

# IOWA NURSERY & LANDSCAPE ASSOCIATION

# NEWS

## Save the Date; 64th Annual Shade Tree Short Course, INLA & IAA Trade Show

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The Iowa Nursery and Landscape Association (INLA) trade show committee and board of directors would like to invite exhibiting companies to reserve your booth today!

Exhibitor registration for the INLA Trade Show is open and deadlines for payment is January 3, 2020, see next page for more exhibitor details.

We invite you to Ames and to the biggest and best horticultural nursery event in the State of Iowa! The show averages over 700 horticulture, tree, and landscape experts in one location to learn, share and promote our industry together. The annual partnership between Iowa State's Shade Tree Short Course, the Iowa Nursery & Landscape Association and the Iowa Arborist Association Trade Show on February 25-27, 2020, brings exhibitors an even bigger, better opportunity to connect with potential clients by highlighting the best of both worlds and incorporating INLA's long-standing trade show into the traditional ISU Shade Tree Short Course educational sessions.

Attendees will vary from INLA members, Iowa Arborist members, to municipal employees and some general public horticulture enthusiasts. Your participation is critical to the excitement of our conference, association, and statewide horticulture industry.

We encourage all INLA members to participate in the Horticulture Scholarship Dinner & Auction. The annual dinner and auction will be on Wednesday, February 25 beginning at 5:00 pm at Reiman Gardens. All proceeds from this event go to the INLA Horticulture Scholarships.

To participate in the auction, list the items that you will be donating and their estimated value on page 4 of the exhibitor packet. Monetary donations need to be included in the grand total and returned with your registration form. Companies wanting to exhibit can visit [www.iowanla.org](http://www.iowanla.org) to download the exhibitor registration. Please complete pages 3 and 4 and return to the INLA office with payment by January 3, 2020. If you have any questions please contact us 515-262-8323.

### Attendees:

Attendee information will be available soon and will be communicated to the membership once available from ISU Extension.

### Add these dates to your calendar today:

- Feb 25 - ICNP Testing
- Feb 26 - INLA Reception & Scholarships
- Feb 27 - Trade Show & Workshops



900 Des Moines Street  
Des Moines, IA 50309  
Phone: 515.262.8323  
Fax: 515.262.8960

# 2020 Trade Show Exhibitor, Sponsor Registration Open

Iowa Nursery & Landscape Association is again hosting the annual trade show as part of the 2020 Iowa State University's Shade Tree Short Course!

This partnership brings INLA members and exhibitors an even bigger and better opportunities to connect with potential clients by highlighting the best of both worlds. This event incorporates INLA's long-standing trade show into the traditional ISU Shade Tree Short Course educational sessions.

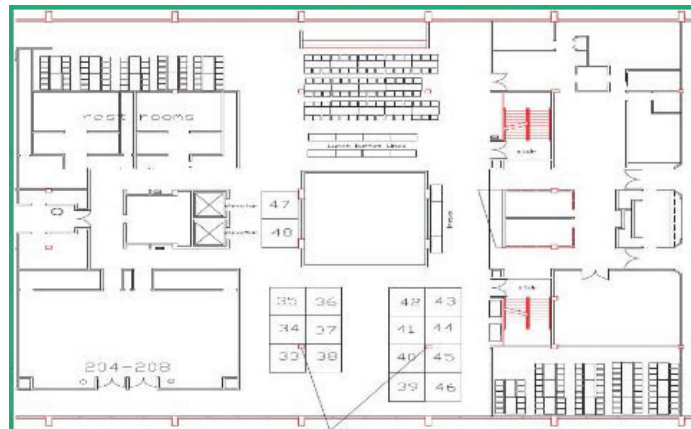
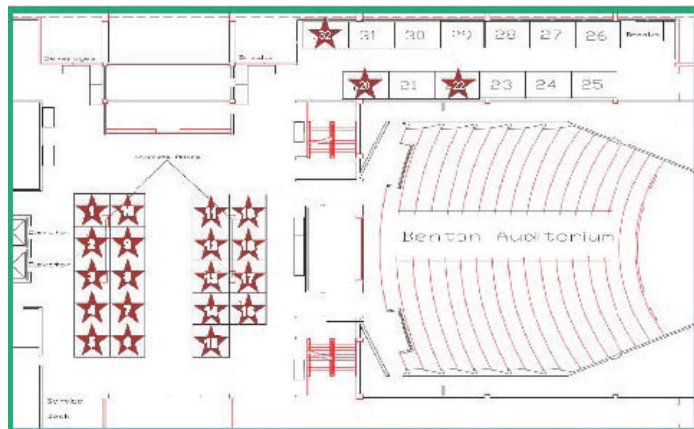
**NOTE:** The INLA Day and Trade Show is hosted in conjunction with the ISU Shade Tree Short Course and the Iowa Arborist Association is

