



I-Plants Magazine



International Plantscape Awards - Accepting more entries until December 7, 2022

How Do Plants Know How To Grow Towards Light?

Ten Year-End Tips For Your Small Business



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2023

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entries until
Dec 7th 2022*

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Round 2 only open for two more days!*

Editor's Letter

Happy December everyone! It's amazing how fast this year has gone by. With 2023 approaching very fast it is a great time to reflect on the year and plan for the next one. In this issue we cover 10 tips for small businesses and employee bonuses. We have a great article from Carolyn Goodin on Phototropism, and how plants know to grow towards light. It is great read with lots of very interesting tidbits in that article.

I want to take this time to thank all our advertisers, just know we appreciate you very much! I would like to welcome a new advertiser this month, Soil Sleuth probes and we thank them very much for supporting this magazine. I have opened the International Plantscape Awards to accept entries until December 7th for those that want to enter a project from this holiday season or anyone that missed the original deadline. We are only able to open until December 7th as we need to start producing the program for the awards gala event in Tampa. Speaking of Tampa with T.P.I.E. coming January, there is a great sponsorship opportunity to those that want to support the industry. The awards gala event on Thursday, January 19th, 2023, in Tampa Florida is a fundraising gala event with proceeds going to NHF and filtering into the new Interior Initiative Growth Fund to help create sustainability for Green Plants for Green Buildings going forward. These organizations really need our support, and we hope that you feel the same. I - Plants Magazine donates 10% of all awards entries to the IIGF fund held with NHF. More than ever, we need to support each other, and my hope is that 2023 brings us closer together to help sustain and create the new normal.

Thank you again for all your support to the readers. I hope you have a good Christmas break if you get one, if not, try to have a good time!!



