



**THE
HISTORY
OF THE
SOUTHERN
NURSERY
ASSOCIATION**

Made Possible By The SNA Heritage Fund



THE SOUTHERN NURSERY ASSOCIATION

The Southern Nursery Association has been building a brighter future for the horticulture industry since 1899. What began as an association for southern wholesale growers, with nine charter members, has evolved over the past 100 years to an association serving over 1,500 member firms throughout North America. From a part-time, voluntary secretary to a full-time executive and staff of four and a current annual budget of \$1,350,000, SNA today provides wholesale growers, brokers, retailers, landscape contractors, landscape architects, grounds maintenance contractors, interiorscapers and allied suppliers with educational, marketing and networking opportunities essential to the survival of the horticultural industry.

The Southern Nursery Association contributes over \$265,000 annually to industry services, including horticultural research, education, industry promotion and member services. SNA encompasses the total nursery/landscape industry from nursery production through retailing and landscape installation in the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. With this broad-based membership, including allied industry firms and organizations, the Southern Nursery Association can act with combined strength on those legislative or regulatory issues affecting any one segment of the industry.

As a regional association, SNA works to advance the horticultural industry in the southeast by supporting and enhancing educational, commercial and research opportunities; by gathering, analyzing and disseminating information; by providing a marketplace to promote the exchange and sale of nursery stock and other allied products to our members, our participating state associations and the industry.

SNA continues to work today to build a brighter future and ensure that you, as an industry professional, have access to all of the information and materials that are pertinent to you and your business.

SNA... Bringing members of the green industry together to enhance and promote commerce and trade, and set the standard for professional excellence in horticulture.

Southern Nursery Association
1827 Powers Ferry Road, NW, Bldg. 4, Suite 100
Atlanta, GA 30339
Voice: 770.953.3311
Fax: 770.953.4411
SNA OnLine: www.sna.org



FOREWORD

This publication is a commemorative edition of the History of the Southern Nursery Association (formerly the Southern Nurserymen's Association). The original version was published in 1974 for the 75th anniversary of the association. Information from the original publication has been included and updated, and current articles added.

This publication has been made possible by the SNA Heritage Fund, a fund developed from member donations to support this update, centennial displays during the convention and trade show, and the establishment of a permanent SNA archive at the Cherokee Garden Library located at the Atlanta History Center.

ACKNOWLEDGMENTS

The Southern Nursery Association would like to thank all of its past and present leaders for their guidance throughout the past 100 years. It is their wisdom and leadership that has brought this association to the forefront of the horticulture industry today.

We would also like to express our sincere appreciation to our sixteen Participating State Associations and the American Nursery & Landscape Association for their support and involvement in the SNA. It is these working relationships that create an intricate network which protects, promotes and enhances our industry.

We would like to thank our members for their continued support. Without them there would be no association.

NOTICE

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Produced by

The Southern Nursery Association
1827 Powers Ferry Road, NW, Bldg. 4, Suite 100
Atlanta, GA 30039

History Committee

William H. "Bill" Barton, Sr., SNA Past President
William H. "Buzz" Barton Jr., SNA Past President
M. David Byers, Jr., SNA Past President
Thomas L. Henegar, Retired SNA Executive Vice President
Danny J. Summers, SNA Executive Vice President

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Southern Nurserymen’s Association
Annual Convention - Atlanta, GA
1916

CHAPTER I

THE ERA OF SURVIVAL

by Geddes Douglas
(1974)

When I was a very small boy, there occurred an event in my life that, even now, 66 years later, remains vividly impressed upon my memory. The President of the United States was coming to Nashville and my father, who was president of the Nashville Board of Trade, later to be known as the Chamber of Commerce, was to ride with him from the old L & N Railroad Station through the streets of uptown Nashville to the Ryman Auditorium, later known as the home of the Grand Ole Opry. President Theodore Roosevelt arrived in Nashville at 11 a.m. and was met by an entourage of 14 horse drawn carriages and 12 automobiles.

I can see my father now, dwarfed in size by this great, mustached, hulk of a man riding down Broad Street in a carriage with the top folded back. I think the thing that impressed me most was the fact that both men were in full morning attire, wearing immense top hats which they would tip at appropriate intervals to the crowds that lined the streets on this momentous occasion, October 7, 1907.

I don't think I ever quite knew what my mother's role was in this grand event, but I remember her hat, a really tremendous thing, as large as the shade on a living room lamp, liberally festooned with purple ostrich plumes. It was years later before I realized why my father rode down Broad Street with Mr. Roosevelt, the President, in a rubber-tired carriage drawn by two high stepping bay horses. Nashville was a small but steadily growing city, but the end of that growth was in sight unless something could be done about the unfavorable freight rates which literally shackled our budding industrial growth. My father's job was to foster a more favorable political position.

No one could have realized more fully the seriousness of this freight rate situation. He had been a flour broker since about 1896 and had found out that he could ship competitively to the south of Nashville but not to the north. It is no simple coincidence that the nine southern members who attended the 1899 AAN Convention in Chicago, met and decided to organize a southern association for the explicit purpose of dealing directly with the railroads serving the several southern states. The action by these nurserymen was in response to a suggestion made by Mr. A. L. Brooke, who had served as president of the American Association of Nurserymen (AAN) in 1888-1889.

These nine men were the charter members of the Southern Nurserymen's Association (SNA) and were N. W. Hale, Knoxville, Tennessee; J. C. Hale, Winchester, Tennessee; G. H. Miller, Rome, Georgia; Charles T. Smith, Concord, Georgia; Amos A. Newsom, Knoxville, Tennessee; John A. Shadow, Winchester, Tennessee; James Cureton, Austell, Georgia; H. H. Camp, Knoxville, Tennessee; and W. A. Easterly, Cleveland, Tennessee. Mr. N. W. Hale was elected president.

A committee was appointed to draft a constitution and by-laws and a second meeting was held on the first Wednesday in August, 1899, in Chattanooga, Tennessee. About 50 nurserymen attended this convention. It was apparent that there were two serious problems

that threatened the very survival of the nursery business in the south. The first, of course, was the problem of unfavorable freight rates on shipments to the northern and midwestern markets. A committee was appointed to deal with the problem, but many years passed before increased competition between trucking companies after World War II appreciably improved the freight rate situation.

Probably more important in the "Survival Era" than discriminatory freight rates was the lack of cooperation between various states and their inspection services, especially adjoining states. There seemed to be no common ground, and nurseries were continually harassed in trying to ship interstate. The separate states had different tag requirements and license fees. If a state required a fee from out-of-state shipments, the surrounding states would raise their fees for licenses or tags for that state. There was no reciprocity between states or between regions. Both these frustrating problems - freight rates and trade barriers - confronted the nurserymen of the south from the time of the organization of SNA with the trade barriers problem progressively becoming worse and southern nurserymen suffering from not only unfair competition, but multiple taxation. Even after establishment of the regional plant boards, no solution could be resolved and no positive action had been taken by the nurserymen.

