

NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

NEBRASKA GREAT PLAINS CONFERENCE

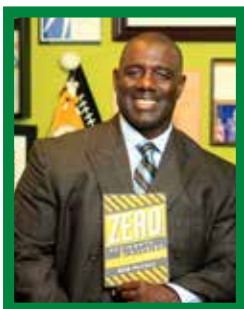
Register today for the 2018 Nebraska GREAT PLAINS Conference. The event will take place January 23-24 at the Hotel RL (formerly Ramada Plaza) in Omaha. The planning committee has worked hard to offer a great lineup of speakers and sessions on topics including site analysis, leadership, plant health care, climate change, sustainable landscapes, drones, making your garden center/greenhouses more efficient, design and landscape, perennial gardens, Japanese beetles, herbicide damage, the future of evergreens and more! View some of the session descriptions on pages 8 and 9.



The conference will also feature an exhibit hall and the live and silent auctions. Money raised from the auctions funds the scholarships the association offers to horticulture students. If you would like to donate an item for the auction, please contact the NNLA office.

On the first day of the conference, NNLA members are invited to take part in a roundtable with Ellen Paporozzi, Plantologist and Professor of Horticulture at the University of Nebraska in Lincoln. Discussion will focus on the future

of horticulture in Nebraska, specifically at the education level. The University would like to nurture relationships with industry members to help increase student enrollment in horticulture programs, provide input, assist with research and much more.



Bob McCall



Bobbie Schwartz



Jim Rose



Jody Shilan

NOTICE OF ANNUAL MEETING

The 2018 Annual Meeting of the Nebraska Nursery and Landscape Association will be held on Wednesday, January 24, 2018, from 12:15 - 1:15 p.m. at the Hotel RL in Omaha during the Nebraska GREAT PLAINS Conference.

See you there!

2018
NEBRASKA
GREAT PLAINS
CONFERENCE

JANUARY 23-24
HOTEL RL
OMAHA, NE

Co-hosted by the NNLA
and NAA.

See the NNLA
website for more details
www.nnla.org



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 MARTI NEELY



A recent conversation I had at a neighborhood Christmas party revolved around the story of a Magnolia grandiflora on a farmstead near Iowa City. Apparently this guest owned the property 20 years ago and she is looking for a source to purchase the same tree for her home here and hoped that I could help her with that. Supposedly there is a breeder in Canada with plants that are adapted and hardy for our area. Needless to say I was intrigued as the

thought of a southern magnolia growing and thriving this far north seemed unlikely, but I was not one to challenge her tale. Being the horticulturalist at a party can often create interesting conversation, some that require me to hold my tongue and just smile and nod.

Since that evening I have done a little research on magnolias. I was a bit surprised to find that not only does the Arbor Day Foundation list Southern Magnolia, Magnolia grandiflora (Z 6-10) for sale on its website, but it also shows Omaha as Zone 6 on its Hardiness Map, within the range for this plant. I started to search a little more and found numerous websites devoted to magnolias, southern landscapes and more. It did not take long before I put this aside for something more productive and billable. The fact is someone else is going to have to take a chance on this first.

In my world the short winter months are spent evaluating what went well and what did not, purging the unnecessary paper from the office, making lists of things to accomplish before spring roars back in and deciding what I can and cannot afford to buy. Time is spent on the phone catching up with colleagues I don't get to see during the year as we are all so busy with our work. Opportunities for continuing education are received almost daily in the email folder, which require careful consideration. At the top of my list is the Nebraska GREAT PLAINS Conference and the NNLA Workshops.

Every business owner and manager looks at the bottom line when deciding where to spend the available dollars one has. As important as it is to invest in land, buildings, equipment, vehicles and technology, it is more important to invest in our people and ourselves. The knowledge gained allows us to make better use of those other tangible items. I for one will be asking growers in the exhibit hall during the conference if they have ever heard of a hardy southern magnolia. After all, why spend hours on the internet reading websites when I can talk directly to people who know firsthand whether this plant exists or not. Of course I will be looking for other new introductions and finding out what else I should be considering for use in my projects.

One of the best qualities of our industry is the willingness of others to share their knowledge and experiences with those who are interested enough to ask a question. I look forward to seeing some of these people in a few weeks in Omaha at the conference, either as an attendee, an exhibitor or a speaker. Make the investment in yourself and your key staff by joining us in Omaha at the NNLA Workshops on January 22nd and the Nebraska GREAT PLAINS Conference on January 23-24. If you are in town Monday evening the 22nd, join us for dinner and meet the speakers at Amato's. The food is delicious and the company is top notch.

You will never regret the time or money invested in continuing your education; it's one of the few things in life that can never be lost.

