

Greenline

FNGLA'S MONTHLY PUBLICATION: DIGITAL MONTHLY ISSUE LOCATED AT [HTTP://GREENLINE.FNGLA.ORG](http://greenline.fn gla.org)

The Landscape Show Has Been Cancelled

The Landscape Show scheduled for September 14-16, 2017 has been cancelled. This decision is based on the best available information in light of the statewide dangers posed by a powerful Hurricane Irma and out of an abiding concern for the safety and safe travel of The Landscape Show exhibitors, buyers and attendees.

All FNGLA meetings and FNGLA events at The Landscape Show have also been cancelled. These include: The Knowledge College educational sessions and workshops; Tapped-In networking for the under-40 industry professionals; FNGLA Landscape Awards ceremony; and, The Landscape Show Golf Tournament benefitting FNGLA's Endowed Research Fund at the University of Florida.

Pre-registered attendees for The Landscape Show and associated FNGLA events can expect to receive full refunds.

All those who made hotel reservations through FNGLA's housing bureau, Eventsphere, will be contacted by Eventsphere for information about your hotel reservations. Those who made hotel reservations on your own need to directly contact your hotel regarding your reservations.

FNGLA will be in contact with The Landscape Show exhibitors about potential options regarding their booth registration fees.

Meanwhile, FNGLA is at work in response to Hurricane Irma. For those whose business operations and/or employees are suffering, FNGLA has created an online platform for you to post and telegraph your immediate needs. And for those who are fortunate to be spared severe damage, there's a place on this platform to offer your resources (such as equipment you're willing to loan, labor, materials, etc.). **Just go to: www.fn gla.org/irma!** Also, links to some government agencies and related information are found there.



"It's never an easy decision to cancel something which affects so many people and our industry as a whole. Yet when considering all the factors, FNGLA and The Landscape Show leaders made the collaborative decision. Sometimes we just have to bow to Mother Nature."

- Linda Adams, FNGLA's
Chief Operations Officer &
Tradeshow Manager

The decision to cancel The Landscape Show was made with everyone's best interests given the circumstances beyond FNGLA's control. Please be safe!



The Three Amigos Ride Again

All FNGLA Presidents are asked what issue or program they will focus on during the year – it could be water policy, fertilizer ordinances, certification programs, government advocacy, membership issues, chapter woes, etc. This year the answer is all of the above and more, because of the

drive, and dedication of my two amigos - Vice President Will Womack and Secretary/Treasurer Shawn Thomas. They truly have a servant's heart and a deep respect for this industry and the folks who work in it. With the support of FNGLA staff, we have the opportunity to improve many current programs and set new goals for the future. We will continue to attend as many chapter functions as possible together, to let members know we serve them and hope to find ways to strengthen the Chapters.

Our thoughts and prayers are with all the good folks of Texas and Louisiana as the waters begin to recede from the devastation left in the wake of Hurricane Harvey. Another incredible storm, Irma, will make landfall in just a few days. There is nothing we can do to stop Mother Nature, but we should do everything possible to prepare our families, businesses, and FNGLA Chapters. I am pleased to report FNGLA staff member Kate Clary is working feverishly on the Hurricane/Preparedness section of the website to include a new format designed specifically to aid FNGLA chapters in preparation before an emergency and a template for each chapter to customize a printed manual to use as a guide. While this won't be available for this storm, we have initiated a Hurricane Irma response page aimed at linking those in need with those who can help. It's located at www.fn gla.org/irma.

One year ago, I quietly asked a few FNGLA leaders from different parts of the state if they were aware of the opioid addiction and its potential threat to our families, businesses, and labor force. The majority didn't think it was a problem and one even asked, "What are opioids?" Armed with a few tips on what to look for, they confirmed my suspicions

that we are not immune to the epidemic now plaguing our country and State of Florida. So, FNGLA began the long process to find out how we can best address this toxic subject and aid member businesses in dealing with the complex issues already affecting our companies, the labor force and friends. We have reached out to experts in law, insurance, and education in the hopes of serving our members with the best up-to-date information possible.

As a first step, FNGLA has partnered with Dr. Tracy Irani, Professor at UF/IFAS and chair of the Department of Family, Youth, and Community Sciences to help create a template addressing the needs of FNGLA members facing this crisis in relation to the workforce, workers' comp, criminal justice, and health and safety issues. Opioids are often overprescribed and anyone can become addicted after a surgery or an injury which often gateways to cheaper drugs, such as heroin.

The Southeast Coast Center for Agricultural Health and Safety (SCCAHS) is a new regional center focusing on agriculture safety and health in the Southeast. The opioid crisis falls within the center's health and safety portfolio with respect to effects on workers in agriculture and related industries. UF/IFAS is collaborating with the UF College of Public Health and Human Performance to lead the center.

As a result, they have proposed a joint collaboration between UF/IFAS and PHHP to develop education guidelines and a comprehensive template for FNGLA members focused on providing resources in the following areas.

- Definition and Identification of opioid use
- Extent of the problem in the industry/needs and gaps with respect to what FNGLA members need to influence
- Workers' Comp and liability issues
- Drug testing
- Treatment options
- Drug abuse prevention
- Overdose in the workplace
- Family and workplace support and responsibilities

The FNGLA Opioid Project will conduct a needs assessment of our members to inform the project's

Continued on page 4

FNGLA's Industry Job Board: Easily Post Available Positions

With labor as one of the most pressing issues facing our industry, FNGLA has stepped forward to help bridge the gap accelerating the launch of FNGLA's Job Board.