Needing some solution to the increasingly troublesome problem, SNA during the annual convention in Nashville, Tennessee in 1937, appointed a standing committee on trade barriers with Lee McClain of Knoxville, Tennessee as Chairman. At the same time E. L. Baker, president of AAN, was requested to appoint a similar committee, which he did, with Lee McClain also as chairman, thus coordinating the regional efforts of SNA and a national effort to resolve the problems of interstate shipments of nursery stock.

There were those favoring a Federal inspection service with a uniform tag for all states, a system especially favored by the Southern Plant Board. The deterrents to this plan were that it would evolve into duplication of effort and expense since the individual states would still require additional inspections and fees thereby pyramiding the problems of individual nurserymen.

Various approaches to the problems were made by the SNA committee, the AAN and the various plant boards, but there was no unanimity of opinion until the states realized it was primarily a state problem. Finally, through reciprocal agreements there was general acceptance by the various states of the tags of other states without additional fees, thereby removing the main barriers to interstate movement of plants.*

With the main objective accomplished, there was no necessity for continuance of the committees for the SNA and the AAN, so they were discontinued in 1943. Because of his energy and diligence throughout all this effort, Lee McClain received the Baby Rambler Award (AAN) in 1950, a fitting recognition for his long struggle.

Thus, the Southern Nurserymen's Association was born, beset by two serious problems, neither of which would be solved for many years to come - a period we may call the Era of Survival.

* From information supplied by Dr. Richard P. White, a former Executive Vice President, AAN, and R.H. Jones, SNA President, 1937.

CHAPTER II

THE ERA OF THE TRADE SHOW

by Geddes Douglas
(1974)

From its very beginning in 1899, SNA has been a producers association. Being a producers' group, its members have looked, very naturally, at matters of policy from the producers viewpoint. Even our greatest achievement, the research program, has been directed toward the producer and most of the research efforts have concerned themselves with such matters as methods of fertilizing, spraying, insect and fungi control, herbicides, container mixes, propagating methods and the like—all of which are problems of the producer of nursery stock.

Legislative efforts, state, regional, and national in scope, have been directed toward the nurseryman as a farmer, a producer of products of the soil. This is a logical sequence, for in times past he had only to produce a fine product and there was always a stable market for his product. While many nurserymen were engaged in the production of liners, and others were engaged in the wholesale trade exclusively, in most instances, the nurseryman produced the bulk of his own needs and the public came to him for his products.

As time went by, however, the nurseryman has been forced out of this position. America's unprecedented prosperity put dollars into the hands of the masses. With the shortening of the work week, everyone had more time for leisure. The combination of more time and more dollars has created a new market for products that contribute to, but are not essential to, the joy of living—products associated with boating, fishing, hunting, golf, tennis, bowling and traveling, both at home and abroad. Labor shortages hit first in the area of domestic help, and the housewife faced the problem of doing all of her own work in the home and the husband doing all the work in the yard. Industry responded with mechanical gadgets to lessen the time necessary for its completion—kitchen aids, vacuum cleaners, washers and dryers, power mowers, saws and a variety of mechanized garden tools. Radio, television and stereo equipment became available for family entertainment, all competing for this new and plentiful dollar. The nurseryman soon realized that his products no longer would sell themselves. He was forced to compete for his share of the consumer dollar. In addition to producing, the problems of marketing became of paramount consideration.

The idea of adding allied lines of hard goods to the nurseryman's products of the soil soon followed, and the so called "garden center" was a natural sequence. These stores gradually added innumerable products and related lines of gifts, ornaments and do-it-yourself equipment. From these changes the idea of the trade show emerged. Halfhearted efforts by the several states to set up exhibits at their state conventions failed because of undue expense to the exhibitors. The Southern Nurserymen's Association became the logical answer.

Historically, the sequence of events is interesting. The first SNA commercial exhibit was at the 1937 convention in Nashville. Rudolph Hach Tobacco Company of Clarksville, Tennessee wrote Porter Henegar, who was on the convention committee, requesting space to set up an exhibit of Hormodin A. and German peat moss. President Richard H. Jones personally

wrote the president of this old firm arranging for the display. This modest beginning was to set a new trend, but a trend which was to develop slowly.

In the next ten years, SNA leadership addressed itself to legislative work and membership drives. By 1947, the association had 163 member firms on the roster. Strong efforts increased this to 198 by the time of the Golden Anniversary meeting in Chattanooga, Tennessee in 1949. At the 1950 convention in Charleston, South Carolina, during the presidency of Mr. W. C. Daniels, one of the speakers on the program, Mr. Walter E. Campbell, called attention to "the first display of commercial exhibits in several years."

In 1951 at Richmond, Virginia, Mr. Ollie Gresham contacted Mr. Hoskins Shadow and underlined the need for a paid secretary. In as much as SNA's financial position was in a precarious condition at that moment, they decided since Mr. Gresham desired to relinquish his job as secretary, they would have to come up with some other temporary solution. Mr. Shadow called Mr. Jim Boyd of Forest Nursery Company, McMinnville, Tennessee and Mr. Boyd agreed that he would ask his son, Mr. John Boyd, to serve as secretary of the association and temporarily use the facilities of the Forest Nursery Company as the SNA office.

This was during the time when Mr. Elwood Stephens was president of SNA and at the Richmond meeting there were 19 commercial and five educational exhibits.

We have no record of the number of exhibits at either the 1952 or 1953 meetings but by 1954, during the presidency of Mr. Arthur Watson, the convention voted to establish a "Winter Trade Meet." There were 200 members in attendance at this important meeting where new by-laws were adopted which established four new chapters and the basis for our corporate structure of today. This first trade meet was held in Jacksonville, Florida, on January 23-25 1955. Featured were container grown plants on which a panel discussion was held. There were 24 commercial exhibits listed.

The regular summer convention was held in Asheville, North Carolina on August 14-15. Mr. Hoskins Shadow was president and from his address to the convention, we quote a rather prophetic observation, "I wish to call your attention to the fact that most of our programs in the past have been on subjects of growing and propagation, which is very essential for the profitable production of nursery stock. However, if the trade is going to continue to get its share of the consumer's dollar, we must pool our ideas and acquaint ourselves with the latest methods and how to sell and promote our products." Talks featured mist propagation (first mention of this in the records), nursery trends, taxes, production and management. Mr. Ollie Gresham resigned as secretary of the association and Mr. Leo Scott of Spartanburg, South Carolina, became the first paid part time secretary. Membership by this time was approximately 300.

The second winter trade meet was held January 29-30-31, 1956, in the Exhibition Hall, Atlanta, Georgia. Wares were shown by 23 exhibitors and the main feature of the meeting was a talk on GARDEN CENTERS by Mr. Elbridge Freeborn, vice-president of H. G. Hastings Company, of Atlanta. This pinpoints the time when a new element had been added, for while the program of the 1955 meeting was pointed in the direction of the producer, the program of the 1956 meeting squarely faced a new dimension. Stated simply this new dimension was the inescapable necessity of the nurseryman entering the retail field in a new

way to maintain the nursery industry's economical position. The idea was there, but the way had not yet been found.