participating and helping to secure exhibitors, exhibitor fees are paid to INLA. All companies interested in sponsorship, email Joan O'Brien at [joano@agribiz.org](mailto:joano@agribiz.org). Booths 1-19 are reserved for 2020 sponsors.

We look forward to hosting our members in Ames! Exhibitor downloads are available at [www.iowanla.org](http://www.iowanla.org).



**INLA**  
IOWA NURSERY &  
LANDSCAPE  
ASSOCIATION



## HOTEL INFORMATION

The Iowa Nursery & Landscape Association is not responsible for making hotel reservations for exhibitors or sponsors during the annual trade show. Please call the Country Inn & Suites in Ames directly to make reservations for your stay. Please reference the "Iowa Nursery & Landscape Association" to receive the group discount of \$109/per night (plus taxes). Group discounts expire on January 24, 2020.

### Country Inn & Suites

515-233-3935

2605 SE 16th St, Ames, IA 50010

## EXHIBITOR MOVE-IN/SET-UP

*Exhibitor set-up will take place from 10:00 a.m. until 4:00 p.m. on Tuesday, February 25.*

- We encourage exhibitors to set-up by 4:00 p.m. on Tuesday, February 25, for attendees to take advantage of the preview and reception on Tuesday.
- However, exhibitors must be set up no later than 7:00 a.m. on Wednesday, February 26.
- Exhibits are on the first and second floor of the Scheman Building with display space is available in the parking lot.
- Push carts and volunteers are available in the ground floor lobby to help transport your materials to the exhibit space.
- A freight elevator is located at the dock on northwest corner of the building, and can be used to transport items to the first floor.
- If a forklift is required, please call ISU at 515-956-3204 to schedule a time between 10:00 a.m. - 4:00 p.m. on Tuesday, February 25.

## TUESDAY, FEBRUARY 25

10:00 - 4:00 PM	Exhibitor Move-in
1:00 PM	ICNP* Testing
1:00 - 4:00 PM	ICNP* Continuing Education
	ISA Certification Exam
4:00 - 5:00 PM	ICNP Preview of Trade Show Floor & Reception

## WEDNESDAY, FEBRUARY 26

7:30 AM	Trade Show Opens
12:00 PM	INLA Annual Meeting
5:00 - 7:00 PM	Reception Open-Bar
5:00 - 6:50 PM	Silent Auction
7:00 - 7:30 PM	Live Auction
7:30 PM	Program

## THURSDAY, FEBRUARY 27

- Short Course Workshops
- Trade Show in the Scheman Building
- Closing General Session

1:30 - 5:00 PM	Exhibitor Tear Down
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\* Schedule is subject to change. Please check [iowanla.org](http://iowanla.org) for updated 2020 schedule.

More attendee information to come. Please check [www.iowanla.org](http://www.iowanla.org) for event details and watch your email inbox for updates.



# 2020 Western Announces Paul Westervelt as Keynote Speaker

Paul Westervelt of Saunders Brothers, Inc. will be presenting “Are they Better or Just New” at the 2020 Western in Kansas City January 15, 16, and 17! Paul will be presenting on Thursday morning of the conference.

