



# NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

## NNLA WINTER CONFERENCE

On November 7th over 100 attendees gathered for the 2019 NNLA Winter Conference. The event took place at the DC Centre in Omaha, Nebraska.



The conference featured four sessions with two concurrent sessions running during each timeframe. One track highlighted a business topic and the other a more industry-specific topic. Business sessions included: generational differences, automowers, culture change, and building your brand. The other track included sessions on: climate change, invasive plant issues and prevention, and year-round tree identification. A networking reception was held at the end of the day to cap off the conference.



The generosity of our sponsors is greatly appreciated. Thank these sponsoring businesses next time you see them. A full list of sponsors is highlighted in this section.

The exhibit hall was filled with nineteen exhibitors showcasing tools, ideas and products applicable to everyday work life. Check out the full list of exhibitors highlighted in this section.



A raffle was held to benefit the NNLA scholarship fund. Attendees had the opportunity to purchase raffle tickets for items including a pie, cheesecake, wine, succulent planter, 3D mouse, and other items. A special thanks to those who donated items for the auction; including, Arborjet, Bluebird Nursery, Classic Viburnums, Doug Dierks, Jennifer Eurek and Marti Neely.

The NNLA Annual Meeting was held during lunch. President Brian Munk provided a year-in-review report of the NNLA activities and Treasurer Brett Schroer provided a financial report. Directors elected to the Board were Lee Olson of Landscapes INK and Aaron Oltmans of Plains Tree Farm, Inc. Sheila Schrader of Lincoln Landscaping Company was elected to fulfill the remaining term of Jeremy Vlcek. President Munk presented Marti Neely with a plaque to commemorate her presidential term since she was unable to attend the meeting last year. Todd Faller was recognized for being nominated for the Western Outstanding State Leader award by the NNLA Board of Directors. He will be presented this award at the Western Conference in January. Julie Van Meter, Program Manager and State Entomologist with the Nebraska Department of Agriculture gave a report. The meeting ended with President Munk asking for input regarding the format of the annual conference.



Thank you to all those who helped make this conference successful.

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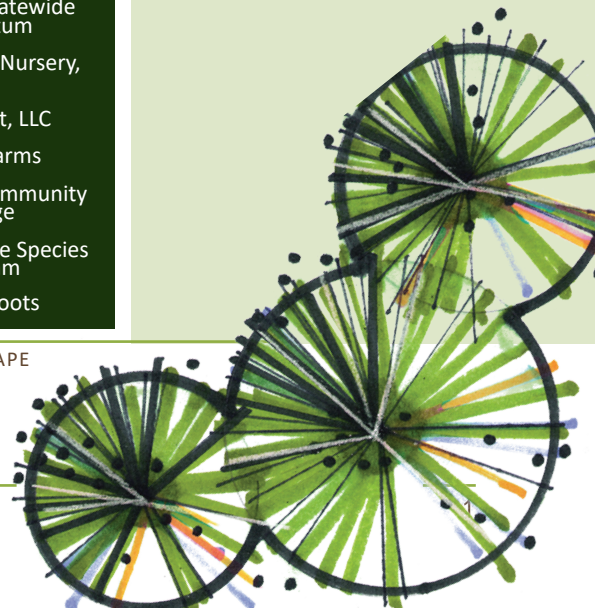
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**NNLA Winter Conference**  
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**More information at:**  
[Members.nnla.org/nnla-events](http://Members.nnla.org/nnla-events)



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



Happy New Year!

I want to take this time to thank everyone that was able to make it to this year's conference. We had a very good turnout and I enjoyed networking with old friends and meeting new ones too. If anyone has any ideas on subject matter for next year's conference, I would gladly welcome you to send your ideas to the main office. We look at and evaluate all suggestions to strive to make a better conference for everyone. We had a very good line up of speakers this year and I do hope to see everyone there next year. All of us on the board values everyone's busy work schedules so next year, we are looking at moving the conference back a couple weeks to the first part of December.

Please mark you calendars for NNLA's upcoming workshop on Jan. 23, 2020. This promises to be another great learning experience for the design field and the business side of operations as well.

I hope everyone had wonderful holidays in the company of family and friends. As we wind down 2019, safety is a very large issue on my mind. This time of year can become quite busy and stressful at times and I remind myself seemingly daily, to take the time to do the job safely as well as correctly.

