

NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

2019 NNLA EASTERN SUMMER FIELD DAY

The Nebraska Nursery and Landscape Association held the 2019 Eastern Summer Field Day on August 2. The "Kick the Dirt!" event took place at the Kaspar Tree Farms in Mead. There were over 120 attendees and exhibitor representatives who took advantage of the learning and networking opportunities.

Brian Munk, President of the NNLA, welcomed attendees to the event and thanked the exhibitors and sponsors for their support. The Host sponsor was Kaspar Tree Farms. The Lunch sponsors were DPM, Inc. and Mulhall's Nursery. The Water sponsors were INSUR, Plains Tree Farms, and Sester Farms. The Event sponsors were Bailey Nurseries, Bluebird Nursery, Helena Agri-Enterprises, PlantRight, and Urban Roots.

The event included a guided walking tour of a working tree farm and self-guided tour of a trial garden.

Demonstrations were provided related to digging, pruning, irrigation, staking, fertilizing, and equipment. Thank you to everyone who attended the event.



NNLA SCHOLARSHIPS

The Nebraska Nursery and Landscape Association is pleased to announce they will be providing \$1000 scholarships again this year to full-time horticulture students in Nebraska colleges. The NNLA believes in investing in students pursuing degrees in horticulture.

We encourage you to promote this scholarship to area students and urge them to complete the application packet available on the NNLA website. Applications are due by December 10.

The applicants will be notified by the Nebraska Nursery and Landscape Association the first week in January.

NNLA also has a student membership available. There is no cost to Nebraska horticulture students to participate in NNLA. Student membership forms are available on the NNLA website if you have students who would be interested.

*Save
the Date!*

**NNLA Winter Conference
and Annual Meeting**
Thursday, November 7, 2019
DC Centre
11830 Stonegate Drive
Omaha, NE

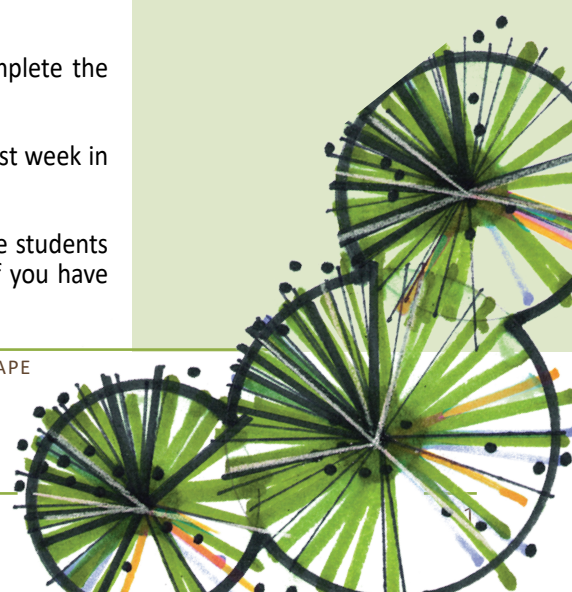
NCN Testing
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AAM Office
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Milford, NE

NNLA Winter Workshop
Thursday, January 23, 2020
Lauritzen Gardens
100 Bancroft St
Omaha, NE

More information at:
Members.nnla.org/nnla-events



THE NNLA MISSION: TO ADVANCE THE NURSERY AND LANDSCAPE INDUSTRY BY PROVIDING OPPORTUNITIES FOR NETWORKING, EDUCATION, ADVOCACY AND CERTIFICATION TO INDUSTRY PROFESSIONALS FOR THE PURPOSE OF COLLECTIVELY GROWING THEIR BUSINESSES.



NEBRASKA NURSERY NEWS

PRESIDENT'S MESSAGE BY BRIAN MUNK

Good day all! As we transition from summer into the busy fall planting season, I hope we've all had an opportunity to take a deep breath or two. Fall has always been my favorite season. As the summer temperatures begin to reside, the fall planting season ramps up again. We plant in the fall with great expectations for the future. The bulbs we plant this fall are for a great show in the spring and we envision the tree we plant this fall as the one that shades the house in the future.

