

NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

2022 SUMMER NCNLP EXAM HELD

NNLA held its summer Nebraska Certified Nursery & Landscape Professional (NCNLP) testing day on Thursday, August 4th. NNLA hosted the test at UNL's East Campus in Keim Hall. The Keim Hall courtyard, Backyard Farmer garden, and surrounding arboretum provide an ideal setting for the plant identification portion of the test. This site has proven to be the perfect location for the summer NCNLP test.



Members can sign up for all three sections of the test or, if they have passed some of the sections already, can take individual sections. This summer, five individuals sat for the exam; two members took the manual portion of the test, four took the plant identification portion of the test, and four members took the design portion of the test. NNLA is pleased to announce that after this most recent test, there are two new NCNLP-certified members.

NNLA members work to become NCNLP certified to set themselves apart from other professionals in the industry. They show a high commitment to a level of education and understanding. Potential clients see "NCNLP" on someone's website or business card and can feel secure knowing they are hiring a knowledgeable professional. NNLA plans to host a winter testing date in early 2023. As soon as the date is set, all members will be notified.

The current NCNLP committee members include Lee Olson, Cindy Christensen, Kim Davidson, Sheila Schrader, and Doug Dierks. Todd Faller and Addie Kinghorn have been long-time committee members and have now stepped into advisory roles. The committee is actively working on updating the NCNLP manual. It has made strides in updating the testing format to ensure the test remains relevant and revising the content to ensure that it encompasses all of the basic knowledge needed as a nursery and landscape professional in Nebraska.



NNLA wants to recognize Terri James with UNL Extension for her help reserving the room used for testing and parking for the event.

*Save
the Date!*

**NNLA Winter
Conference
January 26 & 27, 2023**

**[Book your hotel room at the
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**NCNLP Testing to
be held January or
February 2023**

*Watch [members.nnla.org/nnla-
events](https://members.nnla.org/nnla-events) for details*



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 Jason Kuehl, NCNLP



Here is hoping some of you got some rain in the last couple of weeks. I, for one, have had very little, and the agricultural crop harvest looks to be an early one and to see the stress of a dry summer on our trees. It does seem that the last few years have led to a late fall harvest of our trees. It would be nice to get a few early touches of frost and some nice fall weather to compensate for our heat. Fall is for planting trees, and I think we will have a productive end of the season. Water your conifers well this winter, as we don't need a repeat of last winter's evergreen losses. In my travels, we are in a conifer and columnar world. It seems we have forgotten the canopy of a large shade tree over the house instead of the columnar tree on a smaller lot, but that is the world in which we live. Don't expect the availability of evergreens to get better any time soon, and prices

will continue to increase as the demand is strong and the supply is low.

Evergreens have long been undervalued. I am glad our growers are getting a little more money for these crops that take a long time to get to size.

Please take time to visit the NNLA website for the new offerings we have. We are looking for further input and opinions on the board and committees, and for any speakers or topics you want to hear, let's get them here to educate us.

I am looking forward to a great event at Henry Doorly Zoo for the summer field day and the Winter conference again at Innovation Campus at UNL in January. The Scarlet Hotel is now open, and in partnership with NNLA for the event, I had the luxury of touring that venue a few weeks ago; I know you will enjoy your stay there. Shuttles to the Haymarket are available, and we will have opportunities to visit the hotel's social areas too.

I hope you consider working on the NNLA board moving forward. We want new ideas and let's do everything we can to move horticulture and the green industry forward for the future.

Sincerely,
Jason

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NEBRASKA NURSERY NEWS

BENEFICIAL LANDSCAPES: PLANTS FOR A CUTTING GARDEN

Karma Larsen, Nebraska Statewide Arboretum, plantnebraska.org

Some of us love bringing flowers indoors. Even in summer, when there's an abundance outdoors, having them before you on the breakfast table makes for a wonderful start to the day. Some gardeners use the gathering of cuts as motivation to do less-favored duties; after the perennial bed is weeded or after the kitchen is cleaned... flowers can be cut and brought indoors for a bouquet.



On days when it's too hot, too rainy, too cold, or too busy, they bring the outdoors in, along with some fresh air and fragrance. And while outdoors, it can take a lot of plants, and large blossoms, to make an impact, indoors, the tiniest of flowers tucked into the base of a small saltshaker can brighten a counter or tabletop.

Almost all plants are worthy of a closer look, including many we don't think of as vase-worthy. The leaves of hosta, Solomon's seal, coralbells, lady's mantle, brunnera, and other "primarily foliage" plants are amazingly long-lived, and they can provide filler for flowers that are in shorter supply. Vines like Virginia creeper, clematis, bittersweet, English or other ivies, periwinkle, grapevine, and wintercreeper offer similar filler and delicate trailing vines to spread out around the vase.

