

## Association News



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### Renowned Horticulturalists & Special Workshops Part of SNA Show

At the **Southern Nursery Association's** Green Industry Winter Trade Show, attendees were able to finalize last-minute orders to be ready for spring inventory demands, network with industry professionals, hear some of the industry's top experts and participate in workshops. Horticulturalists **Dr. Allan Armitage** and **Dr. Michael Dirr** spoke about new plant introductions. **Dr. Ted Bilderback**, North Carolina State University, presented a Best Management Practices workshop. **Jim Crowell**, Atlantic Garden Center, facilitated independent garden center swap shops. Special landscape contractor and designer workshops were held with **Bruce Holliday**, landscape architect.

### IA Offers Point of Connection

The **Irrigation Association** introduced a new networking and educational conference designed for owners and managers of irrigation contracting and service companies. Point of Connection was held at the Jekyll Island Club Hotel in Jekyll Island, Ga., January 28-30. **John Eggleston** and **Kurt Thompson**, IA instructors, presented technical sessions focused on enhancing revenue streams.

### ANLA Announces Clinic Sponsors, Hosts Blog Spectacular

The **American Nursery & Landscape Association** announced the sponsors for the 2009 ANLA Management Clinic. **Novalis** continued its platinum sponsorship and was joined by returning sponsors **Master Nursery Garden Centers/New Growth Marketing**, **Border Concepts**, the **Independent Garden Center Show** and **Yamaha's** golf car division.

ANLA hosted the Clinic Early Bird Blog Spectacular, posting a new entry on the 2009 Management Clinic blog every hour from 7 a.m. to 7 p.m. on December 18, 2008. Industry leaders, including business owners, consultants and editors, provided ideas for managing costs, driving sales, targeting new

customers and motivating staff in the midst of strong economic concerns.

#### EPIC Honored by PRSA's Nebraska Chapter

The **Ethanol Promotion & Information Council** was honored by the Nebraska chapter of the **Public Relations Society of America** for its work in fighting the misperception that ethanol is the primary cause of the rising cost of food. EPIC's media kit, "Food AND Fuel," received the Award of Excellence during the annual Paper Anvil Awards & Gala. EPIC also received an Award of Excellence in the op-ed/bylined article category.

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