With those thoughts of the future in mind, I would like to announce this year's winter conference! This year's conference will be held Thursday, November 7th, 2019 at the DC Center at 11830 Stonegate Drive in Omaha. This is an exciting change for us this year! We are using a single day format in the fall of the year. We anticipate this date not having as high a possibility of inclement weather, lower speaker conflicts and well as the single day event will work to keep the costs down. Your Board has been working hard to complete the speaker line up that offers an interesting range of topics. Please visit the website for a better breakdown of this great event.

Fall is also the time to begin looking back on our year. Maybe it's visiting clients to see how the landscape you installed earlier is performing, or maybe it's for a fall clean-up of the property. Maybe it's to begin another project because they liked the first one so well! Regardless the reason, inspecting and reflecting have always been wonderful tools in my inventory. I always strive to visit clients or customers to evaluate how their project is performing. They appreciate that I took the time to visit them and often, this simple act has created additional projects from them as well. As your Board looks back and reflects on this past year's activities, we look for ways to improve upon what we have done. This year's summer field day was very well attended and we had some wonderful and encouraging comments on the evaluation forms. These comments are extremely useful and as we move forward, we will be utilizing these evaluation forms to make an even greater experience for everyone.

As we move into the fall season, I hope we all have a wonderful, safe, and profitable rest of the year. I look forward to seeing everyone who can attend at this year's winter conference.

Best regard,
Brian Munk, NCN, NCA, NNLA President

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Nebraska Department of Agriculture Lincoln, NE - 402-471-6847
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NEBRASKA NURSERY NEWS

PLANT NATIVE



Blue giant hyssop, *Agastache foeniculum*
Height: 2-4 feet | Spread: 1-3 feet | Sun: full sun to part shade | Water: dry to medium

Blue or anise hyssop is one of the most ornamental of native mints. The common name anise reveals the flavor and fragrance of its edible flowers and foliage. Butterflies and hummingbirds love this plant with its long 3-4 inch spikes of small blue flowers from June into late summer. It is in the mint family so deer and rabbits avoid it. Though it self-seeds, it is not an aggressive spreader. Once established, it can handle drought and dry soil. It tends to remain upright and rarely needs staking. (Many cultivars have been developed, and the cultivar 'Blue Fortune' was found to be just as attractive to pollinators as the straight species.)

* *Native plant recommendations from the Nebraska Statewide Arboretum, plantnebraska.org*

PLANT NATIVE



Helen's Flower, *Helenium autumnale*
Height: 4-6' | Spread: 24" | Sun: Full Sun | Water: Medium to wet

In bloom, this prairie native attracts a myriad of native bees and other beneficial insects. It's a tall perennial topped with bright yellow, daisy-like flowers from late summer into fall. The unique flowers have fan-shaped petals that end in three teeth and a big, ball-like center packed with tiny flowers. It grows easily in medium to wet soils in full sun, but also tolerates dry conditions once established. Its tall stems can become floppy with the weight of fall flowerheads, so cutting it back in late spring will reduce height and encourage more branching and flowering. Another common name is sneezeweed, not for the effects of its pollen (which is not wind borne and does not cause hayfever) but for its use in pioneer days as a snuff that promoted sneezing. This dependable native is avoided by deer and rabbits, another plus.

* *Native plant recommendations from the Nebraska Statewide Arboretum, plantnebraska.org*

FREE FALL BROWNBAGS ON "ALL THINGS GREEN"



Free noon brownbags related to plants and landscapes are held every first Thursday at the Jayne Snyder Trail Center, 228 N 21st Street in Lincoln. The fall 2019 topics are:

This "all things green" series of brownbags is sponsored by the Nebraska Statewide Arboretum, UNL Institute of Agriculture and Natural Resources, Lincoln Parks & Recreation and the Lincoln Downtown Association.