In his talk, Paul will share some of the winners and losers of recent plant introductions. With so many new perennials released every year, it can be difficult to distinguish legitimately better cultivars from those that are simply marketable. Through production trials, garden visits, vendor visits, and collaboration with other growers, Paul works to select the true winners (and throws some of the losers squarely in front of oncoming traffic).

Paul Westervelt is a professional plant geek who has run the annual and perennial program for Saunders Brothers Nursery in Piney River, Virginia since 2004, where he grows over 800 varieties across 13 programs. His work is plants, his hobbies are plants, his vacations are plants, his dreams are plants— he’s living the plant geek dream.

Paul grew up in Winchester, VA across from a multi-acre Oehme van Sweden garden. He earned his B.S. and M.S. in Horticulture from Virginia Tech (2001 and 2003 respectively). In 2009 he was awarded the “Young Professional of the Year” by the Perennial Plant Association. He was selected for the 2013 Class of 40 Under 40 for

Greenhouse Product News. Each year, GPN recognizes 40 industry professionals under the age of 40 who are helping to determine the future of the horticulture industry. These individuals are today’s movers and shakers who are already setting the pace for tomorrow. Paul is a contributing columnist for Grower Talks Magazine and is a popular speaker at national and regional events.

Paul lives and gardens with his wife and two children (propagules) on their farm in central VA. Free time not spent gardening is spent visiting gardens and landscapes around the country and abroad.

Registration for the 2020 Western is now open on [www.wnla.org](http://www.wnla.org)! Early bird rates end December 20th. Lunch and beer tickets are \$0, but those tickets must be selected during pre-registration which ends January 6th!

Stay tuned for more speakers, exhibitors and information about the 2020 Western. Updates will be on <https://www.wnla.org/page/Western>, the Western Nursery and Landscape Association Facebook, and coming through the WNLA weekly newsletter.

**Registration Deadlines:**  
**Early Bird Deadline: 12.20.19**  
**Pre-Registration Deadline: 1.6.20**



# HortEcology Design Workshop

The Greater Des Moines Botanical Gardens announced the winter schedule for their HortEcology™ Design Workshops. The next workshops are lead by Kelly Norris, Botanical Garden and Lisa Orgler, Iowa State University.



Kelly D. Norris is an award-winning author and plantsman from Iowa and the director of horticulture and education at the Greater Des Moines Botanical Garden, a revitalized public garden in Des Moines, Iowa. At the Botanical Garden, Kelly is responsible for leading and directing a team of horticulturists and educators in all aspects of design, curation, programming, and garden management, after serving as the principal horticulture consultant to the \$18 million renovation project completed in 2014.



Lisa Orgler is an award-winning designer, artist and educator, she is the creator of the website Paper Garden Workshop, a spirited place to learn garden design. Lisa uses her illustration skills to teach the topics she adores - garden design and landscape graphics. She does this full time in the Department of Horticulture at Iowa State University, plus part-time on her website. To top it off, Lisa also holds degrees in landscape architecture, is registered in the state of Iowa and is currently serving on the Association of Professional Landscape Designers National Board of Directors.

## HortEcology™ Design Workshop

- Kelly Norris, Botanical Garden  
- Lisa Orgler, Iowa State University

*Thursdays, Feb. 13, 20 and 27, 6-8 p.m.*

Join Director of Horticulture and Education Kelly Norris and Iowa State University Horticulture Senior Landscape Architect Lisa Orgler in a three-part series aimed at making your garden beautiful and functional. Learn to adapt wild plant communities and ecology for the home garden and develop a planting plan for a project of your choice.

## HortEcology™ Design Workshop

- Kelly Norris, Botanical Garden

*Thursdays, April 2, 9, and 16, 6-7:30 p.m.*

This course is a follow-up to the HortEcology™ Design Workshop but can be taken by anyone interested in gardening on the wild side. During the two part course, participants learn to implement naturalistic planting designs and ecologically manage these spaces for beauty and interest. Using examples from the Botanical Garden, students will observe practices at work, partake in demonstrations and receive a course-pack of references and information compiled from scientific and practical sources.

