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NEWS

Mark your Calendars for the ISU Shade Tree Short Course & INLA Conference and Trade Show!

**54th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Trade Show
February 24-26, 2010**

Iowa State's annual Shade Tree Short Course teamed up with the Iowa Nursery and Landscape Association in 2009 and will do so again 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.

All events take place at the Scheman Building on the campus of Iowa State University unless otherwise noted. A tentative schedule of events is listed. Registration brochures for the 54th Annual Iowa State University Shade Tree Short Course and Iowa Nursery & Landscape Association Conference and Trade Show will be available in December.

Wednesday, February 24, 2010:

- Plant ID Test
- Knowledge Test
- Past President's Lunch
- ICNP Continuing Education
- Hospitality Hour and INLA Annual Awards Dinner and Scholarship Auction at Gateway Hotel & Conference Center
- Exhibitor Load-in

Thursday, February 25, 2010:

- Tradeshow Opens at 7:30am
- Registration
- Keynote Speaker(s)
- Workshops
- Arborist Annual Meeting

Friday, February 26, 2010

- Workshops
- Iowa Nursery & Landscape Association Meeting
- Closing General Session

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Enrollment at 30 Year High at ISU College of Agriculture and Life Sciences

For the first time in 30 years, undergraduate enrollment has exceeded 3,000 at Iowa State University's College of Agriculture and Life Sciences.

This fall's numbers are at 3,082, an increase of 237 students since last fall. Enrollment in the college in 1980 was 3,126. The college's undergraduate enrollment peaked in 1977 at 3,623. In 1987, it fell to 1,895 due in large part to Iowa's farm crisis. Enrollment was at 2,065 in 1990 and in 2000 enrollment was at 2,758.

For the past five years, the college has admitted a larger number of new students, both freshmen and transfer students. David Acker, dean of academic and global programs, said the continued increases are due in part to an aggressive effort to recruit students.

"We listened to what alumni, industry representatives and other stakeholders told us, about the importance of attracting and training more young people to help meet the demands of food, agriculture, natural resource and life sciences industries," Acker said. "Their advice has added a special urgency

to our efforts in recruitment over the past five years, and it certainly made a difference this year."

Tom Polito has been director of student services since 1978. He said some of the majors such as agronomy, animal science, animal ecology, horticulture, forestry and public service administration continue to be part of the college's curriculum. Other majors, such as biology, culinary science, genetics, global resource systems, microbiology, dietetics and environmental science have been added to reflect the broader world of agriculture.

"There are new opportunities emerging for the college's students that are complementing our traditional and continuing strengths in production agriculture - the bioeconomy, plant and animal genomics, environmental stewardship, food and nutrition and pre-health options, which are all grounded in the basic life sciences," Polito said.

For more information about the college, go to www.ag.iastate.edu. For information about the college's majors and opportunities, go to www.agstudent.iastate.edu

Companies are Finding it just as easy to get Loans as Five Years Ago

Written by: *Dyan Machan, The Wall Street Journal, September 2, 2009*

Five years ago, when the economy was humming, 5 percent of small businesses surveyed by the National Federation of Independent Business labeled "financing" – in other words, borrowing – as the biggest thorn in their paw. Fast-forward to today, in the aftermath of a recession that has broken records for unpleasantness and left lenders like CIT Group in deep trouble. How many small businesses consider borrowing problems their top concern now? Five percent.

This is not to say that borrowing's a walk in the park – the volume of small-business loans is down 38 percent from last year. But there's reason to believe it's "less dire for smaller businesses" than the numbers show, according to Holly Wade, policy analyst at the business federation. Small businesses traditionally have a variety of capital sources, tend to cut back on borrowing when sales decline and borrow from smaller banks that have side-stepped the toxic-loan issues. And after a slow start, the federal Small Business Administration is offering some stimulus-package relief, reducing bank fees and increasing the percentage of each loan that the government will guarantee. All these factors appear to be working more grease into the rusted capital-funding machine. The banks are at least saying they are open for business. As long as a borrower doesn't expect "pre-2008" terms, "we have money to lend and a strong desire to do so," chirps Robert McGannon, chief lending officer at Kansas City, Mo.-based Country Club Bank.

