



## ASTA Publishes New Guide to Assist Retailers of Lawn Seed

The American Seed Trade Association (ASTA) Lawn Seed Division recently published a paper titled, "Retailers Guide for Proper Handling and Storage of Lawn Seed Products." The guide provides direction to the retailer on how to properly handle and store lawn seed in a retail store environment. This resource will assist the retailer with the regulatory requirements (i.e. labeling, lot numbers and over-stickers), as well as provide direction to the retailer when dealing with state seed control agencies (i.e. responding to Stop Sale Notices). The paper is now posted on the ASTA website at:

[http://www.amseed.org/news\\_RetailersGuide.asp](http://www.amseed.org/news_RetailersGuide.asp).

The motto of ASTA, "First the Seed<sup>®</sup>," expresses the basic premise that underlines the seed industry - there is no substitute for quality seed. As a perishable product, seed, including lawn seed, must be properly handled in order to maintain the integrity of the seed's quality and performance for the customer. Retailers of lawn seed, from the locally owned retail outlet to a large box store, can use the guide to understand how to better handle their lawn seed inventory as well as meet the regulatory requirements intended to ensure a product's viability.

Seed industry members are encouraged to utilize and promote the guide when discussing lawn seed handling and storage in a retail environment. "ASTA is

excited to launch this guide as a resource for both lawn seed companies and the retailers who sell the seed directly to consumers," commented ASTA President and CEO Andy LaVigne. "This is just one of many initiatives ASTA has launched to assist companies in providing high quality seed to both growers and consumers alike."

Representatives of ASTA's Lawn Seed Division, the USDA's Seed Regulatory Testing Branch, the Association of American Seed Control Officials (AASCO) and many other regional seed associations developed the guide through a collaborative effort. Secondary to making this information available in an easy to use resource, state inspectors will be able to utilize the guide to help train lawn seed retailers about proper handling and storage to reduce any stop sales and potential product losses.

"The collaborative effort in putting together the "Retailers Guide for Proper Handling and Storage of Lawn Seed Products" was critical in developing a thorough and comprehensive tool to be used by retailers, seed companies and state officials," stated Kris Mantey with The Scotts Company, who spearheaded the effort for ASTA. "We are confident that the guide will help to continue to bring the high quality seed consumers have come to know."

## Vilsack Announces \$1.7 Billion in Loan Assistance Available now to help Rural Businesses

Agriculture Secretary Tom Vilsack announced that USDA is now accepting applications for up to \$1.7 billion to fund projects that help spur business activity and economic growth in rural communities. This infusion of money from the American Recovery and Reinvestment Act into rural business is designed to create and save jobs and help rural communities grow and prosper.

"The Recovery Act funds announced will help businesses get access to the capital they need to launch and expand their businesses and help bring additional jobs to America's small cities and towns," said Vilsack. "President Obama and I are committed to building strong rural communities by helping businesses grow so we can put people back to work."

The funding announced today will be made available through USDA Rural Development's Business and

Industry Guaranteed Loan program, which supports the development of private businesses. Eligible applicants include cooperative organizations, corporations, partnerships, nonprofit groups; federally recognized Indian tribes, public bodies and individuals. The funds will be targeted to creating and retaining quality jobs and serving difficult to reach populations, and areas hardest hit by the current economic downturn.

USDA will accept applications for this Business and Industry Guaranteed Loan program until September 15, 2010, or until all funds are expended. Recovery Act funding will be available through Sept. 30, 2010. For information on eligibility criteria and for application assistance, please contact your state Rural Development office, or visit [www.rurdev.usda.gov](http://www.rurdev.usda.gov) for a listing of all state offices.

### Inside this issue

New ISU Extension Publication Offers Recommendations on Emerald Ash Borer Management.2

5 Misplaced Social Networking Fears....3

It's Time to Renew your INLA Membership.....4

Thank you to our Newest 2010 INLA Members.....4-5

# New ISU Extension Publication Offers Recommendations on Emerald Ash Borer Management

A new publication on how to protect ash trees from Emerald Ash Borer (EAB) damage has been released by Iowa State University Extension.

PM 2084, *Emerald Ash Borer Management Options*, offers recommendations for homeowners and for commercial pesticide applicators on products that can be used to protect healthy ash trees from attack by EAB. Mark Shour, an ISU Extension entomologist who is the lead author on the publication, said treatment is most effective before the adult stage finds the ash tree. EAB adults are active from May until August.

EAB has been identified in states adjoining Iowa, but there has not been a confirmed infestation within the state. A single larva from a campground near Elkader was identified earlier this month, but follow-up site investigations have not found any additional indications of an infestation, Shour said.