Marti Neely, APLD, NCN

NNLA CALENDAR OF EVENTS

2018

NNLA Workshops

January 22, 2018

Hotel RL

Omaha, NE

NCN Testing

January 22, 2018

Hotel RL

Omaha, NE

Nebraska GREAT PLAINS Conference

January 23-24, 2018

Hotel RL

Omaha, NE

Nebraska Statewide Arboretum Brown-bag

February 1, 2018

UNL east campus Keim Hall 150

Additional events can be found at:
www.plantsearchonline.com/events.htm

NEBRASKA NURSERY NEWS

NNLA WORKSHOPS

The NNLA will once again offer educational workshops on Monday, January 22 prior to the Nebraska GREAT PLAINS Conference. Two workshops will be offered at the Hotel RL Convention Center.



The first workshop will be offered from 8:00 a.m. to 5:00 p.m. by Jody Shilan, award-winning landscape designer, columnist, editor, speaker, consultant and former Executive Director of The New Jersey Landscape Contractors Association (NJLCA). After 35 years of working in residential design/build for himself and three of the premier landscape DB companies in New Jersey, he has turned his efforts towards the growth and professionalism of the “green industry.”

Jody will provide an all-day “Ultimate Landscape Design/Build Sales Process” workshop. Learn the process for selling landscape design/build/installation services. Jody will walk attendees through “The 7D’s to Successful Selling” step by step and teach them how to not only sell installation work, but up-sell projects for more than the original contract. Jody will show attendees how a few simple, but important, “tweaks” to their existing process will dramatically improve their closing rate and reduce their sales cycle while allowing them to focus on good customers and not tire kickers.

The second option is a Rain Garden workshop presented by University of Nebraska Extension educator, Kelly Feehan; Professor and Director of UNO Center for Urban Sustainability, Steve Rodie; and Environmental Quality Control Technician, Andy Szatko. This workshop will be offered from 1:00 - 5:00 p.m.

Topics include stormwater runoff and the role of green infrastructure, debunking myths associated with bioretention/rain gardens, in-depth information on rain garden design and step by step installation, effective plant selection and function of plants in rain gardens, case studies and much more.



NNLA Landscape Awards Program

Three NNLA members will receive awards during the Annual Business Meeting on Jan. 24 in Omaha. View the winning projects at the event and in the next newsletter.

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The Nebraska Nursery and Landscape Association is offering two workshops: one full-day and one half-day. Attendees can look forward to an event that will provide a rich learning experience and networking opportunity.

2018 Workshops

Nebraska Nursery & Landscape Association
Monday, January 22, 2018

Choose from one of the workshops below!

Workshop #1: The Ultimate Landscape Design/Build Sales Process

Jody Shilan, 8:00 AM - 5:00 PM

How would you like to learn the ultimate process for selling landscape design/build/installation services? I will walk you through “The 7D’s to Successful Selling”, step by step, and teach you how to not only sell installation work but up-sell your projects for more than the original contract.

- Develop the Program
- Decide on the Priority
- Discuss the Budget
- Determine the Plan Fee
- Design the Dream
- Do the Deal
- Deposit the Check

I will show you how a few simple but important “tweaks” to your existing process will dramatically improve your closing rate and reduce your sales cycle while allowing you to focus on good customers and not tire kickers. Plus, I will show you some trade secrets that will teach you how to sell phases 1, 2 and 3 all together, on your very next project and make designing and selling fun again.



Jody Shilan

Workshop #2: Rain Gardens / Bioretention Gardens

Kelly Feehan, Andy Szatko, Steve Rodie & Tom Franti 1:00 - 5:00 PM

Landscapes today are designed to intentionally “do more” than just be beautiful. In the case of rain gardens, they help slow and soak in rainfall to protect and conserve water. Rain gardens attract pollinators and add biodiversity to landscapes. In this workshop, learn about:

- Stormwater runoff and the role of green infrastructure
- Debunking myths associated with bioretention/rain gardens
- In-depth information on rain garden design and step-by-step installation

- Effective plant selection and functions of plants in rain gardens
- Maintaining a landscape with bioretention features
- Case studies and lessons learned from bioretention/rain gardens installed in Nebraska.

Attendees will receive a copy of the manual, “Bioretention Gardens - A Manual for Contractors in the Omaha Region to Design and Install Bioretention Gardens.”

NNLA Mission Statement: “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”

Our members consist of retail garden centers, growers, landscape designers and contractors, landscape management firms and consultants, industry suppliers, college faculty, arborists, turf specialists and certified nurserymen. Visit www.nnla.org to view a membership application. You must be a member in order to receive the discounted registration rates. Please note that the NNLA membership year runs from July 1 - June 30. Join today!



LOCATION

Hotel RL
3321 S. 72nd St.
Omaha, NE



SCHEDULE

7:30 - 8:00 a.m.

