

IOWA NURSERY &  
LANDSCAPE  
ASSOCIATION

NEWS

Volunteer at the 2019 INLA Day of Service

For the 2019 Day of Service, INLA is traveling to Iowa City on September 19, 2019. Our volunteers and member companies are helping with a landscaping project at the Ronald McDonald House Charities of Eastern Iowa. If you are interested in volunteering please email Joan O'Brien at joano@agribiz.org.

The INLA board of directors and the planning committee would like to extend a tremendous thank you to all of our volunteers and students that made our 2018 INLA Day of Service such a success! Annually locations are selected by the INLA Day of Service Planning Committee through a detailed process. This member effort has completed seven locations across Iowa since its inception in 2012.

More information and past years photos and locations, visit: <http://iowanla.org/annual-day-of-service/>



INLA 2020 Dues Mailed to Members

The INLA office has recently mailed current INLA members renewal forms for the 2020 fiscal year. Please check your mailboxes this week for our renewal packet. We ask that you update any information on the sheet and send it back to the INLA office. If you have questions about your renewal packet please feel free to reach out to our friendly staff. Call 515-262-8323 or email Joan O'Brien at JoanO@agribiz.org.

Member benefits of note:

- You and your employees can take the Iowa Certified Nursery Professional (ICNP) Tests.
- You will be linked into the Nursery and Garden Center community
- You will receive discounts towards attending the INLA Trade Show and on tree, shrub and perennial catalogs you can use as selling devices in your stores.

**Thank your for your continued support!**  
Please refer your fellow peers to join the INLA membership. More information is online at <https://iowanla.org/becoming-a-member/>

The following members have renewed for the 2020 membership year. THANK YOU for your early renewal! Find all INLA members online.

**Dan Klindt**  
River City Turf  
Silvis, IL

**Vanessa Mueller \***  
Johnson's Nursery, Inc  
Menomonee Falls, WI

**Nicole Craig \***  
Del's Garden Center  
Spencer, IA

**Charles DeVries**  
DeVries Outdoors  
Des Moines, IA

**Tara Dudley \***  
Plant Life Designs  
Van Meter, IA

**Michael Burkle**  
Rock Hardscapes, LLC  
Amana, IA

**Rob Lucas**  
Johnson's Nursery, Inc  
Menomonee Falls, WI

**Katie Shatusky**  
Peat, Inc.  
Elk River, MN

\*ICNP Member



INSIDE THIS ISSUE

Volunteer at the 2019 INLA Day of Service ... 1

INLA 2020 Dues Mailed to Members..... 1

The Wayfair Decision - Navigating the Internet Sales Tax One Year Later ..... 2

Are You Emailing Customers With a Purpose? ..... 2

Update on Horticulture Research Institute Funded Projects for 2019..... 2

2020 INLA Trade Show - Save the Date! ..... 3

Calendar of Events ..... 3

2019 Board Members . 3

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Des Moines, IA 50309  
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## The Wayfair Decision - Navigating the Internet Sales Tax One Year Later

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# WEBINAR

Wednesday, August 21, 1 PM, EDT

Tal Coley, Bryce Gibbs

Join AmericanHort Advocacy & Policy Communications Director Tristan Daedalus, Director of Government Affairs Tal Coley, K-Coe Principal Bryce Gibbs, and Smith & Howard partner Tim Howe for an in-depth discussion on the internet sales tax and what it has meant for businesses since the Wayfair decision last August.

Original story from: <https://www.americanhort.org/page/Events>

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## Update on Horticulture Research Institute Funded Projects for 2019

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The Horticultural Research Institute (HRI), the foundation of AmericanHort, is pleased to announce the portfolio of research projects to be funded in 2019. Projects range from innovations to crop production for both greenhouse and nursery segments, water management in landscapes, emergent pest issues, and economic and marketing analyses. A total of \$437,200 will be awarded this year.

“The projects funded this year truly represent all facets of the industry,” commented Steve Mostardi, HRI President. “From support of new technological innovations to understanding how consumers buy plants, there’s something in this set of awards that should benefit everyone in environmental horticulture. HRI’s mission is to advance the industry, and the trustees take that to heart when selecting projects to fund. The continuing financial support of individuals and companies from all branches of horticulture is much appreciated.”

The Horticultural Research Institute’s mission is to direct, fund, promote, and communicate horticulture research.

Original story from: <https://www.hriresearch.org/hris-funded-research-projects-2019>

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## Are You Emailing Customers With a Purpose?

