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HAPPY HOLIDAYS!

Several big events are coming up in the next couple of months:

#1 TPIE - Tropical Plant Industry Exhibition

This is the king of the foliage trade shows and it will run from January 20-22 at the Broward County Convention Center in Ft. Lauderdale. More than 8000 are expected to attend. This is a must-see for the latest in tropical plants, packaging and supplies. Other activities include the FCNP Exam, a golf tournament, and the ALCA will hold it's interior landscape conference. See FNGA's website at www.fnga.org

#2 - Limited Commercial Certification Exam Prep Class and Test

Quotable Quote: "The impossible is often the untried" unknown author

test plus review the test material and then take the test - **all in one day**. The LMA has put together a great offer for LMA members - or you can join the LMA at the class. See the brochure enclosed in the newsletter.

#3 - Fertilizer Technology Workshop

This is a 4 hour fertilizer program that will deal with slow -release technology, fertilizer management for St Augustine, and calibrating combination fertilizer products such as weed and feeds. The program will take place on the morning of Feb 17th in Pinellas County, on the afternoon of Feb 17th in Hillsborough

County and on the morning of the 18th in Manatee/Sarasota area. See the brochure enclosed in this newsletter and the Calendar of Events in this newsletter.



#4 The 2000 Spring Expo & The Tree & Landscape Short Course

will be held at the Florida State Fairgrounds March 3-4. I know it seems a long way off but it's actually right around the corner. In conjunction with the Spring Expo will be the Tree and Landscape Short Course. Last year over 3000 attended the exhibits at the Spring Expo to see the latest plants, products and equipment, and over 400 attended the seminars at the Tree & Landscape Short Course to hear the latest information from great speakers and earn CEU's. See their website at www.tbwg.org or the Calendar of Events in this newsletter.

FNGA - Not Just for Growers Anymore

Whether it's education, industry, research, or other programs to promote and enhance the horticulture industry, FNGA and it's many Divisions are always active.

Allied Division - The Allied Division is for the many industries allied with horticulture - equipment & supply manufacturers and distributors, chemical manufacturers and distributors and other industries and vendors necessary for the horticulture industry.

Floriculture Division - The Floriculture Division developed a foliage plant CD, sponsors the Foliage Writer of the Year, Color Magic/Elements of Color seminar, and co-sponsors the Southeast Greenhouse Conference and Trade Show

Retail Garden Center - The Retail Garden Division has recently expanded it's Retail Garden Seminars meant to educate retail garden professionals. Other projects include marketing efforts such as bumper stickers and scholarships. The FCNP program is also a responsibility of the Retail Garden Center Division.

Landscape Contractors Division - The Landscape Contractors Division sponsors the Landscape Awards, the FCLC and FCLT certifications and recently embraced and included the Florida Certified Landscape Designers into that Division.

Woody Ornamentals Division - The Woody Ornamental Division is

responsible for the Plant of the Year Program and very involved in the FNATS trade show.

Each Division of FNGA is responsible for many programs or events per year. Events range from FNATS and TPIE, huge and respected horticulture trade shows, to Golf Classics, Color Magic/Elements of Color, and numerous seminars for growers and other professionals. Programs include the FCNP (Florida Certified Nursery Professional) program - a great basic horticulture course that's been under development for many, many years. Another great program is the FCLC (Florida Certified Landscape Contractor) program meant to encourage professionalism in the maintenance and installation industries. Other events include award programs like the Landscape Awards program, Foliage Writer of the Year, and numerous grants and scholarships.

Limited Pesticide License Compliance Efforts

The Bureau of Entomology, in a series of meetings with the Landscape Maintenance Association, IFAS officials and Extension Agents, has reaffirmed its commitment to raise Limited Pesticide Certification compliance levels within the professional horticultural industries. The Limited Program encompasses the Limited Structural Certification, the Limited Lawn & Ornamental Certification and the Limited Commercial Maintenance Certification. Steve Dwinell, head of the Bureau, emphasized the following steps in achieving increased compliance: 1) Increased education & communication 2) Simplification of the application and testing procedures. 3) Increased enforcement - both day-to-day enforcement and targeted enforcement operations (Source: personal communication with Steve Dwinell)