Registration & welcome

8:00 a.m. - 12:00 p.m.

First half of workshop #1

12:00 - 1:00 p.m.

Lunch on your own

1:00 - 5:00 p.m.

Second half of workshop #1,
workshop 2



STAY AHEAD OF THE TRENDS



CONNECT WITH OTHER PROFESSIONALS



GROW YOUR BUSINESS



ADVANCE YOUR LEARNING



NEBRASKA NURSERY NEWS

LESS WEEDS, MORE WOW AT HORNING FARM

RACHEL ANDERSON, NEBRASKA FOREST SERVICE & NEBRASKA STATEWIDE ARBORETUM

Here are snapshots from a garden design demonstration put on as part of Horning Farm Field Day last September near Plattsmouth, Nebraska. This event, hosted by the Nebraska Forest Service at its easternmost research forest, was a chance for the public and green industry professionals to learn the latest in tree and landscape news.

One big topic of the field day was landscaping with woodland and prairie plants, for their beauty as well as the water quality and habitat benefits they can provide. But how do we grow these species without weeds getting in the way? This demonstration garden will serve as a trial plot for a new four-tiered approach to sustainable landscaping that vows “less weeds, more wow.” It builds on the concept of ‘living mulch’ brought forth by landscape architect Claudia West at the Nebraska Statewide Arboretum’s Post-Wild design workshop last June. Check out next year’s Horning Farm Field Day to see the garden after its first growing season and hear about lessons learned.

The “Less Weeds, More WOW” garden design guide is made available for free by the Nebraska Statewide Arboretum at plantnebraska.org.

Less weeds, more WOW
GARDEN DESIGN GUIDE

For healthy plant communities, try this four-tiered system from Planting in a Post-Wild World (Blair & West).

- 1 Anchors 10-15%**
Tall, well-behaved, long-lived plants with year-round presence that provide a structural framework.
- 2 Intermediate 20-30%**
Mid-height plants with flowers or textures that show for a while, then blend in.
- 3 Plant-headers 20-30%**
Short-lived plants that need to fit gaps and add brief seasonal display.
- 4 Living mulch 20-30%**
Low, spreading plants that cover the ground to prevent erosion and suppress weeds.

Beauty at eye-level, diversity on the ground.
This approach works by planting at least one plant per square foot. Tight spacing means faster coverage and fewer opportunities for weeds to sprout. It also works with plants' tendency to cover ground, so that we can rely less on (or) plants that spread out and pop up in new places.

By being plants on top of each other, we're adapting lessons from wild ecosystems to make better gardens—gardens that look great while acting as environmental workhorses. Eye-catching frames of color combine with a built network of roots and shoots to control weeds, prevent erosion, improve water quality and provide habitat.

1 PLANT PER SQUARE FOOT

WATER RETENTION | SOIL BUILDING | WILDLIFE HABITAT | WEED CONTROL

NEBRASKA STATEWIDE Arboretum
Are you using the approach? Show your photos on Facebook.com/NSA



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ADVERTISE IN THE NNLA NEWSLETTER

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 tfougeron@youraam.com or (402) 761-2216 for further details.

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NEBRASKA NURSERY NEWS

SPECIALTY CROP GROWER INFO

CRAIG ROMARY, NEBRASKA DEPARTMENT OF AGRICULTURE

The Nebraska Department of Agriculture (NDA) is encouraging all commercial specialty crop growers to register their crop(s) on the DriftWatch/BeeCheck web registry. This is a voluntary tool to increase communication between commercial specialty crop growers and nearby pesticide applicators. Growers register their contact information and crop locations, and pesticide applicators visit the web map or get direct data feeds to their mapping program, and adjust their spray applications accordingly to reduce the potential for drift. Specialty crops include grapes, other fruits, vegetables, beehives, greenhouses/high tunnels, nursery crops, orchards, fish farms, non-specialty certified organic and transition to certified organic crops, and an 'other' category, which could include plants grown for seed, cut flowers, flowers for scented products, woody florals, etc.

Allowing a pesticide to drift off of the target site has always been a violation under the Nebraska Pesticide Act. But because some pesticide labels now require applicators to either check DriftWatch or similar online registry, or survey adjacent properties for specialty crops, more applicators should be using DriftWatch. And NDA would like to have the most current and complete registry as possible.

Please take a look at this infographic to the right, and go to www.fieldwatch.com to start the registration process. There is a user guide for specialty crop growers found in the resources section at this link. Please let me know if there are questions or problems in registering.

FieldWatch
Communication. Cooperation. Collaboration.

driftwatch **beecheck**

Avoid Inadvertent Drift: Register Your Specialty Crops and Beehives
Utilize **DriftWatch™** and **BeeCheck™** to map your commercial specialty crops, organic crops and beehives to report their field locations online. It's voluntary, free, easy to use, accurate and secure.