At the summer convention held again in Nashville, Mr. George Sawada was president. Vice-president Jack Aichele reported that the membership of SNA stood at 322; Norwood Hastie, chairman of the Educational Committee said his committee had compiled a report on various research projects on ornamental plants, which would be printed and sent to the membership. It was proposed from the floor that \$500 be appropriated and donated to the Liberty Hyde Bailey Fund, which was engaged in carrying on the works of the late Dr. Bailey, and in revising the encyclopedia of horticulture.

The newly established Slater Wight Memorial Award was presented to Ollie Gresham in a brief presentation speech by Hoskins Shadow.

Last, Mr. Ed Fraser, main speaker at the luncheon on Tuesday, August 21, 1956, admonished the membership of the association to "(1) keep abreast of research at various colleges, and to compile data to be sent to the various state associations; (2) assemble and disseminate financial information on various nurseries of the member states, and (3) be vigilant in watching legislative acts which might affect the industry."

The last of the winter trade meets was held February 3-4-5, 1957 at the Atlanta Biltmore Hotel. The regular summer convention was held on August 11-12-13 at Hotel Fort Sumter, Charleston, South Carolina. Jack Aichele was president. There were 20 commercial exhibits. There was a meeting of the research workers and Dr. M. D. Farrar, Dean of Agriculture, Clemson College, presided. Norwood Hastie was reelected as chairman of the Educational Committee.

During 1957, popular nurseryman Charles G. (Buzz) Tennant, of Asheville, North Carolina, was elected president of Rotary International. But by far the most important decision made by the assembled delegates was to combine the summer convention and the winter trade and to combine all efforts to successfully promote a single meeting of greater scope and value.

The 1958 convention was held in Richmond, Virginia, August 24-25-26, at the John Marshall Hotel. Dan Reynolds was president and the efforts of Secretary Scott, Convention Chairman, Ollie Gresham and Co-Chairman A. J. Shoosmith, were rewarded by many exhibits which crowded the mezzanine floor, the Patrick Henry, the Jackson, and the George Wythe rooms. Attendance at the convention was over 300.

It was announced that invitations would be extended to the state experiment stations in the 14 southern states to send two research workers from each state to participate in a research workers conference. Ed Mattson and James Patterson were named cochairmen of the newly named Education and Promotion Committee. The sum of \$50.00 was allotted to each state represented plus complimentary registration fee.

Delegates numbered 350 at the 1959 convention held at the Robert Meyer Hotel in Jacksonville, Florida. Hubert Nicholson of Winchester, Tennessee, was president and Senator Ed Fraser of Florida was the convention chairman. Registration was \$15.00 per person.

Finances of the association reached an all time high with a balance in the bank of \$9,450.00! Membership stood at 296 firms.

Chairman Richard H. Jones of the Legislative Committee spoke at length, warning against the possibility of the Federal government forming nurseries and florist operations with the Youth Conservation Corps.

In his address, President Hubert Nicholson paid tribute to Mr. James Patterson for his organization of the Research Workers Conference. There were 15 workers present, headed by Chairman Tok Furuta. The group met with the representatives of SNA, Hoskins Shadow, Aubrey Owens, and C. Norwood Hastie.

In a very important step, President Nicholson announced that a former nurseryman, D. Porter Henegar of McMinnville, Tennessee, had served for the last few months as executive secretary of SNA at the request of the Board of Directors. He suggested that Mr. Henegar's election as Executive Secretary, on a part time basis, be ratified by the membership. Whereupon, a motion was made, duly seconded, and on vote, was unanimously approved that Mr. Henegar be employed as Executive Secretary.

Lastly, there were 40 commercial exhibits located on the mezzanine floor and the official program implored the members in no less than three separate places, to visit these exhibits and to buy from these firms who were supporting SNA.

The Biltmore Hotel in Atlanta, Georgia was the scene of the 1960 convention. Membership had climbed to 315. Mr. Ed Fraser was president in 1960 and certain by-law changes were proposed by Geddes Douglas, chairman of the Legislative Committee, to wit:

1) Change definition of nursery business to conform to AAN terminology; 2) Establish post of Executive Secretary; 3) Restrict candidates for president and vice-president to persons who have served the two preceding years as director and 4) to set up specific procedure for amending the by-laws.

The delegates were treated to a tour of homes and gardens designed and planted by Mr. Frank Smith and Mr. Eric Johnson. Lastly, there was a tour of the garden center which had been opened by H. G. Hastings Company in 1955.

The years 1961, 1962 and 1963 presented a picture of an association destined to be great but simply marking time trying to make up its mind which direction to follow. At Memphis with George Coulter as president, Dr. James Foret, chairman of the research group, held the spotlight along with a ride up the Mississippi River on an old fashioned steamboat.

At Lexington, Kentucky, in 1962, there was the largest attendance ever; 560 were registered and Executive Secretary Henegar reported 51 new memberships. Robert Boyd was president. The convention centered around the vast Hillenmeyer Nurseries, and the delegation saw the first garden center ever opened in the south, (1951) a pet project of young Robert Hillenmeyer.

James Patterson was president in 1963, and the convention was in Mobile, Alabama. The exhibit area contained 55 exhibits and the activities featured extended visits to the many nurseries in the Mobile area.

In 1964, Ray Bass was president, the membership had risen to total of 329, of which 38 were associate members. The convention was held at the Queen Charlotte Hotel, Charlotte, North Carolina with exhibits overflowing the Chelsea Room onto the lobby floor. Coffee was served in the exhibit area and attention was focused upon the trade meet side, as well as the business meeting side of the convention. Art Lancaster was the chairman of the Educational and Promotion Committee.

Dr. Ralph Dickey of Florida, was Chairman of the Research Workers group and a panel discussion featured the program on Monday, August 3rd. On the same day, there was the first recorded meeting of the Southern Nurserymen's Protective Association.

It had been the custom for many years for the new president to call a meeting of the Board of Directors on the day following the final day of the convention. The retiring president was present as member-at-large. The newly elected president presided and present also was the newly elected delegate from one of its four regions. The meeting usually was engaged only with winding up the affairs at the preceding three days of festivities. In 1964, something new was added. This was a lengthy and spirited discussion concerning the ways and means of interesting retail nurserymen, garden center operators, landscape architects and representatives of the allied trades, to become members of SNA, either as active, associate or affiliate members. The executive secretary was instructed to concern his efforts toward this end.

The Board of Directors were called to meet the first weekend in January, 1965, at Raleigh, North Carolina, during the North Carolina Nurserymen's Convention. Mr. David E. Laird, Sr., was president.

Mr. Laird announced that he would like for the board to consider the possibility of SNA employing a full time executive secretary.

This matter was considered from all angles and the decision was made to ask Porter Henegar to resign as manager of the McMinnville, Tennessee Chamber of Commerce and devote full time to the duties of executive secretary of this association.

Mr. Laird had previously discussed this matter with Mr. Henegar and he was in position to assure the board that this change could be made by March or April.

By the time the 1965 annual meeting took place in Norfolk the new thinking by the board had begun to show results. Through the efforts of President Laird and Mr. Henegar, together with the efforts of the convention co-chairmen, Art Lancaster and Charles Tuley, SNA put on its first real combination convention and trade show. A printed floor plan of the exhibit area showing the booth locations was mailed to every prospective exhibitor. All 105 booths were sold and a list of exhibitors was compiled and published in the trade magazines. Registration desks were set up in the exhibit area, which became the very center of the convention.