Borrowers may have more hoops to jump through to prove their worthiness, but plenty of entrepreneurs have scored government-backed loans – even during the most uncertain days of the crisis. "Easier than I expected," says

Sarah Lindholm, of Vail, Colo., who was approved by the first lender she approached. A month after showing off her business plan, she had \$150,000 to launch Cooper Martin, a zipper-and-velcro-laden clothing line for people recovering from surgery. Lindholm didn't even have flawless credit – she had some credit card debt following law school. One sign of tougher times: Her bank stipulated that she receive only 40 percent of her loan in cash and the remainder as a line of credit. But since she didn't need to draw down the entire amount right away this summer, Lindholm was more than happy she didn't have to pay interest on the whole sum.

It helps to have what Stephen Fraser calls the "suicidal single-mindedness" to run the paperwork gauntlet. Fraser and his partner Gart Davis started Spoonflower, a custom fabric company in Mebane, N.C., in May 2008 – just before credit shut down. They invested \$35,000 of their own for software development but soon needed a loan to buy a new fabric printer. Of course, last December and this January were possibly the worst months to borrow. The partners approached three banks that might as well have had signs reading no start-ups need apply. One leasing company had the nerve to offer a loan at 54 percent interest. But the fourth lender, BB&T, lent them \$45,000 at 8 percent with the government's backing, giving Fraser and Davis the money to keep up with the company's escalating sales. Fraser calls his financing experience "harrowing" and his "most frightening experience outside of parenthood." But then, entrepreneurship has never been for sissies.

This article can be found at: http://online.wsj.com/article/SB125191455099680357.html?mod=dist_smartbrief.

Options for Thriving in Today's Economy

Written by: *Bob Cannon, Industrial Distribution, August 5, 2009*

There are two kinds of businesses in this kind of economy: those that sit on the sidelines and wait for the economy to turn and those that scramble to make the best of the situation. I recently interviewed some manufacturing companies to determine the biggest issues facing them in the last three months and what they are doing about those issues. I discovered five problems and some accompanying solutions:

1. Cash Flow: Revenue declines to 50 percent of levels from last year, tight credit and customers pushing back payments have made cash flow critical to survival. Most manufacturers have reduced work hours and salaries to maintain cash flow. Most have increased cash by reducing inventories. Some have been able to hold the line on collections.

A few have continued to develop new products by working with Chinese manufacturers who need business and are flush with cash. The Chinese suppliers are more willing than ever before to underwrite development costs on new tooling and spread those costs over future production. New products coming down the pipeline now should pay big dividends in the future.

2. Layoffs: Reducing costs during this downturn has meant reducing expenditures, including direct labor and salaries. Reduced work weeks and layoffs are normal. Some workers have resorted to disability claims as they look for ways to maintain income while out of work.

Rather than rotating short-term layoffs or reduced work weeks, it may be better to make the hard cuts initially and adjust as needed with some overtime or by bringing people back as needed.

3. Less communication with customers: Reduced employee counts throughout the distribution chain have also reduced the level of communication in the channel. There are fewer buyers today, and they are burdened with picking up the duties of those that have been let go. This means less time to spend with salespeople and less communication between businesses. The downturn has demoralized salespeople to the point where many are not making as many calls. This also reduces communication between vendors and suppliers, making it that much harder to meet customers' needs.

Successful companies are maintaining communication and exploring new ways of working together. These new ways of working together include, but are not limited to: new products, private labeling, new product uses, exploring potential new markets and taking market share at new and existing customers. Some manufacturers are picking up business that used to be supplied by China as customers want lower inventories and faster turnaround. Now is the time to increase communication, not reduce it.

4. Rising Costs: Steel and plastic resin costs have been rising. This is a problem that may become much worse as the economy improves and demand increases. Price increases must not be allowed to erode profitability, or long-term survival is jeopardized.

In some instances, manufacturers have been able to lock in longer term contracts, which should be beneficial when demand increases. Others are raising prices as their costs increase so they can maintain margins for long-term survival.

5. Knowing when to gear up: Reduced inventories, reduced workforce hours, credit shortages and poor customer communications all combine to make gearing up for a recovery even more difficult. Although no one knows when things will turn around, none of us want to be caught short either.

This makes it critically important to maintain good communication with your active and prospective clients. It also makes sense to streamline operations and build capabilities that will help you react to demand fluctuations in the future.

The organizations that try to ride out this downturn will not fare as well as those organizations that are taking action today to use this market to their advantage. Survival depends on praying for the best, preparing for the worst and being grateful for whatever comes.

This article can be found at: [http://www.inddist.com/article/326532-Options for thriving in today s economy.php](http://www.inddist.com/article/326532-Options%20for%20thriving%20in%20today%20s%20economy.php).