It's as easy as 1-2-3!

Step 1: Create an Account
Provide your contact info and decide how it will be displayed.

Step 2: Map Your Site
Enter your crop or beehive site information. Draw an outline of the crop field or mark the location of the hives.

Step 3: Communicate with Others
Applicators can use this information to communicate with commercial specialty crop, organic crop and beehive owners.

SPECIALTY CROP
driftwatch

Create Additional Awareness of Your Specialty Crop
Signs placed along roads and fences will create additional awareness of your specialty crop and the **FieldWatch™** tools available. These signs can be purchased from **FieldWatch™** once a site is registered.

A One-Stop Shop
Farmers and other applicators near the Nebraska state line can see specialty crops in neighboring states. Aerial applicators working in these states can benefit from this one-stop shop.

Two-Way Communication
Use **DriftWatch™**, **BeeCheck™** and other resources to communicate plans with applicators and work out a mutual understanding.

Communication + Cooperation + Collaboration

NEBRASKA
Good Life. Great Roots.
DEPARTMENT OF AGRICULTURE

DriftWatch™ and BeeCheck™ can be found online at fieldwatch.com. The Nebraska Department of Agriculture (NDA) monitors the DriftWatch™ website for Nebraska. For questions, contact NDA at (402) 471-2351.

SESSION DESCRIPTIONS

Below is a list of a few of the sessions being offered during the Nebraska GREAT PLAINS Conference on January 23-24 in Omaha. View all of the session descriptions and speaker biographies on the NNLA website.

Getting Your Safety Performance to the Next Level (What's a life worth, are you willing to pay the price to save it)

Bob McCall's career spans over 33 years in the utility industry. Join him as he shares three proven and battle tested steps to improving your team's performance. Bob believes the power is not in safety rules, but in people who are willing to demonstrate passion, commitment, leadership and engagement from the entire team will create a winning culture of top performers. Bob will share how changing expectations for team culture, team members and getting rid of those who don't measure up will enable any organization to improve their performance thus raising the bar to the next level. Come prepared to be personally challenged to look within yourself and ask the questions: have I done all I can? Is there one more thing I can do to help my team be safe? Now is the time to act, don't wait till an unfortunate accident happens and have to live with regrets.

Awaken the Leader in You

Do you want to create high performing teams? Do you want to have a team who works at their top potential every day? If yes to one or both questions, join Bob McCall as he takes you on a journey of improvement. Bob has held leadership positions from first line supervisor to regional Vice President. He's lead teams supporting five power plants and teams supporting six states and 58 locations. Bob will share with you powerful proven leadership behaviors that made him a very influential, motivating, engaging leader that enable him to develop and inspire team members to perform at their top potential every day. Bob has a proven track record for improving leaders and teams, he wants to share that knowledge with you so you can have success as well. Bob's goal is to give you the tools to get your leadership to the next level. That's where Leadership begins, with... "You".

Avoiding Site Analysis Paralysis

Performing a proper site analysis is critical for your landscape design, your estimate and overall profitability of the project. Unfortunately, because we are so busy, many of us rush through them, missing important details and critical information. Well that's all going to change right now. Jody Shilan will show you how to be both fast and accurate by using some of his time-tested trade secrets:

- Determine spot elevations within 1/16" by yourself
- Use siding and fences to save time
- Why you must have graph paper and trace paper
- How to correctly and accurately eyeball a property
- Develop the big concept before you leave
- Pictures, pictures and more pictures

Know the site like the back of your hand in 30 minutes or less!

Are Your Proposals Saying, "Please Don't Work with Us"

Believe it or not, your proposals may be sending the wrong message. They may actually be telling your clients "not to work" with you. It's true! So many contractors ruin their sales opportunities with poorly written and confusing proposals that just don't make sense. Learn how to create a template to properly write, organize and present a proposal.

- Create a master proposal template
- Build the proposal the way that you build the job
- Three "Magic Words" that drive competitors crazy
- Nobody cares about how much quarry process you use
- When it comes to pricing, use a hybrid

It's much easier for your clients to say "yes" to a proposal they can understand!

Japanese Beetles

The Japanese beetle is an invasive pest that caused extreme damage to many trees last summer. In this session Dr. Larson will teach you how to identify this hungry, hungry beetle, describe its life cycle and feeding habits, and build a defense plan to prevent damage in 2018. You will walk away with talking points you can use when helping your clients so that they know you are providing the best care available for their trees.

continued on page 9

NEBRASKA NURSERY NEWS

2018 NEBRASKA GREAT PLAINS CONFERENCE SESSION DESCRIPTIONS

Herbicide Damage

Kevin Holdorf's presentation will include various ways herbicides cause damage to ourselves, to others, and to the environment and how the applicator/handler/retailer can prevent it from happening.