A special part of the convention program was allotted to the several states for informal state meetings. Convention delegates enjoyed lengthy tours to many nurseries in the Norfolk area, a visit to Art Lancaster's modern garden center, and visit to Jamestown and other places of historical interest.

Dr. Bryson James was elected as chairman of the Educational and Promotional Committee. Executive Secretary Porter Henegar reported the membership at 331. This combination convention and trade meeting set the stage for an even more successful event in 1966.

New Orleans was the city, the Jung Hotel was the place. Robert W. Hillenmeyer was the president. The combination convention and trade meeting set a record with 800 registrations and 178 booths in the exhibit area. The delegates were introduced to a new concept as far as a convention was concerned. Formerly, it was the custom to hold the meeting in a geographical area where there were many nurseries for the members to visit. In New Orleans, sufficient space was available for the nurseries and wholesalers of allied lines to display their products in the very building where the delegates were staying.

It was quite evident that the tremendous growth which had taken place in one year as far as attendance was concerned, foretold of even larger growth in the next few years. Part of this increased attendance was due to the fact that four state associations participated jointly in the New Orleans trade show and held their state meetings at the same time. These states were Alabama, Louisiana, Arkansas, and Mississippi.

Sensing this unprecedented growth, Executive Secretary Henegar had made a thorough investigation of a site for the 1967 meeting. After a thorough study of several possible locations, the board recommended that the city of Atlanta, Georgia be chosen and the Marriott Motor Hotel be the convention headquarters. Also, the board recommended that a limited number of states be allowed to participate in the meeting and share in the profits of the convention on a percentage basis. Later it was decided that a specified sum would be paid to each participating state rather than a percentage. The only provision was that each state hold a regular scheduled meeting during the course of the convention-trade show which has remained at the Atlanta Marriott. The state nurserymen's associations participating each year are as follows:

- 1967 - Alabama, Georgia, Kentucky, North Carolina and South Carolina.
- 1968 - Alabama, Georgia, Kentucky, North Carolina and Tennessee.
- 1969 - Alabama, Georgia, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.
- 1970 - Alabama, Georgia, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.
- 1971 - Alabama, Georgia, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.
- 1972 - Alabama, Georgia, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.
- 1973 - Alabama, Georgia, Florida, Kentucky, North Carolina, South Carolina, Tennessee and Virginia.
- 1974 - Alabama, Georgia, Florida, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

If there were any in our membership who doubted the wisdom of the board's choice of Atlanta as the best location for the new trade show, he has only to recognize the growth of the association and the trade show. It clearly shows that SNA has found its rightful place in the economic picture of the nursery business. In the words of past president Sidney Meadows, "The AAN's place in the (nursery) world was pretty well established on a national level, especially in legislation and other concerns of national interest. The state nursery associations had their work pretty well defined on a local and state level. SNA's greatest concern during my tenure on the board of directors and presidency was to pinpoint our area of service to the nursery industry on a regional basis. The obvious answer was to sponsor and conduct a regional trade show. Up until this point, each state was trying to hold a convention and trade show, and it resulted in a diluted effort. The trade show covering the southeast was expanded to cover most materials produced and used by the nursery industry. This has given SNA one major base as a focal point from which to operate. At the same time, they are continuing to explore other regional matters upon which to concentrate. They are also continuing to foster cooperation among the state associations in their geographic area and lend regional support to AAN."

Epilogue:

Realizing that it is unity that builds a strong voice, the Southern Nursery Association has formed a strong coalition with its sixteen participating state associations over the past thirty-two years, which allows the SNA to act as a regional vehicle to convey as well as gather information within our industry. The SNA contributes thousands of dollars annually to its state associations to sponsor educational seminars on the state level. SNA coordinates a State Officers' Conference, held annually in Atlanta, for the purpose of educating and involving state association directors and board members. In total, the SNA annually contributes over \$100,000 to our industry's educational, research and promotional programs via each state association, the Horticultural Research Institute (HRI), the SNA Research Conference and its other educational programs.

The current state nursery associations participating each year are as follows:

1999 - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, the North Carolina Association of Nurserymen, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.



Glen St. Mary's Nurseries Co.
Winter Trade Meet - Atlanta, GA
January 29 - 31, 1956



Wight Nurseries, Inc.
SNA Convention & Trade Show - Atlanta, GA
1997

SEVEN YEARS IN ATLANTA

by Geddes Douglas

(1974)

Generally speaking, our stay in Atlanta has centered around the trade show. It has been in and on the minds of the officers and directors 24 hours a day, 365 days in the year, for those seven eventful years. How to run it, how to keep the costs down, how to provide financial security, how to attract more diversified exhibitors and lastly, how to bring in more cash customers - these are some of the problems which have faced those whose responsibility it was to see that the event was a success.

Each of the seven SNA presidents were asked about the problem during his year of administration that caused him the greatest concern. Dwight Cain (1967) reported that site selection and selling 210 booths from scratch were his two problems. As for Sidney Meadows, we have already quoted him on his philosophical and analytical outlook concerning SNA, but also he was concerned with the swift and efficient handling of the incoming items which were to be used in the displays. Many exhibitors had expressed to our people in charge of the convention, their extreme displeasure at the way in which this was handled at other trade shows. Mr. Meadows ably assisted by Jim Pursell, saw to it that both the advent and the departure of our more than 200 exhibitors were handled with neatness and dispatch, to say nothing of little or no expense on the part of the exhibitor.

Art Lancaster, in 1969, was chiefly concerned with finances and having money enough to enlarge the trade show year by year. Geddes Douglas sought, with considerable success, to broaden the concept of SNA activities so as to attract more prospective customers especially by appealing to the nursery retailers landscapers, landscape architects, garden center operators and producers and wholesalers of allied lines. Cecil Hill was concerned with finding a new executive secretary to succeed Mr. Porter Henegar, who wished to be relieved because of a recent heart attack.

Bill Barton listed four considerations:

- 1) Conversion from a convention image to a trade show image.
- 2) More exhibit area to accommodate firms wishing in vain for a place to display their wares.
- 3) Holding the cost down so as not to discourage delegates and exhibitors alike, and
- 4) A better means of communication within the confines of the Marriott Motor Hotel between the trade show chairman, the registration desk and the president, by the use of better electronic equipment.

Warren Redd reported that in 1973, he was interested chiefly in more exhibit space in line with the experience of President Bill Barton.

All of these things concerned the trade show directly or indirectly, and quite aside from these considerations, there were other things happening that affected SNA as an association of friendly people held together by a common interest. In 1967, J. H. Tinga, one of our

tireless research workers, came up with an idea of great merit. He suggested that SNA create an award for distinguished service in the research field. It was pointed out that such an award would be a means of bringing our work to the attention of state and privately endowed institutions, which would cause them to realize the scope and size of the nursery business so that these institutions might evaluate their agricultural programs accordingly.

Again in 1967, Sidney Meadows proposed the creation of two new types of memberships, the Silver and Gold Sponsor memberships, as a means of increasing the income of SNA.

