

## Reference Books, Trade Magazines, and Nursery Associations

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*Prices, trade show dates, contact information, etc. may change*

There are several great books available to benefit any nursery producer or plant lover. The three that I refer to the most are written by the same person, Dr. Michael Dirr. Dr. Dirr has retired from teaching at the Univ. of Georgia. If you don't know his name, you are staying home too much. Dirr is a frequent speaker at horticultural events worth attending.

I refer to these frequently: Dr. Michael Dirr's three: "**Manual of Woody Landscape Plants**", "Dirr's Hardy Trees and Shrubs" (493 pgs of great color photos), "**The Reference Manual of Woody Plant Propagation**", and "**Seeds of Woody Plants in North America**" by Young and Young, which is a revision of USDA Agr. Handbook #450. (Handbook #450 has been reprinted but not revised as hoped.)

Those and more books, videos and software about plants, propagation, landscaping, nursery management, greenhouse, retailing, reference, business mgt, pest control, etc. are available from the following places and can be ordered by phone, fax, mail, email or web site.

American Nurseryman Publishing Co. 1-800-621-5727 <http://store.amerinursery.com/>

Timber Press, Inc. 1-800-327-5680 Email: [sales@timberpress.com](mailto:sales@timberpress.com)  
[www.timberpress.com/](http://www.timberpress.com/)

Ball Publishing Bookshelf 1-888-888-0013 <http://www.ballbookshelf.com/>

One or more books have been written about most of the popular plants: bamboo, ornamental grass, perennials, hosta, wildflowers, daylilies, magnolias, crabapple, boxwood, hydrangea, hollies, etc.

Major nursery trade shows usually have a book vendor selling all the major books of interest.

They also offer the **American Standard for Nursery Stock**, that every nursery needs a copy of; to protect the buyer and seller. It is good business. It gives the recommended minimum ball sizes and container sizes for the different types and sizes of plants. A link to it is provided on my web site and below. It may be printed free, legally.

It can avoid that nightmare phone call from the buyer saying; "These balls are 24 inch, but the ANLA standards recommend a minimum of a 28 for this plant." A potential buyer may ask if you subscribe (or support, abide by, or honor) to the ANLA standards. Everyone should. Keep a copy to refer to as needed. They are revised occasionally.

Click here for the latest edition of the Nursery Standards

<http://www.anla.org/docs/About%20ANLA/Industry%20Resources/ANLAStandard2004.pdf>

The **USDA Plant Hardiness Zone Map** is helpful when a buyer wants to know if a certain plant is hardy where they live. A quick check in Dirr's Manual and a glance on the wall will answer most of those questions. Dirr's Manual has a small version of the map in the front.

The map is available from the Government Printing Office in a four color, 4x4 foot version (GPO stock number 001-000-04550-4. It may be ordered over the phone with a credit card: 202-512-0000 or toll free to 1-866-512-1800. Order by mail with a check or money order from Superintendent of Documents, US Gov. Printing Office, Washington, DC 20402. Mention the stock number. The American Nursery and Landscape Assoc. (ANLA) at 202-789-2900 in Washington, DC offer them for \$10 plus \$6.25 shipping.

Another useful map is the new AHS Plant **Heat-Zone Map**. The American Horticulture Society (AHS) released it, designed as a companion to the USDA Hardiness Zone Map. The new map shows the average number of days an area's high temperatures are above 86 degrees. Full color posters are available from the society for \$10-15. (800-777-7931)

Another handy reference book is the **Tennessee Nursery Buyer's Guide**. It contains a tremendous amount of information and is available by calling or stopping by The Tennessee Nursery & Landscape Association office (931-473-3951) or their booth at many of the trade shows. They are free if picked up, \$5 if mailed. It obviously tells who has what for sale, but is incomplete, as every producer does not list in it. It is a list of what ornamentals are grown in Tennessee. It is a great reference for correct common and botanical names and spelling. I use it like a dictionary. It is also on-line at [www.tnla.com](http://www.tnla.com)

If your interest is **container production**, "Container Nursery Design" by Dr. Bonnie Lee Appleton for \$15 and "Best Management Practices for Containers" by the Southern Nursery Assoc for \$40 is offered by the American Nurseryman Publishing Co. mentioned above.

Auburn Univ offers "Starting a Container Nursery Business", Circular ANR-690, for \$2.25. Mail request to Extension Publications, Duncan Hall, Auburn Univ, Auburn, AL 36849-5630.

Dr. Carl Whitcomb's book on container production is rather technical and a few things have changed since it was written.

A set of budgets for Field, Pot-N-Pot and Above Ground Containers is available on-line by typing 'Jeremiah Kichler' at a search engine, such as Google.