Elliott R Bennett

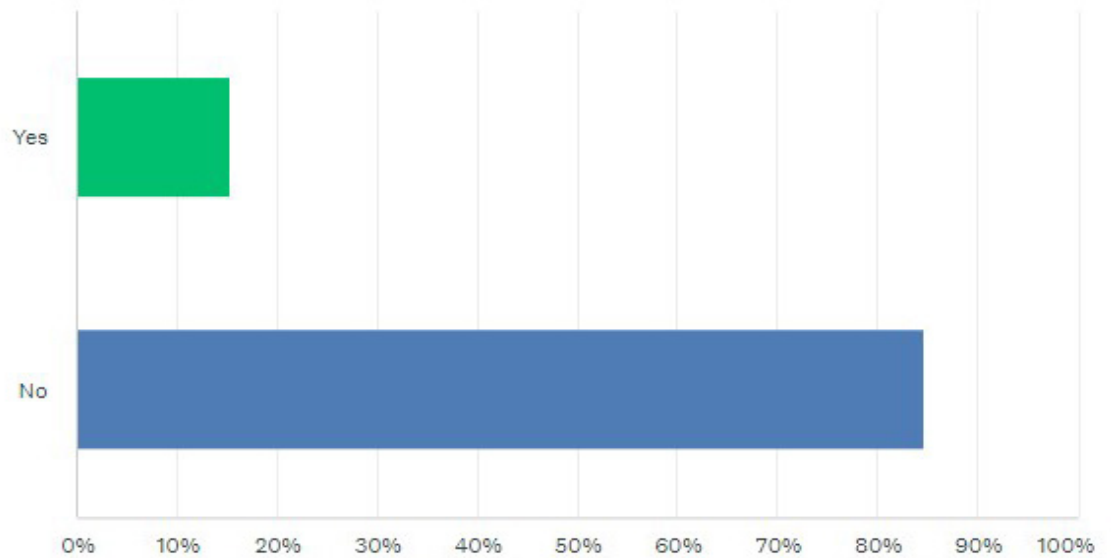
Editor-in-Chief, I-Plants Magazine



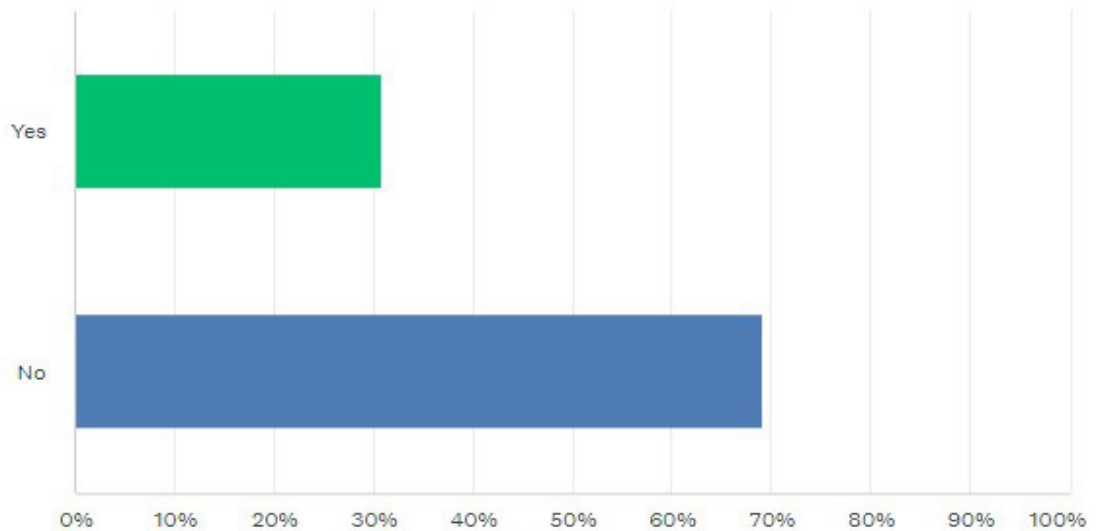
AND THE SURVEY SAYS...

This is an update from last months certification survey!

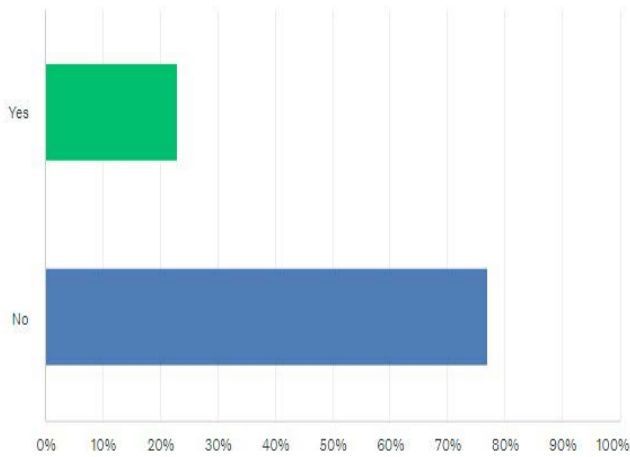
Do you feel the certification program is too difficult?



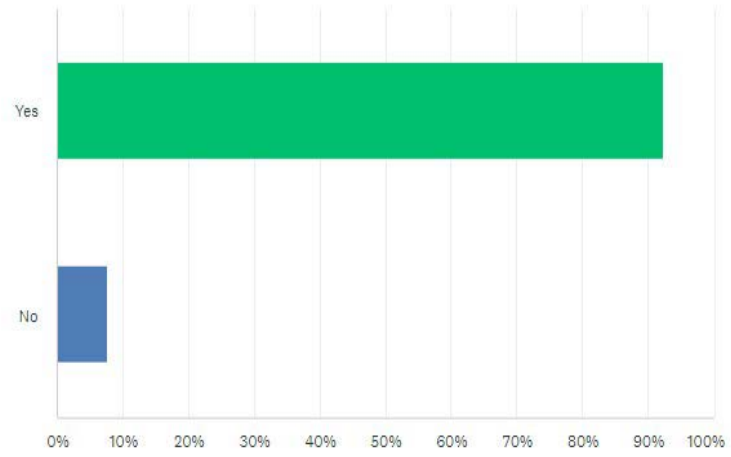
Does the requirement of 24 CEU's every 24 months scare you off?