Increase Customer Desire Through Rejection

Written by: *Stacy Blackman, BNet, August 31st, 2009*

If you've ever spent a good part of your holiday season winding from store to store seeking out that must-have toy of the season, only to find it sold out everywhere you go, then the following conclusion from new **Stanford Graduate School of Business** research won't come as a surprise:

Facing rejection can increase people's desire to ultimately obtain a hard-to-get object.

Whether they cop to it or not, companies have long been aware of artificial shortages as a way to create desire for new products. However, the research shows that this approach can eventually backfire.

"For many people, wanting and liking are two separate things that can become contradictory," says researcher **Baba Shiv**, a Stanford marketing professor, in a press release. "When someone is thwarted from obtaining his original desire, he, in fact, comes to find the attractiveness and appeal of his target to be diminished. Yet, perversely, he may feel he wants it even more. The thrill becomes the chase."

Shiv's co-researchers were **Uzma Khan**, an assistant professor at Stanford, and **Ab Litt**, a current Stanford MBA student.

Some other notable findings from the study:

- The less emotionally a person reacts to rejection, the more susceptible he will be to desiring it more and enjoying it less once he gets it.
- People who are more emotional about being denied will more often in turn deny their desire. "Their attitude becomes 'it's not so great, and I don't want it anyway,'" says Litt.
- Women were more likely than men to desire something more and like it less once they received it.

All in all, the researchers believe artificial shortages can be a useful marketing tool, as long as they fall within reasonable limits.

"The study shows that this approach will be effective as long as people get the item without a good deal of problems," says Shiv. "But if they're constantly frustrated, having to stand in line or return to the store only to find the item still not there, they may desire it more but quickly lose interest in it once they have it. The long-term success of the product will be doomed."

This article can be found at: <http://blogs.bnet.com/mba/?p=1124#more-1124&tag=homeCar>.

Wildflowers and Grasses to Protect Duck Creek Watershed

Written by: *Kurt Allemeier, Quad City Times, August 26, 2009*

Duck Creek will look very prairie-like in a few years in spots in Davenport and Bettendorf.

River Action Inc., working with Davenport and Bettendorf, will seed 16 acres in three locations along the creek as buffer zones of native grasses and wildflowers. Two of the areas are in Davenport and one is in Bettendorf.

The buffer zones, running 30 feet or more away from the creek bed, are meant to prevent creek erosion, filter pollutants and attract wildlife, said Clare Kerofsky, program manager for River Action. The seeding will be done later this year and will take about two years to mature.

The native grasses and flowers have a deeper root system than turf grass and that can better protect the creek, Kerofsky said. The areas that will be seeded are three acres west of Brady Street between 32nd and 35th streets and one acre at Eastern Park in Davenport, and three and a half acres west of Devils Glen Park, Bettendorf.

The project is part of a Duck Creek watershed plan that provides solutions to problems along the waterway. The buffer zone project is only part of the plan's suggestions.

"It doesn't take care of everything in the watershed plan," Kathy Wine, River Action's executive director, said. "That would take years."

The total cost of the project is \$248,750. River Action is contributing

\$41,575 and received a \$124,375 grant from the Iowa Department of Agriculture and Land Stewardship. Bettendorf and Davenport are each providing \$25,000 in matching funds as well as in-kind services totaling \$25,000 each. Several other grants were received from Riverboat Development Authority (\$15,000), Scott County Regional Authority (\$10,000), Iowa American Water (\$3,300), Walcott Trust and Savings Bank (\$2,500) and Cargill (\$2,000).

"This project is a community-wide effort," Wine said.

The cities of Davenport and Bettendorf also want to educate people about the areas and what people will see as the plants mature.

"It is about our heritage, with plants that were here pre-European settlement," Kerofsky said. "It will take a couple years to establish."

The native plants aren't tall and don't droop over, but won't look as manicured as turf grass, Bettendorf parks and recreation director Steve Grimes said.

"We have to do a lot of education," he said. "If it looks like we aren't doing our job, people won't get behind it. They are used to a more lawn-like appearance."

This article can be found at: http://www.qctimes.com/news/local/article_4eb4ccf4-91f1-11de-9866-001cc4c002e0.html?mode=story.