New Publications

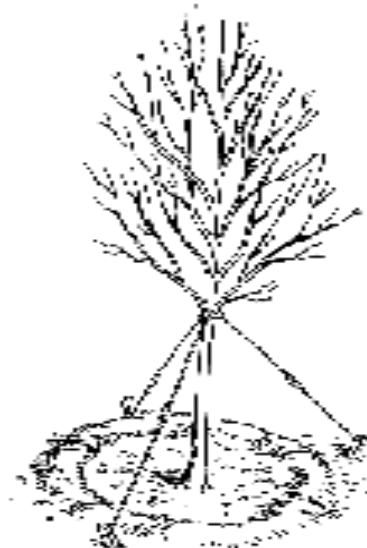
Company Staff Handbook for the Green Industry - the ultimate "cut and paste" company handbook, created by ANLA, is a 40 page book accompanied by two Microsoft Word disks, one in English, one in Spanish. The manual calls itself "a concise but thorough policy manual that covers all the bases." It is a supplement to legal advice, not a substitute. It is designed to be used **in conjunction with your lawyer.** The cost is \$84.95 plus \$5.75 shipping & handling. Contact the American Nursery & Landscape Association at 202-789-5980x3019.

Trees and Development - 200 page soft-cover book written by Nelda Matheny & James Clark and available exclusively from the International Society of Arboriculture (ISA). The book is thorough, well-researched and covers all stages of tree preservation. It can be ordered from or by calling 217-355-9411.

Horticulture 101: Tree Planting and Care

Planting

- 1) Water the tree well just before removing it from the container.
- 2) Dig the planting hole 1 foot wider and as deep as the container is tall. Most shrubs and trees develop shallow root systems and the wider planting hole can help the plant establish more quickly.
- 3) Gently place the plant in the hole. Be sure the top of the root ball is no deeper than the existing surface.
- 4) Fill around the ball with native soil and gently firm the surface. Recent research shows no benefit to



soil amendments. Do not pack the soil with your foot
Water thoroughly to remove air pockets.

5) Form a tree ring (water basin) with a 3-6 inch high ridge of soil. The tree ring should be built so that the water within will funnel down directly through the rootball, rather than through the backfilled soil.

6) Apply a 3-4 inch layer of mulch, but keep the mulch 1-2 inches away from the trunk or stem. Research shows up to 50% quicker growth when grass and weeds are kept away from newly establishing tree roots. On small trees, a 2 foot circle of mulch per inch of tree caliper is recommended.

Care of Newly Planted Trees & Shrubs

1) Newly planted small trees and shrubs do not usually require support from stakes or guy wires. Trunk movement is necessary for the development of a strong trunk.

2) Water is critical during the establishment period. Water should be applied directly to the rootball by filling the tree ring. Water daily for the first week; Every other day for the next 4-6 weeks and then weekly for the next 6 weeks. Soils that retain moisture better may require less frequent irrigation. The ideal is to maintain some moisture in the soil without keeping the soil saturated.

3) Do not fertilize or prune the tree until it is well established (6 or more months)

(Source: *Pruning Landscape Trees and Shrubs* by Ed Gilman and Bob Black)

E-mail your name, home address, business name, phone & fax numbers and the words "Growing Concerns" to get on our e-mail list!! Mail to: dkp@gnv.ifas.ufl.edu

The Value of Trade Magazines

No matter what business you're in, there are trade magazines to help you improve professionally. Trade magazines can help keep you current with your industry, improve your business and improve your profitability. There are a lot of trade magazines

Example of Excellent Trade Magazine Articles

"Pass the Salt!" - an excellent review of salt-tolerant plants, Ornamental Outlook, March, 1999

"Prepare Your Vehicle for Hauling" - Grounds Maintenance, September, 1999

"The State of the Industry" - An annual overview of Green Industries, Lawn & Landscape, October, 1999

"Competing with Low-Price Contractors" Grounds Maintenance, October, 1999

"Plants Must have a Complete Meal" Lawn & Landscape, September, 1999

"10 Profitability 'Secrets'" - Pro, July/August 1999

Online Trade Magazines and Other Resources

<http://www.hortdigest.com>

<http://www.turfmagazine.com/>

<http://www.lawnandlandscape.com>

<http://www.landscapegroup.com/>

<http://www.interiorscape.com/>

<http://www.floridaisa.org/>

<http://www.gcsaa.org/>

<http://www.hortworld.com/>

<http://www.hortdigest.com/>

<http://www.grounds-mag.com/>

<http://www.ftga.org/>

<http://www.alca.org/>

<http://www.plcaa.org/>

covering a lot of different industries - irrigation, tree care, pest control, landscape maintenance, the retail garden industry, interior-scaping, etc. There are many excellent articles in these trade magazines each month. Unfortunately, there is never enough room in this newsletter to do justice to all the various trade magazines. Instead, I'll try to list some of the trade mags that I depend on to help me keep up with all the industries I deal with.

