



IOWA NURSERY & LANDSCAPE ASSOCIATION

NEWS

56th Annual Shade Tree Short Course INLA Tradeshaw

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.

Inside this issue

Annual Meeting.....2

Tradeshaw at A
Glance.....2

ICNP Certification
Exam Info.....2

"The Iowa
Compact"3

The Future is Clear:
New
Greenhouses at
ISU.....4

Iowa Trees Spread
Cheers to Troops.....4

National Greene
Centre is Back.....5

"National Christmas
Tree Week"6

Deer Wipes Out En-
tire Christmas Tree
Farm.....6

Thank You!.....6

What's New for the 2012 INLA Tradeshaw?

The 56th Annual Shade Tree Short Course INLA Tradeshaw 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.

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 6:30p.m. with dinner and INLA Awards, the auction will follow and the 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 Tradeshaw!

Remembering INLA 2011 ...



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Landscape Association**
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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. More details will follow, but please put it on your calendars.

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**
- 1:00 – 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 winter testing date for the Iowa Certified Nursery Professional exam is Wednesday, 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 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 pres-

entation 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.

Top Iowa Leaders Join Locally Elected Officials to Announce "The Iowa Compact"

On a press call on Tuesday, December 13, top Iowa leaders announced the signing of the "[The Iowa Compact](#)," a bipartisan effort led by state leaders from business, law enforcement and faith communities to call on Washington lawmakers to take action on immigration reform in a meaningful way. Today's speakers discussed the Iowa Compact's broad support, particularly in the business community, and urged politicians to stop playing politics on the issue and recognize that America needs a more rational direction and discussion on immigration reform.

According to Lori Chesser, Iowa Immigration Education Coalition (IIEC) Chair, "Our hope in launching the Iowa Compact is to provide a basis for thoughtful discussion about immigration policies that will really work for America and to emphasize that we need one law – a rational federal law – that everyone can follow."

Speakers also stressed the need for action at the federal level and called on Iowa's Congressional delegation to lead the effort toward developing a solution. Said Jay Pattee, Mayor of Perry, IA, "As a locally elected official, I see this compact as a call to the federal government from state leaders to fulfill their responsibility and take action on immigration reform. 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. Today we are here because we believe there is a middle ground on immigration and that we can lead the way to it here in Iowa."

Police Chief Dan Bricker of Perry, IA echoed the call for federal action and further emphasized the need for immigration policies that restore the rule of law, "As a rural Iowa police department we are not staffed, trained, or equipped to assume the immigration responsibilities of the federal government. Obviously the same factors apply to any potential state mandate. Consequently we need our leaders in the federal government to develop a broad based rational solution to the immigration problem that considers both humanitarian and economic issues."

Heavy handed enforcement-only immigration policies in states like Alabama are causing a humanitarian crisis as immigrants flee their communities in fear, or stay behind, afraid to drive to work or send their children to school. According to Bishop Michael Burk, SE Synod, Evangelical Church of America, Iowa needs reform that treats immigrant families with justice and compassion. "We in the ELCA think about fair treatment of immigrants as a Biblical issue. Welcoming the stranger is welcoming a child of God."

Today's speakers demonstrated that support for immigration reform is broadening and deepening, and the longer political leaders ignore the issue or devise state level "fixes" that don't address the root of the problem, the more our economy will pay the price.

"Our business partners continue to tell us that workforce remains a critical issue, particularly in finding workers with the right skills," said Martha Willits, President and CEO of the Greater Des Moines Partnership, central Iowa's economic development organization. "We are training some of the finest engineers and scientists in the world at our state colleges and universities, but foreign students often must return home with the degree and work experience they earn here because they cannot get a visa to stay and build their lives. We need smart immigration reform at the federal level so we can continue to attract the best and brightest from around the world rather than hinder economic recovery."

