

TNLAGREEN

2011 Editorial Calendar

January 2011 (Closing: Nov 12)

- Texas Superstars
- Economic Impact Report
- Legislative primer
- Truth About Online Marketing

February 2011 (Closing: Dec 15)

- Chairman's Report
- TEIL winners
- Why Trees Matter
- J. Berry Nursery Profile
- Region Leader profile – Herman Ray Vess

March 2011 (Closing: Jan 14)

- Management Workshop report
- Bracy's Nursery Profile
- Meet Bob Cartwright, TNLA Chairman
- Introducing 2011-12 TNLA Board of Directors
- Certification Quarterly Quiz-Spring

April 2011 (Closing: Feb 15)

- Smart Irrigation
- Irrigation/swales to prevent runoff
- Sustainable flower pots
- Demystifying Smart Phones

May 2011 (Closing: Mar 15)

- Edmonson Retirement/Industry Tribute
- "Young Leaders"/Leadership article (YLA Nominations due June 1)
- Plant Trials Field Day
- Superstars/Earth-Kind

June 2011 (Closing: Apr 15)

- Expo 2011 Preview
- Certification Quarterly Quiz-Summer
- Retailers love/hate relationships with magazines (recommending unavailable plants).
- Coremetrics/who is your customer

July/Aug 2011 – Special Expo Double Issue

Bonus Distribution(Closing: May 16)

- Expo Preview
- Texas Excellence in Landscaping Award Winners (special insert)
- Preparing for the Holiday Season
- Workers Comp/Insurance/Smarter Depreciation/Accounting (tie to taxes)

September 2011 (Closing: Jul 15)

- Landscaping for the Cure (LaField story)
- Legislative Session Recap
- E&R Foundation Scholarship Winners
- Certification Quarterly Quiz-Fall
- How private companies get government contracts

October 2011 (Closing: Aug 12)

- Expo Recap
- The economics of organics
- Are you charging what you're worth?
- Time management

November 2011 (Closing: Sep 15)

- Branding Your Business
- How to keep your engines running

December 2011 (Closing: Oct 14)

- 2011 Headlines & Highlights
- TNLA Management Workshop Preview
- Certification Quarterly Quiz -Winter

Rotating Columns

Capitol Perspective

Certification

Integrated Pest Management IMP

Leadership

Making Cents

Marketing

Plant Talk

TDA

Trade Show Talk

Weird Wide Web

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