

NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

NEBRASKA GREAT PLAINS CONFERENCE

On January 23 and 24 over 300 attendees gathered for the 2018 Nebraska GREAT PLAINS Conference. The event took place at the Hotel RL in Omaha, Nebraska. Despite the snowy weather, the show went on as planned.



Tuesday morning started off with dynamic keynote speaker Bob McCall. Bob shared three proven and battle-tested steps to improving safety performance. Bob also provided a breakout session later in the morning. Some of the other breakout sessions topics included site analysis, proposals, plant health care, sustainable great plains landscape, autonomous systems, leadership, making your garden center/greenhouse more efficient, climate change and more.



Attendees had the opportunity to bid on items for the silent auction. A live auction and social time capped off the day. A special thanks to those companies that donated items for the auction. The NNLA raised just over \$2,300 for the scholarship fund. If you would like to donate next year, please specify that you are donating to the NNLA.



*Sherilynn Hawkins
& Marti Neely*

Wednesday morning featured keynote speaker Jim Rose, longtime broadcaster and commentator, who spoke on extraordinary lives that inspire and invigorate us every day. Breakout sessions were offered throughout the rest of the day covering topics such as design and integration of house and landscape, Japanese beetles, perennial gardens, future of evergreens, impacts of EAB, herbicide damage and more.

The NNLA Annual Meeting was held during lunch on Wednesday. Board members Sherilynn Hawkins and Chas Berke were thanked for their years of service on the board. Newly elected board members were Kendra Bretschneider of Great Plains Nursery and Jeremy Vlcek of Vlcek Gardens.



*Chas Berke
& Marti Neely*

NNLA Landscape Awards were also presented. View the winning projects starting on page 6.

Thank you to those who served on the planning committee. If you would like to help with the 2019 event, please reach out to the office or a board member.



*See you
there!*

2018
NEBRASKA
FIELD DAY

AUGUST DATE
TBD

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



For a spring newsletter, the weather has been feeling more like winter. At one point we had tornado warnings and blizzard warnings at the same time across the state. The forecast is looking a little more promising toward the end of the month. Let's hope spring weather arrives soon - and stays!

I'm sure most of you are ready to kick off this new season and have been preparing over the winter months. Many of you were able to attend the NNLA Workshops and the Nebraska GREAT PLAINS Conference in January. These events are always a great opportunity to learn, network and grow.

During the conference, NNLA held it's Annual Business Meeting. Two new board members were elected: Jeremy Vlcek of Vlcek Gardens and Kendra Bretschneider of Great Plains Nursery. I'm excited to work with Jeremy and Kendra as they serve as directors for the 2018-2020 term. Retiring board members Sherilynn Hawkins and Chas Berke were thanked for their service as directors. If you are interested in serving on the board in the future, please reach out to me, another board member or our office staff.

As a reminder, membership renewals will be sent soon. The membership year runs from July 1 to June 30. Our members are what make our organization great. I have enjoyed getting to know many of you over the past couple of years and am excited about the future of this organization. We are blessed to work in an industry that loves plants, horticulture, design and nature. Let's continue to work together to expand our organization and reach future industry members.

Thank you for all that you do! Please share your news and what's happening at your business with the office staff. We are always looking for things to share on the Facebook page and in the newsletter.

I wish you all a successful spring season!

Marti

LANDSCAPE AWARD WINNERS

This year the board decided to revise the Landscape Award program and make it easier for our members to submit their project applications. Since many members were working outside well into December, the association extended the deadline to apply. Applications and photos were reviewed by three industry experts outside of our organization. The board was pleased to present the following award recipients:

1. Residential Installation Under \$15,000 was presented to Tena Ehlers of Faller Landscape
2. Residential Installation \$50,001+ was presented to Hugh Morton of Sun Valley Landscaping
3. Use of Seasonal Color, Container Gardens or Perennial Gardens was presented to Kristin Hain of Land Escapes Inc.

View the winning projects starting on page 6.

