



# IOWA NURSERY & LANDSCAPE ASSOCIATION

# NEWS

## 55th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Trade Show

February 23-25, 2011

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Iowa State's annual Shade Tree Short Course has teamed up with the Iowa Nursery and Landscape Association again in 2011! The program highlights the best of both worlds incorporating INLA's long-standing trade show into the traditional Shade Tree Short Course educational sessions.

All events take place at the Scheman Building on the campus of Iowa State University unless otherwise noted.

**INLA has reserved a block of rooms for members and exhibitors attending the Shade Tree Short Course and INLA Conference and**

**Trade Show. The rooms are reserved at the Hilton Garden Inn (1325 Dickinson Avenue, Ames, IA). The room rate is \$104/night (plus tax). If you would like to reserve a room, please call the Hilton Garden Inn at 515.233.8000. Make sure to indicate that you are wanting to reserve a room within the INLA block in order to receive the discounted rate.**

**A registration brochure is attached.** Please call the INLA office at 515.262.8323 or 800.383.1682 with any questions you may have.

### Shade Tree Short Course Keynote Speakers

Two keynote speakers who have influenced the horticulture and landscape industries will be speaking at the 2011 Shade Tree Short Course and INLA Trade Show and Conference. Read below for a small synopsis of each speaker.

**Michael Dirr**, professor of horticulture (retired), has introduced more than 100 new plant varieties to the horticultural world and, through his lifelong passion for plants, has inspired generations of students, gardeners, and professional horticulturists. Many of his introductions are licensed worldwide; others have contributed significantly to the nursery economy in Georgia and the U.S. Often called the Hydrangea Guru, he developed the varieties 'Lady in Red' and 'Twist-n-Shout,' the first of many patented releases with improved traits such as cold hardiness, repeat blooming and/or drought tolerance. Among Dirr's other top-selling introductions are the abelias 'Rose Creek' and 'Canyon Creek,' the buddleias 'Attraction' and 'Bicolor,' the fothergilla 'Mt. Airy,' the 'Dazzle' line of crape myrtles, and his latest gardenia 'Heaven Scent.' Top tree introductions include a wide variety of maples, elms, ginkgos, ashes and magnolias. He has written more than 300 scien-



tific and popular publications and is the author of 12 books, including *Dirr's Hardy Trees and Shrubs: An Illustrated Encyclopedia*, and *The Manual of Woody Landscape Plants: Their Identification, Ornamental Characteristics, Culture, Propagation, and Uses*, the country's most widely used teaching and horticultural reference text. This volume, which was honored by the American Horticultural Society as one of the greatest garden books of the past 75 years, has sold more than 500,000 copies.

**Rick Darke** is an independent consultant focused on landscape ethics, contextual design and photography. His work blends art, ecology, and cultural geography in the design and management of livable landscapes, and has been featured in the *New York Times*, *Garden Design*, and on *National Public Radio*. Projects include parks, byways, campuses, conservation developments, botanic gardens, and residential landscapes. His published works include *The American Woodland Garden*, *The Encyclopedia of Grasses for Livable Landscapes*, and *The Wild Garden: Expanded Edition*. His chapter on native and exotic plants will be published in April 2011 in *The New American Landscape: Leading Voices on the Future of Sustainable Gardening* (Timber Press).



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## 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.

### Wednesday, February 23, 2011

#### **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 ICNPs.

#### **Become an ISA Certified Arborist**

Once again in 2011, 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. The application deadline is February 7, 2011.

- 8:00 – 12:00 (Noon) **Iowa Certified Nursery Professional (ICNP) Testing**
- 10:00 – 12:30 p.m. **INLA Committee Meeting and Lunch**
- 1:00 – 4:00 p.m. **ICNP Continuing Education**
- 1:00 – 4:00 p.m. **ISA Certified Arborist Exam**
- 1:00 – 5:00 p.m. **Trade Show Set-up**

### Thursday, February 24, 2011

- 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, Iowa State University**
- 9:30 – 10:30 a.m. **In Praise of Noble Trees – Michael Dirr, Athens, GA**
- 10:30 – 11:30 a.m. **Balancing Natives and Exotics in the Garden – Rick Darke, Landenberg, PA**
- 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**
- 4:15 – 5:30 p.m. **INLA Past Presidents Reception (Invitation only) – Reiman Gardens**
- 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 Auction (Open to all attendees/\$30) – Reiman Gardens**

### Friday, February 25, 2011

- 7:30 – 8:30 a.m. **Refreshments and Visit 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. **Lunch (optional/ticket required) or on your own**
- 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

**Wednesday, February 23, 2011**

The winter testing date for the Iowa Certified Nursery Professional exam is Wednesday, February 23, 2011 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 55<sup>th</sup> 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/](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 O'Brien at the INLA office by calling 1-800-383-1682 or via e-mail at [joano@agribiz.org](mailto:joano@agribiz.org).

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