

MAGAZINE • SINCE 1937

# GROWER TALKS

75th ANNIVERSARY

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DECEMBER 2012  
Volume 76 Number 8

Behind the Business: OHP

40  
Dr. Hammer's Farewell Column

76  
Keep track of your propagation system  
from anywhere



## A Better Workforce Starts with Better HR

Pages 60, 68, 72

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## ON THE COVER

Productive, engaged employees start with the hiring process and continues each payday. We have both covered in this issue. Representing a great employee: Zach Toschak of Schaefer Greenhouses, Montgomery, Illinois. Page 60  
Photo by Mark Widhalm



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## FEATURES

### 34 | **Behind the Business: Olympic Effort** | by Chris Beytes

Each month during *GrowerTalks'* 75th Anniversary celebration we'll reveal little-known details about the birth, growth or success of a well-known horticultural business. This month: OHP. The well-known fungicide that helped launch Olympic Chemical Company in 1988 almost put the company out of business a few years later.

### 36 | **A Look Back: Laboring Memories** | Compiled by Jennifer Zurko

To commemorate our 75th anniversary, we're opening the door to the Ball archives, dusting off old issues of our magazine and taking a look back at the early years of our industry. This month: Our culture and economy has changed through the years, so must wages and the American worker.



### 60 | **Hiring—Up ...?** | by Jennifer Zurko

Our 17th annual Wage & Benefit survey shows that wages are holding steady and that businesses are ready to hire again.

### 68 | **Six HR Challenges** | by Anne-Marie Hardie

In the wholesale environment, the work can be both physically and mentally demanding, creating the possibility for burn out, conflict and high employee turnover. So what are the best practices for human resources in this world?

### 72 | **Make HR Someone Else's Headache** | by Thomas G. Dolan

For those businesses that don't have the luxury of an in-house HR Department, a Professional Employer Organization (PEO) can be your staffing manager without having to hire someone or do it yourself.

### 76 | **Monitor Your Propagation Anytime, Anywhere** | by Jeremy Crook & Jim Faust

The second article in our series from the Floriculture Research Alliance focuses on how the new Propagation Weather Station (PAWS) can help you better handle your misting system ... and you don't have to be in the greenhouse to do it.



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**Healthy Roots = Healthy Plants!** The long and the short of it is: If you're damaging your roots with salts, there's no way to keep them healthy.

**52 | How to Have Success with Heuchera**  
 by Chanochi Zaks  
 As the once-déclassé heuchera enjoys a resurgence (some might say breeding frenzy), traditional coral bells' green leaves have given way to a virtual rainbow of red hot (and orange and yellow and silver and purple) colors sure to pique even the most jaded palettes.

**54 | Growing Perfect Pansies** | by Mark Seguin  
 In recent years, pansy breeding programs have brought unique flower colors, medium, large and extra-large flower sizes, increased flower power and wider temperature tolerance.

## PEST MANAGEMENT

**80 | Using a Small Army for Your Big Pest Battles**  
 by Boomer Cardinale  
 Estimates from the biopesticide industry indicate that the microbial insecticide market has tripled since 1995. Successful pushes into product label expansion have opened up the opportunity for greenhouse operations to consider more biologicals in their integrated pest management programs.

## FLIPSIDE



**GP14 | Hort Calendar**  
 Your guide to upcoming industry events.

**GP22 | Wage & Benefits: Pay Day** | by Jennifer Polanz  
 In our fourth annual Green Profit Wage & Benefits Survey we found many positions saw pay increases, but yet payroll remained steady as a percentage of gross sales.

**GP27 | Pest Patrol** | by Leanne Pundt  
 Grower-retailers face unique challenges when it comes to insects and diseases. Here extension expert Leanne Pundt provides tips and best practices for managing pests in the retail environment.

## COLUMNS

**40 | Growing Ideas** | by Dr. P. Allen Hammer  
**27 Years of Enjoyment** This month marks the last time Dr. Hammer will be writing his column, so we've dedicated two pages to all of the contributions he's made while writing for GrowerTalks during the last 27 years.

**44 | ANLA: Bob's View** | by Bob Dolibois  
**Bob's Swan Song: "DIBDID"** This December marks the final month of my 21-year service to the industry as executive vice president of ANLA. I arrived in February 1991 as the industry was rebounding from a cyclical ditch. I leave in 2012 as the industry is heading up out of a deep and wide valley.

**56 | Under An Acre** | by Pam Buddy-D'Ambrosio  
**A History of Growing** Dave Hallstrom and his wife, Diane, are the fourth generation to run Hallstrom's Florist and Greenhouses in Red Wing, Minnesota.

**88 | Growers Talk Business** | by Gerry Raker  
**Embrace the Gardening Evolution** Some things change and others do not. Learning and adapting quickly, anticipating and capitalizing on change instead of fighting it has been the ticket to profitability for centuries. Developing possibilities before they become obvious to everyone always seems to lead to success.

**90 | Acres & Acres** | by Chris Beytes  
**Social Media: My Definition** Rather than cringe at the idea of Facebook or Twitter or Pinterest, recognize them for what they are: tools. Each is a free, global broadcast outlet where you can promote your products or business.

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*A Friend Remembered*  
 G. Victor Ball, Editor from 1949-1997

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