NNLA CALENDAR OF EVENTS

2018

NSA Spring Affair

April 28, 2018
Lancaster Event Center
Lincoln, NE

Nebraska Statewide Arboretum

Brown-bag on Permaculture

May 3, 2018
Jane Snyder Trails Center
Lincoln, NE

Trees - Past & Future

May 10, 2018
UNL East Campus, Keim Hall 150
Lincoln, NE

Eastern Field Day

August Date TBD

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

NEBRASKA NURSERY NEWS

SPOTTED LANTERNFLY – A NEW PEST IN THE UNITED STATES

JULIE VAN METER, NEBRASKA DEPARTMENT OF AGRICULTURE



Adult spotted lanternfly.
Lawrence Barring, Pennsylvania
Dept. of Ag, Bugwood.org

The spotted lanternfly (*Lycorma delicatula*) is an exotic, invasive insect which has recently been found in the United States. Its native range includes China and India, and it likely was introduced to the U.S. via trade. It was first discovered in Pennsylvania in 2014, and has recently also been found in New York, Delaware, and Virginia. It has not been found in Nebraska.

The adult spotted lanternfly (SLF) is about 1" in length, with gray forewings. These wings have black spots at the upper half and narrow black rectangles on the lower half. The underwings are red with black wingtips. Early instar nymphs are black with white spots, but later instars are red with black patches and white spots.

The females lay egg masses on trunks of trees, or any smooth surface, in the fall. Egg masses initially look gray and mud-like, but as they age, turn brown and individual eggs laid in rows within the mass become visible. Eggs hatch in the spring, with nymphs seeking out new hosts on which to feed.

The SLF's preferred host is the tree-of-heaven (*Ailanthus altissima*), and if it only fed on this weedy, invasive tree, would not be a significant problem in Nebraska. However, SLF will feed on more than 65 different plants, including grapes, fruit trees, oak, walnut and even pines, making it a pest of concern to Nebraska.



Older egg mass; individual eggs exposed. Kenneth R. Law, USDA APHIS PPQ, Bugwood.org

Both nymphs and adults feed on plant sap, and like other leafhoppers, have piercing-sucking mouthparts. The SLF does not feed on foliage or flowers, but on the woody parts of plants, the trunk or branches. Their feeding may cause weeping wounds on trunks, and the insects secrete honeydew which can accumulate on and around the host plants. Infested plants experience reduced vigor and fruit trees and grapes fed on by the SLF will often produce lower yields. The insects may also vector other diseases as they feed.



Adult spotted lanternfly.
Lawrence Barring, Pennsylvania Dept.
of Ag, Bugwood.org



Spotted lanternfly nymph.
Lawrence Barring, Pennsylvania Dept.
of Ag, Bugwood.org

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



Fresh egg mass.
Kenneth R. Law, USDA APHIS
PPQ, Bugwood.org

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NEBRASKA NURSERY NEWS

JAPANESE BEETLE UPDATE

JULIE VAN METER, NEBRASKA DEPARTMENT OF AGRICULTURE



Japanese beetle (*Popillia japonica*) is present in some areas of the state, particularly the Omaha metro area. In 2017, a total of 223 Japanese beetle (JB) traps (168 detection and 55 certification traps) were set by the Nebraska Department of Agriculture. Traps were located at airports, state parks, and nurseries. The traps were in place from the end of May until October 1, 2017.

After the 2017 trapping season, NDA declared nine more counties as being infested with JB: Butler, Cuming, Fillmore, Howard, Johnson, Nemaha, Pawnee, Richardson, and Thurston. Prior to 2017, Adams, Buffalo, Burt, Cass, Clay, Colfax, Dakota, Dawson, Dodge, Douglas, Gage, Hall, Hamilton, Jefferson, Lancaster, Lincoln, Madison, Merrick,

Otoe, Phelps, Platte, Saline, Sarpy, Saunders, Seward, Thayer, Washington, Wayne, and York were already listed as infested.

Counties are considered infested based on survey results. However, most of these counties have low level or localized infestations. At this time, only Douglas and Sarpy counties are known to be widely infested, with significant adult feeding damage reported.

The Nebraska Plant Protection and Plant Pest Act requires that all nursery stock distributed or being offered for distribution in the state be apparently free of injurious plant pests. The presence of Japanese beetle grubs in rootballs or containers, or adults in or on nursery stock, violates this requirement.

Nebraska nurseries in infested counties can take several steps to minimize the potential to spread Japanese beetle in nursery stock. These include:

- Weed maintenance – eliminate weeds from containers and the root zone of field grown plants (the root area that will be dug).
- Apply pesticides to turfgrass areas, targeting grubs.
- Incorporate granular pesticide into container potting mix
- Remove landscape plants known to be highly attractive to JB, such as roses, lindens, Prunus, and grapes, from the growing, loading, or holding area.
- Inspect enclosed trailers or shipping containers for adult beetles prior to loading.
- Visually inspect nursery stock just prior to shipping for JB adults in the foliage.
- Avoid loading nursery stock during peak flight on warm, sunny days, roughly 10:00 am to 3:00 pm.

