



56th Annual Shade Tree Short Course INLA Tradeshow

If you are interested in displaying your wares and services at the Shade Tree Short Course and INLA Trade Show, please contact the INLA office at 515.262.8323.

Go to: www.ucs.iastate.edu/mnet/shadetree/home.html for more information.

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What's New for the 2012 INLA Tradeshow?

The 56th Annual Shade Tree Short Course INLA Tradeshow will display all of the assets and integrity of last year's show, but we have added a couple of fresh, note-worthy items to this year's agenda!

For a full layout of the 3 day event please see page 2.

In the past, the first day of the "show" has been solely designated to continuing education courses and testing, but this year the INLA is providing everyone with a fun and relaxing end-of-day reception from 4 - 6pm at Scheman.

This reception will provide that day's attendees an opportunity with a sneak preview with

exhibitors and enjoy refreshments, as they walk the floor.

In addition to the festivities on the first day, there will also be an opportunity to socialize and network with your fellow industry members at the Dinner and Scholarship Auction on the night of Wednesday, February 22. The evening will begin, for those purchasing tickets (\$30) at 5:00p.m. with dinner, music and INLA Awards. The auction will follow and the live music of Door #3 will begin promptly at 8:30 p.m.

We hope you take advantage of these opportunities and enjoy your time at the Shade Tree Short Course INLA Tradeshow!

Shade Tree Short Course Keynote Speakers

David Marks: Co-Founder and Vice President of Environmental Design (E.D.).

Over the last 30 plus years DM has been responsible for almost every aspect of the business at one time or another including the horticulture side. E.D.'s Larger Tree Transplanting projects include many large estates, Zoos, Universities, Golf Courses, and Casinos including Pebble Beach Golf Club in California and The Wynn Resorts Golf Course and Casino in Las Vegas.

Marks will speak about large trees used for the 9/11 Memorial. He will focus on the execution of the project and the challenges surrounding the custom growing and installation of the 450 20,000 pound 10" to 30' trees.

Marty Grunder: CEO of Grunder Landscaping Co.

Marty discovered his entrepreneurial spirit as a young man with a lawn mower and grew that passion into a multi-million-dollar company. Along that journey, his success story was amplified by The New York Times and acknowledged with numerous honors, including three "Entrepreneur of the Year" awards by various institutions.

How can Marty help you? If you want to develop strong leaders, clarify strategic visions, and leverage resources to grow sales and market presence, you'll benefit from his experience as a successful business owner and talented communicator.

To view more information or register for the Shade Tree Short Course and INLA Tradeshow please see attached or go to: www.cpm.iastate.edu/shadetree

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Attention INLA Members: Annual Meeting

Mark Your Calendars!

Please make note, in the below agenda, that the Annual INLA meeting will be held on Wednesday, February 22 2011 from 11:30 a.m. - 1:00 p.m.

Shade Tree Short Course and INLA Trade Show Conference at a Glance

All events will take place at the Scheman Building – Iowa State University Campus – Ames, IA unless otherwise noted.

Tuesday, February 21, 2012

INLA DAY at the Shade Tree Short Course

The Iowa Nursery & Landscape Association will host an entire day especially designed for INLA members. The day will feature Iowa Certified Nursery Professional (ICNP) certification testing and a continuing education program for current ICNP's.

- 8:00 – 12:00 (Noon) **Iowa Certified Nursery Professional (ICNP) Test**
- 10:00 – 12:30 p.m. **INLA Committee Meeting and Lunch**
- 1:00 – 4:00 p.m. **ICNP Continuing Education**
- 10:00 a.m. – 4:00 p.m. **Trade Show Set-up**
- 4:00 - 6:00 p.m. **Sneak Preview Reception**refreshments provided**

Wednesday, February 22, 2012

- 7:30 – 9:15 a.m. **Registration, Refreshments, and Visit Trade Show**
- 9:15 a.m. **Opening General Session (C.Y. Stephens Auditorium)**
- 9:15 – 9:30 a.m. **Welcome and Announcements, Donald Lewis, ISU**
- 9:30 – 11:30 a.m. **Speakers**
- 11:30 – 1:00 p.m. **Lunch, Visit Trade Show, and INLA Annual Mtg**
- 1:00 – 3:15 p.m. **Workshops**
- 3:15 – 4:00 p.m. **Break and Visit Trade Show**
- 4:00 – 5:00 p.m. **Workshops**
- 4:15 – 5:30 p.m. **INLA Past Presidents Reception (Invitation only) - Reiman Gardens**
- 5:00 – 6:30 p.m. **Hospitality Reception (Open to all attendees) - Reiman Gardens**
- 6:30 – 8:30 p.m. **Dinner and Scholarship Auction (Open to all attendees/\$30) – Reiman Gardens**
** AWARDS begin promptly at 6:30 p.m.
- 8:30 p.m. - 10:00 p.m. Musical Entertainment by **Door #3**