With that being said, I want to wish upon everyone a safe and happy new year! I hope all of us got to spend some memorable time with our families and loved ones. It won't be very long before the greenhouse plantings begin and soon after that, the first shipments of 2020 start to arrive and we get to begin a brand new year in this great and wonderful profession.

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

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## NEBRASKA NURSERY NEWS

### BLUEBIRD NURSERY RECOGNIZED FOR IMPACT



CLARKSON—Bluebird Nursery, Inc. received an award from the Nebraska Statewide Arboretum at a reception December 6 in Lincoln. The President's Citation recognizes outstanding contributions toward horticulture and impact both regionally and nationally.

Arboretum Board President Nance Harris said it's hard to fully estimate the impact the nursery has had. The family-owned business was started in 1958 by Harlan and Shirley Hamernik and is now run by sons Tom, Chuck and Mike. It's a major source of employment in its hometown of Clarkson and the surrounding region. Their wholesale division has shipped millions of perennials, herbs, grasses and wildflowers to garden centers, landscapers, mail order firms, botanic gardens, parks and zoos throughout the U.S. and Canada.

"Horticulture in the state wouldn't be the same without their amazingly diverse plant selection and the education and inspiration they have provided to generations of gardeners and gardens," Harris said. "This award recognizes the huge impact the business has had and

the "plants and beauty they've added to our gardens."

For more information about the Nebraska Statewide Arboretum and other awards and projects visit [plantnebraska.org](http://plantnebraska.org).

### GOTHENBURG NURSERYMAN RECOGNIZED



GOTHENBURG—Nurseryman Jeff Kennedy of Kennedy Landscape Services in Gothenburg received an award from the Nebraska Statewide Arboretum at a reception in Lincoln Dec. 6. The Jim Kluck Honor Award which he received recognizes individuals or organizations who have contributed to statewide landscape efforts. It was given in honor of Kennedy's efforts as a nurseryman and at the Ehmen Park Arboretum.

Kennedy has been involved in tree-planting and park improvements in Gothenburg since the 1980s. He was one of the first appointees to the Gothenburg Tree Board in 1987.

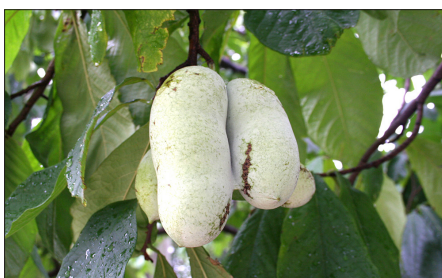
Kennedy has helped improve and diversify the Ehmen Park Arboretum to include more than 100 trees representing 62 unique species, many of which are unique to the area. The park has also dramatically increased its improvements and outreach through the Gardenaires garden club which has provided tree labels and helped develop an educational brochure, and from the late George Cox, another longtime nurseryman in the community.

Beyond Ehmen Park, Jeff has been instrumental in planting trees and improving green spaces at the Lake Helen recreation area, sports complex, cemetery, schools, street trees and corridor plantings. He's active in Nebraska's green industry associations, has served on the Nebraska Community Forestry Council, helped plant the Dawson County Fairgrounds Arboretum in Lexington and provides trees to the Trees for Nebraska Towns Initiative.

The award is named after Jim Kluck, a nurseryman from Schuyler who helped people and communities all across the state improve their landscapes.

More information about the Nebraska Statewide Arboretum and other awards and projects visit [plantnebraska.org](http://plantnebraska.org).

### PLANT NATIVE



Pawpaw, *Asimina triloba*

Height: 20-25' | Spread: 15-22" | Sun: Part Shade to Full Sun | Water: Medium

The pawpaw grows naturally in the wooded slopes along the Missouri river in extreme southeastern Nebraska. In the garden it is easily grown in average, medium to wet, well-drained soil in full sun to part shade. It will often spread by root suckers to form thickets, so it's best planted in confined areas where it can form an attractive colony of small trees. Though pawpaws will grow in deep shade, they will be more open, slower-growing and have less flowers and fruiting. Their cup-shaped, purple flowers emerge before the foliage in spring and give way to edible banana-like fruits that mature in October. The fruits can be eaten raw

or used in the same way as bananas. The handsome leaves are up to 12" long and slightly drooping for an interesting, tropical look. In late fall the leaves often turn a rich, buttery yellow.