The invasion of EAB, an insect native to Asia, was first identified in Michigan in 2002 and most recently in Wisconsin and Minnesota. It attacks all species of ash trees (*Fraxinus* spp.), but is not harmful to other trees. Shour said preventive treatment is not recommended until the pest has been confirmed within 15 miles of the tree you are trying to protect.

The EAB Management Options publication offers several recommendations on preventive treatments but cautions that several factors must be considered before starting treatment. They include making sure the tree you want to protect is an ash tree, the only species affected by EAB. You should also evaluate the health of the tree and its value in your landscape.

Shour said insecticide treatments may not be effective in controlling EAB in your ash tree. Storm damage, other injuries to the tree, age of the tree, soil moisture, soil compaction, and other site and environmental factors influence the effectiveness of these products, and treatments must be applied every year. The most effective treatments involve introducing systemic insecticides into the tree's circulatory system either through the roots with a soil treatment or directly through the trunk.

The only guaranteed method to control EAB is to remove the infested tree. A tree in an eradication area is subject to removal by government agencies even if preventive treatments were applied and/or signs of EAB infestation are absent.

Iowa State University Extension maintains a web site that offers several resources for dealing with EAB: [www.extension.iastate.edu/pme/EmeraldAshBorer.html](http://www.extension.iastate.edu/pme/EmeraldAshBorer.html). In addition to the EAB Management Options publication, the site

includes an EAB identification card that can be used to help identify infested trees, a two page fact sheet on EAB prepared by the U.S. Department of Agriculture Forest Service, a list of web sites that contain information about EAB and a list of trees that should be considered instead of ash when installing new plantings.

*Emerald Ash Borer Management Options*, PM 2048, is available online from the ISU Extension Online Store at: [www.extension.iastate.edu/store/ListItems.aspx?Keyword=PM2084](http://www.extension.iastate.edu/store/ListItems.aspx?Keyword=PM2084). Printed copies are also available from the Online Store and from ISU Extension county offices.

## FAQ on Emerald Ash Borer

**What size of ash tree does it attack?** EAB can colonize branches as small as 1 inch diameter to trunks exceeding 2 feet in diameter. Seedling ash trees 1½ to 2 inch caliper in Michigan were killed in field trials.

**When is EAB active?** Adults emerge from host plants in a staggered fashion from May through August in Michigan. Adults feed in canopy, mate, then begin egg laying (60 – 90 eggs/female). A given adult may live 2-3 weeks. Larvae feed during the summer and fall and overwinter under the bark. Pupation occurs in the early spring.

**Where is EAB at this time?** Minnesota, Wisconsin, Michigan, Missouri, Illinois, Indiana, Ohio, Pennsylvania, Kentucky, West Virginia, Virginia, and Maryland. The states of MI, IL IN, and OH have been quarantined by the USDA; the other states have quarantined infested counties.

### What are the symptoms of EAB colonizing an ASH tree?

1. Thinning or dying crown
2. Water sprouts (epicormic growth) on trunk
3. Adult feeding notches on leaflets
4. Woodpecker feeding sites
5. S-shaped feeding galleries under bark
6. D-shaped exit holes (⅛ inch diameter)

### If I am contacted by a pesticide applicator to treat their ash

**trees for EAB at this time, what course should I take?** If you live within 15-20 miles of a confirmed EAB infested site, get their estimate for the treatment. Try to obtain at least one additional estimate before any work is done. IF you live outside the risk zone, thank them for their interest and keep their information on file for future use.

Answers to additional frequently asked questions can be found on the Pest Management and Environment EAB website at:

<http://www.extension.iastate.edu/pme/EmeraldAshBorer.html>.

Questions and answers prepared by Mark Shour and Donald Lewis, ISU Extension Entomology, June 2009.

## 5 Misplaced Social Networking Fears

### *Networking is changing, so stay ahead of the curve with these tips.*

Written by: Starr Hall, Entrepreneur.com, July 22, 2009

**Web 2.0 /Social Networking**--To connect with large groups of people or businesses online to market and grow your business as well as your personal network.

**Traditional Networking**--To connect with a handful of people or a few businesses at an event or gathering.

With all of the online networks and business building tools available, one begins to wonder why more businesses have not embraced the internet as a networking tool. I am not referring to having a business website; I'm talking about reaching out to hundreds, possibly thousands of potential new customers by joining the conversation online.

