



56th Annual Shade Tree Short Course INLA Tradeshow

Attendees, look for registration forms in December! 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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Iowa Certified Nursery Professional Certification Exam

Tuesday, February 21, 2012

The winter testing date for the Iowa Certified Nursery Professional exam is Tuesday, February 21, 2012 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 56th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Convention and Tradeshow. The identification exam will take place in the AM, followed by the Landscape and Garden Center written exams.

There will also be continuing education courses, for the certified ICNP participants, from 1–4pm on the 21st at the Scheman Building.

If you have questions, comments, feedback or would like 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@agrribiz.org.

Thank you to those who have already registered to exhibit at the tradeshow:

Alta Falls & Pond Supplies
Anderzhon Nursery Sales, Inc.
B & B Bedding
Bachman's Wholesale Nursery
Bailey Nurseries, Inc.
Bluebird Nursery, Inc.
Cretex Concrete Products
DNR and Forestry Bureau
Greenleaf Nursery Company
Home Nursery
Iowa Native Tree and Shrubs
Johnson's Nursery, Inc.

La Crosse Forage & Turf Seed Corp.
Midwest Groundcovers
Northern Christmas Tree & Nursery
Oregon Pride Nurseries, Inc.
Pace Supply
Sester Farms
Titan Machinery, Inc.
Vermeer Sales & Services
Wood Duck Tree Farms
Xylem Ltd/Golden Valley Hardscapes
Zanfel Laboratories, Inc.

**Iowa Nursery &
Landscape Association**
900 Des Moines Street
Des Moines, Iowa
50309
Phone: 515.262.8323
Fax: 515.262.8960
www.iowanla.org

National Green Centre is back in

Kansas City, Jan. 8 & 9, 2012

by the Western Nursery & Landscape Association

free exhibit hall only pass

Includes • NGC University (6 sessions) • FX Luminaire Learning Center • Horticulture in 2062: What the Consumer Will Buy & What the Industry Will Sell

education

New Plants: Dr. Michael Dirr • Geoff Needham

PlantHaven • Chris Berg, EuroAmerican Propagators • Justin Hancock, Better Homes & Gardens • Skip Kincaid, Davey Resource Group • Jeff Gibson, Ball

Horticultural Co. • **Landscape:** Green Rating Systems: LEED, SITES, Living Building • How to Sell Your Business • Landscape Maintenance

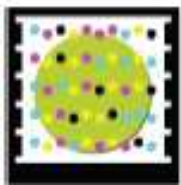
Problems & Solutions • **Natives:** The Best Natives for the Urban Landscape • Properly Selecting Native Plants for Use in Storm Water BMP's •

The Future is Now • **Edibles:** in Containers • In Landscapes • Maintenance •

Marketing: How the Independent Restaurants Compete and Win! • How the Industry, Consumer Magazines & Garden Writers Can Work Together to Sell More Plants • Social Media: Integrating New Media into Your Marketing Plan • **Coffee with Garden Center Magazine** • **Pesticide Recertification** • **GRHC Workshops** • **ISA CEU** • **LA CES**

fashion show

the 50 hottest new ornamentals, natives and edibles, including EuroAmerican Propagators' SUPERBELLS (R) Cherry Star



National
GreenCentre

Jan. 8 & 9 2012 • Kansas City • Western Nursery & Landscape Association • 888.233.1876 • www.nationalgreencentre.org
Jan. 6 & 7, 2013 • St. Louis • Scan the tag for show info! Get the free app for your phone: <http://gettag.mobi>
Image thanks to EuroAmerican Propagators

Ag Department Shelves Christmas Tree Tax

By: *Ed Tibbetts*

A representative of Iowa's Christmas tree growers said Wednesday she's disappointed that a plan aimed at promoting the industry is being put on hold amid an uproar over what critics are calling a "Christmas tree tax."

What appeared at first to be a run of the mill agricultural checkoff program has turned into a pre-holiday hullabalo, as critics claim the Obama administration was planning to levy a 15-cent tax on the sale of Christmas trees.

The White House rejected the claim Wednesday, but nonetheless said the Agriculture Department is delaying a plan to implement the program.

The plan, which was initiated in 2009 at the request of the Christmas tree industry, would levy a 15-cent-per-tree fee on growers and importers of trees, with the money to be used for research and promotion.

The fee, which would raise \$2 million a year, would apply to operations that import or grow 500 trees or more annually.

Critics blamed the Obama administration for wanting to institute a tax amid tough economic times.

"Just because the Obama administration has the legal power to impose its Christmas tree tax doesn't mean it should do so," David Addington, a former aide to Vice President Dick Cheney, wrote on the Heritage Foundation blog this week.

Congressional Republicans also have been lampooning the plan.

The National Christmas Tree Association, however, said 70 percent of the comments gathered during the process to set up the plan agreed with the idea. Nearly 90 percent of state and multi-state associations also approved, it said.

The proceeds from the fee would be run by a Christmas Tree Promotion Board. The association says it doesn't expect consumers to be affected by the fee.

The sale of live Christmas trees in the United States has fallen over the years as more people buy artificial trees. A 2004 ABC News/Washington Post poll said 58 percent of respondents said

they used a fake tree.

That's had an impact. Proponents of the plan say the sale of live trees fell from 37 million to 22 million between 1991 and 2002 but that private marketing efforts prompted a rebound in the five years following. The problem is finding the money to pay for marketing.

