

# Hort Expert: Get To The 'Root' Of A Plant's Ills

(Continued from Page E14)

Bates noted that while water is becoming a more valuable commodity, he said, managers have to deal with drought. "Drought should be expected," he said.

For Christmas tree growers, the past year has been "devastating" for planting evergreens. Everybody was out early in the spring, with May the perfect month to start, but then the drought struck.

In one area after a May planting, 80 percent of the Douglas Fir was dead by August, and "this is a drought-tolerant plant," Bates said.

"It was a very significant drought," Bates said. "If nothing else, we can plan on it happening."

For nurseries, there is sim-

ilarity Small Business Development Center (SBDC), spoke about creating a business model for landscaping enterprises.

ness and creating a plan, rather than simply, by rote, going about the small tasks.

"Anybody feel like you are doing it and doing it and you're tired?" he said. He challenged landscape business owners to transform their business and find out how to shorten the workdays and "get your life back."

Martin, who ran a landscaping company for a number of years, in addition to several sole proprietorships, worked for General Motors in the '80s.

What he noted, in running the new Kutztown SBDC, was that 80 percent of all small businesses fail in five years. After 10 years, only a small percentage survive.

"Eighty-four percent of those working with us in five years are still in business," he said.

The key: establishing a business or marketing plan to help the business grow. "You have to plan growth," said Martin. "It won't happen without it."

An unexamined business is not worth conducting, according to the audience who participated in the roundtable-type discussion.

Martin pointed to the following books helpful for small business owners:

- "The E-Myth Revisited," by Michael E. Gerber, published by HarperBusiness, 1995, ISBN 0-88730-728-0. Included is a quote from Aldous Huxley: "They intoxicate themselves with work so they won't see how they really are."

- "Who Moved My Cheese?" by Spencer Johnson, M.D., published by G.P. Putnam's Sons, 1998, ISBN 0-399-14446-3.

- "The Seven Habits of Highly Effective People," by Stephen R. Covey, Fireside/Simon and Schuster, 1989, 1990, ISBN 0-671-70863-5.

Martin outlined the Business Plan For Success site that can be used as a planning tool. Check out the Kutztown SBDC Website at <http://sbdc.kutztown.edu>.

There are 750 members of the Pennsylvania Landscape and Nursery Association, according to Gregg Robertson, PLNA president. PLNA is located at 1707 South Cameron St., Harrisburg, PA 17104-3148, (800) 898-3411 or (717) 238-1673.

**“Anybody feel like you are doing it and doing it and doing it and you’re tired?”**  
— Don Martin  
Director, Learning Resources  
Kutztown University SBDC

ply "no reason not to use irrigation," he said.

At the workshop, Don Martin, director of learning resources at the Kutztown Uni-

"You're in business — forget the landscaping," Martin said.

He pointed out how important it is to focus on the busi-

## 2003 Mid-Atlantic Winter Brambles Conference Feb. 7-8

LEESBURG, Va. — The North American Bramble Growers Association - Mid-Atlantic region and Virginia Cooperative Extension will sponsor a Bramble meeting Feb. 7-8 here at the Holiday Inn at Carradoc Hall.

This event will offer high-quality information to existing producers as well as individuals interested in a thorough introduction to the various issues affecting the production of blackberries and raspberries. Brambles are a crop that can match agricultural production interests from the smallest farm sizes to larger operations.

The conference has a focus on subjects most currently

critical to the production of bramble fruit (blackberry and raspberry) and factors affecting the viability of individual farms and the growing industry.


Key topics include season extension, irrigation in heat and drought, nutrition, in-depth cultivar discussion, specifics of insect pests, direct marketing, wholesale marketing, and grower profiles.

Speakers include Dr. Richard Funt of Ohio State University, Dr. Harry Swartz of the University of Maryland, Bryan Butler of Maryland Cooperative Extension, Dr. Doug Pfeiffer, and Dr. Tony Bratsch of Virginia Tech, Dr. Bill Cline and Dr. Zvezdana Pesic-

VanEsbroek of North Carolina State University, Dr. John Halbrecht of Pennsylvania State University, Mike Droney of the Virginia Department of Agriculture, and discussions with individual growers.

Information including conference schedule and registration can be obtained at <http://www.ento.vt.edu/Fruitfiles/HotBramble.html> and <http://www.nabga.com>; or by contacting Jason Murray at [jamurray@vt.edu](mailto:jamurray@vt.edu) and (703) 737-8978, or Richard Fagan at [rfagan@mindspring.com](mailto:rfagan@mindspring.com) and (301) 724-4085.

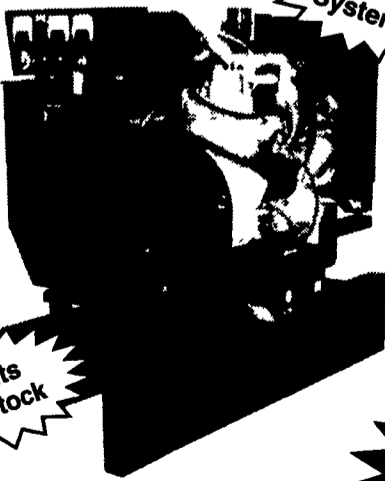
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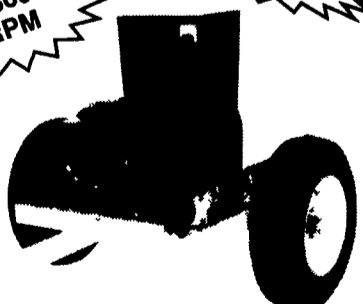
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