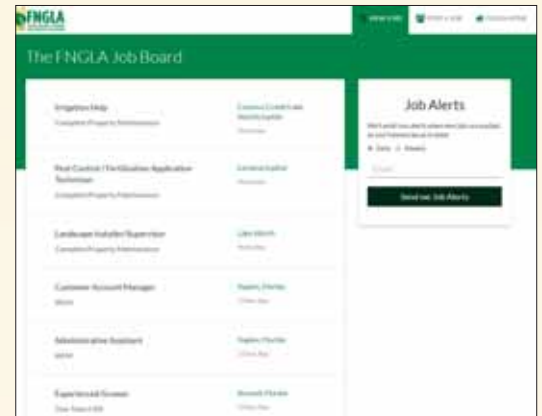
FNGLA members may post job openings for free! The platform, located on FNGLA's website, is a new member benefit. Postings run for 30 days.

Nonmembers can also post industry job openings for a \$99 charge per post.

A "Job Alerts" sign-up allows job-seekers to sign-up for either daily or weekly email alerts to access newly added job openings. FNGLA will update social media -- FNGLA's Facebook, Twitter and LinkedIn pages -- to keep industry professionals current on the latest additions.

There is no limit as to how many jobs may be posted to the site. FNGLA members are strongly encouraged to list open positions at <http://www.fngla.org/careercenter>.

FNGLA members were supplied an access code to use for free listings in the August 8 edition of "Ben's Bullets" or contact FNGLA's Kate Clary at kclary@fngla.org to obtain a member promotional code.



LET YOUR CUSTOMERS TELL YOUR STORIES TESTIMONIALS ARE NOT STORIES

» TEXT
"GREEN" TO 321-392-6692
FOR 9 WAYS TO COLLECT STORIES
TODAY «

 **authenticWEB**
The Right Story at the Right Time

authenticWEB creates & crafts video stories. Whether your customers are near or far, we can tell their story.

VISIT
AUTHENTICWEB.MARKETING
FOR MORE INFORMATION

INDUSTRY NEWS

development; benchmark available tools and resources; and, then we'll put together an online template with linked resources and tools adapted to industry needs. This online template will be an FNGLA member benefit and will identify topic experts who can assist members with downloading and utilizing the developed tools. For those of us who have seen the destruction opioid abuse/addictions leave in its path, we know time is not on our side. We cannot wish this problem away or hope someone

else finds a solution. Information is key and I will see this through.

Respectfully,

Ed Bravo
Big Trees Plantation (Gainesville, FL)
bigtreesplantation@gmail.com



Need a job?

Looking for team members?

We can help.



www.fn gla.org/careercenter

Despite the show's cancellation, we'd like to thank our sponsors, exhibitors and all those who had planned to attend for their commitment to the industry and to FNGLA's programs and events.

While this show is a no-go, be sure to mark your calendar for 2018's dates: September 13 - 15 at the Orange County Convention Center.

Thank you to our

Show Sponsors



From your smart phone or any mobile device, you can still access the show's mobile directory. It contains contact info, product listings and details to assist you with your business.



Perdue Applauds President Trump's Selections for Key USDA Posts

U.S. Secretary of Agriculture Sonny Perdue recently applauded President Donald J. Trump's selection of three individuals for key positions within the U.S. Department of Agriculture (USDA). The president announced Gregory Ibach as Under Secretary for Marketing and Regulatory Programs (MRP), Bill Northey as Under Secretary for Farm Production and Conservation (FPAC), and Stephen Vaden as USDA's General Counsel.

The Under Secretary for MRP oversees three critical USDA agencies: the Animal and Plant Health Inspection Service; the Agricultural Marketing Service; and the Grain Inspection, Packers, and Stockyards Administration. The Under Secretary for FPAC oversees three critical USDA agencies: the Farm Service Agency, Natural Resources Conservation Service, and the Risk Management Agency.

"I look forward to the confirmations of Greg Ibach, Bill Northey, and Stephen Vaden, and urge the Senate to take up their nominations as quickly as possible," Perdue said. "This is especially important given the challenges USDA will face in helping Texans and Louisianans recover from the devastation of Hurricane Harvey."

Regarding the individual selections, Perdue issued the following statements:

On Greg Ibach:

"Greg Ibach will bring the experience and vision necessary to serve as a first rate Under Secretary for MRP at USDA. His exemplary tenure as Nebraska's Director of Agriculture places him squarely in tune with the needs of American agriculture, particularly the cattle industry. His proven track record of leadership will make him a great asset to USDA's customers, the hard working, taxpaying people of U.S. agriculture."

