

ORANGE BLOSSOM

Orange County Chapter • California Association of Nurseries & Garden Centers. • November 2010

It all begins with the soil...a holistic approach to gardening

Gisele Schoniger



Gisele Schoniger, AKA “G,” is the Category Manager and Organic Gardening Educator at Kellogg Garden Products.

In her 33+ years in the Garden Industry, Gisele has accumulated a wide range of experience and knowledge. Ms. Schoniger earned her degree in ornamental horticulture from the California Polytechnic University in San Luis Obispo. She has owned an Interiorscape company, worked for the State Department of Agriculture, practiced as a horticultural therapist with senior citizens and launched an outstanding sales career by helping establish top-selling organic gardening products throughout California.

Gisele will share her wealth of gardening wisdom for greener living as an educator to the industry and consumers all across the West. Her workshops are upbeat, educational and entertaining.

Recently, Gisele has been a featured presenter to the California Landscape Contractors Association (CLCA) and the Pesticide Applicators Professional Association (PAPA) who have both sponsored educational seminars for their valued members.

Ms. Schoniger’s latest topics include “Breakthroughs in Natural & Organic Practices: Understanding the Importance of Mycorrhizal Fungi and Building the Microbial Life of Your Soil” and “Transitioning from Synthetics to Natural, Organic & Sustainable Practices” which are making an impact among the professional landscapers in the West.

Regarding her recent topics, Gisele says, “As an industry, we are the true suppliers of ‘Green’. What we provide creates the very air that we breathe. However, we have a history of not being very green when it comes to the products and the practices we’ve employed to produce and maintain the plants we love. Nowadays, there is lots of low hanging fruit out there that is ripe for the picking for companies who will offer green solutions. The ones that get there first will have a true feast. This is where the marketplace is going and we all need to educate ourselves on how we can decrease our footprint and increase our business in this changing marketplace.”

When: Wednesday November 10, 2010

Where: Sherman Library & Gardens, 2647 E. PCH, Corona Del Mar

Social: 6:30 p.m.

Dessert: Up to You! Bring a homemade (by you!) goodie and participate in the Chapter's Dessert Bake-off!

We have great prizes for each of the following categories - cakes, pies, bars/cookies, plus the Grand Prize for People's Choice! You can bring one or multiple entries so dust off your favorite recipes and come have fun!

Cost: \$5 for all - where else can you get dessert with coffee or tea at that price? Please RSVP so we know how many to expect.

Please RSVP to M&M Nursery, 714.538.8042
no later than Monday November 8th.

Raffle donations are always appreciated!

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Garden News

Green Confusion.

Many consumers have good intentions when it comes to purchasing environmentally friendly products, but it's a lack of information that causes them to purchase products that are less "green" than they had hoped, according to a survey from Marcal Small Steps, a provider of recycled products.

Most surveyed moms (59%) consider themselves "very green" or "somewhat green," and they incorporate environmentally friendly practices and products into their families' lives. However, 62% of survey respondents mistakenly believe anywhere from 25% to 50% or more of all U.S. paper products are made from 100% recycled paper, which leads them to purchase less eco-friendly products than intended.

Confusion over green products is an opportunity for garden centers. With high interest in green products, consumers may be more likely to purchase them-but they have to understand the product first. Signage and well-informed sales associates can help educate shoppers about the intricacies of green products.

Productivity Tips

As the calendar pages dwindle, it seems as though the days speed up. There's way more to do and little time to do it. So, here are three tips from Harvard Business Publishing on how to get more done without burning out:

* Keep one to-do list. Include everything you want or need to do in one place. Writing it down helps get it off your mind and leaves you free to focus on the task at hand.

* Do the most important thing first. Before you leave work in the evening, decide what one thing you need to accomplish the next day. Do it first thing in the morning, when you're likely to have the most energy and fewest distractions.

* Schedule time for non-urgent things. It's easy to get caught up in the pressing issues of the day. Block off time in your calendar to do things that would otherwise get squeezed out, like writing, thinking creatively or building relationships.

*Written contributions to our newsletter are always welcome!
Please e-mail them to occangc@yahoo.com Thanks!*

The **Orange Blossom** is published monthly by the Orange County Chapter of the CANGC, 380 N. Tustin, Orange, California 92867. Subscriptions are available only to chapter members of the state association. Address all inquiries, editorials, advertising and address changes to Orange Blossom, Editorial Office 380 N. Tustin, Orange, California 92867

New Law Enables Creation of California Nursery Commission

A law is now in place allowing nursery growers in California to create a California Nursery Producers Commission, which would be a new government body under the California Department of Food and Agriculture. Gov. Arnold Schwarzenegger signed Assembly Bill 2695, which previously was approved by the California State Assembly.