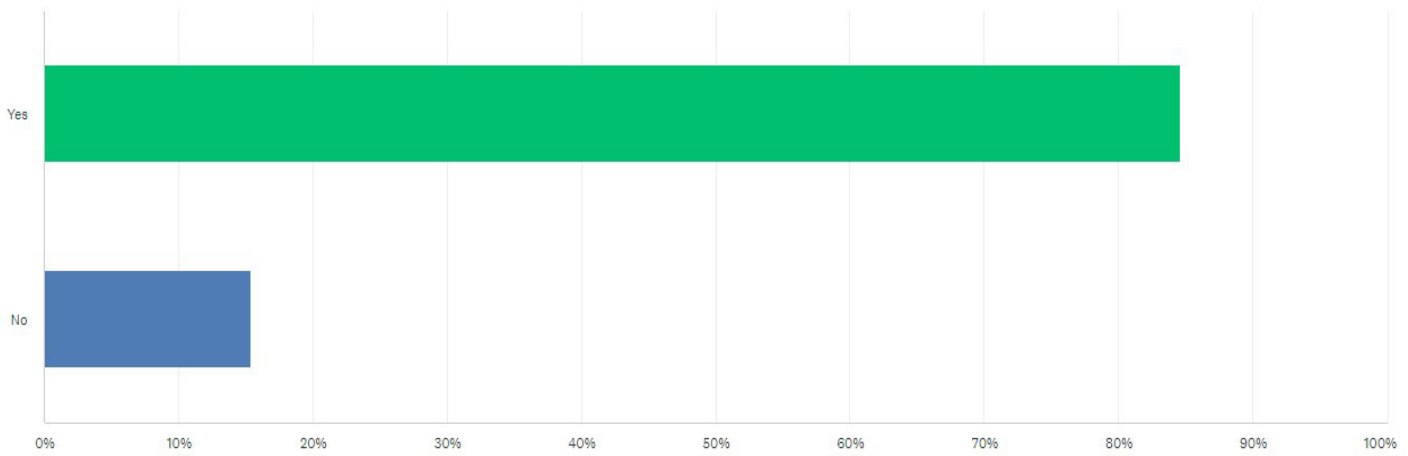
Are you getting too much free advice off the internet and feel that having a certification is of no value to you?



Do you feel that the interior landscaping industry needs a set of industry standards created along with future guidance?



Would you support a new international certification for you and/or your company?



Interior landscape industry certification questions

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~ Katharine Hepburn

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The National Horticulture Foundation (NHF) embraces the opportunity to seek out and provide support to projects relevant to the nursery and landscape industry along with addressing issues related to a diverse and changing horticulture industry. Led by our vibrant network of business professionals, the Foundation is dedicated to seeing the industry thrive and survive well into the future.

www.nationalhorticulturefoundation.org

10% of each

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ABOUT THE GALA

WELCOME

We are excited to announce that we will be hosting the 2nd annual **International Plantscape Awards Gala** event in support of the National Horticulture Foundation. The International Plantscape Awards and Plantscape Hall of Fame in-person event will be held again in partnership with TPIE, FNGLA and NHF on Thursday January 19th, 2023 in Tampa, Florida for a gala night extravaganza that includes a four course meal and the full awards program presentation.

The International Plantscape Awards recognizes outstanding achievements in interior plantscape design, installation, creativity, renovation, and innovation. These awards celebrate the strides of interior plantscapers to connect people with plants in remarkable ways. Entries are judged on their own merit rather than against each other. Award winners earn a designation of gold or platinum based on points scored from information, photos and videos provided. Certain submissions may be awarded the coveted Diamond and Emerald judges' awards for the best overall entries.

We thank you in advance for your support in this great initiative. We look forward to seeing you there!

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- Full page color advertisement in Event Program
- Corporate logo loop video recognition
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- Corporate recognition in I-Plants Magazine Awards special edition
- One full page inside cover advertisement in I-Plants Magazine Awards special edition
- Corporate logo recognition on event website
- Partial tax deduction
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- Corporate logo recognition on event website
- Partial tax deduction



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- Corporate logo loop video recognition
- Corporate signage at table

Pre-event and post event exposure:

- Corporate recognition in I-Plants Magazine Awards special edition
- One half page advertisement in I-Plants Magazine Awards special edition
- Corporate logo recognition on event website
- Partial tax deduction



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- One gala ticket, and a business card size colour advertisement in our evening program and partial tax receipt.

Individual Ticket \$150

- Includes partial tax receipt.