Annuals are all about blooming. Mid-summer landscape plants for cutting include alliums, baby's breath, beebalm, black-eyed Susan, blazing star, coneflower, coreopsis, pincushion flower, roses, salvia, and yarrow. Pansies, tobacco plants (*Nicotiana*), cosmos, zinnia, lantana, and many more are happy for the deadheading and do well as cuts.

In fall, aster, sedum, goldenrod, sunflower, toad lily, and turtlehead can be brought indoors to give them more attention. For drying: feverfew, amaranth, lavender, baby's breath, and hydrangea. For seedheads, good selections include flue false indigo, poppy, Mexican hat coneflower, and milkweed.

Trees and shrubs can be more finicky. Cuttings from some of them wilt almost immediately upon cutting, but viburnum, forsythia, lilac, fruit trees, and many others offer wonderful options for bouquets. A few that offer attractive branching or foliage include willow, dogwood, redbud, deutzia, camellia, witch hazel, hibiscus, and hydrangea.

Almost without exception, plants' complex form and beauty deserve more than a glance. Bringing them to eye level is one way to enjoy them better. And would we instead get that closer look while we're weeding around them or by having them on our desks and tables?

JOB OPENINGS

As a member benefit, NNLA will post job openings to our website for no cost. To view current posting, go to nnla.org/resources/job-openings-2/. If you have a current posting, notify NNLA if you want it removed or updated.

To list an opening, email jennifer@youraam.com with the information to be posted.

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COVID-19 PANDEMIC FUELED MASSIVE GROWTH IN GREEN INDUSTRY

University of Georgia. ScienceDaily (2022, March 21)

Most people would say the COVID-19 pandemic hasn't been a great couple of years. But for the green industry, like plant nurseries and greenhouses, it's been a boon.

But will the uptick in gardening last once the last coronavirus restrictions are lifted?

Probably not to the same extreme levels, according to new research from the University of Georgia. But for some, the introduction to gardening may have been just what they needed to dive into a new hobby.

Of its more than 4,200 participants, the study found about one out of every three people began gardening in 2020 because they were home more. Many also put in new grass lawns and did outdoor renovations, such as installing new plant beds and other landscaping.

"You had low interest rates, so you had a lot of people refinancing, which gave them money to invest in their homes," said Benjamin Campbell, lead author of the study and an associate professor in the College of Agricultural and Environmental Sciences. "You had people at home looking for something to do, whether by themselves or with their kids. That led to a huge demand for plants."

Just under half of respondents said they didn't plan to garden in the future, even if they had in 2020. But one out of 10 said they gardened in 2020 and planned to keep it up going forward, including 11% of Gen Xers and 13% of millennials and younger.

"We saw a lot of younger consumers come into the market because of the pandemic and because they were having to stay home," Campbell said. "Plants have been shown to help with a lot of different things related to people's psyche. Gardening not only gave people something to do, but it also gave them a little bit more happiness."

Food insecurity may drive gardening uptake for some.

Some respondents had a more practical reason for picking up gardening: food.

About 14% of participants said they planned to garden in the future because they were concerned about food shortages. As supply chain issues and worker shortages continue to cause problems, those empty grocery shelves may not be full to their pre-pandemic level anytime soon.

Food costs in general are going up, in part due to inflation, which could be another driver for people to pick up gardening. But fertilizer and plants aren't immune from inflation and are rising as well.

"Plants are not really a necessity, but if I'm thinking about building a bunker in the backyard, I'm buying seeds," Campbell said. "If I go and buy a tomato plant, I have to keep it alive. If I have a seed, I just leave it in the bag until I need it."

Published by the American Society for Horticultural Science, the study was co-authored by David San Fratello, a master's of agribusiness graduate from the University of Georgia; William Secor, assistant professor in the Department of Agricultural and Applied Economics; and Julie Campbell, assistant research scientist in the Department of Horticulture.

MEMBERSHIP SPOTLIGHT

Thank you for your continued support of the Nebraska Nursery and Landscape Association!

As a way to promote our members and learn about each other, NNLA will begin highlighting members with a spotlight feature on the NNLA Facebook page, website, and in the NNLA newsletter/emails. In order to participate, you must complete and submit the Member Spotlight form.

NEBRASKA NURSERY NEWS

NNLA MEMBER SPOTLIGHT: SHEILA SCHRADER

To promote our members and learn about each other, NNLA will begin highlighting members with a spotlight feature in the NNLA newsletter, Facebook page, and website. To participate, click here and submit the Member Spotlight form.