Plant Health Care

A good Plant Health Care program can set your tree care business apart from the competition. Yet most customers do not call up asking for Plant Health Care services. You need to educate and enroll your customers in the philosophy behind Plant Health Care. This process can increase the effectiveness of your treatments and turn your clients into allies in the campaign to maintain plant health. In this presentation, Kent Honl will discuss his experience with the Plant Health Care services offered at Rainbow Tree care in Minnesota.

The Sustainable Great Plains Landscape: *Built Landscapes That are a Good Fit in Their Natural Environment*

Strong and lasting landscapes are based on environmental realities. The parent soils, the weather cycles, the seasonal responses of plants and animals. When we take into account our native soils, water, weather, and wildlife, we develop more beautiful, useful, and healthy surroundings. Topics include practical aspects of soil work, water use, and plant selection, and some of the processes for planning, planting, and developing the campus landscape of Chadron State College in Nebraska's Pine Ridge.

A Happy Marriage: Design Integration of House and Landscape

The attempt to reconcile house and landscape is not new, but we are still learning how to work toward this goal. Using examples from classic and modern landscapes, designers will learn several different approaches for resolution of this frequent dichotomy.

Design and Maintenance of Perennial Gardens

A discussion of the principles of design as demonstrated in large and small gardens, factors to consider in selecting and combining perennials, and ways in which design can lessen maintenance.

The Ecology of the Human Landscape

Are community forests really forests? Or are they actually tree prisons? Or tree plantations? Do our landscapes function like natural ecosystems function? In other words, are the landscapes we design, build, and maintain "nature restored"? Or are they more like elaborate displays of artificial or silk plants?

The well-known buzz words "xeriscaping," "natives," "biodiversity," "pollinators," and "rain gardens" are all part of a process that is moving the landscape profession from one driven by the science of horticulture to one driven by the science of ecology. An overview of the why and what of this trend—where it's likely headed, and how it's likely to transform your business.

The Future of Evergreens: Will These Trees Continue to Survive in Nebraska?

A discussion on where the possible future lies with conifers in our area and an update on the successes and failures experienced with varieties used or underused.

Impacts of EAB and treatments on the Stability of Ash

What science says about the stability and the potential hazards of working in EAB infested ash trees. Also the current science on the effects of preventative injection treatments on the discoloration and decay in ash.

Register for the 2018 Nebraska GREAT PLAINS Conference today! A group registration discount is available for companies registering four or more employees. NNLA members and NCN's receive a special rate as well.

The poster for the 2018 Nebraska GREAT PLAINS Conference is set against a green background. At the top left, it says "JANUARY 23-24 2018". The main title "Nebraska GREAT PLAINS Conference" is written in a mix of white and green fonts. Below the title, it says "GROWING TOWARD THE FUTURE". On the right side, a text box reads: "REGISTER TODAY! THE CONFERENCE FEATURES A GREAT LINEUP OF SPEAKERS & SESSIONS WITH PLENTY OF TIME TO VISIT EXHIBITORS AND NETWORK WITH COLLEAGUES. EARLY REGISTRATION DEADLINE IS JANUARY 9." The bottom section is titled "SPONSORS:" and features logos for Nebraska Forest Service, Terry Hughes Tree Service, Nebraska Nursery & Landscaping, Pappo Valley Nursery, Midwest Underground, FKL, arbor aesthetics, ANDERZHON Nursery Sales Inc., Healthy Lawn & Nursery, and another logo with a tree and a person.

NEBRASKA NURSERY NEWS

GRANT FUNDING OFFERED FOR BIOCHAR UTILIZATION

The Great Plains Biochar Initiative (GPBI), a partnership between the Nebraska Forest Service, Kansas Forest Service, and private industry, is pleased to announce grant funding opportunities for biochar development in the region.

Interest in biochar, a carbon-rich organic product, has increased substantially over the last several years. Biochar has multiple uses ranging from a soil amendment to water filtration. The biochar grants, which will provide up to \$5,000 in funding for biochar production and/or utilization projects, are available to individuals, businesses and organizations.

“We are excited to see what kinds of creative projects people will develop,” said Heather Nobert, of the Nebraska Forest Service. “Currently, biochar is being incorporated into livestock operations, compost operations, and is being studied for its benefits to crop yields in Nebraska’s panhandle. The sky is the limit with biochar.”

With the challenges and pressures amongst Great Plains producers increasing, biochar is increasingly turned to as a low-cost option in addressing soil degradation and water retention, among other challenges.