Participants can bring lunch or dinner, if desired, and ideas or questions. Employees on lunch breaks can join in at 12:10 and leave at 12:50. For more information about the series, contact the Arboretum at 402 472 2971, arboretum@unl.edu or <https://plantnebraska.org/connect/brownbags>.



TAYLOR ARBORETUM DONATION

Earlier this spring, the Downtown Lincoln Association and Brian Munk donated three white oak trees to the Taylor Arboretum in Taylor, Nebraska. Brian Munk was on hand to plant the trees.

NEBRASKA NURSERY NEWS

SCOUTING NURSERY STOCK

Inspectors with the Nebraska Department of Agriculture regularly inspect nursery stock for plant pest problems, and discuss problems found with the nursery. However, to minimize risk and be able to quickly respond to pest problems, nurseries are encouraged to implement a regular scouting program for plant pests.

Plant pests can cause serious injury to nursery stock, and result in significant negative economic impacts. Those impacts can be direct and indirect, and quickly add up. Examples include economic loss because plants were destroyed or sold at a reduced rate due to lower quality, loss of customers because plants weren't available, damage to reputation when low quality plants were distributed, added chemical treatment expenses, added personnel expense to manage the plant pests, and on and on.

Implementing a scouting program in your nursery can help reduce losses due to plant pests, and minimize economic losses. The purpose of a nursery scouting program is to:

- Minimize the risk of plant pests (insects, diseases, nematodes, etc.) being introduced or established in the nursery operation.
- Ensure the nursery stock distributed is healthy.

A scouting program does not need to be complex. A basic program may include:

- Regularly observing (inspecting) nursery stock for signs and symptoms of damage that indicate a possible pest or environmental problem.
- If signs/symptoms are noticed, inspect more closely. Can you ID the problem?
- Send specimens off to a diagnostic lab for confirmation of the pest if necessary.
- Based on pest ID, develop a treatment plan and follow it.
- Keep records on origin of plants, and all pests found and treatments made

Train other staff to scout for pests and report potential problems to a designated person. The more eyes you have watching for problems, the more likely problems are found early.

There are many opportunities for scouting the nursery stock:

- Inspect all plant deliveries for pests upon arrival, and have a plan for determining when a shipment will be accepted and treated, or rejected.
- When taking cuttings, inspect parent plants to make sure you aren't also propagating a plant pest.
- For field grown nursery stock, inspect regularly, and keep the biology of individual plant pests in mind. For example, scout for bagworms soon after expected emergence when treatment is a viable option.
- Prior to digging field stock, inspect plants to avoid delivering a pest to customers.
- Watering or pruning nursery stock also provides a great opportunity to inspect nursery stock.
- Scout fields/greenhouses in the fall and rogue out nursery stock that is not likely to recover, including deer rubbed trees, dead plants, or plants that will require more treatment than the value of the plant, or have not responded to previous treatments.

A nursery scouting program is a series of simple steps, and many nurseries are already doing some of these activities. By developing and implementing a proactive plan for scouting plant pests, and training staff on their roles, nurseries can be more efficient in their efforts and improve the quality of their stock, while helping to reduce losses.

SLF UPDATE



Fall is the perfect time to scout for Spotted Lanternfly (SLF). This exotic invasive insect has not been found in Nebraska. But the Nebraska Department of Agriculture encourages everyone to keep an eye out for this pest.

In the fall, adults will aggregate on tree-of-heaven (*Ailanthus altissima*). So an easy way to scout for this pest is to check the trunks of Tree of Heaven for these large, colorful insects.

The adult SLF is about 1" in length, with gray forewings. These wings have black spots at the upper half and narrow black rectangles on the lower half. The underwings are red with black wingtips.