Thursday, February 23, 2012

- 7:30 – 8:30 a.m. **Refreshments and Visit Trade Show**
- 8:30 – 12:00 p.m. **Workshops**
- 12:00 (Noon) – 1:15 p.m. **Lunch (optional/ticket required)**
- 1:15 – 2:15 p.m. **Workshop Session G**
- 2:30 – 3:30 p.m. **Concluding General Session (Benton Auditorium)**
- **Where Have All the Trees Gone? Long Time Passing – John Ball, South Dakota State University, Brookings, SD**
- 3:30 – 3:45 p.m. **Evaluation**
- **Adjourn**

Iowa Certified Nursery Professional Certification Exam

The testing will be held on the INLA Day which is part of the 56th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Convention and Trade Show. The identification exam will be from 9:00-10:00, followed by the Landscape and Garden Center written exams from 10:30-11:30.

Online training modules are available to INLA members who wish to prepare for the certification exams. These modules replace the printed training manuals which were used in the past.

Eight of the modules cover plant identification including the categories of: annuals, conifers, deciduous trees, groundcovers, herbaceous perennials, perennial grasses, shrubs and vines. The remaining twelve modules cover the general topics addressed in the certification exam such as: Plant Identification and Characteristics; How Plants Work: Growth and Development; Rooting Environment and Fertilization; Selection, Installation and Establishment of Landscape Plants; Turfgrass Establishment and Management; Management of Turfgrass Diseases and Insect; Introduction to Plant Diseases and Insects; Diagnosing Plant Problems; Managing Plant Diseases and Insects; Garden Center Management; Landscape Design; and New Employee Training and Professionalism.

The 12 general topic modules each contain a list of objectives, an image rich PowerPoint presentation with accompanying audio which is searchable by topic and has printable notes, self-test exercises, and online quizzes

with immediate feedback to help learners test their understanding of the content.

Testing Information

The plant ID portion of the exam will consist of identifying 50 plant specimens (common name and scientific name). Plants on the exam will come from the plants included in the modules. There will be a combination of perennial and woody specimens to identify, and this will be done via slides and cut specimens.

The Landscape and Garden Center exams will be offered concurrently, and there is ample time in the 2 hours for those of you who are taking both of these exams.

Each exam consists of 50 True/False questions and 65 Multiple Choice questions. Exam questions are created from the content covered in the modules and from general work experiences.

To access the modules go to the Green Industry Resource site at: www.extension.iastate.edu/nurseryandlandscape/. From there click on the Online Training Modules on the left side menu and follow the directions. The current login for INLA members is: w.INLA and the password is: INLAtest

To register for the exam contact Joan O'Brien at the INLA office by calling 1-800-383-1682 or via e-mail at joano@agribiz.org.

If you have any questions, comments or feedback about the modules, please contact Ann Marie VanDerZanden at van-derza@iastate.edu or (515) 294-5075.

2012 INLA Continuing Education Webinar Series



Five webinars (online seminars) sponsored by INLA are scheduled for February and early March 2012. These webinars are available free of charge as a member benefit to INLA members. Below are the webinar dates, topics and presenters for this year:

February 1	Sustainable Landscape Management, Dr. Ann Marie VanDerZanden, ISU
February 8	Landscape Planting: Best Practices, Dr. Jeff Iles, ISU
February 15	Post Planting Care and Establishment, Dr. Jeff Iles, ISU
February 29	Hardscapes: Trends and Design Ideas, Unilock Representative
March 7	Permeable Pavers, Unilock Representative

Each webinar is one hour in length. Live access to the webinar will be from 3:00-4:00 Central Time on the day of the event. Each webinar will also be archived and available through the INLA website a few days after the live presentation.