For more information on biochar and the grant opportunity, please visit nfs.unl.edu/great-plains-biochar-initiative. Additional questions or assistance can be directed to Heather Nobert at (402) 782-1453, or Dave Bruton of the Kansas Forest Service at (785) 945-6147.

FRIENDS OF MAXWELL ARBORETUM FALL FESTIVAL

Friends of Maxwell Arboretum, UNL Landscape Services and UNL Garden Friends hosted a Fall Harvest event at UNL’s East Campus on October 12. The event recognized the 50th anniversary of the arboretum and the 20th anniversary of the October ‘97 snowstorm. Special activities took place during the event. Special thanks to Emily Levine for the photos.



Children helped out with the tree planting activities.



Tree “cookie” decorating.



Rachel Anderson & Justin Evertson are pictured from the Community Forestry and Sustainable Landscapes, Nebraska Forest Service

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MEMBERS NEEDED FOR COMMITTEES

An association is only as strong as its membership. That is the reason the NNLA Board is seeking members who are interested in serving on a committee. See committee descriptions below and contact either the NNLA office or board member liaisons if you would like to serve. Meetings will be held mostly via conference call and possibly during NNLA-sponsored events.

Communications Committee – Jason Kuehl

Newsletter (contribution and review); website; email blasts; Facebook and other social media

Public Outreach Committee – Sherilynn Hawkins & Rod Ruzanic

Reaching out to communities, schools and other organizations (FFA, 4-H, high schools, colleges); advertising/marketing (magazines, television, other media); Nebraska Nursery and Landscape Week (proclamation signed by the governor, press release, encourage members to host an event)

Program Committee – Brian Munk

Webinars (finding topics/speakers, organizing set-up with staff); social events (golf tournament, barbecues); informative meetings across the state (“boiler room chats”); partnerships with other organizations’ events (Arboretums, botanical gardens, Nebraska Forest Service, Department of Agriculture)

Membership Committee – Brett Schroer

Identify potential members (utilize recommendations by board members); recruit new members (develop recruitment strategies, meet face-to-face with potential members); contact non-renewing members to encourage them to renew membership; recommend additional member benefit/services to the board (potential to generate non-dues revenue)

Legislative Committee – Marti Neely & Julie Van Meter

A few individuals to monitor legislation and communicate with members the impact the legislation has on profession and/or business (emails, newsletter articles); testify or write letters on behalf of the NNLA in response to proposed public policy; attend legislative events (Ag breakfasts); develop a program that educates the members on how to communicate with elected officials; develop a “grassroots” system that can be initiated if needed

NCN Committee - Miles Imel

Improve the skills and knowledge of green industry employees; have this improvement and professional qualification recognized in the eyes of the public as well as within the nursery industry; provide a means of self-improvement for the employee; and work to update the NCN manual and testing procedures

NNLA BOARD OF DIRECTORS 2017

Marti Neely, NCN President 2017-18

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Ashly Neneman, 2017-18

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EXPLORE HORTICULTURE EVENT

On November 9, 2017, The University of Nebraska-Lincoln held an Explore Horticulture event on East Campus for high school and college students. The purpose of the event was to educate potential horticulture students about the program, potential careers and more. Faculty spoke about the degree options: landscape design and management, speciality crop production, entrepreneurship, plant and landscape systems, and a “design your own” option. Members from the UNL Horticulture Club also met with the students. Students were also led on tours of classrooms, greenhouses and teaching gardens.

“While numbers were fairly small, it was a successful event and the industry partners who participated were a great source of information to our current and prospective students. This is something that we plan on doing again in future years,” said Anne Streich, Associate Professor of Practice, Department of Agronomy and Horticulture.



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NEBRASKA
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DEPARTMENT OF AGRICULTURE



NEBRASKA NURSERY NEWS

“NATIVE TREE GUY” INSPIRES

The room was packed with tree lovers—from nursery professionals to homeowners—for two presentations by Guy Sternberg taking a closer look at trees, climate and beauty. He’s working with a wide variety of oaks and other species to find adaptable trees for the future. Thanks to Guy Sternberg’s flexibility and quick work by Eric Berg, Justin Evertson and Bob Henrickson, the Nebraska Statewide Arboretum was able to pull this together when the opportunity arose.

The event took place on December 7 in Lincoln.



visit <https://plantnebraska.org>
for more information

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NEBRASKA NURSERY NEWS

NE150 CHALLENGE

Run - Walk - Ride - Paddle

Happy Holidays Friends,

I'm writing today to share information about the NE150 Challenge. You may be aware that we started the Challenge in 2017, in conjunction with the Nebraska 150 Statehood Commission, as a way to use the 150-year statehood milestone as a rallying point to encourage Nebraskans to be more physically active.

