



PRESIDENT'S LETTER

HAPPY SPRING!

The merger of the INLA Tradeshow and ISU's Shade Tree Short Course was a rousing success! There were 626 attendees, 42 exhibitors, excellent speakers (arranged by Dr. Jeff Iles) and pretty good weather. Attendees were excited to have new plants, products and equipment to look at during breaks. Exhibitors were happy to have 600+ people at a show.

At our INLA day, there were 9 people taking the certification tests and 40+ ICNPs attended the afternoon's training. Both numbers were the highest in years.

Past INLA presidents showed up early for the second annual Past Presidents' lunch and stayed late to visit with each other. During the lunch, the INRC (Iowa Nurserymen's Research Corp.) presented a check for \$100,000 to the ISU Horticulture Greenhouse Fund.

Our scholarship dinner/auction had 69 people attend and raised \$4,800 for our horticulture scholarships. All three scholarship winners were able to attend and be congratulated. Congratulations to Emma Caven of Des Moines, the 2009 Haber Scholarship recipient and Jamie Terveer of Ayrshire and Sharon Rink of Ankeny, the 2009 Community College recipients. The auctioneers alone make this an extremely entertaining event, but the reception and dinner provide one of our association's rare opportunities to network. Many thanks go to Bailey Nurseries for the reception.

As with all new mergers, there were changes suggested. Next year exhibitors will be in more central locations. There is space for large equipment in two locations outside in response to their requests. The scholarship dinner/auction will be on Thursday evening next year, possibly at Reiman Gardens. As the excitement and attendance continue to grow in the future, we can move exhibitors to Hilton Coliseum. Thanks to all of our sponsors, exhibitors and attendees for making this merger a success.

Also, please notice that we have a new executive director, Joan O'Brien. She has already sent a postcard introducing herself, with all of her contact information. We will soon have a new website, which has been needed for years. Thanks to all of you for your patience as your board has transitioned through three directors, websites, new dates and the merger with ISU for our tradeshow. We have a great, active board that has been working and will continue, to work very hard for all of you. Please feel free to contact any one of us for suggestions, answers to questions, and offers to volunteer. Our organization is only as good as its volunteers!

May you all have a profitable spring.

2009 Iowa Nursery & Landscape Association Board of Directors

President

Linda Grieve, Perennial Gardens by Linda Grieve, Inc..

Vice President

Tom Hughes, Huges Nursery & Landscaping

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Jeff Engel, Foster's, Inc.

Brent Gustason, Midwest Groundcovers

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Chuck Porto, Iowa City Landscaping

Ryan Ritter, Ritters

Todd Scott, Vic Scott Landscaping & Nursery

Ann Marie VanDerZanden, ISU

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Special points of interest

- Read 2 different points-of-view from the 2009 ISU STSC/INLA Trade Show
- The Iowa Arboretum is looking to hire an executive director
- INLA now has online training modules

PERSPECTIVES FROM THE 2009 IOWA STATE STSC/ INLA TRADE SHOW

Attendee's Viewpoint: Todd Scott

If you missed the Iowa Shade Tree Short Course and INLA Conference and Trade Show this year, you missed a lot! There was a little déjà vu for me. I've been attending the INLA convention since the early 80's when it was elbow to elbow people. You couldn't walk through the hallways or trade show without bumping into a friendly face and I always learned something new. This year took me back to the early 80's...with over 600 attendees and exhibitors, it was back to elbowing the person next to me, stopping to say hi to lots of familiar and friendly faces and lots of great education.

I urge you to please consider telling your employees, co-workers, owners or anyone else you know in the industry to attend the Shade Tree Short Course/INLA Convention and Trade Show. The education, INLA dinner/scholarship auction, exhibitors and networking opportunities make it a great experience and shows how bright the future of our industry really is! Come experience a little déjà vu for yourself.

"This program provided some of the best educational opportunities in the Midwest. I would encourage more companies to exhibit in 2010 and promote this program to their customers to attend as well. "

Exhibitor's Viewpoint: Brent Gustason

The 2009 Iowa State Shade Tree Short Course/ INLA Trade Show was a vast improvement over the past 3-4 years of the INLA Trade Show in that the attendance was excellent (over 600 in attendance) with good traffic and communication/ networking within our exhibit booth. It also helped to have designated times for the attendees to visit the exhibit floor and talk to a diverse crowd. This was probably one our company's best shows this winter in terms of handing out catalogs, talking to customers/potential customers about our company and products, and getting feedback on how the upcoming year looks from a diverse group.