Tom Hughes, President of Iowa Nursery and Landscape Association, called on federal lawmakers to provide rational direction on immigration reform, one that encourages businesses to continue investing in Iowa's economy. "Iowa and America have built our economies with an open and inclusive immigration policy the last 200 years. Those same principles are critical in allowing us to continue fostering great accomplishments into the future."

"Immigration is not a simple problem that can be solved by sound bite campaign rhetoric," said Ambassador Mary Kramer, Former Ambassador to the Eastern Caribbean (Barbados), who understands firsthand the importance of policies that welcome businesses into the state. "Campaign rhetoric and continued inaction by congress only make the problems worse. I hope the compact will bring about a conversation that addresses all aspects, and I'm glad the Compact has shown our country's leaders that there is a better way."

The Iowa Compact is modeled after similar efforts that took place in [Utah](#) and [Indiana](#) last year. These Compacts should not be seen as drafts for any specific state legislation, but as a call to the federal government from key state leaders to fulfill their responsibility and fix our broken immigration system.

According to Mark Shurtleff, Utah Attorney General, "It was an honor to join with influential Iowans today to announce the Iowa Compact. I congratulate Iowa for its leadership in stepping forward with a strong statement of principles to guide policy making on state immigration reform in a way that is just, fair, pragmatic and compassionate."

A list of over 20 key leaders from the state have signed on to the compact so far, with more joining every day. After officially launching the Compact on today, Iowans interested in real immigration solutions will be asked to sign on and express their support for the Compact principles via the www.iowacompact.com website.

To experience the press call go to: iowacompact.com/sites/all/libraries/COMPACT_121311.mp3

The Future is Clear: New Greenhouses Provide First-Rate Experiences for Students and Researchers

By: *Melea Reicks Licht*

New horticulture greenhouses at Iowa State University built through public, private partnerships provide a first-class venue for education and research.

The 12,000 square-foot, state-of-the-art facility, dedicated in September, replaces 98-year-old greenhouses that were demolished in 2010. The greenhouses extend along the south side of Horticulture Hall, home of the Department of Horticulture.

The complex is partitioned into sections dedicated to research, teaching and student club activities. Each area is equipped with computerized control system monitors that regulate environmental parameters such as temperature, humidity and light intensity providing optimal conditions for plant growth.

During the next semester hundreds of students from sev-

eral departments in the college will study and learn in the new greenhouse facility.



"We are very proud of this facility and excited about the opportunities it will provide for our students as they prepare for their careers," says Jeff Iles ('93 PhD horticulture), professor and chair of the department of horticulture.

Funds for the \$4 million project included approximately \$1 million in private gifts. Iowa State and the College of Agriculture and Life Sciences provided the remaining funds.

For photos of the new greenhouses please go to: www.ag.iastate.edu/stories

Iowa Trees Spread Cheer to Troops

By: *Gene Lucht*

Iowa's Christmas tree growers this week continued an effort that has become a holiday tradition, donating trees to the military as part of the "Trees for the Troops" program.

This year's effort included more than 80 trees coming from growers in all parts of the state, according to Jan Pacovsky, executive director of the Iowa Christmas Tree Growers Association. Growers gathered Monday to load the trees.

The association is partnering with the Iowa Department of Agriculture and FedEx for the event.

The nationwide program began in 2005, and this year Christmas tree growers are hoping to top 100,000 trees donated over that time.

"We should top 100,000 this year," Pacovsky says, explaining the trees go to troops serving in the United

States and overseas.

Iowa has more than 100 choose-and-cut Christmas tree farms with about 1,500 acres in production, according to state officials.



About 39,000 trees are harvested annually in the state.

While growers in some parts of the state suffered due to the weather this year, others are doing well.

"It's been a good year for us, about perfect," says Bob Moulds, President of the Iowa Christmas Tree Growers Association and owner of Wapsie Hills Tree Farm near Fairbank in Northeast Iowa.

