



IOWA NURSERY & LANDSCAPE ASSOCIATION NEWS

URGENT/ PLEASE REGISTER!!!!!!

2010 INLA DINNER & SCHOLARSHIP AUCTION

We are proud to be holding our 2010 INLA Dinner and Scholarship Auction on the evening of Thursday, February 25, 2010 after the completion of the workshops of the Shade Tree Short Course. We are very excited to be holding the event this year at Reiman Gardens on the campus of Iowa State University. Reiman Gardens has been very supportive of INLA and has wanted for years to work with the INLA and hold some type of event at the Gardens. This will allow attendees to tour the gardens if the weather cooperates, but also be able to tour the conservatory and other areas of the gardens during the day or evening. We look forward to continuing this relationship and generosity with Reiman Gardens for years to come. Please remember to say "Thank You" to any of the Reiman staff when you see them!

Now for the fun and relaxing events of the evening for the INLA Dinner and Scholarship Auction on February 25, 2010:

ALL DAY: Gardens Open to Registrants to Visit (Show Name Badge or Dinner ticket)

5:00 – 6:30pm: Hospitality Reception (Free Drinks until funds run out/ Then cash bar)
"Sponsored by Bailey Nurseries"

6:30 – 9:00pm: Dinner, INLA Awards, & Live Scholarship Auction
"Food Catered by Hickory Park"

Please register for this fun and relaxing event to support a great cause. It is a great evening to have a few drinks after a long day, have some fun, socialize with friends, and enjoy a great meal from a long time Ames eatery. We will also be presenting the 2010 INLA Hall of Fame Award, INLA Award of Merit, and the INCP of the Year Award. You will also have the opportunity to meet the recipients of our 2010 Scholarships, and enjoy the very fun and entertaining live auction with great items to bid on and raise money to continue funding for this great program. Some of the items already donated for the live auction are as follows with more coming in daily: Framed Botanical Prints – Other Matted Framed Prints – Gardening & Reference Books – Home-made Pies – Home Cooked Meals – Gardening Tools – Concrete Statuary and Bird Baths – Memberships – Plants – Hand woven Afghan – Gift Baskets – Etc.

*****PLEASE REMEMBER TO REGISTER – SEATING IN LIMITED*****

(ALL FOR ONE LOW PRICE OF \$30)

It is easy to register – you can register for the dinner and auction right on the STSC/ INLA Convention registration form (registration form is attached and can be found at: <http://www.ucs.iastate.edu/mnet/repository/2010/shadetree/pdf/regform.pdf>. You may also contact Joan O'Brien in the INLA Office at 515.262.8323 or by emailing joano@agribiz.org. If you are able to attend, and we hope you are, please say "Thank You" to all of our sponsors of this event, without our sponsors this fun and rewarding event would not take place.

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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.

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!

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 – *Reiman Gardens*
- 6:30 – 9:00 p.m. Dinner and Scholarship Auction

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

Mid-Iowa Boy Scouts of America Anniversary Tree Plantings

Boy Scouts, Cub Scouts, and Venture Scouts across America and the state of Iowa are celebrating the Boy Scouts of America's 100th Anniversary by planting trees by the 100's. Since 1910, the Boy Scouts of America has developed character, family, leadership, and values based programs for America's youth. What better way to honor the Scout programs, their families, embrace the belief that a tree's life spans many generations, and follow the 100-year old tenet of scouting "responsible environmental living and conservation of natural resources" than by planting trees?

Throughout 2010, the Mid-Iowa BSA Council will plant "100th Anniversary Trees" as a significant way to engage in the National BSA "Generations Connection" program. The intentions

of this project are to create a significant environmental impact within Iowa communities, promote neighborhood involvement and Boy Scout relationships within communities, recognize the generations of scouting families (living legacies), and to mark the 100th Anniversary Year of Scouting with tree planting celebrations. Tree plantings and ceremonies will be happening at parks, schools, churches, camps, and special events and locations beginning this spring.

As members and associates of INLA, please join in the 100 Years of Scouting Celebrations by offering trees, advice, and tools to the Boy Scouts in your area. For more information, call Jason Wolf, Field Director of the Mid-Iowa Boy Scout Council, at 515-266-2135.

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.