Overall the show was well done. The staff and facility that put on the show listened to suggestions to improve and grow this new venue. The INLA board has listened to the past years' problems with this show and has made drastic changes for the betterment of the exhibitors and the Association's members. This program provided some of the best educational opportunities in the Midwest. I would encourage more companies to exhibit in 2010 and promote this program to their customers to attend as well.

I would consider this a successful show for our company and we will be back in 2010. Even with tight budgets and cutting back on the number of trade shows we will be exhibiting at, we will be at the Iowa State STSC/INLA Trade Show in 2010.

INLA MEMBER BENEFIT: ONLINE TRAINING MODULES

Ann Marie VanDerZanden, Associate Professor of Horticulture at Iowa State University and Tigon Woline a horticulture research assistant at ISU have developed a series of 20 online training modules for INLA members. The modules are designed to serve as the training materials for the Iowa Certified Nursery Professional exam and replace the printed training manuals which were used in the past. Additionally, all INLA members have access to the modules and each company can use them as they see fit to assist with individual training needs. As examples, the modules can be used for individual professional development or new employee training and orientation.

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.

To access the modules go to the new 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.

If you have any questions, comments or feedback, please contact Ann Marie VanDerZanden at vanderza@iastate.edu or (515) 294-5075.

NEW IOWA STATE UNIVERSITY AND IOWA NURSERY AND LANDSCAPE ASSOCIATION GREEN INDUSTRY SITE

The Green Industry site is designed to serve as a resource for professionals in Iowa's Green industry. It is a collaborative project between the Iowa State University Horticulture Department and the Iowa Nursery and Landscape Association (INLA).

Browse the website to learn about the Iowa Certified Nursery Professional (ICNP) program and online training modules, the ISU Horticulture and Home Pest Newsletter, the ISU Plant Diagnostic Clinic and horticulture publications that ISU Extension has available.

Go to: www.extension.iastate.edu/nurseryandlandscape

WELCOME NEW ICNPs

Three industry professionals successfully completed the Iowa Certified Nursery Professional testing at the ISU Shade Tree Short Course and INLA Conference and Trade Show in late February. Our newest ICNPs are Julianne Caitlin, Wright Outdoor Solutions and Dan Wolf, Egli Landscapes both earning certification in the Landscape Specialization, and Andrew Cox, Miller Nursery earning certification in both Garden Center and Landscape Specializations. Congratulations!

The next certification testing date will be August 11th on campus at Iowa State

University. The training modules to help you prepare for the exam are available online as a member benefit to INLA members. Go to this ISU-INLA Green Industry Resource site (<http://www.extension.iastate.edu/nurseryandlandscape/>) for more information about the certification testing procedure and to access the online modules. Contact Dr. Ann Marie VanDerZanden (vanderza@iastate.edu or 515.294.5075) for more information about the certification program or online modules.

POSITION AVAILABLE

Executive Director



Iowa Arboretum
IowaArboretum.org

Iowa Arboretum, Inc seeks an energetic, creative, and strategic thinker for Executive Director. The Executive Director is the chief administrative officer responsible for administering Arboretum programs, development and fund-raising, and day-to-day operations.

Candidate must have a) a four-year baccalaureate degree or commensurate experience; b) administrative, organizational, fiscal, and managerial experience in a professional setting; c) excellent oral and written communication skills; and d) supervisory, collaborative and interpersonal skills.

Applicants should send a cover letter and resume that includes names and contact information for 3 references to IowaArboretum@q.com. To ensure consideration, completed application must be received by March 30, 2009 or until acceptable candidate is identified. Anticipated starting date is May 1, 2009

For a complete job description please see the Arboretum website:
www.iowaarboretum.org

Iowa Arboretum, Inc. is an Equal Opportunity Employer.

Upcoming Events

What: Perennial Plant Symposium & Trade Show

Date: July 19-24, 2009

Location: Marriott at Union Station, St. Louis, Missouri

Features: The weeklong educational program includes lectures, workshops, tours and a trade show. The symposium is dedicated to education and networking for the perennial industry.

Web:
www.perennialplant.org

Email:
ppa@perennialplant.org

Marketplace

For Sale: 3500 Rover Birch, most single stem, 10-12' tall, 1" plus trunk size, set in 10 rows for easy removal. Prefer you remove, but can make other arrangements. No minimum number if you dig, otherwise 50. Available spring or can contract over 2-3 year period. Near Oelwein (northeast), Iowa. Call Ann O'Loughlin, 319.334.4092 or email hickorygleann@yahoo.com

Wanted: To contact someone near Oelwein, Iowa with 1) small digger for row tree removal and 2) small tree mover. Call Ann O'Loughlin at 319.334.4092 or email hickorygleann@yahoo.com