For More Information:

CONTACT

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• hello@iplantsmagazine.com



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Phototropism: How do Plants “Know” to Grow Toward Light?

- Carolyn Goodin CLP-I

We have all seen plants leaning toward a light source. This phenomenon is called Phototropism. It occurs in most plants, and happens independently from other physiological processes. The main environmental factor is light. Temperature, humidity, ventilation and water levels do not influence the mechanism. How does a plant seek out light, on its own, and how can it make itself grow toward it? Why do plants do this? What must a Technician do if phototropism is occurring?

This mechanism does not work in tandem with any other mechanism, process or environmental influences. Bending toward light is strictly a light related phenomenon. However, it is NOT related to light levels. This means it occurs, whether or not light levels are sufficient enough to drive photosynthesis. So, what is the deal?

Phototropism occurs because of the influence of plant growth hormones. Plants have hormones? Yes, they do. The first growth hormone we encounter is Auxin. This highly sensitive substance is responsible for cell elongation. A plant growing in even lighting, i.e., it receives light from all sides, will grow straight up. All cells will elongate evenly.

However, if the light, at any level, comes from one direction, then this is uneven light. Cell elongation will be uneven. How so?

Well, it seems that auxin is rather light shy. When the hormone is exposed to light from one direction, it actually moves away from the light source. Thus, cell elongation happens in the cells which are farthest from the light source, while, the cells which are closest to the light source do not elongate. This causes the stems to bend toward the light source. Kept in this position for lengthy periods, the plant will end up leaning due to uneven cellular elongation.

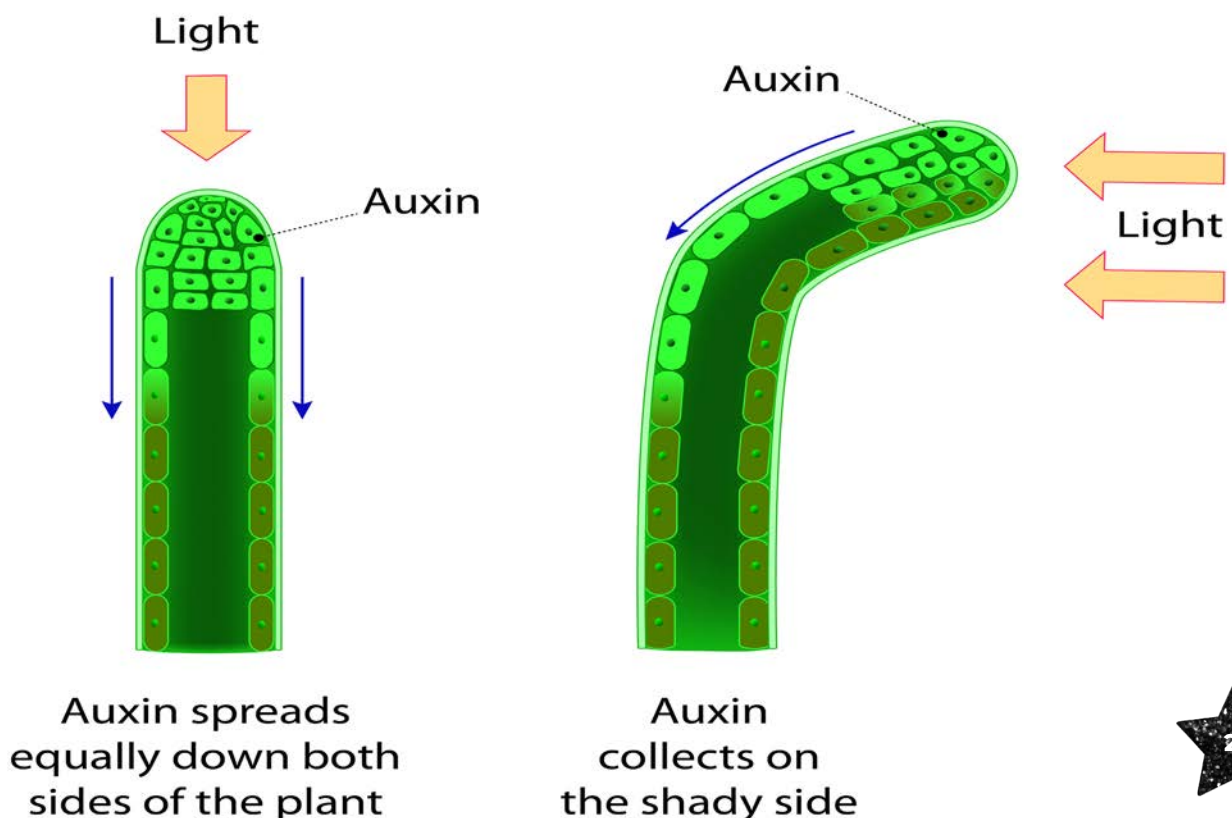
Of course, it is a bit more complicated than described above. It usually is. So, what else is involved? Well, auxin, normally located in the growing tips of stems, usually stays there. Its purpose is to prevent branching.