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Having trouble thinking of catchy subject lines, promotions or newsletter topics? Leslie Leach, head of marketing and operations at Plantt, an e-commerce solution for garden centers, shared her expertise on email marketing basics and fun campaigns at Cultivate’19 in Columbus, Ohio.

### Email Basics:

“First, it’s important to understand the five steps to a great customer email,” Leach said, “which are the subject line, body, CTA (call to action), timing and mobile.

For a strong subject line, she suggested using numbers and avoiding salesy language. For the body, Leach advised focusing on benefits, writing in third person and personalizing the message. For the call to action, Leach said it should be easy to spot and thoughtful and should avoid the overused,

“shop now” language. She also advised to send emails any weekday between 10:00 and 11:00 A.M., and to always test emails on mobile phones to ensure device adaptability.

According to Leach, open rate is dependent upon how strong your subject line is, but the click through rate is equally important because it shows that consumers are digesting the information. “Click through rate is how well you deliver on what you promised in the subject line,” she said. “You want to bring those two things together for a great email.”

Email campaigns can fall into the welcome, promotional, social, automated, special and newsletter category. Leach suggested using an assortment of campaigns for creativity and personal touch.

Original story from : <https://www.nurserymag.com/article/11-email-campaigns-cultivate-19/>

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## INLA Member Job Board

Have a job opening in your business? Need to get the word out? INLA offers a free job board to members. Please email listings to Joan O’Brien [joano@agribiz.org](mailto:joano@agribiz.org). Visit [www.iowanla.org/job-postings/](http://www.iowanla.org/job-postings/) for current listings. Call the INLA office at 515-262-8323/800-383-1682 or email [joano@agribiz.org](mailto:joano@agribiz.org) for more details.

## REFER A NEW MEMBER TODAY!

The Iowa Nursery & Landscape Association strives to promote the horticulture industry through its membership of growers, landscapers, brokers, and retail garden centers. INLA offers excellent opportunities to its membership.

VISIT: <http://iowanla.org/becoming-a-member/>

## Calendar of Events

### 2019

- Sept. 19** INLA Day of Service  
Ronald McDonald House Charities  
Iowa City, Iowa  
(to volunteer email [joano@agribiz.org](mailto:joano@agribiz.org))
- Oct 1-3** Nursery Management Conference  
Hilton Fort Worth  
Fort Worth, Texas

### 2020

- Jan 15-17** The Western  
Kansas City, Missouri
- Feb 25-27** ISU Shade Tree Short Course &  
INLA Trade Show  
Ames, Iowa

## 2019 Board Members

### President

Shawna Moss  
Kirkwood Community College

### Past President

John Hughes  
Hughes Nursery &  
Landscaping LLC

### ISU Liaison

Dr. Jeff Iles  
Iowa State University

### Directors

Irv Geffre  
Alta Falls & Pond Supplies

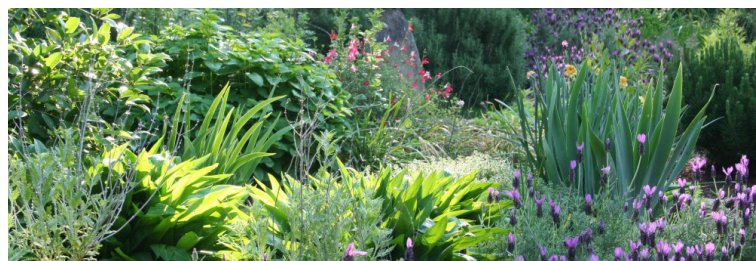
Brad Punke  
Unilock Chicago Inc.

Nick Reiter  
Escapes Landscape & Design

Doug Matthias  
Matthias Landscaping Co.

Autumn Dodd  
Wapsie Pines

## Save the Date!



### SAVE THE DATE! 64TH ANNUAL ISU SHADE TREE SHORT COURSE & INLA TRADE SHOW

FEBRUARY 25-27, 2020  
SCHEMAN BUILDING, AMES

Add Feb 25-27, 2020 to your calendar! The 2020 STSC & INLA Trade Show will be full of education, networking. INLA will hold our member meeting, a scholarship hospitality hour, and more! Schedule is currently in progress.

Check [www.iowanla.org](http://www.iowanla.org) for exhibiting details and attendee information.



## Western

Nursery & Landscape Association

January 15, 16 & 17, 2020  
Crown Center Exhibit Hall  
Kansas City, MO

contact [sarah@wnla.org](mailto:sarah@wnla.org) for more information!