The growth of social networking makes me wonder why business owners haven't embraced the trend. I started several discussions online and informally surveyed businesses owners and marketing directors in person as to why they don't use social networking to expand their business. Here are the top five responses:

**1.** Stuck in Traditional Networking Mode. Change is not easy for some businesses, especially if they are firmly set in the habit of attending chamber mixers and industry events. Too often businesses are stuck doing the same thing they have always done or what the industry has always practiced. As the saying goes, if you do what you've always done, you'll get what you've always gotten. That doesn't mean you stop doing the traditional stuff--you just need to add to it.

**Tip:** Try to incorporate at least one new technique or online marketing outreach into your marketing plan monthly. Set up a LinkedIn profile or a blog on your company website. Try something simple, such as posting a question or answer in a group forum. Give it some time to see if this works before deleting the profile or conversation.

**2.** Too Many Choices/Too Overwhelming. This answer was very common among not only small businesses and entrepreneurs but with larger corporations as well. Business owners unfamiliar with social networking find this new tool daunting. Technology changes rapidly, and some entrepreneurs feel lost sifting through it all.

**Tip:** Do an online search for the top social networking sites specific to your market, region or industry and only focus on those sites. Ignore the others, they don't matter unless they can directly connect you with new contacts in your target market. For example: If you don't target teenagers, music, entertainment or fashion markets, then you don't need a MySpace.

**3.** Concerned Social Networking Is Not Effective. Your time is valuable; many business owners question whether social networking is worth the effort. You'll never know if it's a waste of time if you're not willing to try. Let me clarify, try does not mean setting up a Twitter account and letting it sit for four months. Online marketing and social networking are only as effective as you

are. If you aren't efficient with your time and techniques online then you might be disappointed with the results, or lack thereof.

**Tip:** Posts about how many times your daughter took a nap on a particular day or about your coffee preferences shouldn't be the key communication goals for your business. Though it is important to add a personal touch to your interactions online. Your main focus should be reaching new contacts and connecting with them; This is how you're going to build your brand recognition and exposure. One of the best ways to do this is to blog; just be sure to provide valuable content to your potential customer or client. Make sure to respond to e-mails and comments when they land on your blog or site.

**4.** Fear of Doing Something Wrong Online. The potential to misstep, whether networking traditionally or online, is always present. Try to view "mistakes" as opportunities for breakthroughs. I posted something in a group chat room once and was chastised by a few members because it was posted incorrectly. My reply was sincere and catchy, yet professional, and I actually ended up getting a new client.

**Tip:** If you're worried about making a mistake online, post your concern. Let the group or site know that you're new and ask for support or feedback. For the most part, you'll learn that people online want to help you with your social networking experience. You may also come across people who offer unwanted advice or feedback. The response should be the same as in person; thank them and move on.

**5.** Lack of Privacy Online. This is a valid concern, but it shouldn't stop you from engaging in conversations online. There are many privacy settings for the top professional sites. You can decide whom to allow into your network, set up filters and e-mail notifications and even block people with whom you don't want to connect.

**Tip:** Read the privacy settings thoroughly on social networking sites that you use. Vet invitations carefully; you don't want to shut out potential new clients or customers. This is when you follow your intuition: You can usually tell whether a person is sincere, professional and worth connecting with simply by checking his or her profile. Verify the person's website and references before connecting with someone you don't have a relationship with already. To save time, include a quick note on your profile about the type of connections and invites you want. Again, it's just like meeting someone new in person. As soon as an individual enters your space, if you are turned off by his or her energy, walk away.

Still apprehensive? Lesley Spencer Pyle gives you four reasons social networking is worth your time.

This article can be found at: <http://www.entrepreneur.com/marketing/branding/webbrandingcolumniststarrhall/article202688.html>.

## It's Time to Renew your INLA Membership

*Thanks for all of your Support!*

Another year has gone by and INLA has gone through many changes in the last year. The Association truly appreciates all the support members have provided over the year.

INLA mailed renewal forms last month for the 2009-2010 year. We hope you choose to renew your membership with the Association. There are many exciting activities planned for the upcoming year and we would not want you to miss out on any of them.

Mark your calendars for February 24-26, 2010. The INLA is again partnering with Iowa State University's Shade Tree Short Course for this year's Conference and Tradeshow. This three day event has many educational as well as informational opportunities for all industries. As a member of the INLA you will not only get into the tradeshow, but you will also have the opportunity to attend

the speakers and workshops the Shade Tree Short Course has to offer. Do not miss out on this excellent opportunity.

Please take a moment and renew your membership, and mark your calendars for the 2010 ISU Shade Tree Short Course and Iowa Nursery and Landscape Association Tradeshow!

If you have any questions, please call the INLA office at 515.262.8323 or email Joan O'Brien at [joano@agribiz.org](mailto:joano@agribiz.org).