For this issue's member spotlight, we visit Shelia Schrader of Schrader Landscape Design.

Tell us about your business background and history. How did the company start, and where is it today? Describe your path to get here.

The spring after graduating from college, I began my landscape design career in the Lincoln area. After 11 years of working for three local businesses, I decided to start my own landscape design company. This fall, I will celebrate two years in business.

What are you known for, or what is your niche?

I create landscape designs for local friends and family and work with regional landscape companies as a contractor to create landscape designs for their clients.

What are some highlights of serving your community?

I have spent the last decade as a member of Malcolm Garden Club. I designed, earned grant funding, and planned a volunteer planting day to install a pollinator garden at my son's daycare.

What awards or recognition has the business received?

I have been an active member of the NNLA Board and was recently elected to the position of Treasurer. I have also worked with the NCNLP committee after becoming NCNLP certified over two years ago.

What are you passionate about professionally?

I love using native and edible plants. I like to incorporate some rain gardens or bioswale into my designs when I can.

What is your favorite way to spend a weekend?

My ideal weekend is spent on my acreage with my husband Matt and my son Jacob. I also love watching professional tennis, and I am taking tennis lessons.

Anything else you would like to tell people about yourself or the company?

I began my love of plants as a child, going to our local nursery to buy plants with my mom each summer. From a very young age, I also loved art. When I was in high school and planning what to study in college, I discovered that horticulture and landscape design was a perfect blend of art and plants, and I haven't turned back since.



Schrader Landscape Design

<https://www.facebook.com/SchraderLandscapeDesign>
sheila@schraderlandscapedesign.com
402-413-5586

NOMINATIONS BEING ACCEPTED FOR NNLA AWARDS

The NNLA Board of Directors is accepting nominations for the following awards –

- Distinguished Nursery Professional Award
- Distinguished Landscape Professional Award
- NNLA Hall of Fame Award
- Nebraska Certified Nursery Professional
- Gold Leaf Award

Visit the NNLA website at nnla.org/award for a full description of the award criteria, prior recipients and the nomination form.

NEBRASKA NURSERY NEWS

AXIOM 2022 COMPOST REPORT

Thank you to members who participated in the Axiom study earlier this year. NNLA collaborated with Axiom Marketing on the study to determine the role and importance of compost in horticulture, organic agriculture, and the turf/ornamental markets. The survey collected information to understand thoughts and perceptions about dry and liquid compost products with nutritional qualities and its importance to operations.

Findings in the Executive Summary include:

- 86% of online respondents say compost and biological soil amendments are important.
- When asked what benefits would convince online respondents to try compost and biological soil amendments, 68% say reducing overall fertilizer needs, 44% say easier application and 38% say added nutrition.
- 31% of online respondents make their own compost and soil mixes.
- Sustainable and eco-friendly practices are important to online respondents – 33% say highly important and 55% say somewhat important. Only 3% say not important.
- One third of online respondents are willing to pay more for organic eco-friendly products, and 22% say their customers are willing to pay more.
- 81% of online respondents apply fertilizers and soil amendments with spreaders. 44% use sprayers and manual labor.

[Click here to view the full executive summary report at nlla.org/resources.](http://nlla.org/resources)

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 or (402) 381-7154 for further details.

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NEBRASKA NURSERY NEWS

HEALTHY POTS: WHAT GROWERS WANT

By Toni Bailey, Chair, APLD Healthy Pots, Healthy Planet

Along with growing the signatures list, the Healthy Pots, Healthy Planet initiative explores what's out there right now in alternative pots, and how user experiences are working out.

We've identified five types of users: growers/wholesalers, public gardens, retailers, designers and installers.

In June, we had a fascinating conversation with officials at Devil Mountain Wholesale Nursery: Becky Harrington, director of marketing; David Teuschler, director of horticulture; Marco Barajas, manager of production; and John Serviss, vice president. Devil Mountain is a large grower in California and one of the APLD California Chapter's sponsors. We gathered to talk about Devil Mountain's interest in alternative containers and whether they had had success with alternatives.

The good news is, they have. Devil Mountain has been using Ellepots, a biodegradable container made of paper, for starting perennial seeds. The Ellepots function as liners within plastic trays that are made of recycled plastic and can be re-used multiple times. To dress up the starter plants for marketing, they go in another paper sleeve that can display branding and product information. For trees and shrubs, they use a similar system called Pioneer Pots.

Devil Mountain has found that this system has resulted in better root production than plants grown in plastic. The liners are easy to remove from the trays and are plantable as is. What's more, the process has lowered production costs, and there's less waste. It's now their preferred system for handling. This is exactly what we want to see—reduced use of plastic and successful transition to a biodegradable container, with excellent results for performance and plant health.

