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NEWS

ISU Shade Tree Short Course & INLA Conference and Trade Show



54th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Tradeshow



**February 24-26, 2010
Scheman Building - Ames, Iowa**

Registration Forms Now Available!

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The Iowa Nursery & Landscape Association Annual Convention & Trade Show has once again joined forces with Iowa State University's Shade Tree Short Course. This conference / trade show provides one of the best education opportunities in the country for you and your employees. Attendees have the opportunity to educate themselves on the newest technology and innovation in the industry by visiting with vendors, listening to keynote speakers, and participating in educational workshops.

INLA will again be hosting events on February 24th especially designed for our members. The events will include certification testing for the Iowa Certified Nursery Professionals (ICNP) and a continuing education program for existing ICNP's.

Join conference attendees at Reiman Gardens on February 25th for a Hospitality Reception followed by a Horticulture Dinner and Scholarship Auction. The reception will begin at 5:00pm with dinner at 6:30 and the program to follow. Take part in the auction as well to help support the INLA scholarship fund. If you have any items you wish to donate to the Scholarship Auction, please contact Joan O'Brien at joano@agribiz.org.

Registration for the INLA activities, ICNP exam and the entire conference are now available on the Shade Tree Short Course's website at: <http://www.ucs.iastate.edu/mnet/shadetree/home.html>. If you are planning to take the ICNP exam on February 24th, please contact the INLA office to register by at 800.383.1682 or email joano@agribiz.org.

If your company is interested in displaying your services at the Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Trade Show, please go to www.iowanla.org to download an exhibitor prospectus. You may also call the INLA office at 515.262.8323 or email Joan O'Brien at joano@agribiz.org and request a prospectus be mailed to your office. If you have any questions about the exhibitor registration form, please contact the INLA office.

Iowa Certified Nursery Professional Certification Exam

Wednesday, February 24, 2010

The winter testing date for the Iowa Certified Nursery Professional exam is Wednesday, February 24, 2010 at the Scheman Building on the campus of Iowa State University. The testing will be held on the INLA Day which is part of the 54th 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 <http://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.INLA2008 and the password is: INLA2008.

To register for the exam contact Joan at INLA 1-800-383-1682 or by e-mail at joano@agribiz.org.

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

Shade Tree Short Course and INLA Tradeshow Keynote Speaker

Jon Goldman is a leading authority on direct marketing for small businesses, and a highly sought-after speaker for business conventions, workshops, and trade shows. From the Architectural Digest Home Design Show to the New Jersey Landscape Contractors Association Trade Show, Jon has developed a following for his unconventional, out-of-the-box creativity.

Jon's campaigns have produced results for IBM, National Geographic, and Nickelodeon, in addition to countless small and mid-sized businesses, and his campaigns have been featured on NBC and CBS, and in The Wall Street Journal and BusinessWeek.

In his inspiring opening address, marketing expert Jon Goldman will share five powerful, practical techniques. In this fast-paced, entertaining session, Goldman will share proven, out-of-the-box marketing strategies for landscapers to get the

phones ringing and boost sales - without breaking the bank.

In a hyper-competitive market like landscape construction and maintenance, "me too" marketing and lame promotions just don't cut it. To stand out and get noticed by the RIGHT kind of customers, you don't need more marketing - you need better marketing. But chances are, your marketing budget is stretched tighter than a snare drum. And if you want to succeed, you'll need to leverage your promotional dollars for all they're worth.

Goldman is a dynamic and entertaining speaker, and his presentation is packed with both dead-serious tips and tools - and hilarious surprises. Come to this exciting, information-packed opening address and discover simple, effective tips you should be using and extremely common errors you should avoid.

2010 Iowa Nursery & Landscape Association Scholarship Auction

Each year at the INLA Trade Show/ Convention the Association holds a live auction following a dinner to raise funds for three educational scholarships. We have now joined forces with the ISU Shade Tree Short Course for a bigger and better show. The scholarships include one \$2000 award to an Iowa State University Horticulture student and two \$500 scholarships open to horticulture students at any community college within the state.

This year's auction is being held at a new and exciting venue in Ames (Reiman Gardens) on Thursday February 25th during the INLA's annual dinner. This causal BBQ dinner is an excellent event to celebrate the year, relax with friends, have some fun, and raise money for a great cause. This is a great opportunity and exposure for supporters/ members of INLA to support this cause by donating an auction item(s) and join us for dinner. Any donated item will be displayed and labeled with the donor's name for everyone to

see during the social hour and dinner. Examples of past donated items:

- **Company Products**
- **Gift Baskets**
- **Gift Certificates to Businesses or Restaurants**
- **Homemade food items**
- **Tickets to Sporting Events**
- **Books**
- **Prints/ Framed Pictures**
- **Memberships to Different Clubs/ Organizations**
- **Gardening Tools**
- **Stone Items**
- **Misc. other items!**
- **Hunting Trips**

Please contact Brent Gustason (920.979.3540 / bgustason@midwestgroundcovers.com) or Joan O'Brien (515.262.8323 / joano@agribiz.org) if you are able to attend or donate something to help this great cause and with more details if needed!