Nurseries shipping to other states should contact NDA to learn the specific entry requirements set by the other state, and how those requirements can be met.

Questions about certifying Nebraska nursery stock for shipment to other states can be directed to Jessica Schueth, NDA Export Certification Coordinator, at (402) 471-5902 or agr.phyto@nebraska.gov.

Questions about Nebraska's Plant Protection and Plant Pest Act or NDA's Entomology Program can be directed to Julie Van Meter, NDA Entomology Program Manager/State Entomologist, at (402) 471-6847 or Julie.vanmeter@nebraska.gov.

Trees—Past & Future

Dr. Scott E. Schlarbaum, Director, University of Tennessee Tree Improvement Program

Thursday, May 10
University of Nebraska-Lincoln
East Campus, Keim Hall 150

12-1 p.m.

“A Little Southern Forestry in the Great Plains”
Community and forest plantings using high-quality hardwood seedlings.
Refreshments available during break.

1:30-2:30 p.m.

“Using Historic Genetic Plantations to meet Modern Needs in Nebraska”
Managing old genetic tests to supply locally-adapted seed for reforestation and afforestation.

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nfs.unl.edu **plantnebraska.org**

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After



Ponderosa Pine provenance test 1968 →

Eastern White Pine provenance test 1969 ↓

Northern Red Oak provenance test 1963-64 ↓

Horning State Farm “Historic” Plantations



NEBRASKA NURSERY NEWS

WILL THE JAPANESE BEETLE REACH ITS PEAK IN 2018?

DR. JONATHAN LARSON, NEBRASKA EXTENSION, DOUGLAS-SARPY COUNTY EDUCATOR

The Japanese beetle is one the rare pests that is a problem for us as a larva and as an adult. When young this insect is a white grub that chows down on the roots of turf leaving behind large brown dead patches. As an adult the Japanese beetle is a voracious pest that feeds on over 300 different kinds of plants. It skeletonizes green leaf tissues, leaving behind just the veins of the leaf in a doily or lace-like pattern. They also attack flowers and occasionally fruits such as grapes. Flowers will appear finely shredded as if blasted with sand. The Japanese beetle is 7/16th of an inch in length, with copper colored wings and an emerald body and white tufts of hair along its abdominal edge.



Japanese beetle damage on a vegetable plant.

Adults emerge from the ground and begin feeding on plants in late May or June. 2017 was a high intensity year for Japanese beetles and we expect 2018 to have just as many if not more. If you want to control these pests consider cultural and insecticidal approaches and remember that controlling one life stage does not necessarily mean you will be free of the other. White grubs can be preventively controlled with neonicotinoids (like, clothianidin, imidicloprid, dinotefuron) and chlorantraniliprole applied in May or June. If you are treating curatively, later in the year products like clothianidin and Dylox can control >50% of the grubs.

For adults the best strategy for the future is to plant less Japanese beetle attractive plants. For example instead of planting lindens or birches perhaps choose sweet gums or red oak. For a list of plants that are attractive or not attractive adult Japanese beetles go to: <http://www2.ca.uky.edu/entomology/entfacts/ef451.asp>.

When treating for adults you can protect a tree for the season with a systemic soil treatment of neonicotinoids in April or May. This can be done on all susceptible trees except for lindens. Neonicotinoids are not allowed to be used on linden trees at all. You can protect foliage with foliar sprays, adults can be controlled with chlorantraniliprole or pyrethroid products like cyfluthrin or bifenthrin. These can provide 3-4 weeks protection.

Sevin (carbaryl) is another option but typically lasts 1-2 weeks. These can be applied to lindens. Exercise caution when using these insecticides as they can also affect pollinators. Be sure to follow label instructions explicitly to avoid harming pollinators. Botanically, both Neem and Pyola can protect plants but only last 5-7 days, requiring multiple reapplications.