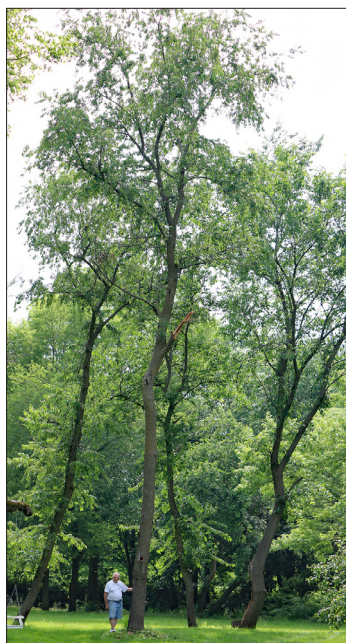
\* *Native plant recommendations from the Nebraska Statewide Arboretum, [plantnebraska.org](http://plantnebraska.org)*

# NEBRASKA NURSERY NEWS

## BENEFICIAL LANDSCAPES

TOP TEN NATIVE FRUITING TREES & SHRUBS FOR WILDLIFE

JUSTIN EVERTSON, NEBRASKA STATEWIDE ARBORETUM, PLANTNEBRASKA.ORG



If part of the goal with your landscape is to offer better habitat for wildlife, it's best to have regionally native species as the dominant elements. Besides their lengthy provision of food for all stages of wildlife sustenance—from dried seeds and berries throughout the entire winter; to abundant summer foliage, flowers and fruits; to early spring nectar sources for pollinators—trees and shrubs also offer the largest and most varied shelter for wildlife.

Keeping in mind that there are well over 50 species of native trees and shrubs to choose from. Here are ten species that offer some of the best habitat for wildlife. Fortunately they also offer some of the best year-round interest for us, whether we're paying attention to the plants themselves or to the birds and other creatures they draw to our yards.

1. Black cherry, *Prunus serotina*, is a rapidly maturing native tree with fragrant white flowers in spring following by small red cherries that turn black in late summer. At least 47 species eat the fruit, including the eastern bluebird, red-breasted grosbeak, and northern flicker. Excellent pollinator plant for early season bee species; larval host for eastern tiger swallowtail and viceroy. It makes a great shade tree, often reaching over 50' tall.

2. Bitternut hickory, *Carya cordiformis*, is a relatively fast-growing hickory with bright yellow fall color and smooth bark. In spring, long flowering catkins dangle like tinsel. Best growth on deep, rich soils. Larval host for the luna moth, walnut sphinx. Nuts consumed by birds, squirrels and other wildlife.

3. Pagoda dogwood, *Cornus alternifolia*, has distinctive horizontal branching. Fragrant, yellow/white flowers in flattened cymes late spring followed by black fruits relished by songbirds. Prefers organic, well-drained soils. 15-20'. Native to IA, MN, MO. A great accent tree near a deck or patio.

4. Juneberry, Downy, *Amelanchier arborea* - Beautiful snow white flowers bloom in spring and give way to edible, dark purple, blueberry-like fruits. Bluish-green leaves turn orange-red in fall. Full to part sun, tolerates a range of soil conditions. Native to SE NE.

5. Oak, Dwarf Chinkapin- *Quercus prinoides* – Native to southeast Nebraska, this low growing, multi-stemmed oak starts producing acorns at a very early age. Good yellow fall color. Eventually reaches the size of a redbud tree – 15 to 20' tall and wide.

6. Plum, Chickasaw- *Prunus angustifolia* - Profuse flowering and fruiting make this southern Great Plains shrub a nice alternative to wild plum. This species offers a more tree-type growth reaching up to 15' or more. Native to KS, OK, MO.



7. Snowberry- *Symphoricarpos albus* - This thicket forming shrub is easy to grow in a variety of soils. Its berries ripen in early fall and persist into late fall. It is an important source of late season food for ring-neck pheasant, robin and cedar waxwing to name a few. Grows to 4-6' high and can be pruned back hard each spring.

8. Buttonbush, *Cephalanthus occidentalis* - A favorite of bees; honey scented; important summer nectar source; waterfowl feast on seed heads in late fall. A native of lowland, swampy areas this large shrub can grow in a variety of soils and is also drought tolerant. Grows 12-15' high. Larval host for sphinx moths, tawny-edged skipper, among others.