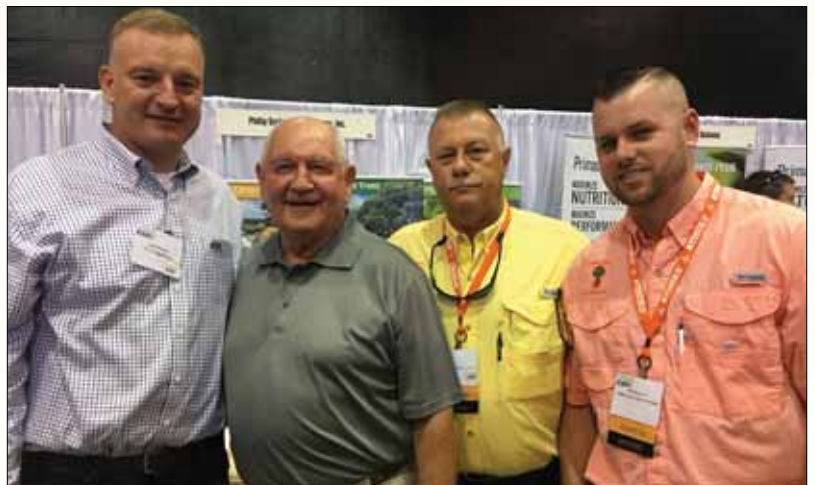
On Bill Northey:

"Bill Northey will continue his honorable record of public service in leading FPAC. Having served the people of Iowa for the last ten years as their Secretary of Agriculture, and as a fourth generation corn and soybean farmer, Bill has a unique understanding of issues facing farmers across the nation. He will be an invaluable member of the team."

On Stephen Vaden:

"Stephen Vaden has a keen legal mind, as we have already experienced through his work since he joined USDA as part of the beachhead team on day one. He has a firm grasp of the legal issues facing American agriculture, and very importantly, understands the breadth and complexity of the regulatory burdens placed on our producers. Our farmers, ranchers, foresters, and producers will be well served by his counsel."

U.S. Secretary of Agriculture Sonny Perdue joined U.S. Congressman Tom Rooney and FNGLA members such as Phil Rucks and Phil Rucks, Jr. of Phillip Rucks Citrus Nursery at the 2017 Citrus Expo in August. The Citrus Expo began in 1992 and is now the world's premier seminar and trade show program for citrus growers and industry professionals. Its primary goal is to provide unequalled education and industry fellowship opportunities annually for growers, industry leaders, decision-makers and vendors. The two-day Citrus Expo is held annually just before the Florida citrus harvest begins.



National Initiative for Consumer Horticulture Receives Grant

The U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture (NIFA) recently announced 12 new grants totaling \$35 million for science-based solutions and new technology for the specialty crop industry.

The National Initiative for Consumer Horticulture (NICH) received a planning grant for \$47,470 to develop strategies, tactics and priorities to stimulate consumer horticulture in the U.S.

The industry-wide grassroots movement plans to grow the practice of gardening, both indoors and out, by 20% by 2025.

The grant was co-authored by Dr. Ellen Bauske, senior public service associate, Department of Plant Pathology/Georgia Center for Urban Agriculture, and Dr. Gail Langellotto, associate professor and extension specialist in the Department of Horticulture at Oregon State University.

“By creating one cohesive voice, NICH will raise awareness of consumer horticulture and help those in all segments of horticulture be more successful in leveraging public funding to help stimulate the entire industry,” says Dr. Bauske.

Currently, there are five legislatively mandated SCRI programs, including pollinator protection, focused on production of ornamental, nursery and food crops. However, there are no legislatively mandated programs which specifically support end-use consumer horticulture.

NICH wants to change this.

NICH's vision is to increase consumer horticulture by 20% by 2025 by cultivating a passion and deeper appreciation for plants in our daily lives. NICH also seeks to increase a universal demand for gardening from research and extension grants at universities and increase foot traffic at public gardens and garden centers.

NICH is a consortium of industry leaders who are creating a unified voice to promote the benefits and value of horticulture. NICH brings together academia, government, industry and nonprofits to cultivate the growth and development of a healthy world through landscapes, gardens and plants – indoors and out.

For more information and to join the cause, visit NICH at www.consumerhort.org.

Labor Shortage Continues to Plague Industry

Florida's labor force is more than 10 million strong, and the Southeast is on the high end of the job boom, yet also ranks low in the area of labor force participation according to a recent study by U.S. News & World Report.

Florida has the widest gap between job growth and labor force participation of the five states studied by U.S. News. The five states are Florida, Georgia, South Carolina, North Carolina and Tennessee.

For Florida, this means labor is a top priority-- and will continue to be so for the foreseeable future.

“Qualified labor is hard to find. In this respect, we're always looking for new faces,” said Will Womack, president of Tampa Bay Landscaping in Tampa, FL and FNGLA's President-elect.

In an effort to provide some relief to the industry, FNGLA accelerated the development of its Job Board where industry professionals can post open positions and job-seekers can peruse available positions. FNGLA members can post positions at no cost, while nonmembers pay just \$99 per listing.

See FNGLA's job board at www.fn gla.org/careercenter.org.



The Collegiate Plant Initiative: A UF Student-Run Group

By *Abbie Clark, Collegiate Plant Initiative's Public Relations Director*

The Collegiate Plant Initiative is a student-run organization which took root at the University of Florida. Made up of a core group of students majoring in areas outside of botany, we offer a unique perspective of the plant world which has not yet been tapped. Our goal is to reduce plant blindness by teaching college students more about the plant industry and connecting industry leaders with the future consumers and leaders of the horticulture industry.

