



Mike Bernard Acadiana Chapter American Hibiscus Society



May 2015

My
DUES!!!



Your annual dues are now due. You can either bring them to the May 5th meeting, (\$35 full or \$10 associate), or mail them to me at Buddy Short, 312 Vennard Ave., Lafayette, LA 70501. Please don't delay if you intend to renew. To those that have already renewed we *thank you!*

Mike Bernard Acadiana Chapter Show Promotion for Sunday May 17th

From now until show day Sunday May 17th all I'll think about are ideas to promote our show and sale. If we all do the same then our show will once again be a smashing success. Here's a reminder: last year we set a record for gross sales so the pressure is on. Let's all accept the challenge to make this year's show even better. We can if we all do our part.

Here are a few ideas and updates on where we stand as a chapter. Take a few of these promotional ideas and put them to work. This week is a great time to start.

1 We've been in touch with Ann Justice and she will once again be promoting our show on a weekly basis. Read her column. It's every Saturday morning in The Advertiser.

2 We have 9 banners and I will start putting them out at the end of this week. See if you can find them as you drive around. If you have a strategic spot let me know and I'll put one up for you.

3 we'll be on both TV 3 and 10 morning shows and on Meet Your Neighbor at noon the week prior to show Sunday. These were hugely successful last year.

4 Here's fresh idea. Our chapter member Marc Davis down in Houma has been posting his bloom pictures on his Facebook Page. He has also posted our Show Flyer. He told me he's gotten terrific response. Do you have a Facebook page? If you do then I encourage you to do the same. Every idea works if you use it.

5 Start sending out individual emails to selective individuals, attach our show flyer, and ask them to come. Ask them to be your guest. After all, **ADMISSION IS FREE!!!!!!**

6 Find places that have heavy traffic and ask to put up our show flyer on a counter or on a message board at work. Place some of our show cards in our little card holders. That makes for a nice display. Once they agree to display they'll do it again next year if you go by and pick up the display after our show is over.

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For more information contact: Buddy Short at 337-232-2446 or Fax: 337-232-9183
Send an email to: buddy@shortfinancialgroup.com



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Here are a few places we've had success with in the past.

Hair Salons....where do you get your hair cut?
My salon has put up our counter display for the last 7 years. They have come to expect me to come by. *Your* salon will too if you ask them.
Restaurants that you frequent
Nurseries...remember our show is typically just before they shut down for the summer.
Florist
Schools...remember kids are getting out for the summer soon and there's a lot of buzz going on around school.
Your bank...use your imagination.
Break rooms....post a color flyer on their activity board
I've been trying some of the golf courses I go to.
Churches...where do you go to church?
Clubs...do you belong to any? It doesn't have to be a garden club.

How about a neighborhood association?

The ideas are endless. Give us a hand and invite as many people as you can. Give one of our show cards to everyone you come in contact with.....if you don't have supplies or run out then call me at 232-2446 or email me at buddy@shortfinancialgroup.com and I will personally deliver more to you. That's service with a smile. Supplies will also be available at our May 5th meeting.
We need your help and appreciate your efforts. See you at the meeting Tuesday May 5th**Buddy**



May	
Sandra Theall	2
Johanna Senette	15
Sheila Smoak	22
Diane Brown	23

Calendar of Events

May 5th...Chapter meeting
May 9...Space City show and sale, Houston
May 17....MBAC show and sale, Lafayette
May 24...New Orleans show and sale
June 2...Chapter meeting
June 7th...Lone Star, Houston
June 25-28...AHS Convention
July...Chapter meeting
August 9th...New Member Barbeque (this event replaces our August meeting date)
September 1...Chapter meeting
October 6...Chapter Meeting
November 3...Chapter meeting (this is our last official chapter meeting of 2015)

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An error occurred in the second class mailing of the April 2015 Seed Pod.

Everyone received a Seed Pod at the right address with the wrong name.

The error happened in the translation from Lotus 1,2,3 to Excel.

A one line offset occurred in address fields and the name field.

It will not happen again.

If anyone did not receive a Seed Pod, please contact Jim Bridges and he will get one out immediately.

Walter

Buddy's Blooms and Things for May 2015

Many of you know that Jennie Marcantel, Rod Hendrick, and I drove to Lake Charles early this month to address a group of people about starting a hibiscus chapter in Southwest Louisiana. After the meeting was over each of us walked away feeling that there is serious potential in that area so we will do everything possible to assist them in getting a chapter established in 2015.

As a part of the meeting and because we had new people interested in hibiscus, Jennie and Rod asked me to put on a presentation on maintaining hibiscus. I was glad to do so. In preparation for this meeting I reflected back on my 14 years of experience in this great hobby and just how much satisfaction I have received from the beauty of these magnificent flowers. It truly has been a joy and yet, at the same time, a learning experience through all these years. I am indeed a lucky man.

For my presentation I used an article I wrote several years ago on what I consider the basics of maintaining hibiscus in South Louisiana. I continue, as needed, to make changes to this article to keep it current with my thinking today. What follows are a few highlights from that written word. ***Anyone wanting the entire article can simply email me and I'll shoot it to you. It's not perfect but it's what I believe.***

I've always believed that everything starts with basic skills and our hobby is no different. I therefore condensed my information to 6 basic thoughts. Remember these are my opinions. Here are a few highlights:

1 **INFORMATION**.....there are so many sources of hibiscus information but the key will always be who wrote the information and does that information apply to South Louisiana. That to me is hugely important. You must also pay attention to whether they are talking about "in ground plants" or pot grown. We grow most of our varieties in pots so make sure the information is appropriate.

2 **Pots**...to me there are only two parts of that pot that are important. How many holes does it have and does it drain well. Nothing else. To promote maximum drainage your pots should be elevated and not sitting directly on the ground or concrete surface. Holes can clog up

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so pay close attention to how fast your water is absorbed. Having a good hand drill handy is a good tool to have. If you don't have enough holes then drill a few more.

3 **Potting mix**....we could spent lots of time on this subject but I will say only this. Use what works best for you and don't be afraid to ask others for their opinion. That's how we learn. **Ultimately** the key will be, "how well does it drain in the winter months?"

4 **Watering**...this may be the most misunderstood basic of all 6 and I believe this may be mostly responsible for killing many and most potted hibiscus.

Here's a great saying, "Lots of leaves, lots of water. Few leaves, little water."

Pot size will have a lot to do with how often you water so use good judgment.

It is my contention that more plants are lost to too much water than have ever been lost to becoming too dry!

5 **Fertilizer**.....most experts will tell you that hibiscus like fertilizers with high potassium levels. That's the 3rd number on your fertilizer bag. If you can't find any satisfactory fertilizers then look for a balanced blend. There are many choices so pay attention.

6 **Insect Control**...Spider mites and aphids are the two main culprits (there are others too) in our area so at least know what they look like and how best to handle each one. Your best source of information with pictures is our chapter website (www.acadianahibiscus.com) Go to hibiscus doctor and examine the material. It's interesting and very informative. Once you've identified the critters then settle on a solution and do it immediately. Don't wait! Remember that a good blast with the hose works temporarily but ultimately you may have to take other methods to come to a solution.

So what are those 6 basics again:

1 **Information**. Is it written for our area and climate?

2 **Pots**. How well does it drain?

3 **Potting mix**. Use whatever works best for you but continue to monitor its results.

4 **Watering**. Lots of leaves, lots of water. Few leaves, little water. That's very important.

5 **Fertilizer**. Pay close attention to the last number in the fertilizer of choice.

6 **Insects**. Know what they look like and how best to handle them. Your leaves tell you everything.

Here's a test for you.....the chapter recently bought 2 additional boxes of Space City fertilizer. Each box has 6 canisters of water soluble powder. If you need or want some prior to our show we will sell them for \$12. At our show they are \$15. You can contact me immediately or pick some up at our next meeting on May 5th. Limit one per member and on a first come, first serve basis!!!!!!

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IT'S SHOWTIME!!!!!!! I hope all of your hibiscus babies are blooming big time. Our show is just around the corner and we need to be ready. At our meeting on May 5th, we will try to get everything finalized. Please be there. We will have lists for you to volunteer to bring food and to set up and take down. If you have not volunteered, please consider doing so. We will need members to carry blooms to the back room for judging, for sales, and as floaters to help customers.

Remember, this show is our biggest money raiser of the year and we need to make it as successful as last year. Customers came in droves last year. Let's hope this show is as well attended.

If there is time permitting, Jeanne will discuss planting seed. A little education on hibiscus growing will always help.

FEEL FREE TO PRINT OUT THE
NEXT PAGE FOR PROMOTIONAL
USE!!



**Mike Bernard Acadiana Chapter
American Hibiscus Society**



presents its 15th annual

Hibiscus Show & Sale Sunday May 17, 2015



Cathedral Carmel Gym

St. John Street, Lafayette, LA

Bloom Entry

8:00am-11:30am

Plant Sale

1:00pm-4:00pm

**Free Admission
Exotic Varieties
Fertilizer
Expert Advice & Tips
Membership Available**

~ Cash or Checks Only ~



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