There is concern that this pest is spreading in the northeast (currently found in Delaware, Maryland, New Jersey, Pennsylvania, and Virginia), and it may move on nursery stock. As with any exotic, invasive pest, early detection is key to effective control. Be vigilant in keeping an eye open for invaders like SLF. If you think you've seen a SLF, take pictures or collect a specimen, and report your suspicions to your NDA Entomology Inspector, or contact Julie Van Meter, Entomology Program Manager/State Entomologist at the Nebraska Department of Agriculture at (402) 471-6847 or Julie.vanmeter@nebraska.gov.

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NEBRASKA NURSERY NEWS

BENEFICIAL LANDSCAPES GARDENING—MORE OF THE GOOD, LESS OF THE BAD



Most gardeners like spending time outdoors and prefer garden chores to indoor ones. But even the most hardcore gardeners have yard chores they'd prefer not to do. What are the worst chores, and which ones are the most enjoyable? An informal survey revealed quite a bit of consensus. Maybe, with a little forethought, we can spend more time doing the things we enjoy and less on the chores we dislike.

LEAST PLEASURABLE GARDEN CHORES

Weeding tops the list of the most-hated garden chores, or at least makes it into everyone's Top 10. It's hard to do effectively and it demands attention not to the beauty of the garden but to the things that threaten it.

Dealing with pests and diseases isn't something we enjoy either. But with beneficial insects outnumbering true pests by something like 97 percent, they may require less time and energy than we give them.

Lawn chores like mowing, raking, edging and aerating are "noisy" tasks that a lot of gardeners would prefer to avoid. Caring for equipment—cleaning, sharpening and fixing—isn't a preferred task either.

Not surprisingly, we don't enjoy jobs beyond our level of expertise. How many gardeners test their soil? Not a lot of us. And some tasks like composting are often presented as a complex system and, as a result, are avoided. But simple things like putting lawn and leaf waste in out-of-the-way places where it can gradually break down on its own, and digging holes for kitchen waste where moisture and worms speed up the process doesn't take a lot more effort than filling garbage cans and lawn waste bags... and it improves the soil while also reducing landfill.

MOST ENJOYABLE GARDEN CHORES

There are unifying factors for the chores gardeners enjoy. They tend to be tasks that are less repetitive, less physically demanding, done by hand rather than with power tools and allow for creativity. Timing makes a huge difference as well—a beautiful day makes any chore more enjoyable, and not feeling rushed helps too.

Designing and deciding what to plant and then gathering the plants is highly pleasurable for most gardeners, a chance to think about color, texture and different seasons. It takes place before the harsh realities of wind, heat and hard work dampen our spirits. And doing the actual planting is enjoyable for most gardeners, too.

Deadheading is a task many gardeners enjoy. Unlike weeding, it focusses on successes, giving us a chance to pay attention to passing beauty.

Laying stone walls or pathways is hard physical work but it can make a dramatic and almost immediate difference. Pruning woody plants and cutting back ornamental grasses is somewhat dependent on timing; if these chores are done in late spring when everything needs attention all at once, they add to the duties. During winter months, though, they give gardeners a chance to be outdoors and productive.

Making a few little changes may help you enjoy gardening more—spacing plants closely to avoid weeding; pruning on a mild winter day rather than a rushed spring day; and planting shrubs in patches of the lawn that are difficult to mow.

Karma Larsen, Nebraska Statewide Arboretum, plantnebraska.org



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NEBRASKA NURSERY NEWS

BENEFICIAL LANDSCAPES: SERENDIPITY IN THE GARDEN



If having control of your landscape is a thing you want (or have—is that possible?), this article probably isn't for you. But if, like many of us, you've given up on control and simply enjoy whatever blossoms come your way, here's a few plants that offer serendipity through the seasons.

There are many woodland "ephemerals" that return every year but come and go in spring, and are often forgotten in dormant months. Virginia bluebells offer soft blue flowers in shady areas, then die back to the ground to wait for another year. Trilliums, Jack-in the pulpit and bloodroot do much the same. Thankfully they tend to grow in the same tree-shaded, out-of-the-way spots as plants like hostas, plumbago and others that are slower to emerge.