And, boy, have they ever! There are currently more than 5,000 participants who've collectively logged close to 885,000 miles walking, running, biking, paddling and/or exercising in their favorite way... with Governor Ricketts and the First Family logging their own mileage on the home page.

Looking ahead to 2018, we plan to continue the program. Current participants will have their mileage re-set to zero, with old miles archived for easy look-up. Our goal for 2018 is to increase participation to 10,000 and mileage to two million.

We will also be continuing our NE150 Challenge Corporate Membership program, which allows companies to compete against similar-sized companies for awards given annually as well as every four months. Corporate Members also receive a promotional kit including shirts, posters, medals and window clings to create awareness and excitement at their worksite(s). The cost is \$500 for all of the above, and there is no cost to individual employees to participate and use the website.

Visit <https://www.ne150challenge.com/content/our-members> for more Corporate Membership information.

If you'd like to join or if you have questions, feel free to email us at info@nebraskasportscouncil.com or call me at 402-471-2544. Thank you!

Sincerely,

Dave Mlnarik, Executive Director



YOU NEVER KNOW WHAT IS LURKING IN YOUR FIREWOOD

Tree-killing pests, like the emerald ash borer, hitchhike on firewood and spread insects and diseases that destroy our trees. Keep your backyard, campgrounds and favorite places safe from these pests.

PREVENTION IS KEY:

- Buy locally-harvested firewood.
- Ask a park ranger or campground host about where to get local firewood when you travel.
- If you brought firewood in from another area, BURN IT! Don't leave it, don't take it with you.

BUY LOCAL, BURN LOCAL.

To report potential emerald ash borer, contact the Nebraska Department of Agriculture at 402-471-2351.



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ANIMAL & PLANT HEALTH PROTECTION

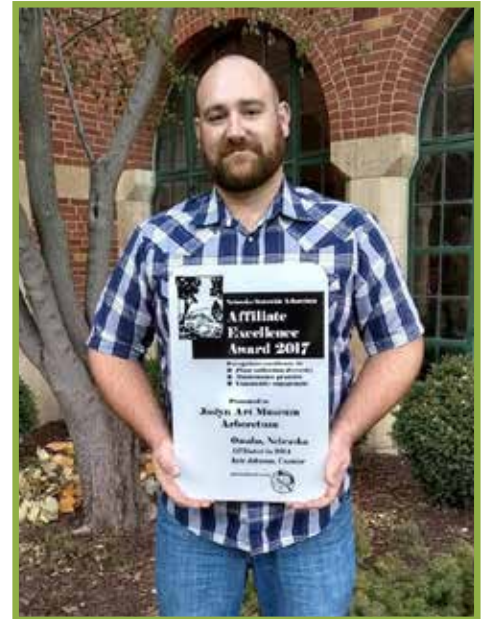
DON'T MOVE FIREWOOD.org

JOSLYN ART MUSEUM WINS ARBORETUM AWARD

One of the awards at a Nebraska Statewide Arboretum event Nov. 17 was the Affiliate Excellence Award given to the Joslyn Art Museum Arboretum. The award recognizes an arboretum that “demonstrates excellence in collection development, maintenance practice and community engagement.” Curator Kyle Johnson received the award.

The Museum’s 9-acre campus is host to more than 60 varieties of trees and shrubs, and a wide variety of colorful perennials and ornamental grasses. They are incorporated throughout the landscape and within the Museum’s two primary gardens—the Peter Kiewit Foundation Sculpture Garden and the Dorothy and Stanley Truhlsen Discovery Garden.

In 2013, Johnson began to convert the lawn and landscape to predominantly organic management. The lawn care program includes using products like compost tea and organic herbicides. Another major change was a switch to mowing at a tall height, a practice that discourages weeds and conserves water. Johnson’s perspective is that “the best defense against weeds is a healthy lawn,” and he works to keep the landscape beautiful through as natural means as possible.



He created his own version of a pedal cart, a kind of “richshaw that saves gas, minimizes other equipment wear and tear and reduces noise and emissions.” And he is experimenting with biodegradable traction aids on the sidewalks and parking lot to help deal with ice and slick surfaces, and avoid the use of sand and gravel which can accumulate and compact the soil, and salts that can burn plants.

Visitors can see collections of milkweed to attract pollinators to the discovery garden, and an interesting collection of unusual oaks around the parking lot. And unlike many other public places, visitors can stretch out on the chemical-free lawn every day of the year. It’s worth a visit.

Kyle Johnson provided the following regarding the honor:

The Collection Development category encompasses the four rain gardens I installed in the parking lot last year to catch run-off, new pollinator gardens, and building a tree collection, etc. I’ve been very focused on native plants the last few years. I plan to take a comprehensive inventory this winter, but I’m sure I’ve added at least 100 new species of regionally-native plants to our gardens. I’ve also been trying to build a collection of all 21 species of milkweed native to Nebraska and Iowa just as a fun, personal project. So far I have either seed or specimens of 19. If I can keep the rabbits at bay long enough, I hope people can eventually see that in Joslyn’s Discovery Garden.