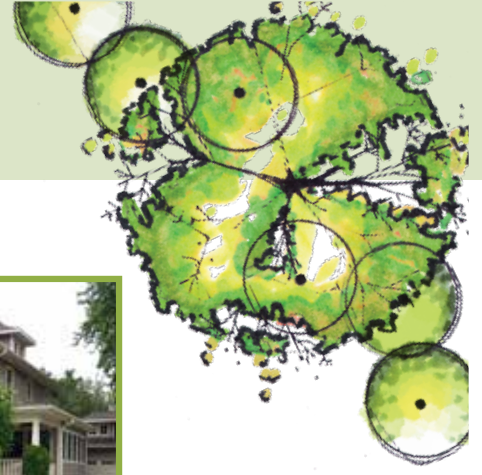
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NNLA Landscape Award

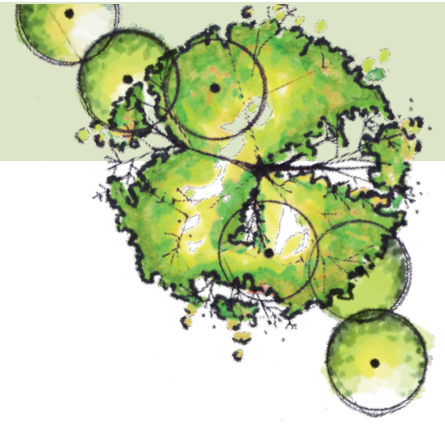
Residential Installation Under \$15,000



*Tena Ehlers
Faller Landscape*

NNLA Landscape Award

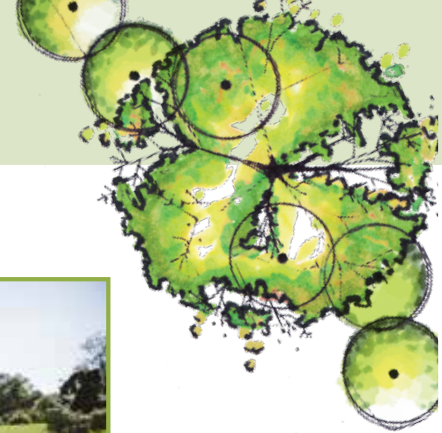
Use of Seasonal Color, Container Gardens or Perennial Gardens



*Kristin Hain
Land Escapes Inc.*

NNLA Landscape Award

Residential Installation \$50,001+



Hugh Morton
Sun Valley Landscaping

NEBRASKA NURSERY NEWS

GOVERNOR'S AG CONFERENCE

NNLA hosted a booth and sent two board members to the 30th Annual Governor's Ag Conference in Kearney. The event featured around 250 attendees consisting of policy leaders, producers, academics, and agribusiness representatives.



Jeremy Vlcek: I was able to attend the 30th Annual Ag Conference with Brian Munk in Kearney, Nebraska. What an eye opener this conference was! I sat in on a few of the talks and learned a lot on how many different goods Nebraska exports. Did you know that Nebraska is the number one exporter of popcorn in America? Based in our town of Chapman, Nebraska, Norm Krug, owner of Preferred Popcorn, talked about when he first started in the business. Norm thought he would be able to sell all his popcorn to the University of Nebraska at Lincoln. When he made the call to them he soon realized they would barely need one container. This brought them to selling their product overseas. Another interesting fact is that this company keeps their beliefs in their mission statement, "Preferred Popcorn strives to honor God by producing high quality products and by serving our customers with integrity." I also heard from Greater Omaha which was the first company in America to export beef to China. They talked about how Governor Ricketts helped in this process. Governor Ricketts ended his opening talk with his plan on personal property taxes. We see this issue first hand in our hometown of Chapman as our town school was almost closed a couple years ago as a way to help with tax relief. I'm super pumped I was able to attend this conference!

Brian Munk: The Governor's Ag Conference in Kearney was a new experience. When most of us hear the word ag in Nebraska, we tend to picture rows upon rows of corn & soybeans or rolling green pastures filled with cattle. When the NNLA was invited to attend the conference this year, it was an opportunity to show the rest of the ag community that the nursery and landscape industry is, in fact, a part of that community as well. We had a number of visitors to our booth and all of them were enthused with the realization of our contribution to agriculture in Nebraska.

The conference offered valuable experience and an excellent opportunity to network outside of our typical industry circles. I personally look forward to attending this conference in the future.

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NEBRASKA NURSERY NEWS

SPECIALTY GROWERS, PESTICIDE APPLICATORS CAN PROTECT SENSITIVE CROPS BY WORKING TOGETHER

CRAIG ROMARY, NEBRASKA DEPARTMENT OF AGRICULTURE

LINCOLN—Specialty crops add diversity and value to Nebraska’s agricultural industry, which is why the Nebraska Department of Agriculture (NDA) encourages growers and outdoor pesticide applicators to work together to protect sensitive commercial specialty crops and pollinators from pesticide use. Pesticides include all categories of pest control products such as herbicides, insecticides and fungicides.