In summer, there are lots of reseeding annuals that can be mixed in with other plants for mid-summer color and variety. Unlike most annuals they don't have to be bought or planted every year, which is great, but to reduce over-abundance with some of these plants, be prepared to deadhead them—or cut them while blooming to enjoy indoors. Their roots are less dense than perennials so they won't out-compete them for root space and most of them can be

easily pulled. Cosmos, bachelor's button, annual larkspur, moss rose, cleome, love-in-a-mist and purple hyacinth bean are just a few self-seeding annuals that will spread themselves around.

One of the tiniest reseeder is Dahlberg daisy; it grows only about 6 inches high. The foliage is delicate and fernlike and it produces an abundance of tiny yellow daisy-like flowers all summer. It will spread its tiny progeny around the garden but won't take up space and will tuck itself in among bigger plants.

Tall vervain, as its name implies, can grow to 3 foot high or higher. It's an annual in Nebraska that can show up in surprising places. It never outcompetes other plants, though, and is fine even at the front of a low border since it's a "see-through" plant with a minimum of foliage at its base and small flowers at the tips of its thin stems. None of these plants are entirely reliable one year to another, but they're generous in not requiring effort or expense to brighten our landscape beds.

The surprise or resurrection lily is a plant that seems far more serendipitous than it actually is. Big, straplike leaves emerge in spring, then die back and are gone long before the Amaryllis-like flower stalks emerge and bloom in late summer. It's a wonderful long-lived bulb that spreads and naturalizes to create little clumps of late summer color in the garden with no effort other than initially planting the bulbs.

Perfect planning can result in amazing beauty in the garden. But with so many variables over which we have minimal control—weather, time, energy—it's wonderful to have plants that appear almost effortlessly and magically.

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Would you like to see your company featured in an ad in the Nebraska Nursery & Landscape Association's quarterly newsletter, Nebraska Nursery News?

You will have the opportunity to present your company logo, products/services and company identity to members from across the state. Check out the new lower advertising rates on the last page of the newsletter. This is a great, affordable opportunity to reach members and anyone who views the newsletter on the website. Please contact the NNLA office at jennifer@youraam.com or (402) 761-2216 for further details.

NEBRASKA NURSERY NEWS

BENEFICIAL LANDSCAPES WATCH OUT FOR WEEDS



Many weeds love bare ground, and new plantings offer this in bounty. Here are some tips to help you prevent undesirable plants from getting a foothold in years one and two.

- Start a routine. The growing season gets busy, and it can be tempting to leave weeds for “next week.” However, if “next week” turns into “next month,” what began as a modest task can grow into a monstrous one. Keep weeds down to a manageable level by scheduling regular check-ins—then devise a strategy for sticking to them. This might mean setting up phone reminders, or recruiting a reliable partner who will hold you to your word. We advise reserving an hour a week or 2-3 hours every other week in the morning or evening to avoid the heat of the day.

- Is that a weed? Find out for sure. Most folks have trouble telling weeds from other plants when a garden is young. If you see a plant and you’re not sure what it is or how to deal with it, take a picture of it with your phone and email that to your local Extension office. You can also try to look it up yourself in a Nebraska or Midwest weed guide. If you’re still stumped, wait until the plant is in flower; it will be much easier to identify—and a great time to remove or treat many non-woody weeds is when they are blooming (just be sure to get them before they produce seeds).

- Spend your energy on the worst weeds first. Not all weeds behave aggressively long-term. Some are benign, fizzling out on their own as a landscape matures; others are malignant, eventually overtaking desirable plants. You’ll want to pay attention to the latter (this is when knowing your weeds comes in handy) and treat these problem weeds as your highest priority. Rather than starting at one end and weeding everything indiscriminately as you move along, try to assess the entire area, identify the biggest bullies and eradicate these as best you can. This is an effective way to manage a new landscape when time is tight and weeds are plenty. If there are more priority weeds than you have time for, strategize by focusing first on tall weeds, woody weeds and weeds in flower. Then leave the rest for next week.