I try to make my maintenance practices as natural, efficient, and sustainable as possible. I select new plants that need no supplemental irrigation once established. All new plants have to have at least some ecological or environmental benefit. My lawn care program has been predominantly organic for the last five years, which has gone very well. Joslyn’s Discovery Garden is a Monarch Waystation and Certified Wildlife Habitat, so I’m more interested in building a healthy ecosystem that functions well than simply having a landscape that is only aesthetically-pleasing. I also take care of the whole campus by myself, so my maintenance program also has to actually be efficient and sustainable from that standpoint.

Community engagement comes in the form of being an NSA affiliate site, hosting tours occasionally, and anything else I can do to get people into the gardens. I always try to involve community volunteers and students in activities like planting trees from ReTree Nebraska and building the rain gardens. The last two years I’ve worked with Central High School next door on a tree assessment/evaluation project one of their classes has done. Seeing others enjoy the outdoors and sharing that experience with them is very rewarding.

SUTTON RECEIVES ASLA HONOR AWARD FOR RESEARCH

BY LANA KOEPKE JOHNSON, UNIVERSITY OF NEBRASKA-LINCOLN, DEPARTMENT OF AGRONOMY AND HORTICULTURE

Richard Sutton, professor of agronomy and horticulture at the University of Nebraska–Lincoln with a joint appointment in the landscape architecture program, received an American Society of Landscape Architects Research Honor Award for his “Seeding Green Roofs for Greater Biodiversity and Lower Costs” project. The award was presented at the ASLA Annual Meeting and EXPO in Los Angeles Oct. 23 by Charlene LaBleu, Fellow of the American Society of Landscape Architects and president of The Council of Educators in Landscape Architecture, Vaughn B. Rinner, FASLA and immediate past president of ASLA, and Elizabeth Miller, FASLA, member of the National Capital Planning Commission and chair of the ASLA student jury for 2017.



Richard Sutton (left) receives the ASLA Research Honor Award at the ASLA Annual Meeting and EXPO in Los Angeles Oct. 23 from Vaughn B. Rinner and Elizabeth Miller. | Photo courtesy of ASLA / EPNAC

Sutton’s project examined a suite of materials and techniques to improve and enhance the establishment and use of native grasses on green roofs. His areas of research focus on native plants, landscape ecology, and design or sustainable green infrastructure.

A green roof is comprised of vegetation and a growing substrate over a roof’s waterproofing membrane. It has a wide suite of benefits like reduced runoff and decreased temperatures in cities. Green roofs require added costs and often fail to survive value engineering and never get built, so the benefits remain unrealized.

According to Sutton, mono-generic, creeping species of Sedum are predominately used for green roofs and are most often hand-plugged into the substrate or placed via expensive pre-grown trays or mats. This process is costly. In a few cases, Sedum is sown as live sprigs but requires intensive establishment. Plugged Sedum, depending on its initial size and spacing, may take two years or more to meet the industry coverage standard.

Sutton’s research developed an easily adopted, innovative procedure for planting fluffy-seeded native grasses instead of Sedum. He showed the potential to meet industry coverage standards and reduce green roof planting costs by about five dollars per square foot. This process also speeds up the installation and coverage times compared to Sedum plugging and increases biodiversity options. His work was supported by a Flemming research grant and employed several Nebraska UCARE students.

ASLA is the professional association for landscape architects in the United States. The society’s mission is to advance landscape architecture through advocacy, communication, education and fellowship. Sustainability has been part of ASLA’s mission since its founding and is an overarching value that informs all of the society’s programs and operations. ASLA has been a leader in demonstrating the benefits of green infrastructure and resilient development practices through the creation of its own green roof, co-development of the SITES® Rating System, and the creation of publicly-accessible sustainable design resources.

MEMBERSHIP DOLLARS PROGRAM

The NNLA Board has created a new Membership Dollars Program. If you recruit a new NNLA member, you will receive \$25 in Membership Dollars. These dollars can be used toward NNLA-sponsored events such as the Summer Field Days and the Nebraska GREAT PLAINS Conference. The more members you recruit, the more dollars you earn! Membership Dollars must be used within twelve months of issuance. A new member is defined as someone who has not been a member for at least two years. This would apply to active, associate or individual members only.

Be sure to have the new member indicate that you referred them! View the membership application on the NNLA website. If you haven’t renewed your membership, please do so soon as the new membership year began July 1. If you need a copy of your membership invoice, please contact the NNLA office.





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