This is called apical dominance. Thus, if one wants to encourage branching, one must remove the growing tip of the stem.

Okay, but what has apical dominance have to do with phototropism? It is not just that auxin is light shy. The plant uses PINs, which are auxin import/export proteins, to direct auxin to move toward target sites. Without these PINs auxin will not move. In addition, the plant contains and uses a protein enzyme called D6PK Kinase. This enzyme, activates the PINs, and causes them to move toward the target sites on the stem. Once at the target, auxin does what it is meant to do, that being, promote cell elongation.

Once again, we are faced with a complicated physiological mechanism. We must realize, that plants do not have a control center such as a brain, to drive these mechanisms. Thus, plants depend on a circuit of proteins and enzymes to accomplish their needs. It just doesn't happen spontaneously.

Auxin

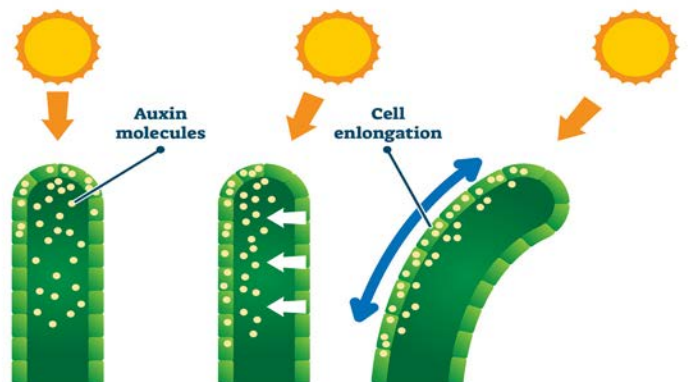
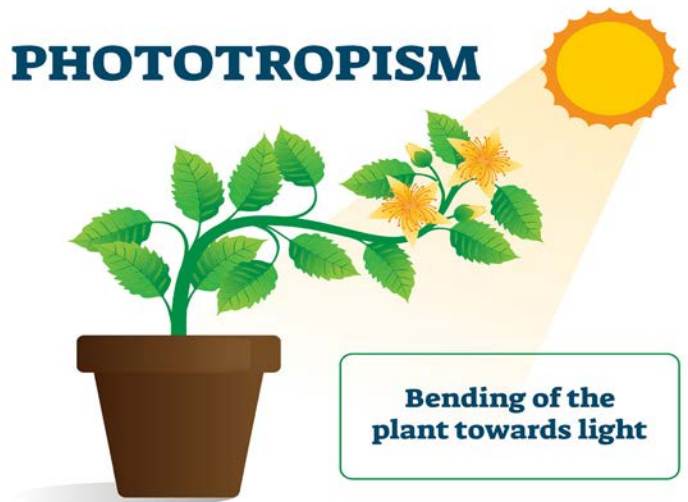


A group of German Scientists conducted experiments to prove that auxin cannot move on its own. They showed that in the absence of, the protein in PINs and the enzyme D6PK kinase, the plants continue to grow straight up. Auxin does not move from its apical dominant position. Willige, B.C D6PK Kinases are Required for Auxin Transport. Technische Universitaet Mueshen, Science Daily May 28, 2013.

We also have to acknowledge that plants are remarkable in providing exactly what is needed when it is needed. This is, of course, assuming that the plant is healthy and there are no significant nutritional deficiencies present. Like most other mechanisms in plant physiology, the extent and sensitivity of the phototropic mechanism in plants is species and variety dependent. Some plants are very sensitive, others are not so much. With time on the job, technicians will observe that some are more photosensitive than others and recognize certain characteristics that render them so.