SPRING FEVER MINI-SYMPOSIUM

Iowa Arboretum Saturday, April 17, 10 a.m.– 3 p.m.

Feed your spring fever by exploring how to design with perennial plants. We are pleased to welcome renowned garden

designers Scott Ogden and Lauren Springer Ogden of Fort Collins, Colorado, to the Iowa Arboretum. Many of you first became acquainted with Lauren by reading her award-winning book, *The Undaunted Garden: Planting for Weather-Resilient Beauty*. Now Scott and Lauren have collaborated to produce *Plant-Driven Design: Creating Gardens That Honor Plants, Place, and Spirit*, the topic of their first presentation.

Join us for an exciting day of presentations, plant talk with your friends, a delicious lunch, and book and plant sales! You will have an opportunity to purchase their book and have it personally autographed by the authors. We have also chosen 12 of Scott and Lauren's favorite grasses and colorful perennials for you to purchase.

THE DAY'S SCHEDULE

10:00 a.m. Registration and Coffee
 10:30 a.m. Presentation: Plant-Driven Design
 11:30 a.m. Lunch and Book Signing
 1:00 p.m. Presentation: Designing with Bulbs
 2:00 p.m. Plant Sales

Scott Ogden and Lauren Springer Ogden believe that putting plants first makes a landscape worthy of the name "garden." Challenging current landscaping trends that result in static, over-designed plant installations or mere outdoor living spaces, they explore marrying a love of plants and design without sacrificing one to the other. The Ogdens show how making plants the starting point of design creates enduringly beautiful, ecologically

intelligent gardens where we rediscover and invite a powerful, primordial connection between person, plants, and place. Their concepts, ideas, and practices empower gardeners to design, and designers to plant.

Designing with Bulbs for Seasonal, Sustainable Beauty.

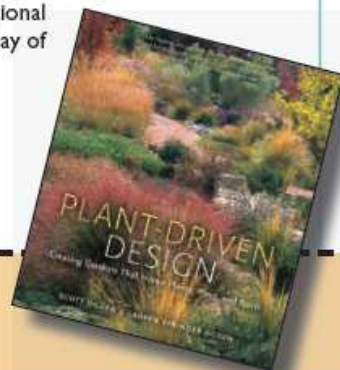
Few plants give so much in return for so little as perennial bulbs, and the Midwestern climate offers myriad opportunities for these thrifty plants to make the most of the distinct seasons. Planting bulbs is easy—integrating them into a garden's design requires more thought. Scott and Lauren will explore these cyclical and highly sustainable plants' possibilities with diverse styles, companions, layering, and effects in gardens both large and small. They will show how to take advantage of the exuberant seasonal moments and sensual qualities inherent to these stalwart garden players.

Register before March 22 to take advantage of lower early registration fees. See registration form for details. Space is limited — another good reason to register early.

Book Sales: We will have copies of Scott and Lauren's latest book—*Plant-Driven Design: Creating Gardens That Honor Plants, Place, and Spirit*—for sale. The Ogdens will be available after lunch for a book signing. If you would like a copy reserved for you, please include the amount with your registration fee. We will have a limited number of additional copies available for purchase the day of the event.

Arboretum Member
(10% discount) **\$31.50**

Non-Member **\$35.00**



Registration Form for April 17th Spring Fever Mini-Symposium

Scott Ogden and Lauren Springer Ogden at the Iowa Arboretum

Name _____ Address _____

City _____ State _____ Zip _____

E-mail: _____ Phone _____

Payable by check to: Iowa Arboretum Total: \$ _____

or Payable by Credit Card Visa Mastercard

Name as it appears on Credit Card _____

Credit Card Number _____

Expiration Date _____

Return this form along with your payment to:

Iowa Arboretum, 1875 Peach Avenue, Madrid, IA 50156

Downloadable registration forms on www.iowaarboretum.org

Check one:	Arboretum Member	Non-Member
<input type="checkbox"/> Early Registration (before March 22)	\$50	\$65
<input type="checkbox"/> Late Registration (after March 22)	\$60	\$70
Your registration fee includes a box lunch prepared by the Café in Ames		
Please indicate your choice of sandwich:		
<input type="checkbox"/> Veggie Wrap <input type="checkbox"/> Curried Chicken Salad		
<input type="checkbox"/> Roast Beef and Caramelized Onions		