The signed bill did not create the commission. It only approved the mechanism by which the commission could be created if producers agree to it. However, according to the California Association of Nurseries and Garden Centers, which urged passage of the bill, there are many good reasons to create such a commission: "A commission provides a predictable funding mechanism for nursery growers to respond to the increasing pressure and business impacts they are experiencing from invasive pests, regulatory actions, employer issues,

research needs, and environmental threats. A broad-based, equitable funding platform is needed because the traditional mechanism of passing the hat for individual issues is inefficient and unsustainable for the long term."

If the commission is actually created, only wholesale growers sell more than \$2.5 million in plants per year would be assessed. Retail nurseries would be exempt entirely. The law allows an assessment of up to six tenths of a cent (\$0.006) per dollar of plants sold, but CANGC said the likely assessment actually would be one tenth of a cent (\$0.001). CANGC has posted a FAQ (PDF) explaining how it would all work, as well as a flow chart showing the process of creating the commission. The commission is an idea that has been talked about since the 1980s.

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

2011 will be the Year Of The Tomato & the Year Of The Zinnia.

These crops were chosen because they are popular, easy-to-grow, widely adaptable, genetically diverse and versatile, according to the National Garden Bureau. The bureau is announcing the crops early to give the entire distribution chain time to prepare for the additional product demand this program generates.



Consumer publicity will begin in just a few weeks with communication geared toward garden writers. Actual communications with consumers will

begin in January 2011.

Images of the new varieties of both tomatoes and zinnias, as well as detailed fact sheets for both crops can be found on the new National Garden Bureau website <http://ngb.org/>



Upcoming Events

November

"Expert Guest Speaker Series"

Tree of Life Nursery

Saturdays 10:00AM

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

November 13

UCI Arboretum Fall Clearance Sale

9:00AM - 3:00PM

<http://arboretum.bio.uci.edu/>

December 1

Annual Christmas Party

Golden Dragon Restaurant

6:30PM

714-538-8042 to RSVP

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

December 3 - 5

Cactus & Succulent Show & Sale

Fullerton Arboretum

10:00AM - 4:00PM

714-278-4792

<http://arboretum.fullerton.edu/>

Have an event you'd like to publicize? Just let us know and we'll list it for you!

Don't forget to check our website

<http://www.occan.org>

for upcoming events, the site is updated as we receive new information!



What Your Civics Teacher Didn't Tell You

While you try to ignore all the negative political advertising between now and election day, don't forget that politics is at work everywhere, every day, affecting everything from the water coming out of your hose to the health of the person holding it.

The American Nursery & Landscape Association knows this, and their newest video series, "Washington Impact," addresses politics full on. ANLA's team of experts will cover immigration reform, taxes, health care, and restrictions on water, fertilizer and pesticide use—and show how these issues impact every aspect of your business and our industry. The series is sponsored by Ball Horticultural Co.

You have to check out the first episode, titled "What Your Civics Teacher Didn't Tell You: Is Our Government Unstable?" It features the colorful and charismatic leader of ANLA, Bob Dolibois, outlining some

interesting statistics about the "oldest continuous democracy in the history of the world." Seeing him lecture with a flip chart in the middle of a busy garden center is something you don't want to miss.

But seriously, we MUST get active in order to protect our interests. That's the point of the series.

"If you're not nervous, you're not paying attention," ANLA's Jonathan Bardzik says. He looks at his own family's nursery business and worries about legislation that will impact them hard if it gets passed.

"The industries that get and stay actively involved in local and national politics are the ones who will protect their ability to operate profitably and efficiently," Jonathan continues. "I'm hoping that Washington Impact can help increase the grassroots base protecting our industry."

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Shinoda Scholarship Applications Now Available

Are you a horticulture student? Do you know of one? You can now get information for the 2011-2012 Shinoda Foundation Scholarship, which awards funds to future growers, retailers, florists and horticulturists.

"The Shinoda scholarships are an opportunity not to be missed," says Paul Ecke III, president of the Shinoda Foundation. "This is our industry working for our future, helping students lay the foundation for growth and development." To be considered for any of these prestigious awards, students must complete and return the application by March 30, 2011. Undergraduates in accredited colleges, universities and California community colleges are

eligible. Preference will be given to applicants who have indicated a strong commitment of furthering their education in the field of floriculture (production, research, retail, floral education, floral design and sales and marketing). Winners are announced later in the spring.