**Please Note:** INLA also sent out dues statements to Iowa Certified Nursery Professionals. If you have employees who are ICNPs, but they may not have received a certification maintenance statement please contact the INLA office at 515.262.8323 or email Joan O'Brien at [joano@agribiz.org](mailto:joano@agribiz.org) and we will add them to our database.

## Thank you to our Newest 2010 Members!

Thank you to those who have recently paid their 2010 INLA membership dues, we appreciate your support of the Iowa Nursery and Landscape Association! INLA strives to promote certified Garden Center and Landscaping professionals.

### **Agrecol Corporation**

Matt Weber - Madison, WI

### **Anderzhon Nursery Sales, Inc.**

Janice Anderzhon - Farragut, IA

### **Aunt Rhodie's Landscaping & Design Studio**

Todd Wiebenga - Davenport, IA

### **B & B Bedding**

Ann Brouwer - Oskaloosa, IA

### **Bailey Nurseries, Inc**

Robert Clark - St Paul, MN

### **Blackmore Nursery, Inc.**

Mary Hardin - Mason City, IA

### **Bob Lenc Landscaping**

Gary Garles - Des Moines, IA

### **Bob Lenc Landscaping, Inc. & Lawn Care**

Bill and Karen Bishop - Des Moines, IA

### **Breitsprecher Landscaping**

Russ Breitsprecher - Arlington, IA

### **Carlton Plants LLC**

Charlotte Cox - Dayton, OR

### **Chalupsky Landscape & Nursery**

Joan Chalupsky - Swisher, IA

### **CJ Futures**

Connie M Hornbeck - Mo Valley, IA

### **CJ's Lawn & Garden Center**

Connie Hornbeck - Missouri Valley, IA

### **Pete Click - Park Rapids, MN**

### **Country Landscapes Inc.**

North Liberty, IA

### **Country Landscapes Inc.**

Clear Lake, IA

### **Country Landscapes Inc.**

Jim Mason - Ames, IA

### **Cribbs Landscaping Inc.**

David Cribbs - Bettendorf, IA

### **Culver's Lawn Care & Landscaping, Inc.**

Tami Culver - Marion, IA

### **Dale Siems**

Dale Siems - Charles City, IA

### **Del's Garden Center**

Del Brockshus - Spencer, IA

### **Des Moines Seed and Nursery Co.**

Steve Herndon - Des Moines, IA

### **Dierks Tree Transplant, Inc.**

Jeff Dierks - Cedar Falls, IA

### **E-Z Trench / L&M Distributing**

Larry Ackerson - Cold Spring, MN

### **Eagle Bay Farms**

Dan Wiederin - Park Rapids, MN

### **Earl Ferris**

Earl Ferris - Huntley, IL

### **Earl May Direct**

Angie Peterson - Shenandoah, IA

### **Earl May Direct**

William Wiechman - Shenandoah, IA

### **Earl May Seed & Nursery Direct**

Marvin Feller - Shenandoah, IA

### **ETS (Egeland Tree Service)**

Doug Egeland - Ossian, IA

### **Ferguson's Garden Center, Inc.**

Chris/Renee Quance - Spirit Lake, IA

### **Fleming Landscape & Irrigation, Inc.**

Mark Fleming - Cedar Rapids, IA

### **Forever Green Landscaping & Garden Center**

Mike/Lucy Hershberger - Coralville, IA

### **Foster's Inc.**

Jeff Engel - Waterloo, IA

### **Freeman Tree Farm & Landscaping**

Brian Fowler - Davenport, IA

### **Gary Fisk**

Gary Fisk - Spirit Lake, IA

2010 Members Continued on page 5...



**Greenscape Turf & Design Inc.**

Ron Greene - Muscatine, IA

**Greenworld, Inc.**

Larry Ribbens - Sioux Center, IA

**Hearth and Home Gardens**

Christine Robinson - Johnston, IA

**Home Nursery Inc.**

Crystal Gebke - Edwardsville, IL

**Hortica Insurance & Employee Benefits**

John Callaway - Edwardsville, IL

**House District 15**

Dolores Mertz - Ottosen, IA

**Hughes Nursery & Landscaping LLC**

Tom Hughes - Cedar Rapids, IA

**Hughes Nursery & Landscaping LLC**

John Hughes - Cedar Rapids, IA

**Hughes Nursery & Landscaping**

Dwight Hughes - Cedar Rapids, IA