To get a general feel for the online interface of the webinars please watch the first 5 minutes of this introductory video: <http://connect.extension.iastate.edu/ac8>

To check out the rules and requirements please read below:

Computer Requirements to participate:

- A computer that's no more than 3 years old (newer is better)
- A current operating system
 - (for more specifics: www.adobe.com/products/acrobatconnectpro/systemreqs/#role02)
- A current web browser
- Flash Player installed

To join the online classes:

- At least a day prior to the conference....
- Test computer setup – www.extension.iastate.edu/testconnect
- Test connection – go to the room <http://connect.extension.iastate.edu/inla>.
 - * If you see the Welcome message and hear audio, you are ready to participate in the webinar. If you are experiencing technical difficulties, please call 515-294-8658 and identify yourself as a participant in the Iowa Nursery and Landscape Association classes

On the day of...

- Enter the online room about 10 minutes prior to start of class: <http://connect.extension.iastate.edu/inla>
- Sign-in as a guest by entering **your name** in the guest box
 - * Audio is through your computer speakers
- You may submit questions via the chat pod
- Technical assistance is available between 8am and 5pm Central Time: **515-294-8658**

INLA Awards Scholarship Winners

The INLA has granted four scholarships to deserving college students across the state of Iowa. Each scholarship winner is granted a tuition scholarship, as well as privileged access to the Shade Tree Short Course and INLA Tradeshow; in hopes that the experience will help them to become more familiar with the industry while networking. The scholarship winners are also expected to be recognized, by INLA president Tom Hughes, during the tradeshow at the Reiman Gardens dinner the night of Wednesday, February 22. This year's award winners are:

Miles Thompson - Iowa State University (\$2000)
Emma Wright - Kirkwood Community College (\$500)
Jason Schmit - Iowa Lakes Community College (\$500)
Robbie Harris - Iowa Lakes Community College (\$500)

Please be sure to make our scholarship winners feel welcome as they attend the tradeshow this year!

Northey Unveils 2013 Budget Request in Meeting With Governor

Following several years of significant budget cuts that has left the Iowa Department of Agriculture and Land Stewardship funded at the same level it was in the 1990's, Iowa Secretary of Agriculture Bill Northey today laid out the Department's fiscal year 2013 funding request in a public meeting with Iowa Governor Terry Branstad.

The Department's general fund appropriation has been cut from \$21.2 million in fiscal year 2009 to \$16.5 million in the current fiscal year, or a 22 percent reduction. As a result, the Department lost a total of 58 employees since 2008 and is at the lowest staffing levels in 25 years.

In today's request, Northey asked that \$1.69 million of Department's \$3.09 million cut over the past four years be restored. If this entire request is funded the Department's fiscal year 2013 general fund budget would be \$18,189,893, which is still 14.5 percent below 2009 levels.

Northey explained how the funds would be used to backfill some of the losses in the Department's Weights and Measures, Pesticide and Animal Industry Bureaus. Funds would also be used to meet mandatory increased costs facing the Department due to union agreements, IPERS and increased health costs.

"We believe now is the time for the Governor and Legislature to consider starting to restore part of the funding to these key priorities," Northey said. "The Department has great employees that have worked very hard to get the work done and meet our code responsibilities, but continued attrition would be a concern. That's why we've come forward with this proposal and look forward to continuing to discuss it with the

Governor and Legislators."

In the meeting Northey also laid out number of water quality priorities for the Department with proposed funding from the Environment First fund, which receives a standing appropriation from the Rebuild Iowa Infrastructure Fund.

The Department's Environment First funding has been cut from \$15.8 million in fiscal year 2009 to \$12.4 million in fiscal year 2012, which is a 21.5 percent reduction. The Department's total Environment First funding request for fiscal year 2013 is \$19.2 million, an increase of \$6.8 million.

These funds would be used for the Department's urban conservation program, ag drainage well closure, water shed protection fund, additional cost share to support farmers installing conservation practices and the Conservation Reserve Program.

Northey also requested funding that would allow for the reinstatement of 9 state soil secretary positions and 6 state soil technician positions. Twenty-one field offices are currently without a state secretary and fourteen technicians have been lost in the last two years.

"I understand state funding remains very tight and that is unlikely to change in the upcoming fiscal year, but the dramatic budget cuts experienced by the Department have had an impact and we think the time is right to make our case to restore some of those cuts," Northey said. "The work of the Department is important to all Iowans and these funds would help make sure we are able to continue to serve the people of Iowa and meet our code mandated responsibilities."

