website. You are now able to go online and pay your dues, update your membership information, register for PLANTS, and register to take the ACNLP exam. We are still in the process of working on a few individual pages, but take a few minutes to check it out! Go to [www.argia.org](http://www.argia.org), you will be able to log in on the Members Only section by using the email address we currently have on file for you and the Password will be AGIA.



Update your information and get registered for PLANTS 2009! Have a position open in your company or looking to hire an individual? Having a huge sale? Place a classified ad on our website! We hope that each of you will take full advantage of our new website and email us with any requests or recommendations at [office@argia.org](mailto:office@argia.org).

## Nurseryman Named First Overall Winner from Arkansas!

Brian Kirksey, of Amity, Arkansas, has recently received the 2008 Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year award. J. Thomas Ryan, President of Swisher International, Inc., announced Kirksey the winner and said "They are outstanding family farmers who contributed to their state, their community and to the agricultural industry. They truly represent excellence in agricultural production." Kirksey raises ornamental and landscape plants, pine trees, beef cattle and horses on his 305-acre farm.

This award is open to any farmer or farming family,

actively involved in the agriculture industry and is at least 21 years old. This year marks the 31st Sunbelt Agricultural Expo-the largest farm show in the United States with outdoor harvesting and tillage demonstrations, featuring over 1,200 exhibitors in this years show.

Kirksey started out working in a nursery in high school and after college he worked with his grandfather. He built his first greenhouse, and expanded to start building them for customers. Kirksey uses methods that are beneficial to the environment as well as re-using about 75% of the pond water used for irrigation. For Kirksey, family is very important. He could have easily doubled the size of his operation, but he chose more family commitments instead.

Kirksey is active in a number of organizations, including Arkansas Electric Cooperative Corporation, Arkansas Farm Bureau, Arkansas Green Industry Association, Arkansas Rural Water Association, Arkansas State Plumbing Association, Caddo River Consortium, Clark County Cattlemen's Association, Clark Farm Credit Advisory Board, County Soil Conservation District, and South Central Rural Electric Co-op.

## Joseph C. Murphy, Jr. passed away

Joseph Murphy, Jr. passed away on Tuesday, November 11, 2008. He was born March 29, 1923 in Newark, Arkansas to Joseph C. and Minnie Mae Stiles Murphy. He was a U.S. Army veteran during World War II and a member of St. Luke's Episcopal Church in North Little Rock. Mr. Murphy was in the nursery and landscaping business for more than 50 years. He owned and operated Arkansas Nurseries and Gardens, Arkansas Florist, Arkansas Landscape Company and the Joe Murphy Company. He was a long-time member and officer of the American Association of Nurserymen, the Arkansas Nurserymen's Association and was instrumental in founding the Arkansas Certified Nurserymen Program. As a wholesale distributor of nursery and landscape products, he founded the "One Stop" Garden centers program for small nursery businesses across the state. He wrote a gardening column for 2 years entitled "At The Garden Gate" and also served many years on the Arkansas State Plant Board.



# Member Spotlight - Allied Member

## Keeling Company



By Anne Fuller

Keeling Company, an Arkansas based company is active in the Arkansas Green Industry Association, and has a booth at our trade show each year. Be sure and stop into their booth at the show and thank them for their participation in our organization. I recently interviewed Joe Keeling Jr., President of Keeling Company and he shared with me the story of the humble beginnings of Keeling which was started by his parents (Joe and Helen,) in 1965. Joe Keeling Sr. worked for Lewis Diesel Engine selling pumps and engines to the agricultural market when he recognized an opportunity. Serious drought and the development of crop irrigation for agriculture created new opportunities for agriculture irrigation businesses. Joe Sr. and Helen worked from their dining room table until they secured their first store, (an old tomato shed converted for their use.) The store sat in the spot that is now a runway at the Little Rock Regional Airport. In 1968, they moved to their current North Little Rock store location and just kept growing. In 1986 Keeling opened two branches, one in Fort Smith and one in Springdale. The company has continued to grow and in 2008 opened their 27th branch. They have stores in five states and about 125 people.