Background

The idea for the Collegiate Plant Initiative sprouted from an introductory plants class taught at the University of Florida. When Dr. David Clark originally began teaching *Plants, Gardening & You* (ORH1030), it became obvious many of the students enrolled in the class were completely ignorant on the topic of plants, but were passionate and excited to grow plants of their own.

The course quickly spread in popularity to students of all majors and became known as “The Plants Class” across campus. Throughout the past 10 years, the class has continued to grow in size and attracts students from every college and academic year.

After experiencing the hunger for more knowledge about the plant world, *The Blue and Orange Initiative* was organized between students in class at the University of Florida and students from a similar class at Pennsylvania State University. This organization captured students at both universities and allowed them to interact with one another as they continued their journey throughout the semester. Students at each university were encouraged to interact with each other by writing letters to students at the opposite college and posting content online on the Blue and Orange Initiative's Facebook group.

While the Blue and Orange Initiative served as a great way to get students involved with each other, it became evident the organization had the potential to grow even larger and reach more individuals. From this realization, a core group of students from the class *Plants, Gardening & You* came forward to begin the process of creating the Collegiate Plant Initiative. From graphic design and public relations students to engineering and business majors, we offer a fresh view of the plant industry not yet been discovered by those who work with plants each and every day.



The Collegiate Plant Initiative is a student-run organization led by Gabriela Crista Perez (Art Director); Abbie Clark (Public Relations Director); Samantha Nuzzi (Outreach Director; and, Virginia Frazier (Executive Director).

What Comes Next

One of the main ways this organization aims to reach out and connect to college students is by creating chapters of the Collegiate Plant Initiative at other universities across the country.

To decide which universities should be incorporated into the CPI first, the core members looked over a list of some of the top land grant universities and picked a handful of schools spread across different regions of the United States. With the University of Florida established as the home base for CPI, Penn State University became the first university to begin a chapter at its school, quickly followed by Texas A&M University.

For each chapter, CPI is planning to host a 'Plant Drop' in the busiest area of each university's campus. These 'Plant Drops' will allow the university's chapter to give away 1,000 plants to college students for free in the hopes of exposing large numbers of college students to plants they can buy in their local garden centers. The plants chosen to be given away will be the easy-to-grow in a student's dorm room and be readily available near the university so students can purchase more if they choose to do so.

In order to expose these students to opportunities in the horticulture industry, the organization plans to also provide scholarships and internship opportunities to interested students or students who play key roles in laying the foundation for a chapter at their university. These scholarships and internships act as incentives to get students involved and excited about getting their university involved.

How Can You Help?

As our organization continues to grow and develop, we will continue to be open to any and all ideas, or pieces of advice, on our current and future endeavors. Ideas on how to conduct 'Plant Drops,' leads for potential plant providers and connections near targeted universities, and materials such as pots and tags will be greatly beneficial to each chapter.

Because we are constantly giving plants away to students, and with 'Plant Drops' approaching in the near future, we need more and more plants all the time. Plant donations are a great way to show off your best or newest plants!

In addition, knowledge of internships and other job opportunities in the industry will be absolutely necessary to integrate students into the world of horticulture. Tell us about your opportunities and we will connect you with our talented students.

Lastly, in order to sustain our efforts, we would appreciate any sort of donation to further our mission. We are a non-profit now, so feel free to reach out to us for any more information.

Find the CPI online at www.CollegiatePlantInitiative.org, or on Facebook and Instagram as the Collegiate Plant Initiative. For any inquiries, email contact@CollegiatePlantInitiative.org.



Partner with Local Rotarians to Plant Trees

If your community has a Rotary Club, here's a great way to engage to promote the value of trees:

The Rotary organization's new president, Ian H.S. Riseley, is asking all Rotarians across the globe to plant a tree for every member... and there are more than 1 million! He set a time from July 1, the start of the Rotary calendar, to April 22, 2018, Earth Day.

Riseley said protecting the environment and curbing climate change are essential to Rotary's goal of sustainable service.

"It is my hope the result of that effort is far greater than the environmental benefit those 1.2 million new trees will bring," Riseley said. "I believe the greater result will be a Rotary recognizing our responsibility not only to the people on our planet, but to the planet itself."

The Rotary organization has a long-standing tradition of encouraging tree planting. The Rotary's "Friendship Trees" program has been planting trees in the name of fellowship, friendship, and community service since the early 20th century. These trees, which can be found worldwide, have grown into enduring monuments of Rotary's ideals



UF's Center for Public Issues Education Impacts Research, Outreach and Media

The PIE Center made significant impacts in the areas of research, outreach and media this year, and it is excited to present its successes via their annual report.

Through relevant research and engaging outreach, faculty and staff at the PIE Center continually make efforts to inform stakeholders, constituents and decision makers on the issues impacting Florida's agricultural and natural resource sectors.

In his annual report address, Dr. Ricky Telg (PIE Center Director) reports:

We are pleased to report the PIE Center initiated or collaborated on several new major grants in 2016-17. As you will see in the "By the Numbers" section, the PIE Center is part of more than \$22 million in grant projects, with the PIE Center's direct share at more than \$1.6 million. These grants are from such agencies and organizations as the U.S. Department of Agriculture, Florida Department of Agriculture and Consumer Services, the UF/IFAS Center for Landscape Conservation and Ecology, National Institute of Environmental Health, and the National Institute for Occupational Safety and Health. One new such project is the PIE Center's support of the outreach and communication efforts of the Southeastern Coastal Center for Agricultural Health and Safety, a regional interdisciplinary center focused on the occupational safety and health needs of workers in agriculture, fishing and forestry.