9. Hazelnut, American, *Corylus americana* - This easy to grow suckering shrub grows naturally along the woodland edge, seldom growing outside the canopy of larger trees. They tolerate full sun, but do best in part shade and shelter from strong winds. Some years are copious fruit crops relished by a variety of critters. Can grow up to 10' high and wide.

10. Viburnum- blackhaw, *Viburnum prunifolium* - The blue to black fruits are some of the best for attracting songbirds. Good fall color. Becomes a small tree with age. Native to southern Great Plains.

### 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 [jennifer@youraam.com](mailto:jennifer@youraam.com) or (402) 381-7154 for further details.

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## NEBRASKA NURSERY NEWS

### BENEFICIAL LANDSCAPES

BIRDING WITH KIDS | BY KARMA LARSEN, NEBRASKA STATEWIDE ARBORETUM, PLANTNEBRASKA.ORG



The things we love we try to pass on. For many of us, and maybe especially for gardeners, birdwatching is one of those interests. It's easy and inexpensive to do, can be done almost anywhere, gets you outdoors, helps you focus and can be inspiring and energizing.

If it's a pleasure you want to pass on—and whether it's to your own children, students, grandchildren, friends or neighbors—here's a few tips.

#### WHEN AND WHERE

- Early morning or at the end of the day is when birds are most likely to be active and looking for food.
- Spring and fall migrations involve much greater numbers of birds.
- Areas with lots of native plants are the most likely to harbor native birds.
- Transitional places encourage activity, places where habitat changes from one type to another, like at the edges of fields or forested areas.
- Areas with plants of varying densities at varied heights offer birds the best range of food and shelter... from groundcovers where insects are hiding to high outposts where they can readily see predators.
- Birds are attracted to dead trees, broken branches and other litter for nesting spaces and materials as well as burrowed insects.
- Places with accessible water.
- Home bird feeders and bird baths offer important supplemental food.

#### WHAT BIRD IS THAT?

For identification, help them learn to pay attention to things like:

- Color and placement of colors on the wings, breast and tail.
- Size—is it the size of a tiny hummingbird, small chickadee, medium robin, large hawk, eagle or heron?
- Shape—is it slender or fat, how long are the legs and tail, is there a crest on the head?
- Behavior—movement on the ground and in the air, how they perch or climb on trees?
- Song—does it sound like particular words or melodies?

#### RESOURCES AND RECOMMENDATIONS

- Binoculars can be difficult for kids to use, but low magnification ones can help them take a closer look at birds and their nests. Have them locate the bird first with their bare eyes and then raise the binoculars to that level.
- Journals or sketchbooks can help them record and illustrate their finds.
- Bird guides.
- Cameras to help with identification later on.
- Be quiet and careful and wear neutral clothes that won't scare birds, and fabrics and shoes that won't make noises when you walk.
- Don't disturb nests, nesting birds or baby birds.
- Don't go onto private property, don't leave litter and try to stay on paths to avoid damage.
- Start them from what they know and where they are—common birds are a great place to start.

Organizations like Audubon, American Birding Association, Cornell Lab of Ornithology and many others, both local and worldwide, offer a wealth of birdwatching resources. With Nebraska being a major bird migration route for thousands of species, it's a wonderful place for birdwatching this time of year and a great time to introduce kids to birdwatching on a grand scale.

### PLANT NATIVE



Eastern Wahoo, *Euonymus atropurpurea*

Height: 6-10' | Spread: 6-8' | Sun: Full Sun to part shade | Water: Medium

The wahoo shrub grows naturally near streams and in the low woodlands of eastern Nebraska. In the garden it is a great native substitute for the popular burning bush euonymus and is one of our most shade-tolerant shrubs. In full sun, it becomes a dense, clumping shrub which, over time, can grow into an attractive small tree. It's easy to grow in rich, organic soils, but will tolerate a wide range of soils unless they are wet and poorly-drained. In spring the tiny little purple flowers are often hidden by the foliage, but they lead to showy, rosy-pink fruit capsules in fall. The fruit display continues after the leaves drop, often into December. The dark green leaves turn reddish-purple to yellow or simply green in the fall, depending on the amount of sun the plant receives.