## Sources of Information

### Trade Magazines

#### **American Nurseryman**

77 West Washington, Suite 2100

Chicago, IL 60602

1-800-621-5727

[mgilbert@MooseRiverMedia.com](mailto:mgilbert@MooseRiverMedia.com)

#### **NMPRO**

P. O. Box 1868

Ft. Worth, TX 76101

1-800-456-0707

[mberendt@gje.net](mailto:mberendt@gje.net)

### Nursery Associations

#### **The Tenn. Nursery & Landscape Assoc.**

P O Box 57

McMinnville, TN 37111-0057

931-473-3951; fax 931-473-5883

[tnla@blomand.net](mailto:tnla@blomand.net)

[www.tnla.com](http://www.tnla.com)

#### **Middle Tenn. Nursery Assoc.**

201 Locust St., Suite 14

McMinnville, TN 37110

931-507-7322; fax 931-507-9601

[mtna@blomand.net](mailto:mtna@blomand.net)

[www.mtna.com/](http://www.mtna.com/)

#### **Southern Nursery Assoc**

PO Box 801454

Acworth, GA 30101

Tel: 678-809-9992

fax 678-809-9993

[ksummers@sna.org](mailto:ksummers@sna.org)

[www.sna.org](http://www.sna.org)

#### **American Nursery & Land. Assoc**

1200 G Street NW, Suite 800

Washington, DC 20005

202-789-2900 fax 202-789-1893

[www.anla.org](http://www.anla.org) [info@anla.org](mailto:info@anla.org)

## International Plant Propagators Society (IPPS)

Patricia E. Heuser  
**International** Secretary-Treasurer  
International Office  
4 Hawthorn Court  
Carlisle, PA 17015-7930  
Fax: +1 717-243-7691  
Email: [Secretary@ipps.org](mailto:Secretary@ipps.org)  
Website: [www.ipps.org](http://www.ipps.org)

### IPPS – Southern Region

Donna Shealy Foster, Executive Secretary-Treasurer  
4661 Crystal Drive  
Columbia, SC 29206  
[scplant@bellsouth.net](mailto:scplant@bellsouth.net)  
803 743.4284  
Website [www.ipps.org](http://www.ipps.org)

### IPPS – Eastern Region

Margot Bridgen, Executive Director  
1700 North Parish Drive  
Southold, NY 11971  
Phone: 631-765-9638  
Fax: 631-765-9648  
E-mail: [ippser@gmail.com](mailto:ippser@gmail.com)

**Trade Shows** that Tennessee Nursery Producers routinely show at:

**Mid-States Horticultural Expo (MSHE)** is a partnership between Kentucky (KNLA) and Tennessee (TNLA) in January in Louisville, KY. Contact: TNLA, 931.473.3951, Fax 931.473.5883; e-mail: [tnla@blomand.net](mailto:tnla@blomand.net) [www.tnla.com](http://www.tnla.com)

The only Nursery Trade Show in Tennessee is held by the: Middle Tennessee Nursery Association (**MTNA**) Horticultural Trade Show, 170 booths; 1200 attendees; Aug 24-25, 2012 in Murfreesboro, Tenn. Contact: Ann Halcomb, MTNA Exec. Sec., 931.507.7322; Fax 931.507.9601; e-mail [mtna@blomand.net](mailto:mtna@blomand.net) ; [www.mtna.com](http://www.mtna.com)

Mid-Atlantic Nursery Trade Show (**MANTS**). In early January in Baltimore, Md; 1550 booths; 12,000 visitors; Contact 1-800-431-0066; 410-296-6959 [www.Mants.com](http://www.Mants.com)

**Mid-AM Trade Show** in mid-January at Navy Pier, Chicago, IL. 548 booths; 11,538 visitors; Contact: Rand Baldwin, 847.526.2010, Fax 847.526.3993; e-mail, [mail@midam.org](mailto:mail@midam.org); [www.midam.org](http://www.midam.org)

Central Environmental Nursery Trade Show (**CENTS**) in late January. 1,106 booths; 9,500 visitors; Greater Columbus Convention Center, Columbus, Ohio. Contact: ONLA, 800.825.5062, Fax 800.860.1713; e-mail: [onlagreen@aol.com](mailto:onlagreen@aol.com) ; [www.onla.org](http://www.onla.org)

**Gulf States Hort. Expo**, in late Jan, in Mobile, Ala. (Ala, Miss and La nursery associations joined); 700 booths; 4,000 visitors; [www.gshe.org](http://www.gshe.org) 334-502-7777

mid Jan - **Green & Growin'** Trade Show, Greensboro, NC; 750 booths; 7,500 visitors; [www.ncan.com](http://www.ncan.com) 919-816-9119

mid Aug – **Summer Green Show**, Greensboro, NC; 350 booths; 2,500 visitors; [www.ncan.com](http://www.ncan.com) 919-816-9119

early Feb – **South Carolina Hort Industry Trade Show**; Myrtle Beach, SC; 350 booths; 2,500 booths; [www.scnla.com](http://www.scnla.com) 864-592-3868

Southern Nursery Association Trade Show, Tel:678-809-9992; [ksummers@sna.org](mailto:ksummers@sna.org)  
[www.sna.org](http://www.sna.org)

**Texas Nursery & Landscape Assoc** annual Trade Show in August in Houston. Contact 512-280-5182; fax 512-280-3012

late July – **PANTS**; Philadelphia, PA; 900 booths; 8,800 visitors; [www.pnla.com](http://www.pnla.com)  
[www.pantshow.com](http://www.pantshow.com) 717-238-1673