The PIE Center extends the research through educational programs across the state and country, presenting for such organizations as the UF/IFAS Wedgworth Leadership Institute and several county Extension offices, among others. And we've been experimenting with new delivery technologies – like Facebook Live videos – to enhance how we communicate and inform. We hope you will enjoy reading about some of our impactful media and outreach efforts in this report.

To access the annual report, go to: http://www.piecenter.com/wp-content/uploads/2017/08/AnnualReport_web.pdf.



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
UF | IFAS

Fall Exam Certification Schedule Features New Test Site

With fall just around the corner, FNGLA's certification schedule features additional training and testing opportunities. Contact Merry Mott at FNGLA at mmott@fn gla.org or 407-295-7994 for more information.

Training

Landscape Technician/Maintenance Technician

Knowledge College at The Landscape Show
Friday, September 15

Landscape Designer (FCLD)

Knowledge College at The Landscape Show
Saturday, September 16

Landscape Technician/Maintenance Technician

Florida Gateway College, Lake City
Friday, September 22

Landscape Technician

UF Ft. Lauderdale REC, Davie
Friday, October 27

Landscape Technician Bilingual

UF Miami-Dade Extension, Homestead
Saturday, October 28

FNGLA administers several industry certification programs encompassing all aspects of Florida's nursery and landscape industry. Look for professionals with FNGLA's certifications:

FNGLA Certified Horticulture Professional (FCHP)

FNGLA Certified Landscape Technician (FCLT)

FNGLA Certified Landscape Maintenance Technician (FCLMT)

FNGLA Certified Landscape Contractor (FCLC)

FNGLA Certified Landscape Designer (FCLD)

FNGLA Certified Exam Judge (FCEJ)

Florida Water StarSM Accredited Professional

Exams

Landscape Technician/Maintenance Technician Exam

Florida Gateway College, Lake City
Friday, October 13

Landscape Technician Bilingual Exam

UF Ft. Lauderdale REC, Davie
Friday, December 1



FNGLA Action Chapter Names Parrish as Batson Award Winner

Continuing a family legacy of service to Florida's horticulture industry, Jennifer Parrish of Farm Credit of Central Florida was named as the FNGLA Action Chapter's 23rd Gene R. Batson Award Winner.

"It was amazingly humbling," Parrish said after the event. "The list of past recipients is inspiring and it is such an honor to be among that group."

The award is named in honor of Gene Batson who for many years, alongside his wife, Barbara, owned and operated Batson's Greenhouses in Mt. Dora. The Batsons are credited with helping more than a dozen industry newcomers realize their dream of owning their own nursery. The Batsons did this by offering to help fund and establish new nurseries for those who otherwise might not source the funds to open their own nursery.



Jennifer Parrish (L) was named the 2017 Batson Award Winner, FNGLA's Action Chapter's highest award; Barb and Gene Batson (center); FNGLA President Ed Bravo (R).

FNGLA's Action Chapter, which includes members from Orange, Seminole, Osceola and Lake counties, established the award in 1995 as the chapter's highest honor.

Criteria for Batson Award recipients include demonstrating both outstanding service and leadership within the Action Chapter.

Recent past winners include: Ty Strode of Agri-Starts; Wayne Mercer of Mercer Botanicals; and, Dr. Wayne Mackay, past director of the UF/IFAS Mid-Florida Research Center in Apopka.

A South Florida native, Parrish virtually grew up in the horticulture industry working alongside her parents, Wes and Vickie Parrish, at the family's nursery for more than three decades.

Parrish attended the University of Florida where she earned a Bachelor of Science degree in Landscape and Nursery Horticulture.

After graduating, Parrish worked for five years as part of the sales team at the Apopka-based Agri-Starts. Parrish currently works for Farm Credit as part of the company's crop insurance team.

Upon accepting the award at the Aug. 30 luncheon, held in Apopka, Parrish tearfully thanked both her parents, whom she credited with instilling in her a love for agriculture. Parrish also credited Action Chapter members for helping her along the way.

"I've been going to FNGLA meetings since I was young, so I've had some amazing role models and mentors," Parrish said after the event. "I've learned, personally, I've received so much more than I've given from this industry and association."

Florida Sen. Denise Grimsley, R-Sebring and Orange County Commissioner Brian Nelson were also in attendance to offer their congratulations. Commissioner Nelson read a proclamation from Orange County Mayor Teresa Jacobs which proclaimed August 30, 2017, the date of the award ceremony, as FNGLA's Action Chapter and Batson Award Day.

FNGLA Training Sessions Offer Resources, Expertise and Inspiration to Chapter Leaders

FNGLA's chapters depend on their volunteer leaders to keep the chapters engaged and relevant. This is not always easy, especially given all of today's demands on people's time and energy. With this in mind, FNGLA offered a special training day for chapter leaders to deliver additional resources, expertise and ideas to help in managing the chapters.

A training day was held at Kanapaha Gardens in Gainesville on August 9 for chapter leaders in the central and north Florida areas. The training was repeated two days later at the UF/IFAS Extension office in West Palm Beach for chapter leaders in South Florida.