\* Native plant recommendations from the Nebraska Statewide Arboretum, [plantnebraska.org](http://plantnebraska.org)

## NEBRASKA NURSERY NEWS

### GREENER TOWNS

Community landscapes across Nebraska are getting a financial boost from the Greener Towns program. Over \$79,000 is being distributed in 2020 to support 8 projects in seven communities. "The economic impact is significant," said Rachel Anderson, coordinator of the program, "but the way these projects bring people together to improve their community may be even more important."

Greener Towns is coordinated by the Nebraska Statewide Arboretum and is funded by the Nebraska Environmental Trust, a beneficiary of the Nebraska Lottery. If you and your community are interested in becoming a Greener Town, please contact Rachel Anderson at [randerson28@unl.edu](mailto:randerson28@unl.edu).

#### 2020 Greener Towns Projects

Thedford, Fire Hall Arboretum, \$20,000

Gering, Gering Civic Plaza, \$18,000

Omaha, Better Together Park, \$13,528

Hershey, Tranquility Garden Phase II, \$11,000

Ogallala, Soap Box Derby Track, \$2,500

Lincoln, Vintage Heights Water and Erosion Control Plan, \$3,000

Lincoln, Connelly Eagle Scout Pollinator Garden in Woodshire Neighborhood, \$1,600

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## NEBRASKA NURSERY NEWS

### UNO PROFESSOR HONORED



OMAHA—Steve Rodie received the Educator Award from the Nebraska Statewide Arboretum in Lincoln Dec. 6. The award recognizes “educators who have made an outstanding contribution toward advancing the knowledge and appreciation of plants among their students.”

Rodie is a Professor of Biology and Environmental Studies at the University of Nebraska-Omaha where he teaches courses in landscape plants, sustainable landscape design, landscape appreciation and environmental sustainability, green infrastructure, and other environmental topics.

Arboretum Director Christina Hoyt said Rodie has helped lead stormwater management research and education across Nebraska and the region. He has worked with the City of Omaha Stormwater Program, and was a member of UNL’s Stormwater Management Education Team which received the 2013 Outstanding Team Gold Award from the Association of Natural Resources Extension Professionals.

He also received UNO’s Outstanding Service Learning Faculty Award for his teaching and community outreach projects, and over the past twenty-five years, has helped communities statewide become more waterwise in their landscape management.

More information about the Nebraska Statewide Arboretum and other awards and projects can be found at [plantnebraska.org](http://plantnebraska.org).

## 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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# NEBRASKA NURSERY NEWS

## BENEFICIAL LANDSCAPES

BUR OAKS AND THE BURR OAK CANYON

JUSTIN EVERTSON, NEBRASKA STATEWIDE ARBORETUM, PLANTNEBRASKA.ORG



Perhaps no tree better symbolizes the spirit of the Great Plains than the bur oak (*Quercus macrocarpa*). Its thick, corky bark enabled it to withstand wildfire, making it one of the most prominent and long-lived species of the Midwest prairie region. Bur oak has a wide geographic range growing from Texas to North Dakota and even into Canada. It's the most common oak found in Nebraska, growing on favorable slopes in the eastern third of the state and even following the Niobrara River in to western Cherry County. Bur oak can be a large tree reaching up to 70' tall and over 100' in canopy spread. It is also one of the longest-lived trees in our region with some specimens dated to be over 500 years old.

As its name implies, Burr Oak Canyon, near the Kansas border in SE Hitchcock County, is named for the oaks that grow there (the earlier name Burr Oak is used in this context). This disjunct stand of trees grows at least 50 miles from the nearest native stands of oaks, begging the question, how did they get there? It's doubtful that squirrels or other creatures were able to carry the acorns that far. Most likely, the trees were stranded in the canyon by a changing climate. About 10,000 years ago, as the last Ice Age glaciers retreated, oaks and other trees were able to move rapidly north, giving Nebraska a much more forested ecosystem. Then about 5,000 years ago, the climate became hotter and drier, favoring grasslands and causing many trees to disappear. It's likely that the trees in Burr Oak Canyon have been hanging on in this protected and slightly wetter ravine for thousands of years.

Burr Oak canyon also tells the story of other oak species that likely grew in the area eons ago. Several of the oaks show hybrid characteristics in leaf shape and acorns of both post oak (*Quercus stellata*) and gambel oak (*Quercus gambelii*). Post oak is now a southern Great Plains native while gambel oak is a Rocky Mountain species. At one time, all three oaks likely grew together in southwest Nebraska, sharing genes and creating these interesting hybrids. Bur oak and gambel oak hybrids are also the dominant oak species of the Black Hills of South Dakota.