- Pick the right method for the job. When you identify a weed that needs to be managed, should you pull it, spray it, cut it, mow it, or something else? There are tradeoffs for each technique—do what works for your situation. We recommend consulting a weed guide for tips on how to best deal with specific species. You can also ask Extension or consult Backyard Farmer’s website. If you do decide to pull by hand, cover the spot back up with mulch or flower seeds so new weeds can’t take hold.

Rachel Anderson, Nebraska Statewide Arboretum, plantnebraska.org

2019 WINTER CONFERENCE AND ANNUAL MEETING

**Nebraska Nursery and Landscape Association
2019 Winter Conference and Annual Meeting**

**Thursday, November 7, 2019
9:00 am. – 5:00 p.m.**

**DC Centre
11830 Stonegate Drive, Omaha, NE 68164**

The Nebraska Nursery and Landscape Association conference committee is excited to bring in a great lineup of national and local speakers with a wide variety of topics. We will offer two tracks of sessions for this one-day conference.

The full event brochure is available at the end of this newsletter. You can also go online to view the information and register. Visit <http://members.nnla.org/nnla-events>. You can choose to be invoiced or pay online.

After a full day of sessions, the day will close out with a networking reception and raffle/auction to support the NNLA Scholarship fund. Please consider donating an item for the raffle/auction. Download a raffle donation form online and email or fax the form to the NNLA office at jennifer@youaam.com or 402-761-2224.

The conference will offer an exhibit hall featuring all the latest products and services. Vendor and sponsorship opportunities are available!

Hotel room block information is available online on the calendar event page.

NEBRASKA NURSERY NEWS

THIS IS SHARED SPACE: PLANTS AND PEOPLE



Horticulturist Lucinda Mays will present the Nebraska Statewide Arboretum's Young Lecture Nov. 8 in Lincoln.

Mays has a long history of caring for landscapes. From hosting the Victory Garden television series in the 1990s to facing High Plains challenges like fire, snowstorms and drought at Chadron State College, her talk will focus on our reliance on plants for survival, beauty and connection.

She recognizes gardens as places that bring us together, with each other and with our surroundings, "Our best gardening endeavors are sustainable, welcoming to all and deeply connect us to our surroundings."

Mays is the featured speaker of the 2019 Joseph and Dorothy Young Memorial Lectures in Horticulture Nov. 8 at the University of Nebraska-Lincoln East Campus Hardin Hall. The ticketed lecture will be presented at 7 p.m. with a cookie reception following. Tickets are \$10-15. Seating is limited; sign up at plantnebraska.org or call 402-472-2971.

The Nebraska Statewide Arboretum hosts the Young Memorial Lecture in Horticulture to honor the late Dr. Joseph Young who served the university from 1958 to 1980 as chair of the Department of Horticulture and founder and first director of the Nebraska Statewide Arboretum. A visionary advocate for landscape beautification, he helped establish the Nebraska Statewide Arboretum, host for the lecture.

NNLA MEMBERSHIP RENEWAL

Membership renewal forms have been sent for the 2019-2020 membership year. The NNLA membership year runs from July 1 - June 30. Be sure to renew your membership to continue to receive the quarterly newsletters, email updates, discounted educational rates for workshops, and Field Days, marketing & outreach and much more...



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2019 NNLA Winter Conference and Annual Meeting

**Join us in Omaha
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Conference and Annual Meeting!**

**Thursday,
November 7, 2019**

**DC Centre, 11830
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After a full day of sessions, we will close out the event with a networking reception and raffle/auction to support the NNLA Scholarship fund.

The conference offers an exhibit hall featuring all the latest products and services. Vendor and sponsorship opportunities are available!

