

IOWA NURSERY & LANDSCAPE ASSOCIATION

NEWS

A Special Thanks from INLA

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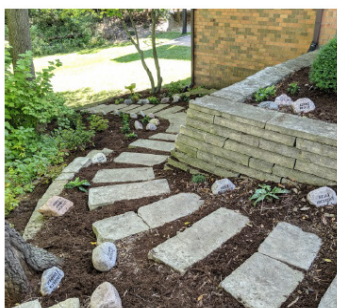
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I want to offer a tremendous thank you to our board of directors, members, volunteers, students and instructors that participated and made the 2019 INLA day a HUGE success !! We had a great day of sunshine and dry conditions to enjoy. The projects went as planned and we accomplished all our tasks.

Special Volunteers:

Linda Grieve (Project Design) and Dylan Schrock (Plant care, transport, and set up).

2019 Project Sponsors:

Kings Material, Mid-West Ground Covers, Fosters Inc., Wapsie Pines, Quick supply, University of Iowa – Facilities and grounds, and Hughes Nursery and Landscaping

And of course the great effort of community college instructors:

Shawna Moss, Michael Burkle, Bob Smith, and Jim Mason.

We could not accomplish these projects without the participation, effort, direction and inspiration that these instructors provide!

And of course we thank the staff and volunteers of the Ronald McDonald House of Iowa City and all of the great work and care that they provide.

Thanks again! I look forward to attending next year's project.

- John Hughes, Service Day Coordinator

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Thank You to Renewing Members!

In July, the INLA office mailed current INLA members renewal forms for the 2020 fiscal year. We ask that you update any information on the sheet(s) 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.

The following members have renewed for the 2020 membership year. Find all INLA members online. *(Members listed from Sept 16 to Oct 15 and is sorted by date paid, please visit IowaNLA.org for full list.)*

Thank your for your continued support!

Todd Wiebenga
Aunt Rhodie's Landscaping
& Design Studio
Eldridge, IA

Peter Vue
Rainbow Treecare Scientific
Advancements Rainbow Tree Co.
Minnetonka, MN

Hawcott Lawn Service
Nevada, IA

Lynn Kuhn*
Outdoor Transformations
Granger, IA

Chris Wallenburg
Solid Rock Landscaping LLC
Waukee, IA

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

THANK YOU!

VISIT IOWANLA.ORG

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 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.

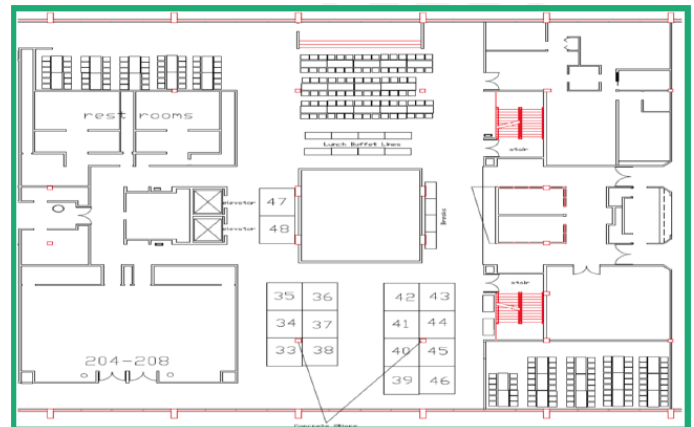
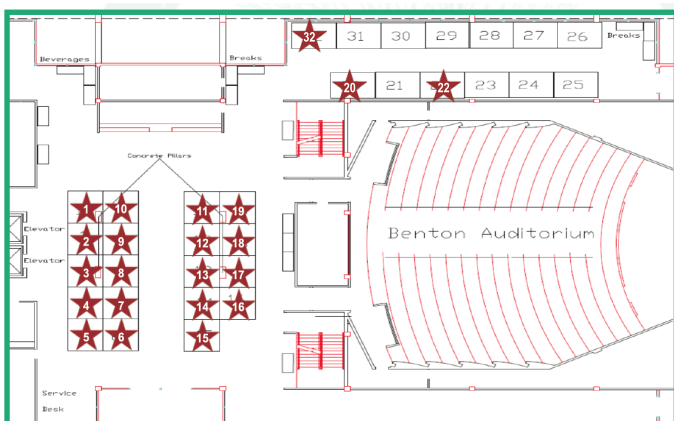
NOTE: The INLA Day and Trade Show is hosted in conjunction with the ISU Shade Tree Short Course and the Iowa Arborist Association is

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. 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.



INLA
IOWA NURSERY &
LANDSCAPE
ASSOCIATION



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. Visit www.iowanla.org/job-postings/ for current listings. Call the INLA office at 515-262-8323/800-383-1682 or email joano@agribiz.org for more details.

2020 Western Announces Keynote Speakers



The Western Nursery and Landscape Association (WNLA) is thrilled to announce the following keynote speakers at the 2020 Western in Kansas City January 15, 16, and 17!