**Ingrid's Landscaping**

Ingrid Anderson-Quint / Bruce Quint - Ryan, IA

**Iowa City Landscaping**

Dena Davis - Wellman, IA

**Iowa City Landscaping & Garden Center**

Linda/Paul Dykstra - Iowa City, IA

**Iowa Lakes Community College**

Kevin Fehr - Emmetsburg, IA

**Iowa State University**

Jeff Iles - Ames, IA

**Kellor & Kellor Landscape Inc.**

Michael Kellor - Muscatine, IA

**Kelly Tree Farm**

Kevin Kelly - Clarence, IA

**Kirkwood Community College**

Wendy Johnson - Cedar Rapids, IA

**Lounsbury Landscaping Sand & Gravel**

Ben Lounsbury - West Des Moines, IA

**Marquart Concrete Products**

Gary Pribyl - Cedar Rapids, IA

**Meyers Nursery L.C.**

Jack Meyers - Waterloo, IA

**Meyers Nursery L.C.**

Ron Steege - Waterloo, IA

**Meyers Nursery LC**

Roberta Meyers - Waterloo, IA

**Midwest Groundcovers, LLC**

Brent Gustason - St. Charles, IL

**Morris Landscaping & Garden Center**

Nancy/Dean Morris - New Hampton, IA

**Murphy's Walnut Hill Nursery, Inc.**

James Murphy - Runnells, IA

**Natural Plus Landscaping**

Dave Hopper - Clear Lake, IA

**North Central Turf**

Kurt/Jean Miller - Webster city, IA

**Outdoor Designs, Inc.**

David G. Lehman - Charles City, IA

**Pappas Landscaping Service, Inc.**

A.J. Pappas - Mason City, IA

**Peck's Green Thumb**

Kenneth Brett Peckosh - Cedar Rapids, IA

**Peck's Green Thumb**

Melissa Sams - Cedar Rapids, IA

**Perennial Gardens**

Linda Grieve - Ankeny, IA

**Perennial Gardens**

Nancy Dunbar - Ankeny, IA

**Perennial Gardens**

Lynn Kuhn - Ankeny, IA

**Platt's Inc.**

Dean Platt - Waterloo, IA

**Pleasant Valley Garden & Flower Shoppe**

Dan Dakins - Iowa City, IA

**Pleasant Valley Garden & Flower Shoppe**

Aleda Kroeze Feuerbach - Iowa City, IA

**Pleasant Valley Nursery,  
Landscaping & Irrigation**

Rich Kroeze - Iowa City, IA

**Ritter's Inc.**

Lynn Ritter - West Burlington, IA

**Riveland Nursery**

Larry Riveland - Monona, IA

**Rochester Concrete Products**

Scott Gengler - Rochester, MN

**Sanders Wholesale Nursery Inc.**

Jack Sanders - Inola, OK

**Scotch Grove Nursery**

Janette Bohlk - Scotch Grove, IA

**Stony Creek Landscape**

Tim Adams - Webster City, IA

**Sunshine Care**

Mark Carter - Palo, IA

**Swedish Touch Peonies**

Eric Sjulín - Hamburg, IA

**Ted Lare Design Build, Inc.**

Ryan Bates - Cumming, IA

**Ted Lare Landscape & Design**

Lyle Bauer - Cumming, IA

**Tiedt Nursery**

Mike Tucker - Ankeny, IA

**TNT Landscaping & Nursery**

Val Holm - Waverly, IA

**Town & Country Market**

Larry Larson - Slater, IA

**Turf & Landscape Inc.**

Jeff Rhea - Sumner, IA

**John Vermeer - Pella, IA**

**Vic Scott Landscaping & Nursery**

Vic/Todd Scott - Ankeny, IA

**Wagner Nursery**

Doug Wagner - Dubuque, IA

**We Call It Landscaping Inc.**

Greg Stuecker - West Point, IA

**Wells Hollow Landscaping LLC**

Matthew Wells - Waverly, IA

**Williams Lawn Seed Inc.**

Dennis Christensen - Maryville, MO

**Wright Outdoor Solutions, Inc.**

Allen Hansen - West Des Moines, IA

**Zaiser's Landscaping, Inc.**

R.Scott Zaiser - Burlington, IA

*Mark your Calendars &  
Save the Date!*

**February 24-26, 2010**

**Shade Tree Short Course &  
INLA Trade Show**

**Scheman Building  
Iowa State University campus**

Iowa State's annual Shade Tree Short Course teamed up with the Iowa Nursery & Landscape Association in 2009 and will do the same in 2010! The program highlights the best of both worlds incorporating INLA's long-standing trade show into the traditional Shade Tree Short Course educational sessions.

**Thank you again to our newest 2010 members!**