Anyone wishing to learn more about bur oaks, the Burr Oak canyon, or trees in general is encouraged to attend the upcoming Burr Oak Canyon Tree Symposium October 17-18 at McCook Community College. The symposium will include tree professionals speaking on oaks and other tree topics and will wrap up with an enlightening half-day tour of Burr Oak Canyon—which is not normally open to the public. Register by Oct. 10 or learn more at <https://bceregister.mpcc.edu/CourseStatus.awp?&course=202CFEE6170>.





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**The October 2019 Nebraska Forest Health Report is available online at <https://mailchi.mp/unl.edu/nebraska-forest-health-report-october-2019>.**

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- Woolly Apple Aphid
- Winter Tree Removal
- Pests in Christmas Trees
- Spotted Lanternfly Update
- Insects in Firewood

## NEBRASKA NURSERY NEWS

### PLANT NATIVE



Yellow Giant Hyssop, *Agastache nepetoides*

Height: 5-7' | Spread: 18" | Sun: Full Sun to part shade | Water: Medium

Yellow giant hyssop is a fast-growing, low maintenance native with arrow-head shaped leaves and tall, sturdy stems. This graceful plant grows naturally in open woods and woodland edges where the showy seed heads stand out in late fall and winter. The 5-7" chestnut brown spikes will last through the winter, a real stand out when backlit by the low winter sun. The show starts in late summer when the lime green flower spikes rise above the dense foliage, forming a candelabra-like effect. Tiny pale yellow flowers are packed along each spike, but they don't all open at once. This prolonged bloom period makes it a top notch pollinator plant, a "one stop shop" for butterflies and many species of bees. On open ground, the short-lived plants will readily self-sow, making it ideal for natural gardens, weaving among tall prairie grasses. Include this plant in your garden, and enjoy the butterflies, bees and the seed loving winter birds that visit.

\* Native plant recommendations from the Nebraska Statewide Arboretum, [plantnebraska.org](http://plantnebraska.org)

## ACTION ALERT FROM AMERICANHORT REGARDING H-2B IN 2020

An action alert from AmericanHort calls upon industry members to write to their elected officials in support of raising the additional visa cap.

A recent announcement from AmericanHort Director of Advocacy and Policy Communications Tristan Daedalus urged members of the horticulture industry to voice their concerns and save the H-2B bill.

"As you may remember, the 2020 Homeland Security appropriations bill in the House included language that made the Secretary of Homeland Security's release of additional H-2B visas automatic, but with Congress gridlocked on spending bills, we need you to make the case to your elected officials that this change is necessary," his email reads.

He shares how, in late November, the U.S. Customs and Immigration Service (USCIS) posted the following alert on their website:

On Nov. 15, USCIS received a sufficient number of petitions to reach the congressionally mandated H-2B cap of 33,000 H-2B visas for the first half of FY 2020...

"If you need H-2B workers before April 1, the H-2B program is no longer an option. With a cap of just 66,000 visas, this isn't a surprise. But Congress empowered the Secretary of Homeland Security to release a limited number of additional visas when it's determined to be necessary for the economy," Daedalus continues.

He ended the email on a strong note, and wrote, "We're working to make that action automatic, and Congress is listening!" Let your elected officials know you support the H-2B program

For more information, visit [americanhort.org/AdequateWorkforce](http://americanhort.org/AdequateWorkforce)

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# NEBRASKA NURSERY NEWS

## NNLA BOARD OF DIRECTORS

### ELECTED FOR 2020-22 TERMS



**Lee Olson**

Lee has been in the landscape and nursery industry for over 23 years and has served on the Nebraska Certified Nurseryman Committee for over 12 years. He received the Nurseryman of the Year award in 2010 and has been an active member of NNLA since the mid 90's.

Lee is the owner of Landscape Ink and resides in Union Nebraska with his wife Holly. They work together on his "hobby", Noslo Farms, field growing landscape trees. In his free time, he loves to escape to the wilderness where cell phones don't work.