The local, regional and state publications I read include the LMA state newsletter, created in Orlando, Florida, *MowerMan*, a publication out of Naples, Florida, *Lawn & Landscape Marketplace*, out of Clearwater, Florida, *Greenline*, an FNGA publication from Orlando, Florida, *Ornamental Outlook*, the Newsletter of the Tampa Bay Chapter of the FNGA, the newsletter of the Tampa Bay Wholesale Growers, *The CPCO Advantage*, the newsletter of the Certified Pest Control Operators Association, *Arborist News*, a publication of ISA, the International Society of Arborists, and *Hort Digest*, an online publication of Betrock. The national trade magazines I read include *Lawn & Landscape*, *Grounds Maintenance*, *Pro*, and *Greenhouse Grower*. The local, regional and state publications focus on specific local or regional problems, news and other information specific to our area.

When I was in the maintenance and pest control businesses, these publications, along with the information from the University of Florida and the Extension Service, added enormously to my understanding of horticulture, pest control, irrigation, business, marketing, and the industry as a whole. Some of the above publications are only available to members of an organization, but many, especially the national publications are not only available to anyone in the industry, but many are available FOR FREE! The one small fly in the soup is that some of the articles in the national magazines concern topics that are irrelevant to our area (for example snow-blowing!) or plants that don't grow in our area. That does not take away from the value of these publications. Don't neglect your education. It's great to be busy, but don't get so busy that you can't get smarter and better at what you do. - *Dave Palmer*

Quotable Quote:

Spring Horticulture Classes Starting at HCC

Now is the time to start those classes you've been thinking about. HCC is offering a wide variety of classes - Floriculture, Plant Identification, Woody Ornamentals, Plant Pests and Plant Physiology and Growth. All classes are offered in the evenings or on Saturday so you can develop yourself professionally without having to disrupt your job or business. Classes are offered both on the Plant City campus and at the City of Tampa Parks Department at Lowry Park. A complete class schedule is included later in this newsletter. For more information, please call Fred Webb at 813-757-2104 or Joan Raynor at 813-757-2112.

Publications Available

Now that our office has a digital camera, I'll be able to show you some pictures and, if pictures are worth a thousand words, maybe type a little less. As an example, we have a GREAT horticulture document room. have a ton of horticulture information. There are about 500 different documents on the shelves. There are more documents in the filing cabinets, and a total of around 3,500 documents on CD. While these documents are free, we try to limit folks to 10 publications at a time, but we're negotiable. Other options are available however. Nearly all these documents are available at <http://edis.ifas.ufl.edu/> The CD with 3,500 publications on it is called the "FAIRS" CD and it can be purchased through the mail for \$50 - see the website at http://ems.ifas.ufl.edu/ForSaleResources/forsale_98/

Local Congratulations!

r If you didn't make it to the Tampa Bay Chapter's Plant Auction, you missed a fun time and a lot of bargains! FNGA raised nearly \$12,000 to be used for scholarships and chapter activities. The Marshall Meyer family (of Meyer's Nursery) has been named the outstanding farm family in the county. Marshall and his sons Doug

and Phil, along with their wives were honored at the Harvest Awards Banquet November 24th at noon at the Sam Seltzer Steakhouse. At the same banquet Sun City Tree Farm was honored as the outstanding agribusiness in the county. J.C. Tort, owner of Sun City Tree Farm, is also the current President of the Tampa Bay Chapter of FNGLA. The USF Botanical Garden is going through a rebirth. A permanent director, Bradley Carter, has been appointed and funds have been allotted by the University. Tampa Bay Wholesale Growers (TBWG) has offered to provide seed money to the USF Botanical Garden for an educational garden named in honor of Bette Walker. (TBWG newsletter, October, 1999)

Quotable Quotes: Bette Midler: "I never know how much of what I say is true."
Fletcher Knebel: "Smoking is one of the leading causes of statistics."
Ursula LeGuin: "What sane person could live in this world and not be crazy?"
Tommy Lasorda: "The difference between the impossible and the possible lies in determination."