Also in 1967, it was necessary for SNA to appoint a new resident agent in the state of our incorporation, since Mr. R. Pinkney Sowers had passed away. Mr. Robert F. Babb of Portsmouth, Virginia, was appointed to take his place.

In 1968, Mr. Sidney Meadows proposed that state associations be urged to assist their state colleges and universities in helping defray the expenses of the research workers, since SNA appropriations did not completely cover their expenses.

In 1969, Mr. Herman Loewe wrote to the Board of Directors suggesting that the allied trades group be represented on the Board. Since this entailed a change in the by-laws, the Board appointed a committee to study the suggestion for future action. President Art Lancaster proposed a \$5.00 badge for entrance to the trade show area as a worthwhile source of revenue from visitors who were not registered.

At the 1969 business meeting, Mr. Hubert Nicholson offered a resolution covering eight points, which was passed by unanimous action.

1. In an attempt to publicly recognize and permanently record recognition and appreciation of work well done, and to recognize certain elements that have contributed to the success of this Convention, the following resolutions are presented to this body.
2. Resolved that the Officers, Directors, Executive Secretary and Staff of the Southern Nurserymen's Association be commended for the splendid convention and trade show at this meeting.
3. That the Officers and Directors of each of the state associations and each exhibitor be informed in writing of our appreciation of their efforts in helping to make this southern regional meeting one of the outstanding trade shows in the nation, and further solicit their continued cooperation in building this regional trade show to even greater heights.
4. Be it further resolved that this convention make a permanent record of the fact that this body recognizes the importance of participation of the various state and area nurserymen associations; that it further recognizes the fact that even with participation by such groups would improve and strengthen future meetings and hereby instruct the Board of Directors of the Southern Nurserymen's Association to make further study relative to extending this type of association participation whereby the sphere of influence of the Southern Nurserymen's Regional Trade Show may be broadened.

5. Be it further resolved that the Board of Directors of Southern Nurserymen's Association be requested to investigate the possibility of inviting or bringing to the Southern Nurserymen Association area the American Association of Nurserymen's annual meeting in the summer of 1972, or at a later date.

6. Be it further resolved that those responsible for the efficient operation of the trade show, the moving in and setting up, be commended and that plans be made for next year's show so that the exhibitors are assisted and cooperated with to the fullest extent.

7. Be it further resolved that the responsible officials of each state university participating in the Research Workers Conference be informed in writing of our appreciation of their institution contributions to research affecting the horticultural field and encourage their increased participation in future conferences.

8. Be it further resolved that the management staff of the Marriott be commended for their efficient service and courteous treatment during this convention and respectfully request the fresh Georgia peaches be made available next year in all restaurants of the hotel.

In 1970, Mr. Art Lancaster presented the following resolution the August 3rd meeting of the Board:

1. That the services of Mr. D. Porter Henegar be continued through 1970, and that his remuneration be increased \$50.00 per month.
2. That Mr. Henegar be retained during 1971 and 1972 fiscal years in an advisory capacity.
3. That an assistant to Mr. D. Porter Henegar be found to take over the active administration of the affairs of SNA.

Thus, the way was open for Porter Henegar to retire, at least gradually, after having had a severe heart attack in 1969.

In 1971, at the Board of Directors meeting on August 1, President Cecil Hill reported that Mr. Thomas L. Henegar had accepted the position of assistant to his father for the period covered by the 1970 action, with the stipulation that he was to become Executive Secretary in September 1972. Present at this meeting were President Hill, Bill Barton, Warren Redd, R.L. Ammon and R.E. "Ed" Brown. Also present was convention chairman, Bill Byers.

In 1972, during the presidency of Bill Barton, there were three matters acted upon which deserve attention. First, Richard L. Ammon reported that three plans concerning retirement benefits had been submitted to the board for consideration. One was from the Northwestern Mutual Insurance Company, a second from Aetna Insurance Company, and the third plan was proposed by the First American National Bank of Nashville, Tennessee. After considerable discussion, action was deferred to a later meeting. The Aetna plan was ultimately approved by committee action.

The second item of importance came after Dr. Bryson James, Chairman of the Education and Promotion Committee, proposed that an award of merit for outstanding contributions to the Research Workers Conference be given. Mr. Warren Redd moved approval of the motion and proposed further that the award be given annually to the person selected in secret by the past recipients. This proposal received unanimous support.

In response to an offer from Thomas L. Henegar and his wife, Mary, of a suitable trophy to be given each year for the purpose, in 1972 the SNA Directors established the Porter Henegar Award for Horticultural Research.

The awardee is selected by fellow research workers for his concern and work toward improving the nursery industry. The trophy is in honor of D. Porter Henegar, retired Executive Secretary of SNA, to commend his years of tireless effort and living service to this association. It takes the place of the award of merit suggested by Dr. Tinga and previously implemented by the Board.

The 1972 Recipient of the Porter Henegar Award was research worker, Raymond L. Self.

The third matter of importance was a motion to approve the suggestion of Director Ammon that the word "CONVENTION" be deleted from all future annual meetings and that the official designation be "THE SNA TRADE SHOW."

Further, President Bill Barton appointed Mr. John Powell as Chairman of the Allied Trades Exhibitors Committee. This committee was charged with the responsibility of making recommendations to the Board of Directors on matters of concern to the exhibitors as a group.

At the invitation of President Warren Redd, Mr. Harald Korn met with the Board at its final August meeting. Mr. Korn of the Marriott, proposed that a second exhibit area be created on the second floor parking deck. Later discussions between Mr. Henegar and Mr. Korn established its feasibility and in 1974 the total number of booths in both areas will be 285. Dr. Bryson James reported that 55 authors from nine states submitted 82 abstracts for publication in the report of the Research Workers Conference.

The final action of the 1973 Board of Directors on August 4 was the approval of the several suggestions made to the Board by the Past Presidents Club, one of which is responsible for this very personalized historical treatise. There can be but one word associated with the history of SNA and that word is change. In the early days (to quote one of our correspondents), life was simple, labor was plentiful, and the SNA was a delightful social organization. There was some discussion about San Jose scale and interstate quarantines, but there were no earth shaking decisions that needed to be made. Later these gatherings changed to family vacations for people of similar tastes and vocations. Change came again with the advent of tax problems, labor problems, merchandising problems, weather and insect problems and nurserymen as a group were forced to change in defense of their very survival.

In meeting this last change, the names of three men stand out, Porter Henegar as the man who furnished the spark, Dwight Cain who gave us the inspiration and Sidney Meadows, the man who furnished the leadership.

In the seven short years preceding our Diamond Jubilee Celebration, the SNA Trade Show has become of age.

Epilogue:

In retrospect, the decision to permanently locate the SNA Trade Show to Atlanta, GA in 1967, was the single-most important decision made over the past 100 years. Prior to this, total attendance had reached a high of 800 and total membership stood at less than 400. By 1974, total attendance had reached nearly 3,420 with 285 booths and 700 members. By 1985, total attendance was 7,620 with 774 booths, and membership had reached 1,071.