Congress Introduces First Comprehensive Immigration Reform Legislation, and an Employer-Unfriendly H-2B Reform Proposal

On December 15, Rep. Luis Gutierrez (D-IL) and nearly 100 colleagues introduced the Comprehensive Immigration Reform for American Security And Prosperity (CIR ASAP) legislation. The bill, the first comprehensive immigration bill introduced this Congress, contains enforcement and border security, employment verification, and legalization provisions. From an employer perspective it is a mixed bag. On a very positive note Gutierrez included the ANLA-endorsed AgJOBS provisions in his bill. AgJOBS would overhaul the H-2A program, and provide an earned legalization program for experienced and essential farm workers. On a more disappointing note, the bill would add more burdens to the H-2B program. While the bill is an important marker for a coming immigration debate, it is not expected to be the vehicle for reform. The debate is expected to start in the Senate, with legislation being discussed by Sens. Chuck Schumer (D-NY) and Lindsey Graham (R-SC).

On December 16, California Democratic Reps. George Miller and Zoe Lofgren introduced an H-2B bill in the House. The

bill, under ANLA review, adds new recruitment, wage, and other employer obligations to a program that unions have targeted for changes. Again, the bill does not address the fundamental need for H-2B cap relief, and if it moved, it might cripple employers' ability to use the program. This is also a "marker" bill expected to influence the broader immigration debate, rather than moving alone.

Finally, also on December 15, ANLA was the sole business association that took part in a small meeting with Homeland Security Secretary Janet Napolitano, to discuss the status and prospects for comprehensive immigration reform. On a positive note, DHS is preparing internally for the possibility of Congress taking up the issue early next year. On a more concerning note, Napolitano made clear that her department's stance on enforcement will continue. Already, DHS has conducted a record number of employer audits, and ANLA knows of several green industry businesses that have been hit. Watch for more as the situation develops.

Shade Tree Short Course and INLA Tradeshow Conference at a Glance

Wednesday, February 24, 2010

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.

Become an ISA Certified Arborist

This year, the ISU Shade Tree Short Course will host an International Society of Arboriculture Certification exam. STSC participants wishing to take the exam should register online with the ISA (<http://www.isa-arbor.com/certification/certification.aspx>) or call the ISA at 217-355-9411. To be eligible to take the exam, you must complete your application at least 12 working days prior to the exam date.

- 8:00 – 12:00 (Noon) Iowa Certified Nursery Professional (ICNP) Testing
- 10:00 – 11:30 a.m. INLA Board Meeting
- 11:30 – 1:00 p.m. INLA Past President's Lunch (invitation only)
- 1:00 – 4:00 p.m. ICNP Continuing Education
- 1:00 – 4:00 p.m. ISA Certification Exam
- 1:00 – 7:00 p.m. Trade Show Set-up

Thursday, February 25, 2010

- 7:30 – 9:15 a.m. Registration, Refreshments, and Visit Trade Show
- 9:15 a.m. Opening General Session
- 9:15 – 9:30 a.m. Welcome and Announcements, Donald Lewis, Iowa State University
- 9:30 – 11:30 a.m. Five Practical, Powerful, Proven Ways to Grow Your Sales – Jon Goldman, Brand Launcher, Baltimore, MD
- 11:30 – 1:00 p.m. Lunch, Visit Trade Show, and INLA Business Meeting
- 1:00 – 2:00 p.m. Workshop Session A
- 2:15 – 3:15 p.m. Workshop Session B
- 3:15 – 4:00 p.m. Break and Visit Trade Show
- 4:00 – 5:00 p.m. Workshop Session C
- 5:00 – 6:00 p.m. Iowa Arborist Association meeting
- 5:00 – 6:30 p.m. Hospitality Reception (Open to all attendees) – *Reiman Gardens*
- 6:30 – 9:00 p.m. Dinner and Scholarship A

Friday, February 26, 2010

- 7:30 – 8:30 a.m. Refreshments and Trade Show
- 8:30 – 9:30 a.m. Workshop Session D
- 9:45 – 10:45 a.m. Workshop Session E
- 11:00 – 12:00 (Noon) Workshop Session F
- 12:00 (Noon) – 1:15 p.m. Visit Trade Show and Lunch
- 1:15 – 2:15 p.m. Workshop Session G
- 2:30 p.m. Concluding General Session
- 2:30 – 3:30 p.m. The Great Landscape Plant Challenge – Part II – Mark Gleason, Jeff Iles, and Donald Lewis, Iowa State University
- 3:30 – 3:45 p.m. Evaluation
- Adjourn