Calendar of Events

Jan 8 - Winter 2000 Turf & Ornamental Pest Control Workshop - Orlando contact Celeste White 407-836-7573

Jan 28 - Limited Commercial Exam Prep Class & Test - 813-744-5519x103

Feb 3 - Quarterly Pesticide Training, 3-5 pm Sarasota Call 941-316-1000

Feb 8 - Pesticide Testing - 813-744-5519x103

Feb 13-15 2000 Lawn & Landscape School of Management Conference - Dallas 1-800-456-0707

Feb 17 Fertilizer Technology Workshop - Hillsborough County Extension Service call 813-744-5519x103

Feb 18 Fertilizer Technology Workshop - Manatee / Sarasota area Call 941-722-4524

Feb 18-19 2000 Northeast Florida Horticultural Trade Show Greater Jacksonville Agricultural Fairgrounds 904-292-1117

Feb 28 - Mar 1 - 23rd Annual Florida Weed Science Society Meeting, Ocala Hilton. Contact Mr. Jan Weinbrecht at (352) 846-0400.

Mar 3 Tree & Landscape Short Course - Held in conjunction with the Tampa Spring Expo at the Tampa Fairgrounds. Call 813-744-5519x103

Mar 3-4 - Tampa Spring Expo 2000 hosted by TBWG at the Tampa Fairgrounds. Call for details 813-655-1914 or <http://tbwg.org>

Mar 23 - Your Town: It's Liability and the Future - Tampa - A seminar on tree and landscape ordinances sponsored by the Hillsborough Extension Service. Contact Joe Samnik 727-786-8128

Mar 24 - Your Town: It's Liability and the Future - Brevard County

A seminar on tree and landscape ordinances sponsored by the Brevard Extension Service. Contact Joe Samnik 727-786-8128

May 15-19 Aquatic Weed Control, Aquatic Plant Culture and

Re-vegetation Short Course - Ft Lauderdale 352-392-5930 or www.ifas.ufl.edu/~confweb/

June 17-21, 2000 Florida Chapter ISA and Florida Urban Forestry Council Conference Innisbrook Resort Tarpon Springs, FL(727) 786-2928

Interesting Websites

There are lots of websites this month. More and more organizations are realizing the communication and educational value of the Internet.

Charlotte County Extension Service - <http://www.ifas.ufl.edu/charlotte/index.htm>

Manatee County Extension Website - <http://www.ifas.ufl.edu/~manatee/>

Hillsborough County Extension Website - <http://gnv.ifas.ufl.edu/~hillsboro/>

Pinellas County Extension Website - <http://coop.co.pinellas.fl.us/>

Sarasota County Extension Website- <http://sarasota.extension.ufl.edu/>

Hunter - www.hunterindustries.com - Another excellent site full of both professional and residential level information. I really like the 20 page "Residential Sprinkler System Design Handbook" which has been out for years, but is now improved with lots of color drawings and photos to provide an excellent step-by-step introduction to design and installation. Nice site!

Toro - <http://toro.com>

Rainbird - <http://rainbird.com> More and more good information is being offered on-line. RainBird's site offers free irrigation design service for homeowners. They ask that the homeowner send or fax a drawing of their property. RainBird then sends the customer a computer drawn sprinkler system plan, customized to meet the customer's requirements. Should the homeowners have questions, RainBird provides a free help line. Also on this site are consumer watering tips, complete instruction manuals for many of their products, a technical library covering specifications of their products, a reference library of common technical reference charts and lots more. Very interesting site.

Mite Site - For a close-up view of and background information about mites

www.uq.edu.au/entomology/mitetxt.html

Environmental Horticulture Dept at UF - <http://hort.ufl.edu/>

Specific Weed Identification - http://weeds.ppws.vt.edu/turf_weed_id.htm

Featured Creatures - <http://www.ifas.ufl.edu/pest/ceu.htm> a huge site featuring hundreds of insects with information on the insect's distribution, life cycle and description, host plants, damage, natural enemies, management, and selected references . Good photos, a very comprehensive site.