The exceptional plant technician, seeing evidence of phototropism, will turn the plant as often as needed to maintain the symmetry of the foliage. Whether it is weekly, monthly or quarterly, turning is an important part of maintaining indoor plants. The end game is to retain the nursery fresh appearance of plants on the job. Leaning or reaching plants are not part of good maintenance. I am constantly amazed at how many "leaners and reachers," I encounter out in the world. It is so simple a ploy, that it is shocking that it is not done as a matter of routine.

PHOTOTROPISM



When I see an Interiorscape job, I can separate the amateurs from the pros, by seeing if plants are being turned. Be a Professional and turn those babies! Until next time, stay well, keep learning and STAY

Smartee Plants:

A Professional's Guide to Indoor Plant Care

By Carolyn Goodin, CLP-I Emeritus

Smartee Plants



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Carolyn J.C. Goodin, CLP-I Emeritus

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Finish Strong: 10 Year-End Tips for Your Small Business

by Jane Haskins, Esq.

As the year ends, it's important to take stock of your small business's finances and get your records in order.

Running a small business can be hectic, which can be a good sign that your business is thriving. But amid the blur of to-do lists, phone calls, emails, employees, customers, and last-minute crises, it's easy to lose sight of the big picture.

Do you have enough cash flow to keep paying your employees during the slow season? What about employee bonuses, distributions for yourself, and that new tax law? What goals do you have for the future, and what risks and threats do you and your business face?

The end of the year is a critical time for business owners to take stock of where things stand and identify areas for improvement. By working through this end-of-year checklist, you'll be ready to set goals that will help your business move ahead in the new year. Here are 10 key items to focus on:

1. Run Financial Reports

At a minimum, put together a profit and loss statement, a balance sheet, and a cash flow statement. Look at where your money went last year and determine whether you are on track to meet your profit goals and cash flow needs.

2. Get Your Vendor Lists in Shape

Update addresses, phone numbers, and the names of your key contacts. Delete or archive vendors you don't use anymore. This yearly housekeeping will help keep your lists organized and ready for orders and payments in the coming year.

3. Update Employee Information and Consider Bonuses

Make sure you have accurate contact information for your employees and that you have properly accounted for employee benefits. Decide whether you'll give employee bonuses, and set an amount.



4. Back Up Computers and Mobile Devices

If you use cloud-based software, you may think you're covered. But experts caution against relying on just one backup method—even if it's a well-known cloud service. They recommend backing everything up on two digital platforms, in two locations, plus having one copy in print or on a local server or hard drive.

5. Take Inventory

If you keep goods in your store or warehouse, an end-of-year inventory lets you reconcile your numbers and identify any large discrepancies that could indicate accounting issues or theft. It also shows what's selling well and what's not, helping you decide what to pursue in the year to come.

6. Make a List of Your Business Accomplishments Over the Past Year

It's easy to forget about the milestones you've achieved and the obstacles you've overcome. Listing them is a great feel-good task. Once you've made your list, be sure to share it with your employees and recognize them for their contributions.

7. Meet With Your Accountant

The new tax law has changed many things for small businesses—including expense reporting. This makes an accountant appointment especially important this year. Go over your financials and get advice on bonuses, distributions, and end-of-year tax strategies. Also talk about tax planning for 2023.

8. Talk to an Attorney

Making the time for an annual legal consultation can show you what you need to do to keep up with regulations, contracts, and employment laws that affect your small business. An attorney also can help you evaluate and minimize the legal risks you or your business may face.