If you have questions about the conference, please contact the NNLA Office at (402) 761-2216 or email jennifer@youraam.com. View more information at www.nnla.org.

HOTEL INFORMATION

A block of rooms are being held under “NNLA Winter Conference” at both the Holiday Inn Express & Suites and the Hampton Inn. Both properties have free hot breakfast and a shuttle to the DC Centre.

Holiday Inn Express & Suites

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Double Queen: \$99/night | Single King: \$89/night
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Hampton Inn

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Call to make reservation – use code NLA
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Reservation deadline is October 23, 2019

SCHEDULE

Two educational sessions will be held concurrently – one will be more focused on the business aspect (B) and one for those working in the field (F). Education sessions, annual meeting attendance, lunch, breaks and reception are included in registration price.

WEDNESDAY, NOVEMBER 6, 2019

3:00 – 5:00 Exhibitor set-up

THURSDAY, NOVEMBER 7, 2019

7:00 – 8:00 Exhibitor set-up

8:00 – 9:00 Registration

9:00 – 9:15 Welcome

9:15 – 10:10 Sessions
B = Generations in the Workplace – Lisa Lackovic;
F = Climate Change and the Nebraska Landscape – Tyler Williams

10:10 – 10:40 Break and Exhibits

10:40 – 11:30 Sessions
B = Automowers: The Innovative Labor Solution – Pam Dooley
F = Managing the Invasive Plant Issue – Lessons from the Battlefield – Craig Regelbrugge

11:30 – Noon Lunch

Noon – 1:00 NNLA Annual Meeting

1:00 – 1:15 Break and Exhibits

1:15 – 2:10 Sessions
B = Culture Change Strategies – Ashly Neneman
F = Invasive Species Prevention Efforts of the Nebraska Invasive Species Advisory Council – Allison Zack

2:10 – 2:40 Break and Exhibits

2:40 – 3:30 Sessions
B = Building Your Brand and Client Care Made Simple – Kristan Browne
F = Engaging All the Senses for Year-Round Tree ID – Justin Evertson

3:30 – 5:00 Networking Reception and Scholarship Raffle

NNLA SCHOLARSHIP FUND

NNLA will be hosting a networking reception at the conclusion of the day that will include a raffle/auction benefiting the NNLA Scholarship Fund. If you would like to donate an item to the raffle, please call or email Jennifer at 402-761-2216 or jennifer@youraam.com. You may also complete a raffle donation form – visit the online registration page to download.

Attendees Can Earn up to 3.5 NCN CE Credits and ISA credits are pending.

SESSIONS

Generations in the Workplace | Lisa Lackovic, Endicott Clay Products, Omaha, NE

Most workplaces employ people from each generation: Baby Boomers, Gen X, Millennials and now Gen Z's are entering the workforce. Each generation brings value and should be respected for their talents. How do we engage our multigenerational workforce to work together and accomplish our goals? This presentation will outline characteristics of each generation and provide ways to improve workplace communication, morale and productivity. Let's embrace the generational differences and capitalize on the strengths of each age group.

Climate Change and the Nebraska Landscape | Tyler Williams, Nebraska Extension Educator, Lincoln, NE

Climate change is a challenging subject to understand and prepare for, especially in Nebraska. This session will help explain basic science behind climate change, the social challenges, and the trends and projections of climate variables most pertinent to landscape design and resiliency.

Automowers: The Innovative Labor Solution | Pam Dooley, Owner, Plants Creative Landscapes, Decatur, GA

Automowers are not the future, they are the right-now solution for innovative landscape professionals who desire to expand their property care markets and who recognize that workforce development is only a part of the long-term labor solution. Having a dynamic brand that is attractive to a younger generation who has grown up with technology will be just as important for long term sustainable growth as traditional recruiting and training programs.

Managing the Invasive Plant Issue - Lessons from the Battlefield | Craig Regelbrugge, Senior Vice President, AmericanHort, Washington D.C.