Chemical & Pharmaceutical Press Inc - <http://cppress.com>

Florida Pesticide CEU Listing - <http://fshn.ifas.ufl.edu/pest/ceu.htm>

ALL pesticide CEU's across the state approved by the State of Florida are listed here - times, dates, locations, & categories.

680 Tree Fact Sheets in Adobe PDF Format - <http://hort.ifas.ufl.edu/trees/index.htm>

The Florida Weather Bureau - <http://www.florida-weather.com>

International Society of Arborists Florida Chapter - <http://floridaisa.org>

Guidelines for Developing and Evaluating Tree Ordinances

<http://www2.champaign.isa-arbor.com/tree-ord/ordintro.htm>

This site provides a variety of tools and resources for citizens and local governments interested in developing, revising, or evaluating local tree ordinances. The site includes annotated examples of effective tree ordinance provisions used throughout the country. Support for the development and support of this site is provided by grants from the U.S.D.A. Forest Service through the National Urban and Community Forestry Advisory Council. The site is based on the publication *Guidelines for Developing and Evaluating Tree Ordinances*.

Florida Turf - <http://www.floridaturf.com> - A website dedicated to the study of warm-season turfgrasses, from the University of Florida - Fort Lauderdale

The Old Farmers Almanac - <http://www.almanac.com/index.htm>

HCC Class Schedule

Hillsborough Community College

Spring 2000 Environmental Horticulture Technology Program

For further information, call Fred Webb at 813-757-2104 or Joan Raynor at 813-757-2112

Course Number	Course Name	Section Number	Times	Days	Location
ORH 1262	Floriculture Lecture	12604	7:00-9:50pm	Wednesday	FSC 109 Plant City
ORH	Floriculture	12607	5:00-6:50pm	Wednesday	FSC 109

1262L	Lab				Plant City
ORH 1518	Plant Identification	12597	5:30-6:54pm	Tuesday & Thursday	FSC 109 Plant City
ORH 1412	Plant Growth & Physiology	12594	7:00-9:50pm	Tuesday	FSC 109 Plant City
ORH 2212	Principles of Woody Orn	12589	8:00-9:50pm	Saturday	City Parks Dept Lowry Park
ORH 2212L	Principles of Woody Orn Lab	12590	10am-1:50pm	Saturday	City Parks Dept Lowry Park
IPM 1631	Plant Pests	12599	7:00-9:50pm	Monday	City Parks Dept Lowry Park
IPM 1631L	Plant Pests Lab	12601	5:00-6:50pm	Monday	City Parks Dept Lowry Park

USF Small Business Development Center

**1101 Channelside Drive, Suite 210N Tampa, FL., 33602
813-905-5800 Fax 813-905-5801**

Due to relocation to USF Downtown Center please call the main office for seminar times locations and confirmation of dates. Classes other than those listed are available. Call for more dates, times and more. Class offerings are subject to change.

Starting a Small Business: The Necessary Steps

At least 100,000 new businesses will open their doors this year. The majority of these businesses won't last through their first several years. Find out what it really takes to be successful in your own small business. This class will help you locate the money you need and do the planning and marketing necessary to ensure the success of your business. - \$30

Where to Find the Money

Do you need money to expand your business? Are you frustrated with cash flow problems? Is the lack of money preventing your business from becoming a success? This class will show you how to find and obtain financing for your small business, including 88 ways to obtain financing without going to the bank!

Business Accounting

Accounting is not a four letter word! It is the way small businesses keep score. Learn simple and basic ways to keep your records and determine the health of your business. Don't let the fear of accounting stand between you and success! -\$40

Business Planning

Would you take a long vacation in an unknown area without a map? Then don't try to run a small business without a plan! Learn how to develop and implement a business plan that will guide you to success. - \$40

Marketing for Profits

Marketing is the engine that powers most small businesses. This class explains the basics of marketing, how to determine your target market, and where to find it. This class is full of red hot marketing tips to spark your creativity.

Internet Marketing

This class starts with the basics - what is a website and how can you use one profitably? Your strategy for using the Internet depends on your goals. The class includes developing your goals, making the necessary preparations and developing measures for success. - \$30

Other Classes:

Business Taxes - Free

Marketing Plan - \$40

SBA Loans - Free

Design Your Business Web Site - \$30

USF Small Business Development Center 813-905-5800 - Fax 813-905-5801