When asked how business has changed over the years, Joe Jr. said "The company is fully aware of who we work for – the customer - that never changes! What has changed is our product lines which have been expanded beyond agriculture." Keeling Company carries products for irrigation, water features and landscape lighting. In the state of Arkansas about a third of their business is related to lawns, landscape and golf and the other portion relates to agriculture. When asked what market trends in lawn and landscape have affected their business, Joe said that landscape lighting and water features continue to gain usage in residential landscapes. "Everybody wants to live on the water but not everybody can afford it, so installing ponds in the home landscape is an affordable way to be on the water," says Joe. When asked how consumer habits have changed, Joe commented that consumers today are better educated and want a contractor who is professional and well educated. Keeling Company provides training for contractors.



Congratulations to New  
**ARKANSAS CERTIFIED  
NURSERY & LANDSCAPE  
PROFESSIONALS**



**MARY BONNIE DAUGHTRY**  
ACNLP No. 334

*Lakewood Gardens  
North Little Rock*



### WEB NEWS Members Only Area How Do I log In?

Go to [www.aria.org](http://www.aria.org) and click the members only tab.

*Type in your email address and  
use the password AGIA for your first log in.*

*You will be prompted to select another password.*

*From here update your member information, pay dues, register for the trade show, send us a message to say what other features you want on the site..*



The Lighthouse Program, ANLA's grassroots partnership with state nursery and landscape associations, has evolved from a limited number of individual businesses into a vibrant growing partnership with green industry associations across the country, including 45 state association program partners representing more than 15,000 member businesses. The guiding philosophy behind the Lighthouse Program is simple: it makes sense for state associations and ANLA to partner on federal legislation and national issues. Through this partnership, the Lighthouse Program provides benefits and value to state association members, as together we build a more informed and proactive industry. Below is a list of the four most Frequently Asked Questions about the Lighthouse Program. For additional information, please contact Corey Connors or Bob DeGemmis on the ANLA staff at (202) 789-2900.

## **What is the purpose of the Lighthouse Program?**

The Lighthouse Program partnership increases the industry's impact on Congress and the debate on issues that matter by: informing green industry businesses on emerging federal legislation and national issues; equipping owners and managers with the knowledge and tools to act with minimal effort and time; and building a grassroots base that truly captures the power potential of this growing industry with a unified national message. Simply stated, the Lighthouse Program is the "Voice of the Green Industry."

## **How does the Lighthouse Program work?**

ANLA provides the latest information on national issues, including message content for action alerts in advance of an important federal legislative or regulatory action that broadly impacts the green industry. State association partners can customize the provided content before sharing with their general membership. Members of state associations are then able to visit their user-friendly state Lighthouse website to send a message to their elected officials on urgent legislative and regulatory matters. Because no two state associations are alike, ANLA collaborates with individual state association executives to ensure that their organization is getting the optimum value for their program investment.

## **What benefits do state associations receive as Lighthouse Program partners?**

For a participation fee of just \$10 per active in-state member, Lighthouse Program partner associations receive: a customized and interactive state legislative website, with a direct link to ANLA's federal issues site. Information on why's and how's of effective grassroots participation at the individual business level. Access to "newsletter-ready" articles on key federal legislation and national issues ranging from labor and tax to trucking, quarantines, horticultural research and invasive species. And "preferred partner" treatment for member visits to Washington to lobby, or federally-related advocacy activities within the state.

## **Are there any additional capabilities that the Lighthouse Program state partners can utilize?**

Program partners have the ability, coupled with any necessary administrative support from ANLA staff, to mount a grassroots messaging campaign on a specific issue in their state. In addition, ANLA also provides state program partners with: an online Congressional directory with biographical information for federal and state elected officials, Key Vote tabulations on legislation impacting the industry by members of Congress, tips on visiting and corresponding with elected officials, election information for federal and state races (including candidate and state voter registration information), and the ability to send personalized messages to all national, state and local media outlets by zip code.