With these convenient locations, volunteers from seven FNGLA chapters were able to participate!

FNGLA chapter leaders were exposed to two of the industry's foremost experts on communications and politics - areas with which all FNGLA chapters deal regularly. Dr. Ricky Telg, director of the UF/IFAS Public Issues Education (PIE) Center facilitated a session for developing chapter relationships.

Dr. Telg is considered one of the country's foremost experts on agriculture communications, as well as fostering connections among people and issues. One of Florida's most respected political masters, FNGLA's very own Jim Spratt, led chapter leaders through an exercise to increase comfort levels when communicating with elected officials and lawmakers.

Other tools delivered to chapter leaders were broader ways to use social media to expand chapter exposure, as well as use FNGLA certification programs to increase chapter awareness and participation.

Chapter leaders exchanged new ideas to take back home to try and a reminder of the importance for chapter leaders to project positive attitudes.

"We really appreciate FNGLA's volunteer chapter leaders and want to deliver tools to make it easier for them to stage successful meetings and events," said FNGLA CEO Ben Bolusky.

"In addition to the annual chapter training program," added

Bolusky, "not only have we dedicated a place on FNGLA's website for chapter resources, FNGLA is now offering a grant program to directly support chapter efforts."

The next FNGLA chapter leader event is set for Friday, September 15 at 1 p.m. at The Landscape Show in Orlando.

FNGLA's officers will facilitate a one-hour Chapter Leader Forum for volunteer leaders to offer input on chapter challenges, solutions and opportunities.

FNGLA has 14 active chapters located geographically across Florida.

When joining FNGLA, a member automatically belongs to the local area chapter. More information about FNGLA's chapters is available online or by calling the FNGLA office at 800-375-3642.



The Tree Tag... Get it Today!

Through your purchase of the TreesAreCool License Plate for your vehicle, you help benefit our Florida urban tree environments through:

- Tree research
- Scholarships
- Ongoing education of tree-care practitioners
- And provide public education programs about tree care and preservation.

Buy a TreesAreCool plate... send in your receipt and get a free Florida ISA 1-day seminar! Promotion is going on now!

ISA
FLORIDA CHAPTER

The Florida Chapter of the International Society of Arboriculture (ISA) is a non-profit organization committed to serving the needs of Florida's professional arborists and tree-care consumers.

LiveTrends Ranked Among Top U.S. Entrepreneurial Firms by *Inc. 5,000*

Defined as “the companies whose creativity propelled to the top,” *Inc. 5,000* has ranked the top 500 U.S. “greatest and most inspiring” entrepreneurs of the year-- and guess who’s landed at #256? It’s LiveTrends. Led by Bisser Georgiev, the company boasts a 1,662% 3-year growth rate. Founded in 2013, LiveTrends employs 95 people and is defined as “Sells living plant sculptures for use as interior home decor.”



Congratulations Bisser and the LiveTrends team!

Grandiflora Sets Materials Auction Date as September 23

Alan and Ellen Shapiro are industry icons -- having been in the industry many decades as San Felasco Nurseries and now as Grandiflora. As they begin a new chapter in their lives, they will be having a final auction of equipment, greenhouses, and vehicles on Saturday September 23, 2017. There will be a preview the prior two days, Thursday September 21 and Friday, September 22. Until this time, they will be open regular business hours and invite the industry to come see their estimated remaining 150,000 plants, chemicals, new containers, and other supplies which are for sale.



Costa Names New Marketing Director

Costa Farms, the largest grower of ornamental plants in the world, has promoted Damaris Mora Crawford to marketing director. Crawford brings more than 20 years of experience in consumer product marketing. Her background includes high-profile consumer brands such as L'Oréal, Schwinn and Black & Decker.



In her new position, Crawford will lead Costa Farms’ diverse marketing team and create and execute strategic marketing initiatives to support continued sales growth for the company’s retail customers.

Crawford was selected because of her consumer marketing experience and proven track record, says Charlie Acevedo, vice president of sales and marketing at Costa Farms. “She’s earned this opportunity to lead our marketing efforts,” added Acevedo.



Crawford began her career at Costa Farms in product marketing and transitioned into category management for both the popular succulents and perennials areas before becoming marketing director.

“I’m excited to be working with a first-class marketing team and have an opportunity to share my passion for plants,” said Crawford. “I will communicate my passion via creative marketing programs which speak to all consumers.”

Welcome New Members

The following are new FNGLA members from August 1 - August 31, 2017:

ACTION

Isuzu Truck of Ocala
Jessica Diehl
2455 S Orange Blossom Trl
Apopka, FL 32703
352-840-0070

Danny Mahon's Trucking
Danny Mahon
PO Box 103
Groveland, FL 34736
352-250-8521

Lukas Nursery and Butterfly Encounter
Courtney Miller (Associate)
1909 Slavia Rd
Oviedo, FL 32765
407-365-6163

Spies Pool
Todd Koonts
801 Sawdust Tr
Kissimmee, FL 34744
407-847-2771

Lassiter Ware
Davis Talmage
1317 Citizens Blvd
Leesburg, FL 34748
352-552-2225
Rec'd by: Karen Owens, Three Volcanoes Farm LLC

BROWARD
Broward County EPCRD
Robert Wanvestraut (Supportive)
115 S Andrews Ave
Fort Lauderdale, FL 33301
954-519-1446

Chase Roofing & Contracting
Tamara Chase
2190 W SR 84
Fort Lauderdale, FL 33312
954-680-8588
Rec'd by: Steve Weiss, Tri County Truck

Electrical Doctors LLC
Salvatore Catalano
1136 S Powerline Rd
Pompano Beach, FL 33069-4310
954-247-9181
Rec'd by: Steve Weiss, Tri County Truck

CafeAla Carte Corporation
Dominick Fimiano
19512 S Coquina Way
Weston, FL 33332
954-349-1030
Rec'd by: Steve Weiss, Tri County Truck

1-877-Junk Squad LLC
Samantha Potesta
10501 S Camelot
Davie, FL 33328
305-305-9373
Rec'd by: Steve Weiss, Tri County Truck

Parrish Gardens
Lana Hansford
5900 SW 185th Way
Southwest Ranches, FL 33332
954-680-3544
Rec'd by: Vickie Parrish, Parrish Nursery

Exigo Concrete Inc.
Pedro Villalona
1349 NW 129th Way
Sunrise, FL 33323
954-797-7679
Rec'd by: Steve Weiss, Tri County Truck

Roof Doctors-South Florida, Inc.
Michael Jacobazzi
11820 NW 41st St
Coral Springs, FL 33065
954-784-7663
Rec'd by: Steve Weiss, Tri County Truck

Norbel Lawn Services
Rosana Solis
2718 N Nob Hill
Sunrise, FL 33322
954-326-8556
Rec'd by: Steve Weiss, Tri County Truck

COASTAL SPRINGS

Driftwood Furniture by Mark Arnett
Mark Arnett
PO Box 403
Homosassa, FL 34487
352-220-2651

InstaHedge Florida
Greg Sloan
34927 Prospect Rd
Dade City, FL 33525
833-467-8244

Bayer Ornamentals
Brian McCaffrey
19581 Lily Pond Ct
Brooksville, FL 34601-6557
352-238-6539

Omega Field Enterprises dba Omega Tree & Nursery
Buck Rollings
5315 Riva Ridge Dr
Wesley Chapel, FL 33544
813-931-4741
Rec'd by: Dragonfly Landscape and Water Gardens

INTERNATIONAL
PlantRoute
Stuart Swaddling
6 Pedvin Place
Annangrove, NSW 2156 Australia
+61296794000

LAKE REGION
Evolve Contracting, Inc.
Jillian Bustos
897 E Lemon St
Bartow, FL 33831
863-537-7537

MANASOTA
LDG Transport
Larry Gilchrist
4804 78th St E
Bradenton, FL 34203
941-758-8100

King Green LLC
Eric Stockdale
2179 13th St
Sarasota, FL 34237
941-650-8572
Rec'd by: Shelby Moore, Steele Truck Center, Inc.

MIAMI-DADE
Goldstar Nursery LLC
Lorenzo Alvarez
2182 NW 2nd Ave
Homestead, FL 33030
786-201-6231

Argota Farms
Yulexis Argota
12532 SW 221st St
Miami, FL 33170
786-255-2832

Cotton Style, Inc.
Mohammad Hossain
15946 NW 49th Ave
Miami Gardens, FL 33024
954-538-1304
Rec'd by: Steve Weiss, Tri County Truck

NORTHEAST
V & G Topiary
Wilson Gjuraj
5218 Hwy 17 S
Green Cove Springs, FL 32043
904-400-3666

Lawn Avengers LLC
Nick Bonn
6115 Alpenrose Ave
Jacksonville, FL 32256
904-982-0220
Rec'd by: Justin Williams, Williams' Plant Nursery, Inc.



1. Action
2. Big Bend
3. Broward
4. Central East Coast
5. Coastal Springs
6. Miami-Dade
7. Frontrunners
8. Highlands Heartland
9. Polk
10. Manasota
11. Northeast
12. Palm Beach
13. Panhandle
14. Pinellas
15. Royal Palm
16. Space Coast
17. Tampa Bay
18. Treasure Coast

G.A.T.S. Construction, Inc.
Tim Losco
1340 Wedgewood Rd
Jacksonville, FL 32259
904-502-7235
Rec'd by: Eric Schmith, Nextran

OUTSIDE FLORIDA
Hortus USA Corp.
Joel Kroin
245 W 24th St
New York, NY 10011
212-929-0927

Novelty Lights, Inc.
K.C. Coors
9800 E Easter Ave Ste 160
Centennial, CO 80112
720-420-3591

Popes Plant Farm
Sara Melton
PO Box 187
Greenback, TN 37742
865-856-8099

FELCO/PYGAR USA
Ryan Amberg
123 NW 36th St Ste 202
Seattle, WA 98107
315-759-1249

Michael Carr Designs
Jeanne VandenBerg
4660 E Paris Ave
Grand Rapids, MI 49512
616-871-9223

Epic Plastics
Emil Prendes
2039 Highland Forest Dr
Highland Village, TX 75077
817-992-2993

East Garden, Inc.
Ben Lin
4303 Pleasantdale Rd Ste H
Atlanta, GA 30340
770-662-8118

JG Landscaping, Inc.
Juan Granados
8037 Fairview Rd #G
Charlotte, NC 28227
704-400-6548
Rec'd by: Steve Weiss, Tri County Truck

PALM BEACH
Aceves Landscape & Maintenance
Jasmyn Aceves
234 SW 9th Ave
Boynton Beach, FL 33435
561-542-9400
Rec'd by: Steve Weiss, Tri County Truck

Chacon Landscaping and Designs
Efeego Chacon
22180 Boca Rancho Dr
Boca Raton, FL 33428
561-404-3413
Rec'd by: Steve Weiss, Tri County Truck

PINELLAS
Sharon Brown (Student)
109 36th Ave NE
St. Petersburg, FL 33704
727-821-9757

City of Oldsmar
Alexis R. Wells (Supportive)
100 State St W
Oldsmar, FL 34677
813-749-1263

ROYAL PALM
Collier County Board of County Commissioners
Scott Pickens (Supportive)
3327 Tamiami Trail E
Naples, FL 34112
239-252-8407

Restaurant Solutions, Inc.
Robert Porter
1423 Austell Rd SE
Marietta, GA 30008
770-421-1999
Rec'd by: Steve Weiss, Tri County Truck

Juan Mateo's Lawn Service
Juan Mateo
490 Evans Rd
Labelle, FL 33935
863-673-4146
Rec'd by: Shelby Moore, Steele Truck Center, Inc.

Victorino Gonzalez Landscaping Services
Victorino Gonzalez
1797 48th St
Naples, FL 34116
239-525-6365
Rec'd by: Steve Weiss, Tri County Truck

SPACE COAST
Project Regreen
Linell Anderson Full
2355 Hall Rd
Malabar, FL 32950
321-480-7885

Brevard Nursery and Landscaping
Wilfredo Corado
2198 W King St
Cocoa, FL 32926
321-917-8267

TAMPA BAY
Stone-Mart
Melissa Burgos
6005 Anderson Rd
Tampa, FL 33634
813-885-6900

TREASURE COAST
Gilbert Family of Companies
Chuck Cruise
PO Box 848
Okeechobee, FL 34973
772-801-8663
Rec'd by: Deb Joneck, Florida Coast Equipment, Inc.



Calendar of Events Contact Us

See and submit events at <http://www.fngla.org>, under calendar

September

- 6-9:** SAF Palm Beach Annual Convention, The Breakers, Palm Beach
- 7-8:** Irrigation Workshop, Hosted by Florida Irrigation Society, Volusia County Health Dept., Daytona Beach
- 13:** The Landscape Show Golf Tournament, Rosen Shingle Creek Golf, Orlando
- 14-16:** The Landscape Show, Orange County Convention Center North Concourse, Orlando (includes FNGLA Certification Training Classes)
- 15:** FNGLA's Landscape Awards Presentation at The Landscape Show, Orlando
- 17-20:** Association of Zoological Horticulture Conference, Naples
- 22:** Exam Prep FNGLA Certified Landscape Technician and Maintenance Technician, Florida Gateway College, Lake City
- 22-23:** Florida Wildflower Symposium, Orange County Extension Service, Orlando
- 26:** Central Florida Agritourism Conference, UF-IFAS Pol County Extension Service, Bartow
- 27:** Florida WaterStarSM Training, University of Florida MREC, Apopka
- 28-29:** Florida Green Building Coalition Annual Meeting, Orlando

October

- 10:** Landscape University, UF-IFAS Orange County Extension, Orlando
- 11-13:** ISA Tree Risk Assessment Qualification, UF-IFAS Ft. Lauderdale REC, Davie
- 13:** FNGLA Certified Landscape Technician & Maintenance Technician Exam, Florida Gateway College, Lake City

FNGLA

Phone: 407.295.7994
 Toll-free: 800.375.3642
 Fax: 407.295.1619
 E-mail: info@fngla.org
 Web: www.fngla.org

2017-2018 STATE OFFICERS

President Ed Bravo Big Trees Plantation, Inc. 104 SW 131 st St Newberry, FL 32669 (352) 332-2150	President-Elect Will Womack, FCLC Tampa Bay Landscaping 5821 Maple Lane Tampa, FL 33610 (813) 368-9891
Past President Robert Shoelson, FCLC Getting Green Plant Services & Betrock Information Systems PO Box 840107 Pembroke Pines, FL 33084 (954) 680-1819	Secretary/Treasurer Shawn Thomas Southern Green Chemical Lawn Care 9456 Phillips Hwy Ste. 10 Jacksonville, FL 32256 (904) 598-4358

CHIEF EXECUTIVE OFFICER

Ben Bolusky

GREENLINE EDITOR

Jennifer Nelis, jnelis@fngla.org

Connect with us:



About FNGLA

This publication is produced by the Florida Nursery, Growers and Landscape Association (FNGLA) as a service to its members and the industry at large. The statements and opinions expressed herein do not necessarily represent the views of the Association, its staff, Board of Directors, *Greenline* or its editors. Likewise, the appearance of advertisers or their identification as members does not constitute an endorsement of the products or featured services.

The mission of the Florida Nursery, Growers & Landscape Association is to promote and protect the interests of Florida's nursery and landscape industry.



1533 Park Center Drive
Orlando, FL 32835-5705

NON-PROFIT ORG
U.S. POSTAGE
PAID
ORLANDO, FL
PERMIT #2041



Read the latest FNGLA news inside & visit *Greenline* online at <http://greenline.fngla.org>