During the conversation, we learned things that reinforce our position that the way alternative containers will become widely available is to demonstrate substantial demand. Our colleagues at Devil Mountain commented, "Widely available implies acceptance within the industry. We need market acceptance for the containers we use." So, these containers need to meet performance expectations and be affordable—key attributes that we'd also like to see.

And speaking of demand, Devil Mountain began using Ellepots and Pioneer Pots at a client's request. It seems to have worked out well for all involved—happy client, happy plants, happy grower.



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The lesson here is that we have to ask. Designers can ask in a variety of ways—by signing on to Healthy Pots, Healthy Planet, by specifying plants in alternative containers (see our suggested specification here), and by talking to nurseries. If we ask, we'll help to propel the change away from plastic, and our green industry will be even greener.



Ellepots - www.ellepot.com

NEBRASKA NURSERY NEWS

NCNLP CONTINUING EDUCATION HOURS FOR 2023 RENEWAL

A reminder the NCNLP certification renewals will be emailed December 1st, with payment and continuing education documentation due to the NNLA office by December 31. All Nebraska Certified Nursery and Landscape Professionals (NCNLPs) are required to attend 5.0 hours of continuing education in the calendar year 2022 to maintaining certification. Courses, outside of those hosted by NNLA, will need to be reviewed by the NCNLP Committee or NNLA Board of Directors.

NCNLPs are responsible for tracking their continuing education hours and submitting documentation of those hours to the NNLA office with their renewal or throughout the year.

NNLA POLICY ON CERTIFICATION, MAINTAINING CERTIFICATION

Certification lasts for one year. Continuing education (CE) must be completed each year. The current requirement is the certified individual must attend five (5) hours of continuing education in the horticulture field at a state, regional or national event(s) each year. The Certification Committee reviews the list of events and evaluates potential events for inclusion on a case to case basis.

To request a review of a course, NCNLPs should send an email to the NNLA office (jennifer@youraam.com) with any supporting documentation (agenda, session descriptions, etc.) to be reviewed. Courses will be posted on the NCNLP webpage at <http://nnla.org/certification/> as they are approved. If your course is already listed, you do not have to submit for approval. Events outside of NNLA, are also posted on the nnla.org/event page.

NEBRASKA CERTIFIED

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Do you ship nursery stock out-of-state?

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NEBRASKA

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NEBRASKA NURSERY NEWS

NEW NEBRASKA CERTIFIED NURSERY AND LANDSCAPE PROFESSIONALS



Jeff Carney

Campbell's Nursery & Garden Center

WHAT FACTORS MOTIVATED YOU TO BECOME CERTIFIED?

Honestly, I just wanted to be part of the club. And many of the people I hold the utmost respect for in this industry are NCNLPs. It was also good to refresh my memory and learn many new things along the way.

Certification was both a great learning experience and a refresher course for me. It's also fun to see so many people with the same passion for horticulture and how each person applies this passion and experience in their respective career fields.

WHAT IS YOUR EDUCATIONAL/WORK BACKGROUND?

I worked and interned with the Nebraska Forest Service while pursuing my Masters's in Environmental Planning from the University of Nebraska-Lincoln – graduating in 2010. Since graduating, I've worked for a sustainable landscaping firm, an ecological restoration firm as a restoration ecologist, and a nursery manager for a native plant nursery – all while living in Wisconsin. I moved back to Nebraska in 2020 and worked as an environmental scientist in Omaha before coming to Campbell's.



Mark Charipar

Landmark Nursery and Landscaping

WHAT FACTORS MOTIVATED YOU TO BECOME CERTIFIED?

Well, it was more so a re-certification. I feel the certification adds merit to the landscape professional. Acknowledgment of those who have gone the distance, have the credentials, and have put forth the extra effort is essential in elevating our industry. In my opinion, we are an industry that has traditionally remained undervalued.

WHAT IS YOUR EDUCATIONAL/WORK BACKGROUND?