# PLANTS 2009 ~ Keynote Speaker

## Tom Shay

**Thursday, January 22, 2009, 1:00 p.m.**

Tom Shay's experiences as a fourth-generation merchant provide him with the knowledge and background to present tried-and-proven ideas to assist owners, managers, and staff with the day-to-day operations of their businesses. During the 25-plus years when Tom was a part of the family business, the stores were ongoing laboratories for the management and promotional techniques that are the backbone of the seminars Tom now produces.

He presents proven and time-tried ideas on the topics of promoting, customer loyalty, business-management design, employee skills development, and financial control.

A native of Fort Smith,



Arkansas, Tom's first job was working in his grandfather's general store. Tom moved to Florida to join his parents in the family operation they had purchased in 1971. Over the next 26 years, the Shay family owned and operated three businesses. In 1997, Tom sold the business to devote full time to the development of seminars and writing magazine columns

and books.

In addition to providing proven business-building ideas through his writings in over 60 trade publications, Tom has authored *EZ Cashflow* that teaches how to accurately forecast your next 12 financial sheets, and a series of management tip books beginning with *100 Profits Plus Ideas for Power Promoting* and *100 Profits Plus Ideas for Power Managing*.

As a speaker, Tom has earned the Certified Speaking Professional (CSP) distinction, an honor that has been earned by fewer than 8 percent of speakers worldwide.

Tom and his wife Marilyn reside in St. Petersburg, Florida, with their twin sons Darren and Blake.

### *A Message from the Executive Director*

#### **Tools for Better Business - Attendance at PLANTS 2009**

As we head into the new year, many of us face financial hardships in our businesses and personal lives because of the state of the economy. Picking and choosing how you allocate business resources will bring every expenditure under review more than likely. Membership in the AGIA and attendance at this years convention and trade show will be as important as ever. Renew your dues this year, be active on our new web site, come to the show, listen to our great speakers, network with other members, walk the trade show floor and find new vendors or clients, Take the certification exam and come to the Sturdy Oak banquet.

When people ask me what they get for their Green Industry membership I have a list of items that I mention but to that I will add if you get involved at some level your membership will yield higher dividends and returns. Drop us an email and tell us how you want to be involved. See you at the show ~ Anne Fuller



# PLANTS 2009

## PROGRAM OF EVENTS

Note - Seminar schedule is subject to change

**JANUARY 21, Wednesday**

### Landscape Seminars

#### Designing the 'Profitable' Sustainable Landscape,

Dr. Richard Ludwig, Gwinnett Technical College, Lawrenceville, GA

8:00 a.m.	Registration opens in Mezzanine of Convention Center
8:30 a.m. - 9:30 a.m.	<b>Marketing to the Green-Minded Consumer</b> --Savvy strategies to market your design ideas to environmentally-conscious consumers.
9:30 a.m. - 10:15 a.m.	<b>Principles of Sustainable Design</b> --What is sustainable landscaping and how do you weave those concepts into your approach?
10:15 a.m. - 10:30 a.m.	Coffee Break
10:30 a.m. - 11:00 a.m.	<b>Eco- Inventory of the Site</b> --Determining the needs of the client and evaluating the positive/negative environmental characteristics of the site.
11:00 a.m. - 11:45 a.m.	<b>Creating the Sustainable Landscape</b> --A simple recipe for producing functional, earth-friendly designs.

### Greenhouse Grower Seminars

8:00 a.m.	Registration opens in Mezzanine of convention Center
8:30 a.m. - 9:30 a.m.	<b>The Top 20 Root Media Problems</b> , Dr. Michael R. Evans, Associate Professor, U of A
9:30 a.m. - 10:15 a.m.	<b>Herbicide Use in Greenhouses and Nurseries</b> , Dr. Jim Robbins, U of A Coop Extension Service
10:15 a.m. - 10:30 a.m.	Coffee Break
10:30 a.m. - 11:00 a.m.	<b>Biodegradable Containers for the Greenhouse and Landscape Industry</b> , Dr. Michael R. Evans, Associate Professor, U of A
11:00 a.m. - 11:45 a.m.	<b>New Introductions-Plants You'll Want to Grow This Season</b> , Sabrina Childs, Ball
12:00 p.m.	Annual Meeting