The SNA Trade Show today is recognized as “The World’s Showcase of Horticulture®” with a total attendance of over 10,000 with 1,329 booths and a membership base of 1,557. The growth experienced by SNA over these past years is a reflection of not only the growth of our industry in the south but the wisdom and foresight of our past leaders.

The mission statement of the Southern Nursery Association, as set forth by the SNA Board of Directors, is to bring the members of the green industry together to enhance and promote commerce and trade, and set the standard for professional excellence in horticulture. In keeping with the mission, it is our pledge to continue to provide the best possible marketplace to promote the exchange and sale of nursery stock and other products allied to the industry, as well as timely, cost-effective products and services.



SNA Convention & Trade Show, New Orleans, LA, 1966
Pictured left to right: Jeff Musselwhite, Ed Brown, Mary Henegar and Rene' Cassadaban

CHAPTER III
THE SOUTHERN NURSERYMEN'S
PROTECTIVE ASSOCIATION
By Hubert Nicholson
(1974)

Nurserymen engaged in the growing and marketing of nursery stock on a wholesale basis have many particular problems peculiar to their type of business. They have realized for many years that there was a real and definite need for some kind of organization that would make available adequate credit information on which to base a judgment on the extension of credit, the amount of credit and under what terms. My father, the late Norman Nicholson, drilled one fact into me, that nursery stock is not worth anything until it is sold and the money collected. In fact, up to this point it is both an asset and a liability. An asset because of its potential sales value but a liability until the money is collected for it, because it has to be cared for until sold, and if not sold, eventually costs more money to get rid of it and start over with new plantings.

During the depression years nurserymen took extreme credit risks to move their products and all the older nurserymen who went through this period have scars to show for it. The commercial credit agencies such as Dun & Bradstreet placed too much emphasis on "ability to pay" and not enough emphasis on "paying habits and paying experiences of the subject customers. It is a known fact that a customers' moral approach to his debts is more important than his net worth. So, herein lies the need for a credit reporting service based on the case record of how a man or company has paid his suppliers in the past rather than his ability to pay in the future, and this is the concept on which the SNPA operates.

Each member of SNPA reports how all his customers paid their accounts for the past season, reporting actual ledger experiences and only what he can prove. This information is compiled into one report arranged geographically (so anyone can be checked on if you know his name and address). The customers are further grouped by the size of their purchase. A code is used to make the reporting uniform which indicates the size of the purchase, the terms of how it was paid, any unusual troubles connected with collecting this account, and the opportunity to indicate if the customer is thought to be honest and morally responsible. As the supplier is required to report only his own credit experience, the risk of liability because of unfavorable reporting is practically nil to SNPA. If the supplier does not properly report on a customer, any liability is the suppliers individually and not SNPA's. SNPA acts as an administrative media serving its membership only on a non-profit basis.

The operational philosophy developed by the Southern Nurserymen's Association in the 1955-60 period was, briefly put, that SNA, to be successful, had to discover ways to be of service to its membership - ways of service that the individual member could not buy or generate on his own. These services would necessarily be of sufficient quality so that a non-member would recognize their worth and want to become a member. Also, these services had to be of such a varied nature as to attract all segments of the nursery business in the southern area. The rest is history, SNA successfully applied this philosophy to the many avenues of service they are now offering the southern nurserymen and its growth and vitality in 1974 attest to the wisdom of this approach.

The first recollection I have of any discussion concerning the formation of such a credit reporting agency specifically for southern nurserymen was probably in 1959 or 1960. John Fraser, III, Henry Homer Chase and I talked about the idea and took it to Hoskins Shadow for advice. All of us were currently members of the American Nurserymen's Protective Association and had served as officials of that organization and we knew what could be done. We also recognized that an organization operating within a regional area would give better coverage of that area than from a nationwide approach. We knew some of the problems the ANPA had encountered in its many years of past operations and we hoped to put together a more streamlined and efficient reporting agency. Here follows some of the principles of operation we felt to be essential:

1. Report only your own credit experience.
2. Each member must be able to report on a minimum number of customers that would make his reporting an asset to the organization (you had to put something in before you could take anything out).
3. Each member had to defend and accept the responsibility on each report he turned in.
4. Only members who turned in a report would receive the assembled report.
5. Reports had to be made by a specified date.
6. Then "Headquarters" had to have the assembled report back out to the membership by a specific date.
7. Each report is the confidential property of the members and the information is not to be given to non-members.
8. Reporting procedures must be kept as simple as possible.

We had a little trouble selling some of these principles to the organization but as far as I know, they were all adopted and are being followed at the present time. I believe Porter Henegar put out two reports under the auspices of SNA before the parent organization, at its meeting in Mobile, Alabama in 1963, authorized the formation of SNPA as a corporate entity under the laws of the State of Tennessee with the following officers and directors:

President: Hubert Nicholson, Decherd, Tennessee.

Vice-President: James M. Patterson, Albany, Georgia.

Treasurer: Dwight Cain, Spartanburg, South Carolina.

4 yr. Director: Norwood Hastie, Johns Island, South Carolina.

3 yr. Director: Arthur Lancaster, Jr., Portsmouth, Virginia.

2 yr. Director: George Gottlieb, Columbia, South Carolina.

1 yr. Director: Robert W. Boyd, McMinnville, Tennessee.

Of course, as usual, Porter Henegar as executive secretary, was the catalyst that “put it all together” and “got the show on the road.”

In retrospect, SNPA, in its small sphere of influence, had the right product at the right time, at the right price and this is really the secret of success of SNA in its much larger area of responsibility. The most beautiful aspect of SNA is that it has just started to run! The perimeter of what it can do in the way of service to southern nurserymen is limited only by the vision and dedication of the younger nurserymen in whose hands now reposes the future of this great organization.

Epilogue:

The Southern Nurserymen’s Protective Association was dissolved in 1989 as more modern methods of credit reporting were developed.

CHAPTER IV

THE SNA RESEARCH CONFERENCE

By Dr. Bryson L. James
(1974)

The Research Era for SNA was begun in the early Fifties by a small group of concerned and dedicated nurserymen. Its origin cannot be traced to any one individual. Three who were part of the first discussion group and who have remained active ever since, were Norwood Hastie, Aubrey Owens, and Hoskins Shadow.

Norwood Hastie recalls that in the early Fifties, "I became very frustrated trying to find solutions to some of my many plant growing problems as I had no idea just who was working on what ornamental problems. Discussing this with research men from Clemson, I found that they had little knowledge of what was going on in the various southern states. At that time SNA conventions were the only places where a few researchers from different states would gather. So, that was the obvious place to start something."

"In trying to remember back to the very beginning of the concept of the idea of an ornamental research program for SNA", Aubrey Owens says, "We have to go back to 1954. At a hotel in Jacksonville, Florida, several of the members of the board of directors were sitting around after a board meeting when the question came up as to why so many states had duplicate research programs. After several minutes of discussion, I asked the question, 'Why doesn't SNA instigate the means of coordinating the research work in the southeast?'"