I earned a Horticulture degree from the University of Nebraska in 1997, and my emphasis was business and landscape design, with a minor in psychology. My work background has composed of working for most of the big landscaping companies over the years in Lincoln, Nebraska. I was a manager trainee at Earl May, and Campbell's throughout college. From 1997-2004, I had my own company in Columbus, Nebraska, Landmark Landscapes. In 2004, I moved to Lincoln, Nebraska, where I landed a job with Nebraska Nursery and Color Gardens as operations manager. In 2009, I started a new Landmark Landscapes in Lincoln with my business partner, Kasey Olson. From 2009 to 2015, we grew our landscaping company. In 2015, I acquired 15 acres of land at 1269 N. 2nd Rd, in Eagle, Nebraska. Development of the location commenced; we opened a retail nursery and garden center in 2017 and re-named it Landmark Nursery and Landscaping. Our company has significantly grown over the years to what it now comprises some 20+ employees. Currently, Landmark Nursery and Landscaping is complimented by a retail nursery and garden center. In addition to retail, Landmark offers a full-service landscape design, installation, and maintenance division. In 2021, we added a gift shop named "The Refuge," In 2022, we opened a tree care division that offers tree care services in addition to tree trimming and removal. Our picturesque setting completes the look and feels we have strived for and highlights our mission of creating the ultimate destination center for plant lovers and landscape-focused clients.

SCHOLARSHIP APPLICATIONS DUE DECEMBER 10

The Nebraska Nursery and Landscape Association is pleased to announce they will be providing a \$1000 scholarship again this year to a full-time horticulture student attending a Nebraska college.

We hope that you will promote this scholarship to students you may know and urge them to complete the online application at nnla.org/scholarship. **The applications are due by December 10.** NNLA will notify applicants of their application status by January 15th. View scholarship information at nnla.org/scholarship.

NEBRASKA NURSERY NEWS

FALL SCOUTING FOR SPOTTED LANTERNFLY

Since its discovery in Pennsylvania in 2014, spotted lanternfly (SLF) has spread to several states in the northeast. Confirmed infestations of this pest were reported in Connecticut, Delaware, Indiana, Maryland, Massachusetts, New York, North Carolina, Ohio, Pennsylvania, Virginia, and West Virginia. In early August 2022, Michigan reported its first spotted lanternfly detection, making it the 13th state with an established SLF population. SLF is a hitchhiking pest that was likely brought in with nursery stock from an infested state.

In cooperation with USDA, the Nebraska Department of Agriculture (NDA) has been conducting SLF surveys at nurseries, transportation corridors, and other high-risk areas in the state for several years. No SLF has been found in Nebraska to date.



Erin Biggs, NDA

Fall is an ideal season to scout for adult spotted lanternfly and their egg masses. Adults are approximately 1" in length. Their forewings are primarily gray with black spots and narrow black rectangles at the tips, while their hindwings are red, white, and black. Adult SLF has a strong preference for tree-of-heaven (*Ailanthus altissima*) and can be found on the trunk, epicormic sprouts, and near the ends of branches in the canopy. Other hosts that can harbor and attract SLF are grapevines (wild and cultivated), black walnut, birch, willow, sumac, and soft maples (red, silver, boxelder). SLF may be found feeding on any woody plant whose cambium can easily be exposed by scraping the bark with a fingernail.



Newly laid egg mass –
Pennsylvania Department of
Agriculture,
Bugwood.org

It takes less than an hour for an adult to lay an egg mass that will remain dormant until spring, meaning SLF could be transported long distances before being discovered.

SLF egg masses are approximately 1 to 1½" in length and can vary in appearance depending on age. A newly laid egg mass will have a white, glossy protective covering that turns gray/brown when dry. This covering cracks and fades, breaking off over time due to weathering and egg-hatch. Each egg mass contains 30 to 50 individual eggs laid end-to-end in parallel rows.

When inspecting nursery stock and other materials for egg masses, pay close attention to the undersides of smooth, hard surfaces. These surfaces may include tree trunks, tree branches, firewood, wood pallets, stone, metal, trailers, vehicles, outdoor equipment, and more.

If you've seen a spotted lanternfly, take pictures or collect a specimen, report your suspicions to your NDA Entomology Inspector, or contact Julie Van Meter, NDA Entomology Program Manager/State Entomologist, at 402-471-6847 or julie.vanmeter@nebraska.gov.



Older egg masses – Erin
Biggs, NDA

NOMINATIONS BEING ACCEPTED FOR>NNLA BOARD OF DIRECTORS

The>NNLA Board of Directors is accepting nominations for two open Director positions for the term of January 2023 to 2025. Per the>NNLA Bylaws, persons serving these positions must own or be employed by an Active or Associate member of the Association. Please consider serving on the Board yourself or talk with a colleague to encourage them to submit a nomination by November 1st.

The two Directors will be elected via electronic vote and announced at the Annual Meeting to be held in conjunction with the>NNLA Winter Conference. Additional details of the date/time of the Annual Meeting will be announced later this year.

If you are interested in serving on the Board of Directors email a short bio and headshot with your intent for nomination to the>NNLA office at jennifer@youraam.com by **November 1, 2022**.