Moulds says many of the growers in the state say the opening of the

2011 Christmas season has been good, and they hope the demand will carry through to the holiday.

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:**

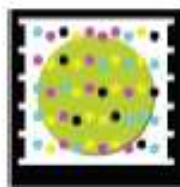
The Best Natives for the Urban Landscape • Properly Selecting Native Plants for Use in Storm Water BMP's •

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

Oregon Nursery Growers Applaud “National Christmas Tree Week” Resolution

The Oregon Association of Nurseries (OAN) today praised the U.S. Senate for unanimously passing Senate Resolution 341, which designates the first full week of December in 2011 as “National Christmas Tree Week.”

The resolution recognizes the important environmental, historical, and economic role that real Christmas trees have played in the nation’s history.

“This resolution honors the joy that Christmas trees bring to families every December, and also the Oregon farms and families that produce these beautiful trees,” said Oregon’s Senator Jeff Merkley (D-Ore.), who introduced SR 341. “While Christmas trees are grown in all 50 states, they are vitally important to Oregon’s economy. We produce more Christmas trees than any other state in the union, and we are proud of that tradition.”

This year in Oregon, growers estimate that 6.6 million Christmas trees will be harvested and delivered to locations across the globe. There are currently approximately 60,000 Oregon acres in Christmas tree production, representing nearly \$100 million in sales value.

“Sen. Merkley is telling the nation what we know to be true in Oregon: that the Christmas tree industry is an economic asset and job provider for our state,” OAN Executive Director Jeff Stone said.

SR 341 encourages Americans to celebrate the joy that real Christmas trees bring to families across the country. It also encourages the recycling of Christmas trees following the holiday season. “Nothing else brings in the holiday cheer than celebrating the holidays with family and friends surrounded by the aroma of a fresh cut Christmas tree,” said Hollie Spivey, president of the OAN Christmas Tree Chapter. “We are thankful to Sen. Merkley for his resolution and support of our industry.”

The Oregon Association of Nurseries, based in Wilsonville, represents more than 1,200 wholesale growers, retailers, landscapers and suppliers. Oregon’s ornamental horticulture industry is the state’s largest agricultural commodity, with annual sales of more than \$670 million. For information visit our website at www.oan.org or call 503-682-5089.

Deer Wipe Out Entire Christmas Tree Farm in New Hampton

By: Dar Danielson

The executive director of the Iowa Christmas Tree Growers Association is facing a different experience this year as the busy season is underway. Jan Pacovsky says they won’t have any live trees to cut as deer have wiped them out.

“They cleaned up a farm that had eight acres of trees — about 12,000 trees — in less than a week,” Pacovsky said, “so we’re kind of a nonexistent farm this winter.” Pacovsky runs “Pine Acres” in New Hampton with her husband Mel and says they are trying to help those who usually stop by every year.

She says they bought a few trees on the wholesale market for some of their regular customers, but when they are sold, they are done. While there won’t be any trees harvested on the farm, she is hoping that area residents will harvest some venison.

Pacovsky says they have some people who want to hunt

their farm this year and hopefully get some of the deer. She says her son went out and counted 175 to 200 deer on afternoon bedded down on her farm. Pacovsky says the tree losses are not covered by insurance, and she can’t even begin to add up the lost time and money.

“It’s a very big cost, I wouldn’t even want to put a figure on it,” Pacovsky says. She says it takes six to seven years to grow a six to eight-foot tree, and then there’s the hours for planting time, and shearing them and mowing around them, and spraying them. Pacovsky still manages to stay positive despite the loss.

“I mean it’s, you know what else you gonna do? It’s just one of those things, it’s a disappointment,” Pacovsky said. She says it is kind of disheartening thing to go out and see no trees standing around. They did replant trees this spring. Pacovsky says it will be at least five years before the new trees are big enough to sell.

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.*

Andresen Landscaping and Garden Center
Bill Andresen - DeWitt, IA

Forever Green Landscaping and Garden Center*
Mike & Lucy Hershberger - Coralville, IA