The national association notes that 85 percent of artificial trees are made in China.

Jan Pacovsky, a New Hampton, Iowa, grower who is executive director of the Iowa Christmas Tree Association, said few Iowa operators would be affected by the fee because they're small "choose and cut" operations. Instead, they'd benefit, she said. "We're going to be able to recoup some of the publicity and promotions that come thorough on it," she said.

About 110 operators belong to the state association.

Locally, Vincent Stone Bull, the owner of Stone's Apple Barn in East Moline, said artificial trees have greatly impacted his business — so much so that he won't sell Christmas trees this year.

"It's going to be a very, very tough year for me," he said. This will be the first time in 50 years Stone's hasn't sold Christmas trees. He did note, however, that his apple business is doing quite well.

Despite the loss of a 50-year-old tradition, Bull didn't like the idea of involvement of the government in the industry.

"The more the government gets involved in anything, the more I'm against it. Let the strong survive and the weak move on," he said.

Other checkoff programs include those for corn, soybeans and dairy, which is best known by its "Got Milk?" campaign.

A 1996 law authorized such programs, according to the Agriculture Department.

To view the article online please go to: http://qctimes.com/news/local/ag-department-shelves-christmas-tree-tax/article_4e07cd78-0b4e-11e1-bb55-001cc4c03286.html

The Green Farmstead Partner Program: An Introduction

The Coalition to Support Iowa's Farmers (CSIF) is an organization that was founded in 2004 by Iowa's major agricultural commodity groups to help livestock farmers grow responsibly and successfully. Since its launch, the non-profit organization has helped over 1600 farm families interpret rules and regulations, properly site new livestock and poultry facilities, improve neighbor relations and safeguard the environment. Several of the farm families who have utilized the Coalition's services along the way expressed interest in planting trees on their farms; however they shared that they didn't know where to find a nursery or landscape professional who understood the implications of planting trees near barns and facilities that are very dependent on adequate ventilation and also have big equipment that needs to move around them.

After hearing that need expressed throughout the state, the concept of a collaborative effort that could unite farm families with certified nursery and landscape professionals was born. In 2009, The Coalition teamed up with the Iowa Nursery and Landscape Association and Trees Forever to form just that — the Green

Farmstead Partner program. To date, nearly 70 farmers managing over 90 farm sites have sought out the expertise of the program.

Nineteen nursery and landscape professionals are currently participating in the program, including: Advanced Greenscapes of Ackley; Del's Garden Center of Spencer; Egli Landscapes of Wayland; Garden's Gate of Algona; Geode Forestry of Swedesburg; Greenworld, Inc. of Sioux Center; Hackert Landscaping/Pella Tree Services of Lynnville; Hughes Nursery and Landscaping of Cedar Rapids; Ingrid's Landscaping of Ryan; Iowa Native Trees and Shrubs of Woodward; Kelly Tree Farm of Clarence; Matthias Landscaping of Waterloo; Natural Plus of Clear Lake; Perennial Gardens of Ankeny; River Valley Forest Services, Inc. of Humboldt; and Vic Scott Landscaping and Nursery of Ankeny. Landscape plan designers include: David Halvorsen of Marshalltown; Environmental Services Group, L.L.C. of Iowa Falls; and Godbold Landscape Architecture of Spirit Lake.

To learn more about the program please visit:

www.supportfarmers.com/green-farmstead-partner-program.cfm

NEBRASKA GREEN EXPO



January 23-25, 2012

Mid-America Center, Council Bluff, Iowa

Special Features:

Keynote Speaker – David Cabela - The Cabela's Story: A Handful of Flies, a Passion for the Outdoors, and a Belief that the Combination of Hard Work and Freedom Make Anything Possible

In depth workshops and educational sessions for all sectors of the Green Industry:

Climate change effects on plants	Updates on plant material, animal issues, pest problems and solutions
Repairing flood-ravaged areas	Designing for blended landscapes, including trees, turf & herbaceous plants
Troubleshooting problem landscapes	Managing infill artificial turfs AND much, much more

Speakers from across the country including:

Dan Blank, TD Ameritrade Park	Ed Gilman, University of Florida	Larry Pfarr, Bailey Nurseries
Ross Buckendahl, The Prairie Club	Mitch McClary, Werner Park	John Sorochan, University of Tennessee
John Doyle, Simplot	Lee Miller, University of Missouri	UNL specialists and regional professionals

Two- day tradeshow featuring all the latest products, services and equipment.

Iowa, Nebraska, and Missouri pesticide recertification credits and GCSAA units.

More information at: <http://www.nnla.org>, <http://www.nebraskaturfgrass.com/> or 402-475-8873 or kdolezal@kisseles.com

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.*

Breitsprecher Landscaping
Russ Breitsprecher - Arlington, IA

Bob Lenc Landscaping, Inc.
Bob & Karen Bishop - Des Moines, IA

Des Moines Seed & Nursery, Co.
Louise Herndon - Des Moines, IA

Del's Garden Center*
Todd Brockshus - Spencer, IA

Ladehoff Lawn Care & Landscaping
Brian Ladehoff - Marshalltown, IA

Wagner Nursery
Doug Wagner - Dubuque, IA

La Crosse Forage & Turf Seed Corporation
Bert Strayer - Ankeny, IA