INLA Dues Reminder

If you have not paid your 2012 dues yet, please consider doing so as soon as possible. INLA prides itself on representing you on the many things impacting your business.

INLA members are the most progressive thinkers in the nursery and landscaping industry. INLA offers many opportunities for members to keep in touch with the newest and best in the industry. The INLA has great partnership with Iowa State University's Shade Tree Short Course. The combination of highly regarded speakers and the newest products and equipment at the trade show makes this event a "must-attend" member benefit.

INLA is also proud to be a partner with the American Nursery and Landscape Association (ANLA) through the Lighthouse Program. As a partner INLA contributes \$10 per member in dues to the ANLA Lighthouse Program. The Lighthouse Program, representing close to 15,000 Green Industry professionals throughout the country, raised over \$145,000 to promote the industry's best interests on the federal level last year. This membership gives you access to lobbying power and information on a national level.

If you have any questions about membership with the Iowa Nursery and Landscape Association or need a new dues statement sent to you, please contact the INLA office at 515.262.8323 or 800.383.1682.

Signatories of Iowa Compact Hope to Reframe Immigration Debate

By: *Immigration Impact*

Exhausted by the base immigration rhetoric prevalent in the GOP presidential debate, a group of concerned Iowans was seeking to reframe the issue during the anticipation of the Iowa Caucuses last month.

Last month, business, faith and city leaders in Iowa signed the Iowa Compact—a list of five principles meant to guide how people discuss immigration. Signatories of the compact, which is modeled after Utah and Indiana's Compact, urged politicians "to stop playing politics on the issue" and said that state level fixes, like enforcement-only legislation, do "not address the root problem of immigration" but instead hurts economies and communities.

Similar to other compacts, the Iowa Compact includes five guiding principles: 1) Immigration is a federal issues; 2) Local law enforcement needs to focus on serious crimes and avoid policies with negative economic and humanitarian consequences; 3) Immigration policies should help families stay together; 4) Immigrants are beneficial to Iowa's economy; and 5) Iowa needs to welcome immigrants. And with the Republican primary caucuses less than a month away, Compact signatories hope GOP presidential candidates take notice. Lori Chesser, chairwoman of the Iowa Immigration Education Coalition, believes "there has not been enough thoughtful discussion in the debates" thus far. The mayor of Perry, Iowa, Jay Pattee, agrees:

During the Republican presidential primary season, the rhetoric on immigration has reached a new low. This type of debate is not only extreme and divisive, but it serves as a distraction from a genuine policy debate.

Other signatories, like those in the business and law enforcement community, also wanted to send the message that Congress's inability to reform our broken immigration system is hurting state economies and what's worse, has given rise to enforcement-only immigration laws which put law enforcement officers at odds with communities.

According to Perry, Iowa's police chief Dan Brickman, "the lack of federal action on immigration reform has put his officers in an awkward spot at a time when they can't afford to take on additional responsibilities or alienate their residents." Nearly 40% of Perry's population is Hispanic.

Martha Willits, chief executive of the Greater Des Moines Partnership, said foreign-born workers are crucial to Iowa's economy since, according to the group, the state's primary population growth comes from minorities.

We know from our business partners that work force is a critical issue, particularly finding workers with the right skills ... We want to keep foreign-born students who are trained at our universities and intern in our businesses. But we can't because of our makeshift laws. We need comprehensive reform.

Other signatories include the CEO of Banker's Trust, the oldest and largest independently owned bank in Iowa, and the Iowa Nursery and Landscape Association, who relies on immigrants for workers.

Hopefully, communities across the U.S. will realize that immigrants are vital to their state's economic prosperity and enact policies that welcome them, like in Dayton, Ohio, rather than bash them in debates and drive them from the state through anti-immigrant legislation.

Thank you to Members Who Have Renewed Their Commitment to INLA!

Thank you to the following INLA members who have renewed their membership and paid 2011—2012 dues since the last INLA newsletter. We appreciate your support of the Iowa Nursery and Landscape Association! INLA strives to promote certified Garden Center and Landscaping professionals.

**** Indicates an ICNP dues paying member.***

The Brenton Arboretum
Lee Goodsmith - Dallas Center, IA

Blue Grass Farms
Brent Schalk - Anderson, IN

Guideone Insurance Company
Will Pirtle - West Des Moines, IA