Go to www.shinodascholarship.org for information and applications. Named in honor of California floral industry pioneer Joseph Shinoda, the foundation has assisted 619 students with a total of \$720,750 since Richard Tsukushi of Cal Poly State University and George Field of University of California, Davis, received the first Shinoda Scholarships in 1965.

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When you help us bring new members into the CANGC, we'll buy your dinner!

It's easy, just refer a local nursery or allied firm to join CANGC. Ask them to list you as a sponsor and we'll buy your dinner at the next regular chapter dinner.

For a membership application, or for any questions concerning CANGC, contact any OC CANGC Board member or call CANGC direct:

800-748-6214

Trees

Trees don't fight just air pollution but also crime, says a new study by the U.S. Forest Service. "We believe that large street trees can reduce crime by signaling to a potential criminal that a neighborhood is better cared for and, therefore, a criminal is more likely to be caught," says lead author Geoffrey Donovan, a forester at the Pacific Northwest Research Station. He also linked large yard trees to lower crime rates.



In contrast, he found small yard trees might actually increase crime by blocking views and providing cover for criminals, so homeowners should keep trees pruned.

Donovan and colleague Jeffrey Prestemon, with the Southern Research Station, looked at 2,813 single-family homes in Portland, Ore. They compared the number of crimes they experienced -- 394 property and 37 violent ones -- to the number and size of trees on their lots and surrounding areas.

"Although a burglar alarm may deter criminals, it won't provide shade on a hot summer day, and it certainly isn't as nice to look at as a tree," Donovan said. His study will appear in the journal Environment and Behavior.

<http://www.fs.fed.us/pnw/news/2010/11/city-trees.shtml>

Donations & Treasurer's Report

Proposed CCO Donations

Organization	2007	2008	2009	2010
Ronald McDonald House	2,500.00	2,500.00	2,500.00	2,500.00
Friends of Coop. Ext.	3,000.00	3,000.00	3,500.00	3,000.00
Floriculture Center	2,500.00	2,000.00	2,500.00	1,500.00
Centennial Farm Foundation	500.00	500.00	1,000.00	500.00
Sherman Gardens	500.00	500.00	500.00	500.00
4-H County Council	500.00	500.00	500.00	500.00
Blind Childrens Center	250.00	250.00	250.00	250.00
Fullerton Arboretum	250.00	250.00	250.00	250.00
Total	10,000.00	9,500.00	11,000.00	9,000.00

OCCAN TREASURER'S REPORT

Event: Plant Auction & Chili Cookoff
 Date: Wednesday August 25, 2010
 Location: Orange County Fair Grounds

Income:

Admission Fee:		
56 @ \$3.00	168.00	
118 @ 5.00	<u>590.00</u>	
Total		758.00
Plant Auction		
Cash	2,015.00	
Checks	2,695.00	
Charge (54)	<u>7,900.00</u>	
Total		12,610.00
Raffle		925.00
Sponsors		
Tee Shirt (3)	375.00	
Tee & Vendor (2)	350.00	
2 Tee & Vendor (1)	<u>300.00</u>	
Total		1,025.00
Italian Ice Donation	<u>100.00</u>	
Total Income		15,418.00

Expenses:

Fairground Rental	4,003.00
Table & Chair Rental	630.00
Food & Drinks for Volunteers	
Set Up	231.41
Drinks	48.00
Auction	<u>221.00</u>
Total	500.41
Tape & Pens	59.03
Printing	135.94
Cups & Napkins	187.80
Tee Shirts & Silk Screening (40)	308.85
Ice	87.50
32" Flat Screen TV for Raffle	450.99
Credit card Machines	202.67
Awards	600.00
Refund for missing lot	70.00
Reimbursement to Master Gardiners	<u>173.47</u>
for Chili (70.28, 44.49, 58.70)	
	<u>(7,409.66)</u>

Net Profit

8,008.34

Christmas Party



This year's Christmas Party will again be held at one of our favorite restaurants, Golden Dragon in Costa Mesa.

The date is December 1st at 6:30 pm. Tickets will be \$30 with advance reservations and \$35 at the door. Please RSVP to M&M Nursery at 714.538.8042 by Monday November 29th.

Raffle Prizes are always appreciated!

Looking for an easy way to reward all your hard-working staff? Bring them to the party!

Sponsorship opportunities are available for the party....Sponsorships are only \$75 each and in appreciation we will recognize your contribution in our newsletter. We will also recognize you as a sponsor in announcements throughout the evening. Plus, \$45 of your donation is tax deductible since we are a non-profit organization!

Plus...for each sponsorship, we will give you a free ticket to the party! Please call M&M Nursery at 714.538.8042 to sign up as a sponsor. Thanks!

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