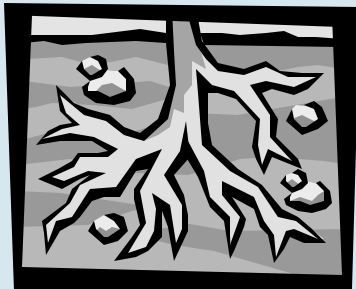


## HRI GETS TO THE ROOT OF THE PROBLEM

The Horticultural Research  
Institute sets the research  
agenda to meet the nursery  
industry's needs,



and funds promising projects  
covering the full range of  
production, environmental,  
marketing and business  
issues vital to the trade.



1000 Vermont Avenue, NW,  
Suite 300  
Washington, DC 20005

Phone: 202-789-2900  
Fax: 202-789-1893

## HORTICULTURAL RESEARCH INSTITUTE

The Horticultural Research Institute is  
the research division of the American  
Nursery & Landscape Association  
(ANLA). Founded in 1875, ANLA is the  
national trade association of the nursery,  
garden center and landscape industry.

HRI was established by the nursery  
industry in 1962 to support and stimulate  
environmental horticultural research to  
benefit the industry.

*For more information contact:  
[hriresearch@anla.org](mailto:hriresearch@anla.org)*



**Please return  
the completed  
form to HRI.**

Industry leaders who invest in the future of the nursery industry through membership in the Horticultural Research Institute receive the following benefits:

### Journal of Environmental Horticulture

The quarterly scientist-reviewed *Journal of Environmental Horticulture* gives you an inside track on research you need-often six months to a year sooner than other sources. As a member of HRI, you receive the *Journal* free.



### New Horizons Newsletter

HRI also keep it's supporters up-to-date on research findings through its quarterly newsletter, *New Horizons*. Research results are presented in non-technical language and a practical format.

### Management Tools

HRI publishes financial and marketing information to make your business more efficient and profitable. Retailers, for example, applaud the HRI's Operating Cost Study,

### HRI Research Grants

The Horticultural Research Institute encourages research through annual, competitive grant awards. In order to fund these grants more effectively, the HRI Endowment Fund was created in 1975.

HRI-supported scientists have developed and published new approaches to production problems such as weed control, irrigation, over-wintering and fertilizer usage. Current research is attempting to develop hardier, pest-resistant or more environmentally adaptable plants.

HRI supports your business environment as well. Projects have covered the full range of marketing and management issues. One study identified the demographics of consumers who patronize different types of retail garden centers. Another pinpointed the factors influencing consumer purchases of specific nursery products.

Your membership will help support HRI's current research efforts, and you'll receive the benefits of that research when HRI sends you the results free.

### One Last Benefit

Membership dues to the Horticultural Research Institute are tax-deductible as a business expense because you will benefit from HRI's work.

It takes serious research to plant new ideas.

I wish to support the important work of the Horticultural Research Institute at the level I have checked below. I understand that my membership includes a subscription to the quarterly *Journal of Environmental Horticulture*.

- Firm \$200
- Enclosed is my check for \$ \_\_\_\_\_
- Please bill me
- Charge to: *(may be faxed to HRI)*
- VISA  MasterCard  American Express  Discover

\_\_\_\_\_

CARD NUMBER EXP. DATE

\_\_\_\_\_

CARDHOLDER'S NAME

\_\_\_\_\_

Signature Required:

\_\_\_\_\_

COMPANY NAME

\_\_\_\_\_

INDIVIDUAL TO CONTACT/TITLE

\_\_\_\_\_

MAILING ADDRESS

\_\_\_\_\_

CITY/STATE/ZIP

Research Needs: \_\_\_\_\_

\_\_\_\_\_