# PLANTS 2009

## PROGRAM OF EVENTS

**JANUARY 22, Thursday**

### Pesticide Recertification Seminars

(As required by the Arkansas State Plant Board - Please be sure to sign in! )

1:00 p.m. - 1:45 p.m.	<b>Pesticide Safety and Handling:</b> container disposal, ground and surface water protection, and drift. Ples Spradley, U of A Coop Extension Service
1:45 p.m. - 2:30 p.m.	<b>IFA Biology, Federal Regulations and Regulatory Treatments.</b> Charles Brown, USDA APHIS PPQ and Anne-Marie Callcott, Supervisory Entomologist
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:30 p.m.	<b>Alternative Plant Disease Management Practices,</b> Dr. Steve Vann, Ext. Plant Pathologist
3:30 p.m. - 4:15 p.m.	<b>Ornamental Application Equipment and Ornamental Weed Control,</b> Dr. John, Ext. Specialist – Vegetation Management
4:15 p.m.- 4:45 p.m.	<b>Dogwood Anthracnose and Pear Decline Disease Update,</b> Dr. Steve Vann, Ext. Plant Pathologist

### Retail and Management Seminars

Keynote Session- Tom Shay, Profits Plus

1:00 p.m. - 2:30 p.m.	<b>Little Things to do to make 09 Turn Out Fine</b>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 4:30 p.m.	<b>Relationship Selling Skills are a Big Deal!</b>



## You Are Cordially Invited

### Sturdy Oak Banquet

Hot Springs Convention Center Grand Lobby

Wednesday Evening, January 21

Cocktails 6:30 p.m.

Sturdy Oak Dinner and Entertainment 7:00 p.m.

Honoring hard work and individual contribution to the industry is important and the 2008 Board of Directors hopes you will plan to attend. Come meet your peers in the industry in a social setting. \$35.00 per person



TOOLS FOR A BETTER BUSINESS

# PLANTS 2009

## PROGRAM OF EVENTS

### Trade Show Schedule

#### ***Wednesday, January 21***

11:00 a.m.	Trade Show Open
11:00 a.m. - 4:00 p.m.	Snack Bar Hours <i>Food and beverages sold on the trade show floor for your convenience.</i>
5:00 p.m.	Trade Show Closes

#### ***Thursday, January 22***

7:00 a.m.	Registration opens - Convention Center Mezzanine
8:00 a.m.	Trade Show Opens
7:30 a.m. - 8:30 a.m.	Early bird coffee and pastries on the trade show floor,
12:00 p.m.	Trade Show Closes
5:00 p.m.	Exhibitor load-out ends

### Trade Show Entrance

The trade show is open to all members of the trade. New attendees must present two forms of business ID such as a business check, privilege license or plant board credentials.

Selling from the trade show floor by individuals who are not registered exhibitors with a booth is strictly prohibited.

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### HOST HOTELS

#### **Embassy Suites Hotel,**

400 Convention Blvd, Hot Springs, AR 71901

Hotel Reservations – 1-800-Embassy (1-800-362-2779) or [www.embassysuites.com](http://www.embassysuites.com)

(use group code “AGI” for Green Industry)

Room block reservation deadline – January 7, 2008

Rates - \$124.00 single \$134.00 double.



#### **Austin Hotel,**

305 Malvern Ave., Hot Springs, AR, 71901

Hotel Reservations - 1-877-623-6697 - request the AGIA room block.

Room block reservation deadline – January 7, 2008.

Rates- \$70.00 single \$75.00 double.

# GET CERTIFIED!

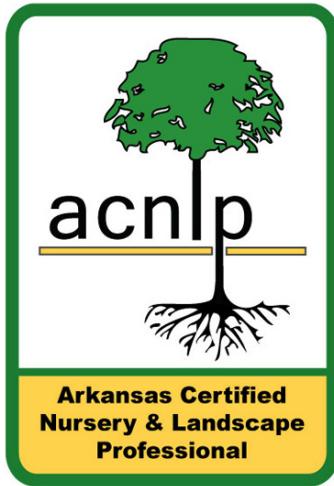
## How do I earn my Industry Certification?