Paul Westervelt of Saunders Brothers, Inc. will be presenting “Are they Better or Just New” at Thursday’s keynote address. In his talk, Paul will share some of the winners and losers of recent plant introductions. More information to come on this stellar presentation!

Phil Harwood, Managing Partner of Grow the Bench, will be presenting “Creating a Modern Workforce: Emerging expectations of a new generation” Thursday afternoon. Employers today are facing a new generation of workers with expectations that are vastly different from previous generations. Successfully creating a modern workforce requires an understanding of these emerging expectations and significant cultural and policy changes to attract and retain a new generation of workers. This keynote session will provide insight into these emerging expectations and tangible solutions to be implemented in response to them. Following his presentation, Phil will be moderating a panel discussion with industry leaders addressing the following questions:

- What is working for you in recruiting? What are your methods?
- How are you approaching recruitment differently today than before the labor shortage?
- What are you doing to improve retention?
- What have you tried that didn’t work as well as you had hoped?
- How have you addressed compensation in an environment of rising wages?
- What does the industry as a whole need to do to improve attractiveness of landscape careers?
- What initiatives are already under way that you are involved in or supporting?

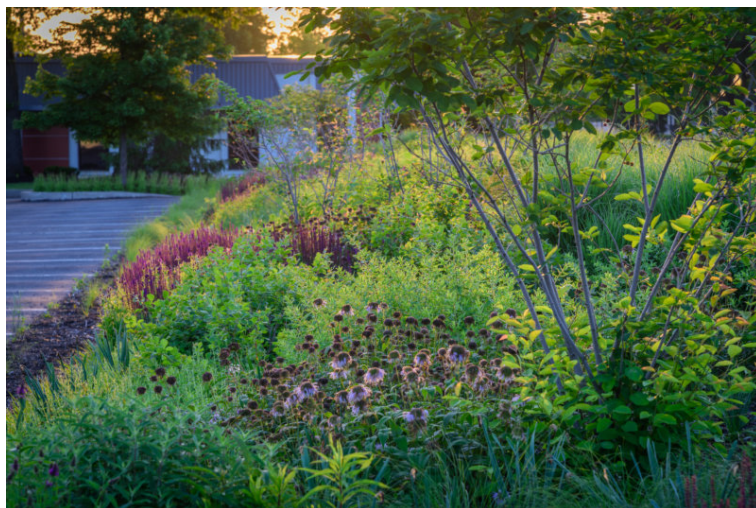
Stay tuned for more speakers, exhibitors and information about the 2020 Western. Updates will be on www.wnla.org, the Western Nursery and Landscape Association Facebook and coming through the WNLA weekly newsletter. Email callie@wnla.org to sign up to receive weekly e-newsletter.

Earn CEUs in October! Annual Symposium Oct 19

This year’s Annual Symposium will be offered as a continuing education unit (CEU) by the INLA and we encourage our members to attend. The annual symposium is the Botanical Garden’s signature educational opportunity for advancing gardening in Iowa. Each fall, four internationally acclaimed lecturers visit Des Moines to speak about current topics that impact home horticulture, plant sciences and/or ecology. **Featured speakers include:**

- Thomas Rainer, Keynote: Rebuilding Abundance: Planting Strategies for more Colorful, Biodiverse, and Lower Input Gardens
- Rebecca McMackin: Brooklyn Bridge Park: Lessons (so far) in Built-Ecology
- Patrick Cullina: The Dynamic Landscape Explored: Examining Strategies for Creating Transformative Spaces with Plants
- Peter Hatch: Thomas Jefferson’s Revolutionary Garden

Visit www.dmbotanicalgarden.com 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

Oct 19 Annual Symposium
Greater Des Moines Botanical Center
Des Moines, Iowa

2020

Jan 15-17 The Western
Kansas City, Missouri

Feb 25-27 ISU Shade Tree Short Course &
INLA Trade Show
Ames, Iowa

April 18 Spring Fever Symposium
Iowa Arboretum & Gardens
Madrid, Iowa

2019 Board Members

President

Shawna Moss
Kirkwood Community College

Directors

Irv Geffre
Alta Falls & Pond Supplies

Past President

John Hughes
Hughes Nursery &
Landscaping LLC

Brad Punke
Unilock Chicago Inc.

Nick Reiter
Escapes Landscape & Design

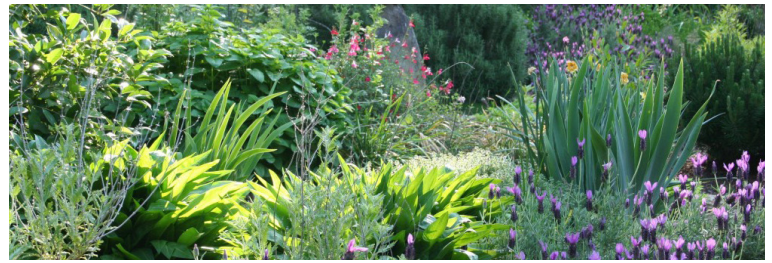
ISU Liaison

Dr. Jeff Iles
Iowa State University

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 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 for more information!