Visit <https://www.dmbotanicalgarden.com/> for details.

## Are You Truly Leveraging Your Position on Social Media?

It's no secret that social media has taken business by storm. From digital marketing to customer interaction to an inside look, social platforms have increased visibility overall. But how do you stand out amongst other crowd-chasing accounts?

### Who's on social media?

According to a 2019 study by the Pew Research Center, seven in 10 Americans use social media to entertain themselves, connect, engage in news and share information. Of active social media users, 37% use Instagram more, 69% favor Facebook and 73% prefer YouTube. Of those consumers, however, each day 63% use Instagram, 74% use Facebook and 51% use YouTube.

### Why does time frame matter?

According to a smartphone usage study, 80% of smartphone users check their phones within the first 15 minutes of waking up — hence the reason for early morning posting. As for 11 a.m. to 2 p.m., lunch breaks leave room for social media usage, while the 3 p.m. crowd usually hops on to pass time before work concludes. However, to pinpoint high engagement times specific to your business, you can utilize the Insights tab on Facebook's business page and measure your daily audience level with Instagram's business account.

### Do quality images matter?

Along with timing, photos are essential to engagement. Because the brain responds quickly to images, the visual stimulation that a well-thought-out photo will trigger can increase reactions. According to marketingbitz.com, 93% of human communication is visual. Two-thirds of all stimuli reach the brain through the visual system and is processed 60,000 times faster than text. Words are powerful, but images are too.

### The takeaway

While social media shouldn't be your only form of marketing, in today's world, it's an important channel of communication. Before visiting your shop, consumers are more likely to research your website and social media to confirm the value of their visit. With social media, you can show your consumers that you have what they want and will answer any question they may have. A well-timed, eye-catching image can lead to more likes, shares, comments and click-throughs that may convert into new customers.

Read full article here: <https://www.nurserymag.com/article/are-you-truly-leveraging-your-position-on-social-media/>

## 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.



# Calendar of Events

## 2020

- Jan 15-17** The Western  
Kansas City, Missouri
- February 13** HortEcology Design Workshop  
Greater Des Moines Botanical Gardens  
Des Moines, Iowa
- Feb 25-27** ISU Shade Tree Short Course &  
INLA Trade Show  
Ames, Iowa

# Thank You 2020 Members!

Members listed paid from Sept 20 - Nov 20 and sorted by member last name, please visit [IowaNLA.org](http://IowaNLA.org) for full membership list. \*indicates ICNP designation. Thank you for your continued support!

**Brad Bellis**  
Quick Supply Company  
Des Moines, IA

**Breanne Leshner\***  
City of Webster City  
Webster City, IA

**Mark Fleming**  
Fleming Nursery  
Cedar Rapids, IA

**Herman Roerick**  
Central Landscape Supply  
St Cloud, MN

**Todd Brockshus\***  
Del's Garden Center  
Spencer, IA

**Chad Myers**  
Myers Tree Farm, Inc.  
Sperry, IA

**Dylan Schrock**  
University of Iowa  
Iowa City, IA

**Joe Beran**  
REAMS Sprinkler Supply Co.  
Omaha, NE

**Judy Nauseef\***  
Judy Nauseef Landscape Design  
Iowa City, IA

**Jimmy Juergens**  
Bentley Ridge Tree  
Farm & Nursery  
West Des Moines, IA

**Maggie Balistreri**  
Midwest Trading Horticultural  
Supplies, Inc.  
Maple Park, IL

**Carrie Tresemer**  
Golden Valley Hardscapes  
/Xylem, LTD  
Story City, IA

**Rick Nafzger**  
Monroe Truck Equipment  
Monroe, WI

**Shawna Moss\***  
Kirkwood Community College  
Cedar Rapids, IA

**Kim Lovelace**  
Young Forrest Keeling Nursery  
Elsberry, MO

**Joe Morton**  
Frontline Lawn & Landscapes  
Pleasant Hill, IA

**Irv Geffre**  
Alta Falls & Pond Supplies  
Long Lake, MN



**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!

## 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  
Waspie Pines