"As well as I can remember, A. S. (Ollie) Gresham, Jim Stubbs, George Sawada, Arthur Watson, and myself were in Ollie Gresham's room. The idea was not acted on at that time but it was thoroughly discussed by several others. Some research people were contacted and the response to the idea was favorable. Out of this discussion and thought was developed that Research and Education Committee of SNA. I don't remember the members of the first committee. It seems to me that Norwood Hastie was the chairman."

Our first annual report on ornamental research in each southern state was simply a compilation of papers that various individuals gathered from several horticultural research centers at the request of Chairman Hastie. The papers were assembled by SNA Secretary Leo Scott and printed. This was in 1956.

The same procedure was followed for the second report, but we note on the inside cover that plans had been made for the research workers themselves to meet in 1958 on a formal basis. Dr. M. D. Farrar of Clemson acted as chairman of an informal group in 1957. Dr. Edward Mattson of North Carolina State University was chairman of the first formal researchers meeting in 1958. At that meeting in Richmond, it was decided that the researchers should take charge of the gathering and publication of reports.

To call the earlier meetings formal is really stretching a point. In fact, the informality was what made them so productive and enjoyable.

“In the earliest meetings”, says Aubrey Owens, “things were not as well organized as they are now and not as many people attended. Some very lively and heated discussions did take place, in just about the only meeting the fellows could go to and discuss uninhibitedly their ideas and solutions to their problems. Maybe some ideas were premature; if so, somebody would question the validity and the fur would fly. The beautiful thing was no one got mad; they just took a fellow’s idea apart and reconstructed it so that a better idea came out of it.”

“I remember one idea very vividly; Mr. R. D. Dickey, Horticulturist, Gainesville, Florida, threw out the idea that plants like people should be fed twelve months in the year. He also said that using 0-14-14 was the nurserymen’s best friend because this killed more plants than any other one thing. He continued with the idea that a plant fed twelve months in the year would stand more cold than a plant fed only in the early spring and in September. This caused considerable debate. Out of this debate came a number of research projects to find out what really causes cold injury and what could be done to prevent it. This one thing is or has been worth all the money spent by SNA and all the research programs on cold protection combined. Jake Tinga worked out the A-frame cold house. I don’t remember who did it but the practice of jamming containers can-to-can saved the nursery industry hundreds of thousands of dollars. This practice came out of the research workers meeting.”

The Fourth Annual Report was the result of the second formal meeting. It was obvious by this time that the Research Workers Conference was an outstanding success and would be perpetuated for the benefit of both nurserymen and those engaged in research work. The SNA committee, Hoskins Shadow, Aubrey Owen, and Norwood Hastie, Chairman, wrote, “Here, is the fourth annual report of the Education and Research Committee. We are pleased to say that all aspects of the program are progressing in a satisfactory manner. The Research Workers Conference was held on August 22 in conjunction with our annual convention. Present and presenting reports were Dr. Tok Furuta, Chairman, and Dr. Ray Self, Alabama; Dr. W. E. McElwee and Mr. R. D. Dickey, Florida; Mr. Henry Clay and Dr. Tom Brightwell, Georgia; Mr. J. P. Fulmer and Dr. Paul Alexander, South Carolina; Mr. J. S. Alexander and Mr. W. W. Stanley, Tennessee; Dr. W. D. Kimbrough and Dr. E. N O’Rourke, Louisiana; Dr. R. H. Gruenhagen, Virginia; Dr. Bryson James and Dr. T. F. Cannon, North Carolina. These reports, plus others from those who could not attend in person, compose this fourth report. Officers elected for 1959-60 were Dr. Thomas F. Cannon of North Carolina State College, Chairman, and Dr. R. H. Hanchey of Louisiana State as Secretary.”

It is interesting to note that many of the workers who attended this meeting are still the research leaders of the south. In 1960, other researchers appeared who have been star performers ever since; Dr. Henry Orr, Dr. Frank Pokorny, Mr. Gerald Smith, Mr. Hendrick van de Werken and Dr. J. H. Tinga.

Those who served on the Education and Promotion Committee for SNA should be commended for their foresight and tireless efforts. In addition to those already listed such leaders as John Wight, Hubert Nicholson, Art Lancaster contributed greatly to the signal success of this ambitious undertaking.

From our early days when 10 to 15 researchers met to discuss their research, as well as new ideas and theories, and to have them picked apart good-naturedly, the Research Workers Conference has grown steadily. In 1973 there were 55 authors of 82 papers presented at the meeting and published in our Eighteenth Annual Report.

Along with the growth in size and scope, came increased problems of room arrangements, registrations, meal planning and printing problems and costs. Yet to the average nurseryman and researcher, these passed unnoticed because of the behind-the-scenes work of Mr. D. Porter Henegar and more recently, Mr. Tommy Henegar.

In 1969, it was decided that workers who had made outstanding contributions to ornamental horticultural research and more specifically to SNA, should be recognized with an award of merit, now changed to the Porter Henegar Memorial Award for Horticultural Research. Recipients of this award have been Dr. T. F. Cannon, Mr. J. P. Fulmer, Dr. J. H. Tinga, Dr. Bryson L. James, Dr. R. L. Self, and Dr. F. A. Pokorny.

SNA is proud to support the Research Workers Conference each year and to publish the research proceedings. To our knowledge, we are the only trade association in the nation to sponsor such a program.

In order for nurserymen to benefit even more from these activities, it was decided that starting with our 75th Anniversary in 1974, the Research Workers Conference will provide seating for all nurserymen who wish to listen. A printed agenda will permit selection of research reports of special interest.

Research workers who have compiled and edited the proceedings have done a tremendous job and deserve a place in the SNA "History Book." They are:

1957	First Annual Report	Leo Scott, SNA Secretary
1958	Second Annual Report	Leo Scott, SNA Secretary
1959	Third Annual Report	Dr. Edward Mattson, NC State University
1960	Fourth Annual Report	Dr. Thomas F. Cannon, NC State University
1961	Fifth Annual Report	Dr. James A. Foret, University of SW LA
1962	Sixth Annual Report	Dr. James D. Kelley, University of Kentucky
1963	Seventh Annual Report	Dr. J. H. Tinga, Virginia Polytechnic
1964	Eighth Annual Report	R. D. Dickey, University of Florida
1965	Ninth Annual Report	J. P. Fulmer, Clemson University
1966	Tenth Annual Report	Dr. F. A. Pokorny, University of Georgia
1967	Eleventh Annual Report	Dr. Raymond L. Self, Mobile AL Field Station
1968	Twelfth Annual Report	Hendrick van de Werken, University of TN
1969	Thirteenth Annual Report	Dr. Richard J. Stadtherr, Louisiana State Univ.
1970	Fourteenth Annual Report	Never published
1971	Fifteenth Annual Report	Dr. R. Gordon Halfacre, NC State University
1971	Sixteenth Annual Report	Dr. Dick Henley, University of Kentucky
1972	Seventeenth Annual Report	Dr. Bryson L. James, University of Florida
1973	Eighteenth Annual Report	Dr. Bryson L. James, University of Florida
1974	Nineteenth Annual Report	Dr. Bryson L. James, McMinnville, TN