The invasive species/plants issue took center stage in 1993. After a quarter-century has passed, what lessons have been learned? This session will delve into what individual nursery, landscape, and garden retail businesses - as well as their state and local associations - can do to manage the risks and shape the future.

Culture Change Strategies | Ashly Neneman, General Manager, Sun Valley Landscaping, Omaha, NE

A company's long-term success is dependent on a strong culture of values and people. In this session, you will hear stories of accomplishments and failures, as well as learn new strategies to implement into your own organization. Whether you have a deep-rooted culture, or it's still developing, there are ways you can start making changes today.

Invasive Species Prevention Efforts of the Nebraska Invasive Species Advisory Council | Allison Zach, Coordinator, Nebraska Invasive Species Program, Lincoln, NE

Attend this session to learn about the Nebraska Invasive Species Council's efforts to prevent the spread of invasive species of all taxa in Nebraska.

Building Your Brand and Client Care Made Simple | Kristan Browne, Owner, Attriniti Consulting, Pasadena, CA

Learn the power of a simple mission statement, the attributes of a strong brand, and the ease in which you can give your clients an excellent experience that will have them telling their colleagues and friends about your company.

Engaging All the Senses for Year-Round Tree ID | Justin Evertson - Nebraska Statewide Arboretum and Nebraska Forest Service, Lincoln, NE

This session will cover some of the more unusual ID characteristics of common trees, including tips for engaging all the senses: touch, sight, hearing, smell and even taste.

EXHIBITOR INFORMATION

Table top exhibit: Includes one six-foot skirted table with two chairs and one registration fee.
Cost: \$250

Additional exhibitor attendee:
\$75

Non-profit table top exhibit:
Includes one six-foot skirted table with two chairs and one registration fee.
Cost: \$75

SPONSORSHIPS

Event Sponsor - \$100

Logo on event materials, general signage

Speaker/Session Sponsor - \$250

Logo on event materials and signage at specific session

Refreshment Sponsor - \$250

Logo on event materials and signage at refreshment stations

Lunch Sponsor - \$500

Logo on event materials and signage at lunch

Reception Sponsor - \$500

Logo on event materials and signage at reception

2019 NNLA WINTER CONFERENCE & ANNUAL MEETING

Thursday, November 7, 2019 - DC Centre, 11830 Stonegate Drive, Omaha, NE 68164

3 Ways To register

1. Go online at members.nnla.org/nnla-events
2. Complete the registration form & mail to Nebraska Nursery and Landscape Association
3. Email to Jennifer@youraam.com

CONTACT INFORMATION

Name _____ Badge Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

REGISTRATION PRICING

	NNLA MEMBER	NON-MEMBER	STUDENT*
Registration Fee Before Oct. 25, 2019	<input type="radio"/> \$99	<input type="radio"/> \$150	<input type="radio"/> \$25
Registration Fee After Oct. 25, 2019	<input type="radio"/> \$125	<input type="radio"/> \$175	<input type="radio"/> \$25
		TOTAL: _____	

*Registration fee waived for first twenty-five students

PAYMENT INFORMATION

PAY BY CREDIT CARD

Please bill my credit card for the total of \$ _____

Name as it appears on card: _____

Card Number: _____

Exp. Date: ____ / ____ CW Code: _____

Signature Authorization: _____

PAY BY CHECK

Send check, payable to NNLA, to: NNLA, PO Box 10, Milford, NE 68405

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

NNLA is not liable for any injury or damage resulting from willful acts of attendees. Attendees assume all risk and danger relating to the NNLA event, whether occurring prior to, during or after the event.

Cancellation Policy: A refund, less a \$10 administrative fee, will be given for all written requests postmarked by October 25, 2019. Requests received after that date will be reviewed by the NNLA Board of Directors. In the unlikely event the Winter Conference is cancelled due to uncontrollable circumstances, your payment will be considered a donation to NNLA.

Questions? Call 402-761-2216