Reiman Gardens Announces First Annual Reiman Recycles Event

Bring your used and clean garden pots, flats and inserts to Reiman Gardens for recycling. As part of its mission to advance sustainability, the Gardens is organizing its *Reiman Recycles* program on Saturday, September 19 from 8:00 a.m. to 12:00 p.m.

Call "Flats and Pots and Inserts. Oh My!," it is an event in which garden plastics will be collected for recycling. Pots, flats, plant tags and inserts will be accepted. All material must be clean of soil and sorted by size to be accepted. Collection will be in the S2 parking lot adjacent to the original

gate entrance to the Gardens. For their donation, participants will receive an admission pass to Reiman Gardens.

If you have stacks of pots and flats sitting in the corner of your shed or taking up valuable space in the garage, take the opportunity to dispose of them with the peace of mind that they will be collected for recycling at "Flats and Pots and Inserts. Oh My!." With *Reiman Recycles*, it is easy to be sustainable. For more information, visit www.reimangardens.com or call 515-294-2710.

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.

Andresen Landscaping & Garden Center

Bill Andresen - DeWitt, IA

Belle Plaine Nursery

Luverne / Meg Wille - Belle Plaine, IA

Blue Grass Farms

Ted Blodgett - Anderson, IN

Bob Lenc Landscaping, Inc.

Gary Garles - Des Moines, IA
Lans Green - DeSoto, IA

Boots Nursery Inc.

Anna Mary Riniker - Anamosa, IA

Breitbach Tree Farm

Jack Baker - Dubuque, IA

Central Landscape Supply

St Cloud, MN

Egli Landscapes

Tim Egli - Wayland, IA

Ever-Green Landscape Nursery & Supply Inc.

Dale Peterson - Cedar Rapids, IA

Farber Bag & Supply Co.

Jim Farber - Peosta, IA

Greenleaf Nursery Co.

Steve Coppedge - Park Hill, OK

Iowa City Landscaping & Garden Center

Roxanne Latcham - Iowa City, IA

Iowa City Landscaping & Garden Center

Chuck Porto - Iowa City, IA

Iowa Outdoor Products

Karon Dematteis - Urbandale, IA

Iowa State University

Ann Marie VanDerZanden - Ames, IA

iowagardencoach.com

Anne Larson - Des Moines, IA

It's In The Ground, Inc.

Christine Kloewer - Panama, IA

Judy Nauseef Landscape Design

Judy Nauseef - Iowa City, IA

Kankakee Nursery Co.

Steve Worth - Aroma Park, IL

Kaspar Tree Farms, Inc.

Greg Kaspar - Mead, NE

Ladehoff Lawn Care & Landscaping

Brian Ladehoff - Marshalltown, IA

Lehman's Greenhouse LLC

Rick Lehman - Glenwood, IA

Maifeld Landscaping LLC

Tyler Maifeld - Sumner, IA

Matthias Landscaping Co.

Doug Matthias - Waterloo, IA

McKay Nursery Company

Mary Jane Langer - Waterloo, WI

Mike's Lawn Service Inc.

Les Wilshusen - Storm Lake, IA

Miller Nursery Inc.

James Poulson - Johnston, IA

Mississippi Valley STIHL

Sheila Elsey - Peoria, IL

MLS Landscapes & Design Inc.

Mark and Dana Klein - Granville, IA

Monterey Lawn & Garden Products, Inc.

WT Thomson - Fresno, CA

Nodaway Valley Tree Farm

John Hanika - Des Moines, IA

O'Grady Chemical Corp

Marty Junge - Van Horne, IA

Peck's Green Thumb Nursery, Inc.

Ken Peckosh - Cedar Rapids, IA

Pella Nursery Co.

Steve Vermeer - Pella, IA

Perennial Gardens by Linda Grieve

Linda Grieve - Ankeny, IA

Smith Massman Landscape & Design Co.

Gary Smith - Cedar Rapids, IA

Steve's Ace Home & Garden

Judy Selchert - Dubuque, IA

Trusty & Associates

Steve Trusty - Council Bluffs, IA

Vic Scott Landscaping

Todd Scott - Ankeny, IA

Wood Duck Tree Farms

Ron Eike - Panora, IA

Wright Outdoor Solutions, Inc.

Julianne Catlin - West Des Moines, IA
Tammy Champlin - West Des Moines, IA
Kerry J Jacobsen - West Des Moines, IA
Glenna Walker - West Des Moines, IA

Xylem, LTD/Golden Valley Hardscapes

Carrie Tresemer - Cordova, IL

*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!