1975	Twentieth Annual Report	Dr. Bryson L. James, McMinnville, TN
1976	Twenty-First Annual Report	Dr. Bryson L. James, McMinnville, TN
1977	Twenty-Second Annual Report	Dr. Bryson L. James, McMinnville, TN
1978	Twenty-Third Annual Report	Dr. Bryson L. James, McMinnville, TN
1979	Twenty-Fourth Annual Report	Dr. Bryson L. James, McMinnville, TN
1980	Twenty-Fifth Annual Report	Dr. Bryson L. James, McMinnville, TN
1981	Twenty-Sixth Annual Report	Dr. Bryson L. James, McMinnville, TN
1982	Twenty-Seventh Annual Report	Dr. Bryson L. James, McMinnville, TN
1983	Twenty-Eighth Annual Report	Dr. Bryson L. James, McMinnville, TN
1984	Twenty-Ninth Annual Report	Dr. Bryson L. James, McMinnville, TN
1985	Thirtieth Annual Report	Dr. Bryson L. James, McMinnville, TN
1986	Thirtieth-First Annual Report	Dr. Bryson L. James, McMinnville, TN
1987	Thirty-Second Annual Report	Dr. Bryson L. James, McMinnville, TN
1988	Thirty-Third Annual Report	Dr. Bryson L. James, McMinnville, TN
1989	Thirty-Fourth Annual Report	Dr. Bryson L. James, McMinnville, TN
1990	Thirty-Fifth Annual Report	Dr. Bryson L. James, McMinnville, TN
1991	Thirty-Sixth Annual Report	Dr. Bryson L. James, McMinnville, TN
1992	Thirty-Seventh Annual Report	Dr. Bryson L. James, McMinnville, TN
1993	Thirty-Eighth Annual Report	Dr. Bryson L. James, McMinnville, TN
1994	Thirty-Ninth Annual Report	Dr. Bryson L. James, McMinnville, TN
1995	Fortieth Annual Report	Dr. Bryson L. James, McMinnville, TN
1996	Forty-First Annual Report	Dr. Bryson L. James, McMinnville, TN
1997	Forty-Second Annual Report	Dr. Bryson L. James, McMinnville, TN
1998	Forty-Third Annual Report	Dr. Bryson L. James, McMinnville, TN

Emerson described progress as the activity of today and the assurance of tomorrow. This also describes SNA and the Research Workers Conference working as one.

Epilogue:

The SNA Research Conference has continued throughout these past twenty-four years with Dr. Bryson L. James acting as the SNA Director of Research. His dedication and tireless efforts result in one of the most recognized conferences in the U.S.

Top researchers and educational leaders from the south's leading universities present their latest findings relative to horticulture at this annual conference.

In 1998, there were 127 titles presented at the Forty-Third Annual SNA Research Conference which were printed in the annual report. SNA continues to support funding for horticultural research through this program, as well as contributions to the Horticultural Research Institute.



SNA Research Workers Conference - 63rd Annual Convention
Lexington, KY - August 5 - 7, 1962

Pictured left to right: Ray Brush, Porter Heneger, George Bradley, Don Williams, W.W. Stanley, Tom Cannon, James Kelley, Aubrey Owens, Jake Tinga, Bryson James, Tok Furuta, Frank Porkorny, Jerry Padget, H. van de Werken, Jim Herron and Dick Grenhagen.



Dr. Bryson L. James was honored in 1989 for his years of dedication and service to the SNA Research Conference. The Bryson L. James Student Research Competition awards over \$3,000 each year to student researchers.

SNA Convention & Trade Show
Atlanta, GA - August 5 - 7, 1989
Pictured left to right: Dr. Jerry L. Walker and Dr. Bryson L. James.

CHAPTER V

LEGISLATION THROUGH THE YEARS

by Richard Jones
(1974)

Legislation, the Alpha of SNA, doubtless will be the Omega should that time ever come. Those farsighted founders of SNA faced with unfair freight rates that placed the growers of the southeast in an unfair competitive position, realized relief could be accomplished only by group cooperation and effort. Individual efforts had been in vain, so any changes in regulations and rate needed organized effort and even organized effort did not bring the desired relief. Some perhaps, but the problem was not resolved until competitive forces entered the transportation field, truck lines or more specifically, Motor Transport.

Trade Barriers fared better mainly because the reorganization of the AAN and establishment of the Washington office enabled it to enter the battle, coordinating the varied struggles into a national effort to eliminate this Hydra that was strangling interstate movement of nursery stock.

Available records show that SNA has always had a standing Legislative Committee, members of which were generally selected from each state or chapter comprising the membership area. Occasionally special committees were appointed to revise the constitution and by-laws, and for incorporation. Other committees were created for cooperative effort in controlling the spread of insect pests, and as liaison with AAN.

Mainly the Legislative Committee was a watchdog for the area cooperating with the members in opposing undesirable legislation in their states, trying to prevent the ideas from spreading to other states, and co-operating also with AAN in opposing undesirable legislation by Congress and adverse regulations by various Federal bureaus and committees. The vigilance, along with concerted action of these committees, has produced many favorable results either in preventing undesirable rulings, legislation and taxation or in having them changed or interpreted so as to be more acceptable to the members. These results are removal of trade barriers, retention of agricultural status, preventing establishment of Federal and state nurseries and prevention of taxation of growing nursery stock.

Special committees usually concentrated their effort on one particular phase or project which, when finished, ceased to exist. Nevertheless, some of their accomplishments were as far reaching and important as those of the standing committee. These accomplishments include constitution and by-laws and changes, incorporation in the State of Virginia, aid in control of insect pests such as white fringe beetle, Japanese beetle and fire ant, and resisting changes in Federal Quarantine #37.

It has been fortunate over the past three or four decades that we have members from this area in Congress in key positions who could be called upon for aid in preventing unfavorable legislation and securing favorable interpretations of many regulations that affected the nursery business. The members of the Legislative Committees rendered their greatest service in contacting their representatives in Washington about matters pertaining not only to our region, but in cooperation with AAN, to those of national portent.

Due to the strong support of SNA by the American Association of Nurserymen and their continuous attention to legislation affecting the nurserymen of the U.S., a standing committee on legislation is no longer necessary and has been discontinued by SNA .

Editor's Note: All records of the original Constitution and By-laws of SNA were lost, probably in the succession of member secretaries as one followed the other. Mr. R. H. Jones headed the Committee which created the original draft of our present document.

Epilogue: Today the SNA has a Legislative Committee Chair (Senator John C. Watkins) who organizes an annual meeting, which is held during the annual convention and trade show. This committee is comprised of representatives from each of the SNA Participating State Associations and develops the annual SNA Statement of Policy which is distributed to all SNA members, as well as all U.S. Congressmen.

SNA continues to rely on the American Nursery & Landscape Association (formerly the American Nurserymen's Association) to protect the legislative interests of the nursery industry in the south. SNA strongly supports the ANLA Lighthouse Fund, which develops grassroots funding for legislative efforts.



John Watkins presents the Legislative Committee Report at the SNA Annual Business Meeting, Atlanta Marriott Marquis - August 3, 1997
Pictured left to right: Danny Summers, SNA Executive Vice President, John C. Watkins, SNA Legislative Committee Chaiman and Carl Meyer, ANLA President