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
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
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

NORTH AMERICAN SOIL
Where are you planted?
PARTNER VIDEOS:

- **PLANT SOMETHING**
  - Happy Father's Day, give a gift that gives back. Visit your local nursery today.
  - This Arbor Day, give your loved one a gift that lasts a lifetime.
PARTNER VIDEOS:
Print Ads

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

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
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

“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

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
Issues of relevance to the nursery industry

- New overtime rules
- Immigration reform
- City Zoning issues
- Department of Agriculture Budget
ANA
Container Grown Tree Guide

Arizona Nursery Association
Where Growing Businesses Can Thrive
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.
<table>
<thead>
<tr>
<th>BOTANICAL NAME</th>
<th>BOX SIZE</th>
<th>HEIGHT (in feet)</th>
<th>WIDTH (in inches)</th>
<th>CALIPEr (in inches)</th>
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<td><em>Cercidium Hybrids</em></td>
<td>15</td>
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Available at:

www.azna.org
Scholarship Deadline April 15

www.azna.org/scholarships
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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