Pass all three parts of the qualifying examination offered by the Arkansas Green Industry Association. The three parts of the exam are - **Horticultural Knowledge - Plant ID - Landscape Calculations.**

## How Do I prepare for the exam?

*Study on your own and take the review class*

Purchase the study manual from our office ( call 501-225-0029 or email of at [office@argia.org](mailto:office@argia.org).) The study manual is \$45.00 to members and \$60.00 for non members. The book will prepare you for the Horticultural Knowledge Section of the exam. The Plant ID list is found in the back of the manual. Learn the genus and species and common names for these plant by using the link on our web site. Photos for these plants can be found by going to [www.argia.org](http://www.argia.org) and go to the certification page and click on the "View Plant List" link. The certification Review class which is offered one or two times per year, is a one day class that covers all three sections.



## When is the exam being given?

The next exam date is January 20, 2009. The Short Course (review class) to prepare for the exam is offered on Tuesday, January 20, 2008, at the Hot Springs Convention Center in Hot Springs.

**How do I register?** A registration form is included in this newsletter which you can complete and fax to 501-224-0988, or you can download the form from the web site [www.argia.org](http://www.argia.org).

Managing or working in a horticultural operation takes in-depth knowledge. The Arkansas Certified Nurseryman and Landscape Professional or ACNLP program is a formal way for you to test your knowledge and to gain professional credibility. The title ACNLP is given after members pass a three part test covering general horticultural knowledge, plant identification and landscape calculations.

- Enhance your employability within the industry
- Increase your professional image
- Allows you to use this prestigious achievement as a marketing tool

Continuing education is an important component of the certification program. To maintain a "current" status, members are asked to attend continuing education every third year at an AGIA event. If you would like to get certified, your status has lapsed, or you have already passed one or two sections of the exam, plan to attend the ACNLP Certification Short Course in Hot Springs on January 20, 2009 and test on January 23, 2009. (Please note the ACNLP test may be canceled due to lack of participation.

## Get Certified – Stay on the Leading Edge!

### •Arkansas Green Industry Association•

PO BOX 21715  
Little Rock, AR 72221  
ph: 501-225-0029 fx: 501-224-0988  
e-mail: [office@argia.org](mailto:office@argia.org)

*To register online or print registration form go to [www.argia.org](http://www.argia.org)*

## Certified Nursery and Landscape Professional Test Application and Short Course Registration

**Test Date - January 20, 2009 Short Course - January 23, 2009**  
**Location - Hot Springs Convention Center, Hot Springs, AR**



- You must have either one year of work experience OR hold a degree in horticulture or a related and approved field OR hold a certificate in a related vocational or technical school to sit for the exam.
- The test consists of three sections - 1) Horticultural Knowledge, 2) Plant ID (3) Landscape Calculations. Test takers must receive 70% or above in each section to become certified. Test takers will be given credit for parts of the exam which are passed and may retake sections they do not pass in the future (given twice a year).

**Certification Short Course** - a full day review of the three sections to improve pass rate .

Applicant's Names \_\_\_\_\_ Date \_\_\_\_\_

My company or employer is a current member - Yes \_\_\_\_\_ No \_\_\_\_\_ I would like to join \_\_\_\_\_

Place of Employment \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

### **PAST WORK HISTORY IN THE HORTICULTURE INDUSTRY**

Employer's Name	Location	Type of Work or Title	Dates of Service

#### To be completed by employer or manager

I verify that this applicant has been in my employment from \_\_\_\_\_ to present in the position indicated above. (Service time must be related to horticultural work.)

Employer Name \_\_\_\_\_ Title \_\_\_\_\_

Employer Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Retesting?