**Aaron Oltmans**

Aaron Oltmans grew up in the nursery industry. He started work watering trees at Plains Tree Farm in 1986. Throughout high school and college he was involved in production at the nursery, as well as, attending the NNLA show. After graduation from UNL in May of 97 with a BS in Business Administration Aaron worked full time at the nursery and for Plains Tree Farm's sister company DPM Inc. DPM develops, produces, and markets loader attachments for the Nursery and Landscape industry. Aaron has been involved with every aspect of nursery production from planting to shipping and sales. At DPM he started in sales and marketing but has been involved in product design and testing, material procurement and fabrication, assembly and shipping. Though the entire time with both companies, trade shows have been a focus. Over the course of the last 25 years he has attended and or exhibited at over 160 nursery trade shows across the United States.

### ELECTED TO COMPLETE 2018-2020 TERM



**Sheila Schrader**

Sheila came to Lincoln to study horticulture with an emphasis in landscape design at UNL and decided to stay in the Lincoln area. With her ten years of experience as a designer, Sheila has been able to help many people turn the vision they have for their yards into a reality. Sheila has a passion for educating her clients on how to best care for their landscapes with the least impact on our environment. She loves the opportunity to design rain gardens, bioswales, native landscapes, and pollinator habitats. Since becoming a parent, Sheila has found that she especially loves working with schools and daycare centers to create outdoor spaces for children to learn about and explore nature. She believes that we need to get our children outside making memories that will insure that they become the environmental stewards of the next generation. Sheila continues her education by attending seminars and conferences on a wide variety of horticulture and arborist topics especially rain garden design, plant selection, and installation. She is certified through the Interlocking Concrete Pavement Institute for paver installation and through the National Concrete Masonry Association for segmental retaining wall installation. She is a certified arborist

through the City of Lincoln and a certified member of the Nebraska Arborist Association. Sheila is a member of the Nebraska Statewide Arboretum.

She volunteers in the Village of Malcolm taking care of their parks as a founding member of the Malcolm Garden Club now in its seventh year. Sheila has worked with several state grant programs to plant trees in the Malcolm parks and at Platte River State Park and has helped with the installation of a few NSA Bloom Boxes. She facilitated a pollinator and sensory garden planting at her son's daycare with matching funds through a City of Lincoln grant program.



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**NEBRASKA NURSERY NEWS**

**Do you ship nursery stock out-of-state?**

**More than just your NE nursery license may be required.  
Don't risk shipping without proper certification!**

For info about requirements, contact the  
Nebraska Department of Agriculture  
Export Certification Coordinator at:  
402-471-5902 or [agr.phyto@nebraska.gov](mailto:agr.phyto@nebraska.gov)



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### **\$500 Lunch Sponsor**

Logo on event materials and signage at lunch

**Early  
Registration  
Deadline:**  
January 16,  
2020



# 2020 NNLA Winter Workshop

Thursday, January 23, 2020 - Lauritzen Gardens, 100 Bancroft St, Omaha NE

## DESIGN WORKSHOP

### **Garden Styles: Exploring Full-Service Design Options**

Along with specifying and designing plants, patios and decks, identifying and interpreting garden styles is one of the most valuable skills a landscape designer can have. Responding to a client's dreams as well as making fully functional spaces that complement their home's architecture and sit comfortably on the land is elemental to a successful landscape design.

In this hands-on workshop you will explore and interpret the three most common garden styles. A detailed explanation of each style (traditional, rustic and contemporary) will be given prior to the practical session. Each participant will be given a 'house' and a client brief to fulfill within a specific style. All aspects of a full-service landscape design plan will be developed and will include presentation techniques to sell the concept. These may include but are not limited to paving, plants, containers, furniture, accessories and lighting.

**Susan Cohan, FAPLD** is the principal and design director of Susan Cohan Gardens, a full-service landscape design studio located in the New York/New Jersey metro area. For more than fifteen years, Susan Cohan and her team have created landscape designs for discerning regional and international clients. The finished results are frequently published and have won numerous awards.

Susan Cohan left a successful career in the fashion industry and founded Susan Cohan Gardens in 2003 after earning a certificate in Garden Design from the English Gardening School at the Chelsea Physic Gardens in London.

## OPERATIONS WORKSHOP

### **Contracts 101 and Purchase Order Pitfalls**

Attorneys Patrick Vint and Audrey Svane will discuss how to manage risks through the effective contract drafting and implementation. Contracts 101 will cover basic contract fundamentals and include best practices for contract drafting and negotiation, as well as strategies to manage changes during a project.