“Many non-traditional crops, like grapes and hops, are especially sensitive to pesticides that are critical for producing traditional crops like corn and soybeans,” said NDA Director Steve Wellman. “In order to protect sensitive crops, commercial growers and pesticide applicators need to communicate with one another throughout the planting and growing season to raise awareness of specialty crops and beehives in the area.”

DriftWatch™ and BeeCheck™ are online mapping services from FieldWatch that allow those with commercial specialty crops, organic crops and beehives to report their field locations. Farmers and other pesticide applicators can review the website to see where specialty crops are located. Included in the registry are commercial apiary sites, vineyards, orchards, fruit and vegetable grow sites, nursery and Christmas tree production sites and certified organic crops.

These online mapping services are especially helpful in satisfying new requirements concerning restricted use pesticide (RUP) dicamba products, Wellman said. It’s important for pesticide applicators to learn about the specific products they are using and read and follow product labels. Pesticide applicators planning to use RUP dicamba products are required to complete online training and locate specialty crops in the area before using RUP dicamba products. Online pesticide applicator training is available through Nebraska Extension.

In Nebraska, 673 growers have registered a total of 1,400 specialty crop and apiary sites on DriftWatch™. Those sites are currently found in 82 of Nebraska’s 93 counties.

DriftWatch™ and BeeCheck™ can be found online at fieldwatch.com. Registration is voluntary, free, easy to use and secure. Applicators can frequently view the map, sign up for email alerts for their area, or receive direct data feeds or downloads. NDA monitors the DriftWatch™ website for the state. For more information contact Craig Romary, NDA Program Specialist, at (402) 471-2351



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

DO YOU HAVE CONTROL OF YOUR DESTINY?

TOM DEMALINE, PRESIDENT - WILLOWAY NURSERIES

Reprinted from the March 2018 issue of [Greenhouse Grower](#)

Do you have control of your destiny? If you don't know your state and federal representative or senator, chances are someone will be making a decision that will have a negative impact on you or your business. It's not because they don't like you or the green industry, it's because they didn't understand the impact of their decision on what we do. As business owners and industry leaders, your job description should include being active and engaged in our political system. As frustrated as we all get with the political system in this country and many times don't like what is going on in the halls of Congress, it is the fairest and best political system in the world. All you need to do is be engaged in the process and be willing to suit up to play the game when your number is called.

How do I get involved?

Step one; Vote. First off you need to vote. This is your constitutional right and your civic duty; however, many people take this for granted and then complain about the results. In the 2016 presidential election only fifty-five percent of eligible voters showed up on November 8th.

Step two; Relationships. Develop relationships with your elected officials and their staff. Just like any business relationship, you need to continually work at it. You need to establish credibility and build trust one step at a time. One visit and a quick handshake will not get the job done. Position yourself as an industry expert and offer yourself as a resource on industry-related issues, such as ag labor, water usage, runoff or the positive impact of flowers, trees and shrubs. It is impossible for an elected official and their staff to know everything there is to know about every business in their district or state, and you can fill that void. Don't disregard the people in their office. Staffers have a huge influence on the outcome of legislation. They are the ones dealing with the details of the issue and are very capable of relaying your point of view.

Step three; Communications. Write or call your legislator. Hearing from constituents has a significant impact on how serious the impact of the legislation is. As little as five letters, phone calls or emails on a particular issue can put it on the radar screen and allocate staff time to dig into the matter deeper so they have a better understanding of the potential impact. In your correspondence, communicate your message with passion, tell your story and explain how it impacts you and the people who work for you.

Step four; Visits. Visit the district or capitol offices. A good way to get started and move past the intimidation of an office visit is to be part of an industry or business-related advocacy day. In September of 2017, AmericanHort sponsored Impact Washington. We had over 100 industry representatives visiting over 250 congressional offices. These visits were about continued development of relationships and gave us the opportunity to voice our concern on subjects such as immigration, tax reform, and the need to continue funding research. We also discussed the positives of the green industry and our economic impact on our home state.

Step five; On-site tours. Invite your legislators to your place of business. They really like to get out in the district to see what is going on and have a better understanding of the behind the scenes. