



ARIZONA NURSERY ASSOCIATION

Sustainable Cities Network Group – August 24



ANA's Mission

***Where Growing
Businesses
Can Thrive***

To accomplish this we

- ☐ Educate
- ☐ Promote
- ☐ Increase our Member Benefits
- ☐ Keep Active in Legislative and Regulatory issues
- ☐ Support ANAFUND



Education

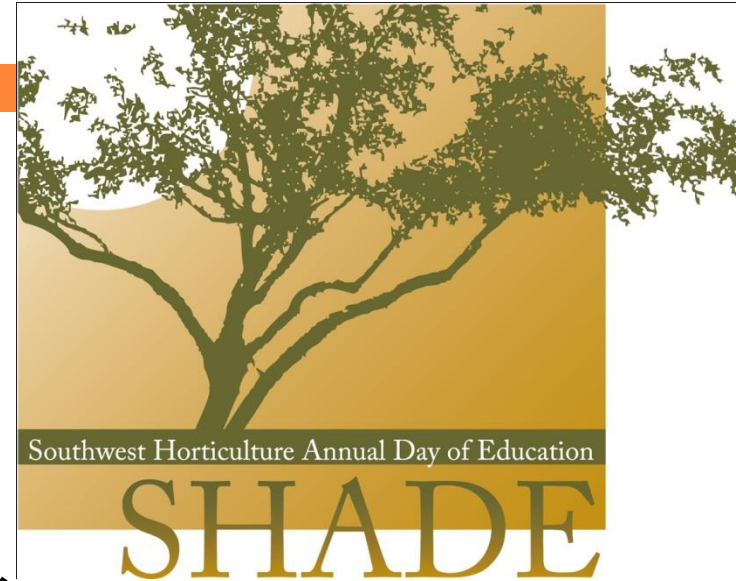
- Southwest Horticulture
Annual Day of Education

SHADE - September 1, 2016

The Arizona Biltmore

5 Tracks of Education – 6 Session

6 CEU's



MARKETPLACE at SHADE



52 Booths



Promotional Projects:

Don't Just Stand There....

Plant Something!

***A Marketing Campaign for
the Green Industry***



Promotes the

- Environmental
- Financial
- Health

Benefits of trees and plants



Federal Trademark

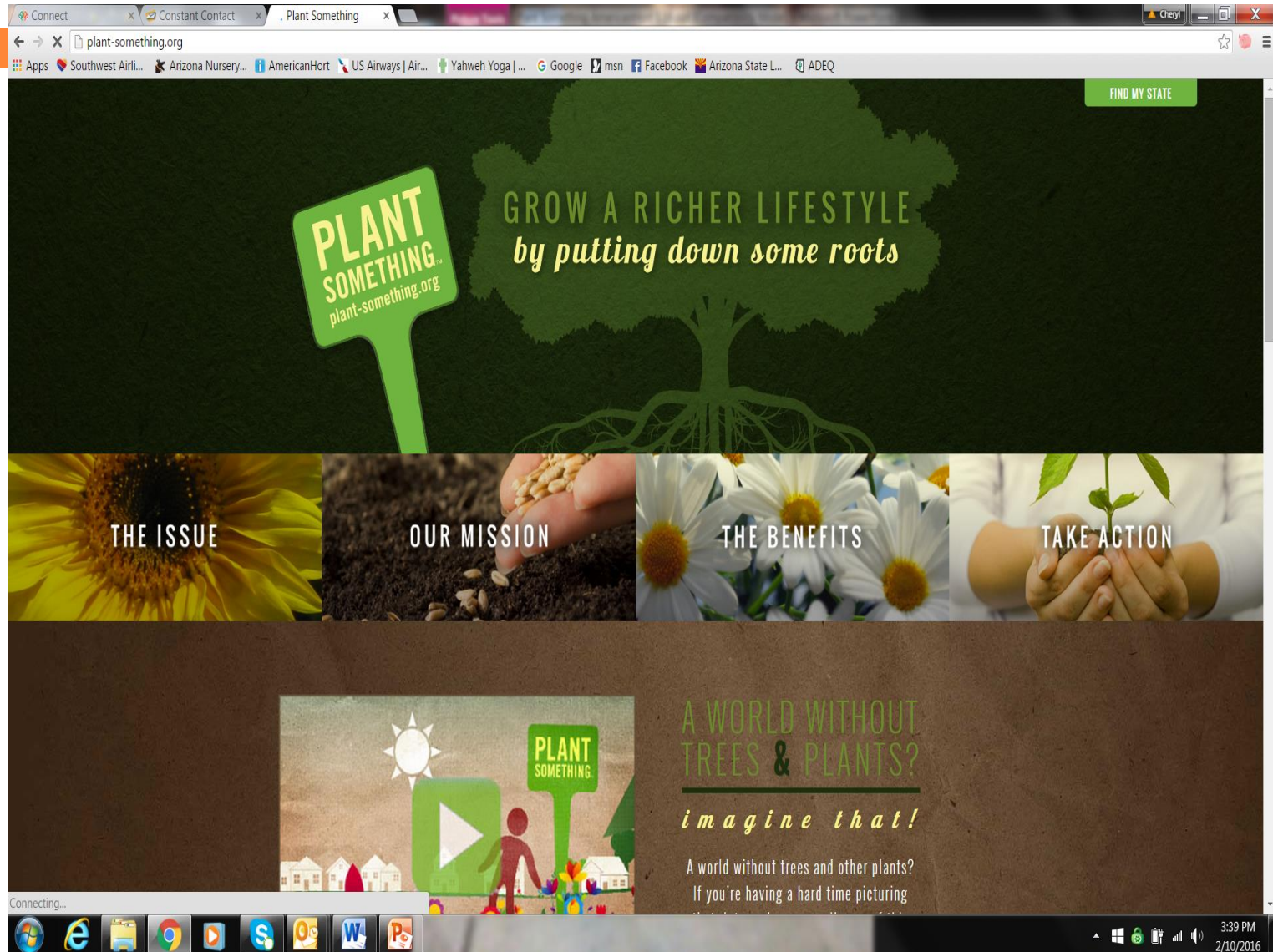


23 total partners to date...

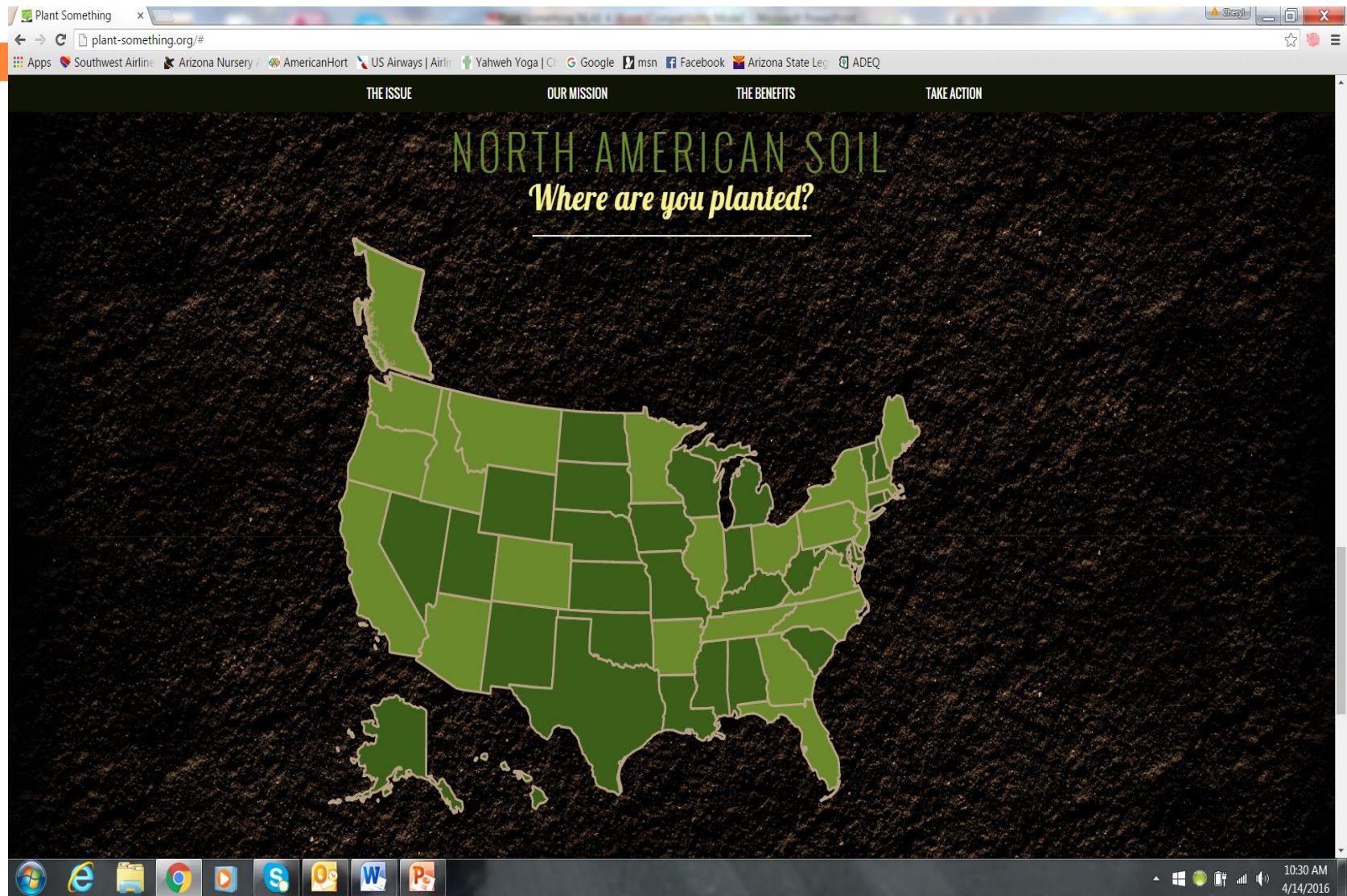
- Arizona Nursery Association
- Arkansas Green Industry Association
- British Columbia Nursery & Landscape Association
- California Association Nurseries & Garden Centers
- Colorado Nursery & Greenhouse Association
- Idaho Nursery & Landscape Association
- Illinois Green Industry Association
- Florida Nursery, Growers & Landscape Association
- Georgia Green Industry Association
- Long Island Flower Growers Association
- Maine Landscape & Nursery Association
- Massachusetts Nursery & Landscape Association
- Minnesota Nursery & Landscape Association
- Montana Nursery & Landscape Association
- New Hampshire Plant Growers Association
- New Jersey Nursery & Landscape Association
- North Carolina Nursery & Landscape Association
- Ohio Nursery & Landscape Association
- Oregon Association of Nurseries
- Pennsylvania Landscape & Nursery Association
- Tennessee Nursery & Landscape Association
- Virginia Nursery & Landscape Association
- Washington State Nursery & Landscape Association



Website



Website



Facebook Page

Connect x Constant Contact x Plant Something x Chery

https://www.facebook.com/PlantSomething/

Apps Southwest Airli... Arizona Nursery... AmericanHort US Airways | Air... Yahweh Yoga | ... Google msn Facebook Arizona State L... ADEQ

Plant Something

Cheryl Home

Page Messages Notifications Insights Publishing Tools Settings Help

Plant Something
Farming/Agriculture

Cover Photo

PLANT SOMETHING.
plant-something.org

Create Call to Action Liked Message

Timeline About Photos Likes More

0% response rate, day or more to respond
Respond faster to turn on the badge

2,739 likes +7 this week
Carrie Hamstra and 72 other friends

1,751 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Boost Your Page for \$5
Reach even more people in United States
Boost Page

ABOUT

Add street address
City, State, Zip Save

Status Photo / Video Offer, Event +

Write something...

2 Scheduled Posts
Next post scheduled for Friday at 5:00am. See posts.

Plant Something
Published by Cheryl Goar (?) · 10 hrs ·

Try out this delicious recipe while sweet potatoes are in season!
<http://minimalistbaker.com/mediterranean-baked-sweet-potat.../>

1

Boost Post

Promote

THIS WEEK

1,751 Post Reach

129 Post Engagement

0 Website Clicks

0 of 1 Response Rate

Peggy Jo Goodfellow likes Kevin Rogers's post.

Lisette Bray likes Brittany Rose's photo.

Laura Kunkle likes Annie Kerregan's post.

Philip Bashaw shared Rep. Martha McSally's post. Thanks for your help rep. Martha McSally! Your efforts to...

Erin Pedersen replied to Karen Deal's comment.

Jolynn Pew likes FOX 10 Phoenix's post.

Lauren Scheller likes The

Diann Prechel

Rex Andersen

Renee Hamstra-Pew

Seneca Hull

Jessica Cox

Brian Lang

Laura Kunkle

Peggy Jo Goodfellow

Kim Eadler

Kent Miller

Carol Willis Farrell 42m

Q Search

https://www.facebook.com/PlantSomething/photos/a.385654148168576.89384.385647654835892/385654161501908/?type=3

3:40 PM
2/10/2016

Facebook Page

Plant Something

Page Messages Notifications Insights Publishing Tools Settings Help

Overview Last 7 days Export

Likes Reach Page Views Actions on Page Posts Events Videos People Messages

Page Views
April 8 - April 14
39
Total Page Views ▲70%

Reach
April 8 - April 14
2,584
People Reached ▼41%
272
Post Engagement ▼29%

Page Likes
April 8 - April 14
13
Page Likes ▲30%

Actions on Page
April 8 - April 14
1
Total Actions on Page ▲100%

Videos
April 8 - April 14
0
Total Video Views ▲0%

Your 5 Most Recent Posts

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/13/2016 5:00 am	Find out what to plant and when to plant it for your most thriving an	Image	Targeted	312	12 10	Boost Post
04/11/2016 5:00 am	April is National Lawn and Garden Month! Celebrate and add bea	Image	Targeted	398	11 7	Boost Post
04/09/2016 3:15 pm	You're never too young or too old to Plant Something! Please shar	Image	Targeted	1K	28 38	Boost Post
04/08/2016 5:00 am	Are your flowers not blooming in the colors you were hoping for?	Image	Targeted	667	23 19	Boost Post
04/07/2016	Arizona has their digital billboard	Image	Targeted	1.8K	54	Boost Post

YOUR GAMES MORE

RECOMMENDED GAMES MORE

Sherrilee Jepsen likes
Majic 95.5's link.

Mark W. Killian This is a very important article. The bio-security of American...

Stephen Goucher likes
James W Boyle's photo.

Charlie Hall likes The Plant Station.

Elizabeth Foster likes
Robin Kinney's photo.

Heather Jepsen reacted to
Sherrilee Jepsen's post.

George Hull shared The Unipiper's video.

Tamara Ridge

Seneca Hull

Jeff Stone

Dominick Mond

Sherrilee Jepsen

Jeff Huffine

Rio Burdette Unde... 54m

MORE FRIENDS (1)

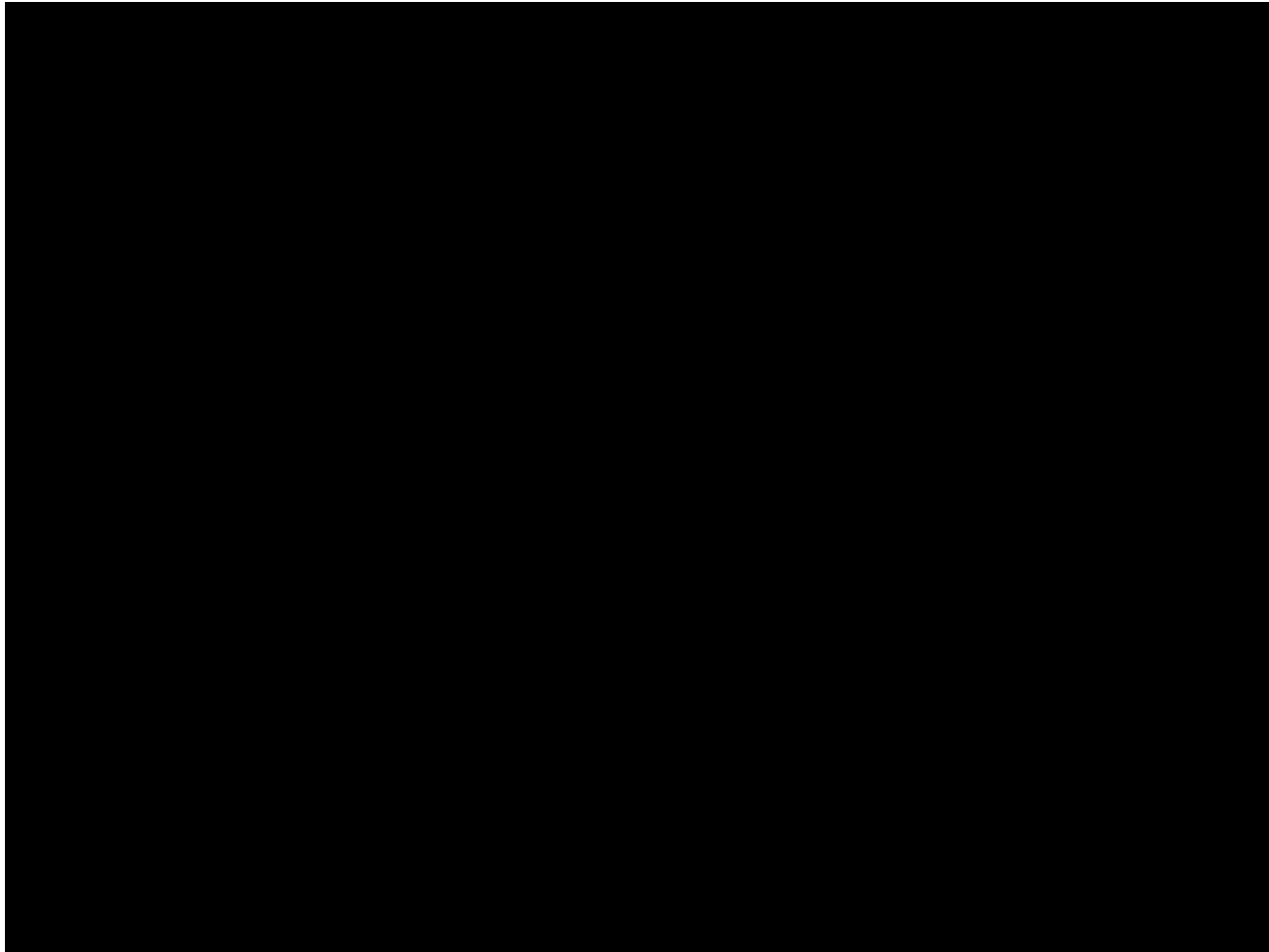
10:31 AM
4/14/2016

PARTNER VIDEOS:

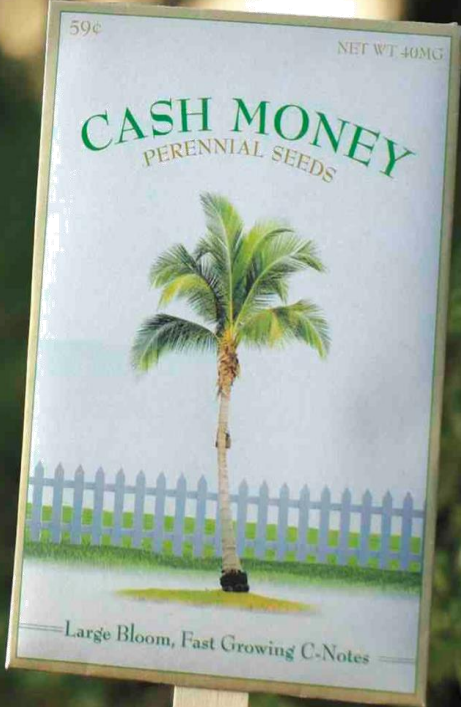


PARTNER

VIDEOS:



Print Ads



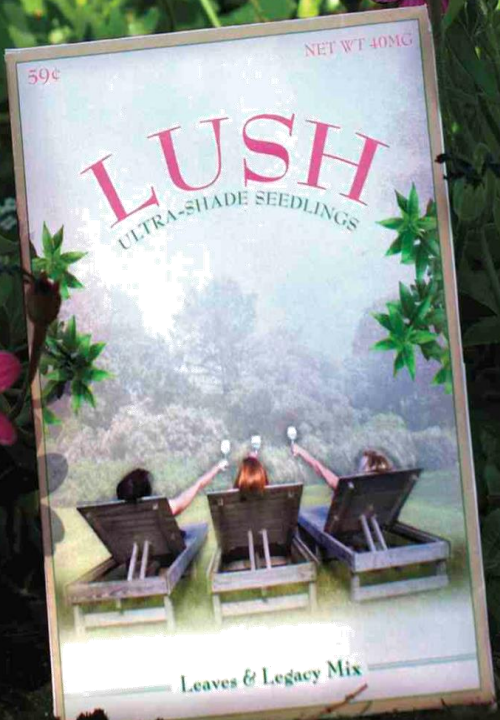
59¢ NET WT 40MG

CASH MONEY
PERENNIAL SEEDS

Large Bloom, Fast Growing C-Notes

PLANT SOMETHING.

Who says money doesn't grow on trees? Have you seen what a beautiful yard can do for your property value? By adding a quality landscape to your home, you can boost its resale value by up to 15%. Learn how green investments pay high returns at plant-something.org



59¢ NET WT 40MG

LUSH
ULTRA-SHADE SEEDLINGS

Leaves & Legacy Mix

PLANT SOMETHING.

Turn your yard and community into an inviting oasis. Before you pour a tall cool one, try planting one. The right trees and plants will transform an ordinary space into a memorable experience. Unearth a wealth of exterior decorating ideas at plant-something.org

Partner Truck Wraps



Digital Billboards



RESULTS:

10% increase in plant sales in AZ 2010- 2011

12% increase in plant sales in AZ 2011-2012



PLANT
SOMETHING
nt-something.org

Questions/Comments



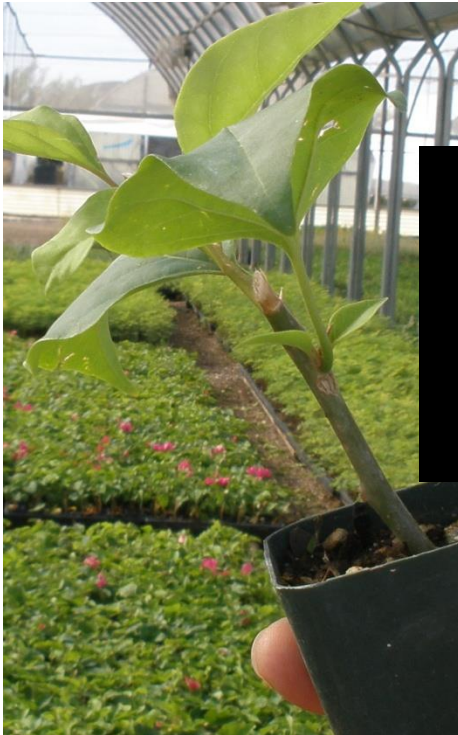
□ Visit

www.plant-something.org



Member Benefits/Services

- Group Worker's Compensation Insurance
- Group Health, Life, Property, Casualty and Crop Insurance through Western Growers



Member Benefits/Services

The screenshot displays the SBGA (Small Business Growth Alliance) website. The browser's address bar shows 'www.sbgga.com'. The website's header includes the SBGA logo and the tagline 'YOUR PARTNER IN PROGRESS'. Below this, a navigation menu lists 'Home', 'About Us', 'Our Products & Services', 'News', 'Member Support', and 'Contact Us'. The main content area features a large image of Mike Roberts, a smiling man in a blue apron holding bananas, with the quote: "Which would I rather have - fewer headaches or greater profitability? I just said yes." Below the image, text identifies him as 'Mike Roberts — Today's Pick Produce' and lists 'Processing Solutions: Saves \$3,152 Annually' and 'Accounting Solutions: Saves \$15,800 Annually', with a 'Learn More »' link. A horizontal row of icons represents various services: Technology Solutions, Electronic Payments, Payroll Services, Web Management, Accounting Solutions, Discounted Shipping, and Capital Funding. Below this row, a section titled 'Gain Access to Essential Business Solutions' contains text about the challenges of entrepreneurship and the value of SBGA. To the right of this text is a small image of hands holding a red heart, with a link to 'Learn about our Charitable Giving and dedication to community programs.' The Windows taskbar at the bottom shows the time as 5:28 PM on 3/11/2015.

SBGA | Small Business Growth Alliance

www.sbgga.com

Apps Southwest Airli... Arizona Nursery... AmericanHort US Airways | Air... Yahweh Yoga | ... Google msn Facebook https://www.12... Arizona State L...

SBGA
SMALL BUSINESS
GROWTH ALLIANCE

YOUR PARTNER IN PROGRESS

[Home](#) | [About Us](#) | [Our Products & Services](#) | [News](#) | [Member Support](#) | [Contact Us](#)

"Which would I rather have - fewer headaches or greater profitability? I just said yes."

Mike Roberts — Today's Pick Produce
Processing Solutions: Saves \$3,152 Annually
Accounting Solutions: Saves \$15,800 Annually
[Learn More »](#)

Technology Solutions | Electronic Payments | Payroll Services | Web Management | Accounting Solutions | Discounted Shipping | Capital Funding

Gain Access to Essential Business Solutions

As a business owner, you know first hand the risks and rewards inherent to running a business. Although you may be pursuing your passions, all the sweat equity you invest in your business won't necessarily yield returns — unless you have the right alliance partners in place to help you navigate the challenges of entrepreneurship.

That's where Small Business Growth Alliance (SBGA) comes in. We value the American

[Learn about our Charitable Giving and dedication to community programs.](#)

5:28 PM 3/11/2015



Issues of relevance to the nursery industry

- ☐ New overtime rules
- ☐ Immigration reform
- ☐ City Zoning issues
- ☐ Department of Agriculture Budget

ANA Container Grown Tree Guide



Information Included

- Bigger is Not Necessarily Better
- How to purchase a container grown tree
- How to Measure Caliper
- Multi vs Standard

Revisions



- Some species deleted
- Some species added
- Ranges kept
- Containers not yet added

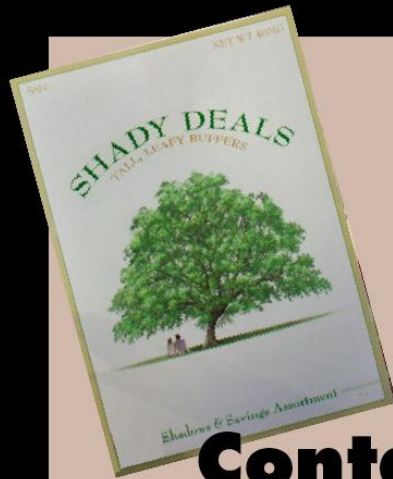
CALIPER DETERMINATION

CALIPER FOR STANDARD TREES: Tree caliper will be measured at 6 inches above the soil line.

CALIPER FOR MULTIPLE TRUNK TREES: Establishing the caliper of multiple trunk trees is complicated by: 1) the widely varying number of trunks per tree; 2) the differing rates of caliper growth between varieties within a single species and between species; 3) distance from the soil line where additional trunks originate and are measured and 4) the lack of consensus on how to properly calculate and report the caliper(s) of these specimens. For the purpose of this document, only height and width specifications are listed for multiple trunked specimens.

BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH (in feet)	CALIPER (in inches)
Cercidium Hybrids	15	4.0-6.0	2.0-3.0	0.75-1.0
Cercidium Hybrids	24	5.0-8.0	3.0-4.0	1.0-1.5
Cercidium Hybrids	36	8.0-10.0	5.0-7.0	1.75-2.25
Cercidium Hybrids	48	10.0-14.0	8.0-10.0	3.0-4.0
Cercidium floridum (Parkensonia)	15	4.0-5.0	2.0-3.0	0.5-1.0
Cercidium floridum	24	5.0-7.0	3.0-4.0	1.0-1.5
Cercidium floridum	36	8.0-10.0	5.0-6.0	1.75-2.25
Cercidium floridum	48	10.0-12.0	8.0-10.0	2.75-3.75
Cercidium microphyllum (Parkensonia)	15	2.0-3.0	2.0-3.0	0.5-0.75
Cercidium microphyllum	24	3.0-5.0	3.0-4.0	0.75-1.25
Cercidium microphyllum	36	5.0-8.0	4.0-5.0	1.5-2.0
Cercidium praecox (Parkensonia)	15	4.0-5.0	1.5-2.5	0.5-1.0
Cercidium praecox	24	5.0-7.0	3.0-4.0	1.0-1.5
Cercidium praecox	36	8.0-9.0	6.0-7.0	1.75-2.25
Cercidium praecox	48	10.0-12.0	10.0-12.0	3.0-4.0
Ceris reniformis 'Oklahoma'	15	4.0-5.0	2.0-3.0	0.5-1.0
Ceris reniformis 'Oklahoma'	24	5.0-7.0	3.0-4.0	1.0-1.5
Ceris reniformis 'Oklahoma'	36	7.0-8.0	4.0-5.0	1.5-2.0
Chamaerops humilis	15	1.5-2.0	1.5-2.0	n/a
Chamaerops humilis	24	2.0-3.0	2.0-3.0	n/a
Chamaerops humilis	36	5.0-6.0	5.0-6.0	n/a
Chilopsis linearis (v. hybrids)	15	4.0-5.0	2.0-3.0	0.5-1.0
Chilopsis linearis	24	5.0-7.0	3.0-4.0	1.0-1.5
Chilopsis linearis	36	8.0-10.0	5.0-7.0	1.75-2.25
Chitalpa	15	4.0-5.0	2.0-3.0	0.75-1.0
Chitalpa	24	6.0-7.0	3.0-4.0	1.0-1.5
Chitalpa	36	8.0-10.0	5.0-7.0	2.0-2.5
Cupressus arizonica	15	5.0-6.0	1.5-2.0	0.5-0.75
Cupressus arizonica	24	6.0-7.0	2.0-3.0	0.75-1.25
Cupressus arizonica	36	7.0-8.0	5.0-6.0	1.75-2.25
Dalbergia sissoo	15	6.0-7.0	2.0-3.0	0.5-0.75
Dalbergia sissoo	24	8.0-9.0	3.0-4.0	1.0-1.5
Dalbergia sissoo	36	10.0-12.0	5.0-7.0	1.75-2.25
Dalbergia sissoo	48	13.0-15.0	7.0-8.0	2.75-3.25
Ebenopsis ebano	15	4.0-5.0	2.0-3.0	0.5-0.75
Ebenopsis ebano	24	5.0-7.0	3.0-4.0	1.0-1.5
Ebenopsis ebano	36	7.0-9.0	5.0-6.0	0.75-2.25
Ebenopsis ebano	48	9.0-11.0	7.0-8.0	3.0-3.5
Eucalyptus microtheca	15	6.0-7.0	2.0-3.0	0.5-1.0
Eucalyptus microtheca	24	8.0-10.0	3.0-4.0	1.0-1.50
Eucalyptus microtheca	36	10.0-12.0	5.0-6.0	1.75-2.25

BOTANICAL NAME	BOX SIZE	HEIGHT (in feet)	WIDTH (in feet)	CALIPER (in inches)
Eucalyptus rudis	15	6.0-7.0	2.0-3.0	0.5-1.0
Eucalyptus rudis	24	7.0-9.0	3.0-4.0	1.25-1.5
Eucalyptus torquata	15	5.0-6.0	2.0-3.0	0.5-1.0
Eucalyptus torquata	24	7.0-8.0	3.0-4.0	1.0-1.5
Ficus nitida	15	6.0-7.0	1.5-2.0	0.75-1.0
Ficus nitida	24	8.0-9.0	3.0-4.0	1.0-1.5
Ficus nitida	36	10.0-12.0	5.0-6.0	2.0-2.5
Ficus nitida	48	13.0-15.0	8.0-9.0	2.75-3.50
Fraxinus v. Fanwest	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. Fanwest	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. Fanwest	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. Fanwest	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus o. raywoodii	15	6.0-7.0	1.5-2.0	0.5-1.0
Fraxinus o. raywoodii	24	8.0-9.0	2.0-3.0	1.0-1.5
Fraxinus o. raywoodii	36	9.0-10.0	4.0-5.0	1.75-2.5
Fraxinus o. raywoodii	48	12.0-14.0	6.0-7.0	2.75-3.5
Fraxinus uhdei	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus uhdei	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus uhdei	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus uhdei	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus velutina	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus velutina	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus velutina	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus velutina	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus v. fantex	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. fantex	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. fantex	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. fantex	48	12.0-14.0	7.0-9.0	2.75-3.5
Fraxinus v. modesto	15	6.0-7.0	1.5-2.0	0.75-1.0
Fraxinus v. modesto	24	8.0-9.0	3.0-4.0	1.0-1.5
Fraxinus v. modesto	36	9.0-11.0	5.0-7.0	1.75-2.5
Fraxinus v. modesto	48	12.0-14.0	7.0-9.0	2.75-3.5
Geijera parviflora	15	4.0-5.0	2.0-3.0	0.5-0.75
Geijera parviflora	24	6.0-7.0	3.0-4.0	1.0-1.25
Harvardia pallens	15	5.0-6.0	2.0-3.0	0.5-1.0
Harvardia pallens	24	6.0-8.0	3.0-4.0	1.25-1.75
Harvardia pallens	36	9.0-10.0	5.0-7.0	1.75-2.5
Harvardia pallens	48	12.0-14.0	8.0-10.0	3.0-4.0



Container Grown Tree Guide



Available at:

☐ www.azna.org

- Scholarship Deadline April 15
- www.azna.org/scholarships





On-line 24/7

Visit our website anytime at

www.azna.org

More information, calendar of events,
job postings and other updates.



THANK YOU

Visit our website anytime at

www.azna.org

Questions/Partnerships, etc

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