(continued on next page)

# Speakers & Sessions

(continued)

Purchase Order Pitfalls will take a closer look at material purchase orders and address how you can take steps to identify and revise risky terms and conditions when buying materials for your next project.

**Audrey R. Svane** joined Woods Aitken in 2015 after clerking at the firm for two years. She is a member of the firm's litigation group, focusing her practice on the areas of construction law, personal injury and products liability claims, and commercial litigation.

**Patrick Vint** is an associate in the firm's Omaha office and focuses his practice on construction law and commercial litigation. He is experienced in all aspects of litigation, including dispute resolution through arbitration and mediation. Patrick represents owners, contractors, and subcontractors in construction related claims and disputes. He also advises clients on how to manage risk and prevent future litigation. His experience includes litigation in the areas of business, real estate, contracts, insurance coverage, and labor & employment.

## OPERATIONS WORKSHOP

### 6 Money Secrets for Exceptional Landscaping Profits

Your accountant, your banker, nor the IRS will ever ask you for these critical numbers. However, if you own a landscaping company and seek more profits, you better know these numbers. Many companies double their profit when they gain access to this information. You could, too. Join Tony Bass, Co-author of The E-Myth Landscape Contractor and founder of Super Lawn Technologies as he explains these 6 Money Secrets to achieve exceptional profits. Every landscape business owner needs to know these critical numbers. You will learn:

- Do you operate an average company or exceptional company?
- Do you earn average wages or exceptional wages?
- What are the 6 Money Secrets for exceptional profits?
- How to use these 6 Money Secrets in your landscape business.
- One way to get ahead in today's hyper-competitive market place.

**Tony Bass** is a successful entrepreneur, inventor, author, consultant and speaker whose purpose and passion is helping green-industry small businesses achieve their fullest potential. Currently, Tony operates SLT trucking and ramp businesses as well as a successful consulting firm under the parent company of Super Lawn Technologies. Tony has written six books and training programs to help green-industry business owners. His most recent book, The E-Myth Landscape Contractor - Why most landscape companies don't work and what to do about it (2011) pairs Tony with six million plus international bestseller Michael Gerber, for an insider's guide on how to master the landscape industry.

## SCHEDULE

**8:30 - 9:00 a.m.**  
Registration and Welcome

**9:00 a.m. - 4:00 p.m.**  
Garden Styles:  
Exploring Full-Service  
Design Options

**9:00 a.m. - Noon**  
Contracts 101 and  
Purchase Order Pitfalls

**Noon - 1:00 p.m.**  
Lunch (included onsite)

**1:00 - 3:00 p.m.**  
6 Money Secrets for  
Exceptional Landscaping  
Profits

**3:00 p.m.**  
Roundtable Networking

## CONTACT US

NNLA  
PO Box 10,  
Milford, NE 68405  
TEL: 402.381.7154  
FAX: 402.761.2224

**WEB:**  
[www.nnla.org](http://www.nnla.org)  
**EMAIL:**

# 2020 NNLA WINTER WORKSHOP REGISTRATION FORM

*Discounted rates for NNLA members ! Become a member of the Nebraska Nursery and Landscape Association and save on attendee fees!*

Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Design Workshop       Operations Workshop

## 3 WAYS TO SUBMIT

ONLINE:

[members.nnla.org/nnla-events](http://members.nnla.org/nnla-events)

MAIL:

NNLA, PO Box 10  
Milford, NE 68405

EMAIL:

[jennifer@youraam.com](mailto:jennifer@youraam.com)

## REGISTRATION LEVEL

\$175 NNLA Member - *Registration received on or before January 16, 2020*

\$275 Non-Member - *Registration received on or before January 16, 2020*

\$225 NNLA Member - *Registration received after January 16, 2020*

\$325 Non-Member - *Registration received after January 16, 2020*

Donation to NNLA Scholarship Fund \$\_\_\_\_\_

### Payment Method

Credit Card     Check (*Payable to NNLA*)

Name as it appears on credit card \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing or invoice services are not provided. Payment in full must accompany your forms.

Cancellations must be received by January 16, 2020. A \$20 Processing fee per person will apply.

In the unlikely event that the 2020 NNLA Workshop is cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NNLA.



**Questions?**  
Call (402) 381-7154 or visit [www.nnla.org](http://www.nnla.org)

*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](http://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!*