9. Identify your Staff, Hiring, and Outsourcing Needs

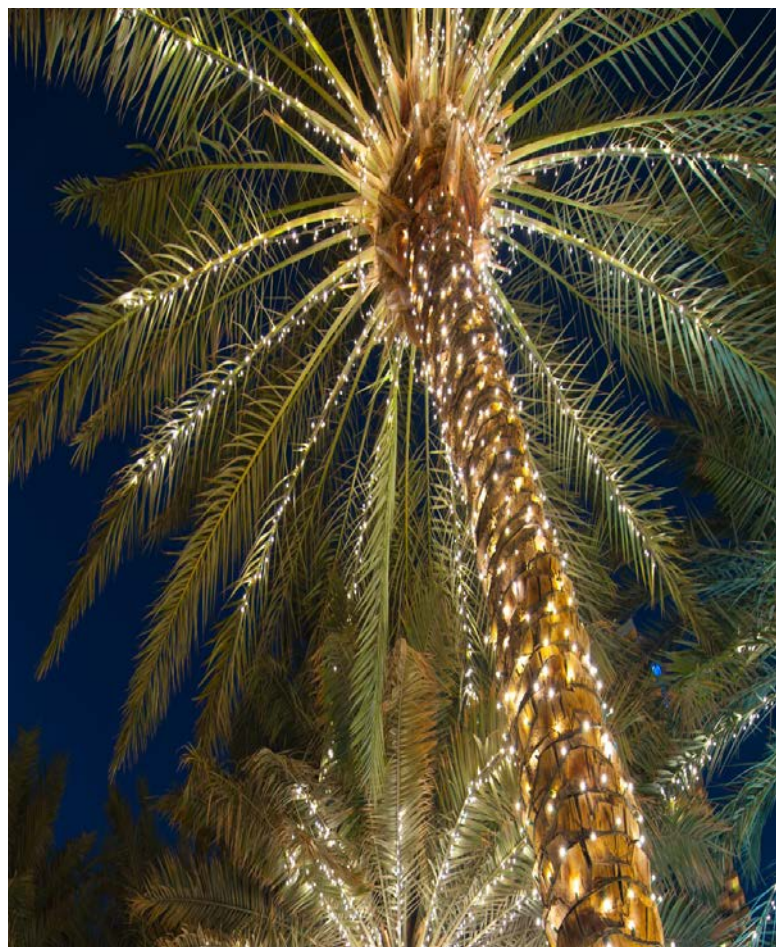
The end of the year is a great time to think about the tasks you don't like doing or don't have the time or expertise to do well. Make plans to hire staff or outsource to consultants to take some things off your plate. Decide whether you'll need a larger workforce in the coming year and, if so, budget the money to pay for it.

10. Take a Good Look at Your Website

Your website should not be a "create it and forget it" item. Go through your site and click on every link to make sure it works. Send yourself a note using the contact form and confirm that it's functioning. Does your website look fresh and up to date? Does it match the image you want your business to project? If not, put a website update on your list for next year.

by Jane Haskins, Esq.

Source: <https://www.legalzoom.com/articles/finish-strong-10-year-end-tips-for-your-small-business>



Employee Bonuses: How To Calculate for 3 Types of Bonus Pay

By Indeed Editorial Team

Employee pay bonuses increase morale and overall performance within a company. When your employer offers you a pay bonus, they're showing you they value your work and your accomplishments. This helps to build loyalty among employees who know that their company has their best interests in mind.

In this article, we discuss employee bonuses, including the different types, and explain how to calculate an employee bonus yourself.

What is an employee bonus?

An employee bonus is pay awarded to an employee in addition to their regular salary

or pay rate. In most cases, employees earn bonus pay as an award for excellent work or as an end-of-year reward.

What are the types of employee bonuses?

While employers award bonuses for different reasons, there are many different types they offer, including:

Sign-on bonus:

A sign-on or signing bonus is a sum of money paid to new employees upon hire and is determined while negotiating a job offer. Employers use this type of bonus as an incentive to garner more interest in open positions. Sign-on bonuses are commonly seen in sales roles.



Profit-sharing: Profit-sharing is a bonus made of a percentage of a company's profits over a set period of time, such as one year. The amount paid depends on the company's current profitability as well as the employee's salary. Publicly traded companies allocate shares to employees as part of their profit-sharing plan.

Holiday bonus: Holiday bonuses are extra sums of money gifted to employees at the end of the year. Some employers award this money as either a percentage of an individual's salary or a flat rate. Whether you receive a holiday bonus often depends on factors such as the industry you work in, your employer's preferences and how your company performed in the past year.

Team incentives: Team incentives are bonuses earned for increased or excellent performance over a given time. These bonuses foster collaborative environments that promote helpful teamwork and overall focus. Options for team incentives include gain-sharing plans, profit-sharing plans and earnings-at-risk plans.

Milestones: Employees earn milestone or project bonuses by reaching important deadlines. These are well-defined goals that often cover a short time period. Milestone plans promote employee productivity and overall performance.

Gifts: Gifts or similar incentives include gift cards, travel vouchers and stock options. These are often awarded to employees based on individual performance and status within the company. Stock options—if an employer offers them—are a rarer bonus usually given to those with tenure.

How to calculate bonus earnings:

Many companies have their own unique calculations that fit their industry and their specific business. However, there are several methods to choose from, including:

Sales commission
Companies that want to incentivize their sales process offer sales commission bonuses, which is a performance-based bonus. You can calculate it by multiplying the amount earned by the bonus percentage. Follow these steps to

determine a sales commission:

1. Determine the total sales made.
2. Determine a total bonus percentage.
3. Multiply total sales by total bonus percentage.

For example, you make \$10,000 in sales, and your company offers you a 5% commission. Here's the calculation:
 $\$10,000 \times .05 = \500

Percent of salary:

The following example demonstrates how to calculate a bonus determined by salary percentage:

Victor's company plans to implement a new initiative of weekly bonuses for exceptional work at a percentage of 4%. Victor currently makes \$35,000 per year. Let's determine how much he now makes in bonuses on a weekly, monthly and yearly basis:

1. Determine the employee's salary
Victor makes \$35,000 annually.

Employee salary = \$35,000

2. Determine a percentage

The company offers a 4% bonus on a weekly basis where 4.3 represents the average number of weeks in a year. Convert the decimal to a percentage by dividing by 100 or moving the decimal two places to the left.
 $4.3 / 100 = .043$

3. Multiply employee salary by percentage
With both the salary and percentage figures determined, multiply them together.

$\$35,000 \times .043 = \$1,505$

Victor can earn a potential bonus of \$1,505 each week.

4. Determine a monthly amount

Finding a monthly amount involves multiplying the weekly amount by 4.3 for the average number of weeks in a month.
 $\$1,505 \times 4.3 = \$6,471.50$

Victor can earn a maximum bonus amount of \$6,471.50 each month.

5. Determine a yearly amount

To find the annual bonus amount, multiply the monthly amount by 12 for the months in a year.

$\$6,471.50 \times 12 = \$77,658$

With exceptional work performance every week, Victor could receive up to \$77,658 in bonuses before taxes.

Source: <https://www.indeed.com/career-advice/career-development/how-to-calculate-employee-bonus>

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karimaddox_ So glad!!! ❤️

May 27



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Please send your ad as a high resolution vector file, acceptable formats are:

🌿 EPS, PDF, or JPEGS(300 dpi), ads do *not* require crop, bleed or trim marks.

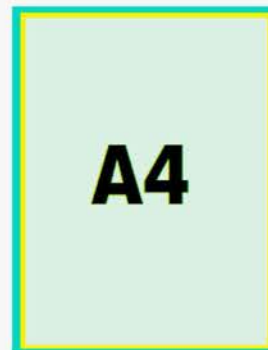
Please send your ad file to I-Plants Marketing & Sales:

🌿 Email: hello@iplantsmagazine.com

-
- All transparency and layers flattened.
 - Set Transparency Flattener to 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
 - Fonts should be embedded/subset and should be PostScript, TrueType or OpenType.
 - CMYK Colour only (No spot / Pantone colour or RGB colour).
 - Ad image resolution 300dpi.
 - Ad TAC 300%, the use of ISOcoated_v2_300_eci.icc is recommended.
 - Neither custom transfer functions nor custom halftones should be used.
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Full-Page Ad

- 🌿 **Specs:** W 210mm x H 297mm
- 🌿 **Cost:** \$399 USD (Inside Cover)
\$349 USD (Back Cover)
\$299 USD (Regular)



Half-Page Ad

- 🌿 **Specs:** W 210mm x H 144mm
- 🌿 **Cost:** \$199 USD



Quarter-Page Ad

- 🌿 **Specs:** W 93mm x H 135mm
- 🌿 **Cost:** \$129 USD