Check section you are retesting for  
Part 1- Horticultural Knowledge \_\_\_\_\_  
Part 2- Plant Identification \_\_\_\_\_  
Part 3- Landscape Calculations \_\_\_\_\_

### **EDUCATIONAL BACKGROUND- fill in highest level completed**

High School \_\_\_\_\_ City/ State \_\_\_\_\_ Year Graduated \_\_\_\_\_

Vocational/Tech School \_\_\_\_\_ City/ State \_\_\_\_\_ Degree Received \_\_\_\_\_

College Name \_\_\_\_\_ Course of Study \_\_\_\_\_ Degree Received/year \_\_\_\_\_

Other training or education \_\_\_\_\_

\$	Certification Short Course & Test box lunch included on review day	Member \$125.00	Non-Member \$160.00	\$
	Certification Study Manual	\$45.00	\$60.00	\$
	Plant Identification CD	\$15.00	\$45.00	\$
	Short Course Only	\$85.00	\$115.00	\$
	Test retakes/section	\$20.00/section	\$25.00/section	\$
	*Active Membership	\$160.00	\$	\$
	*Associate Membership	\$55.00	\$	\$
	*please contact the office to see if you are eligible for membership			
	<b>TOTAL</b>			
	\$			

#### Pay with Credit Card

MC \_\_\_\_\_ VISA \_\_\_\_\_

Exp. Date \_\_\_\_\_

VIN (last 3#s on back) \_\_\_\_\_

Card Number \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Signature of card holder \_\_\_\_\_

**RETURN FORM with payment to: AGIA, PO BOX 21715, Little Rock, AR 72221.**

**Fax back to 501-224-0988, Questions? Call 501-225-0029 or visit the web [www.argia.org](http://www.argia.org)**

# REGISTRATION FORM, ARKANSAS PLANTS 2009

Company Name _____	ST _____	Tuesday Jan. 20 - ACNLP review, Exhib. load-in
Mailing Address _____	Zip _____	Wednesday Jan. 21- Seminars, Trade Show, Banquet
City _____	Fax _____	Thursday Jan. 22- Trade Show, Seminars, Exhib.
Phone _____		Friday Jan. 23 - ACNLP test
E-mail _____		WEB _____

Payment: MC        VISA        Exp. Date         
Name on Card

Number \_\_\_\_\_ V# (last 3 digits on back of card)

CONTACT US at 501-225-0029

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Type of Business- Check all categories that apply	
Retail	Grower
Service	
B and B Grower	<input type="checkbox"/> Garden Center
Chem. Specialist	<input type="checkbox"/> Greenhouse Grower
Container Grower	<input type="checkbox"/> Interior Plantscapes
Educator	<input type="checkbox"/> Irrigation Spec.
Equipment Dealer	<input type="checkbox"/> Landscape Architect
Field Grower	<input type="checkbox"/> Landscape Contract.
Landscape	
<input type="checkbox"/> Landscape Design	
<input type="checkbox"/> Landscape Maint.	
<input type="checkbox"/> Mail Order	
<input type="checkbox"/> Manufacturer	
<input type="checkbox"/> Student	
<input type="checkbox"/> Supplier-goods	
<input type="checkbox"/> Tree Service	
<input type="checkbox"/> Turf Specialist	
<input type="checkbox"/> Water Features	
<input type="checkbox"/> Web / Internet	
<input type="checkbox"/> Other _____	

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_

2009 AGIA Dues must be paid to receive member rate

Indicate

Total

**NOTE**-Entrance into the trade show is restricted to those in the "trade" with two valid business credentials.

Return payment to: Arkansas Green Industry Association,  
PO Box 21715, Little Rock, AR 72221  
For Books with Credit Card Payment (enclose info) 501 224 0000

TOTAL DUE

68

1500 Macon Dr., D-7, Little Rock, AR



Arkansas Green Industry Association  
P.O. Box 21715  
Little Rock, AR 72211

Address correction requested

# PLANTS<sub>2009</sub>

TOOLS FOR BETTER BUSINESS

**January 21-22, in Hot Springs, AR**

4 seminar tracks

~Retail: Sales & Marketing

Keynote speaker - Tom Shay, *Profits+Plus*

~Landscape: Designing the 'Profitable' Sustainable Landscape

~Production: Nursery & Greenhouse Growers

~Pesticide Recertification: as required by the Arkansas State Plant Board

Sturdy Oak Banquet and Award Ceremony: Wednesday, January 21

To reserve a booth or get registered go online at [www.argia.org](http://www.argia.org) or  
call Marilyn Porterfield at 501-225-0029

Convention  
Registration  
Inside!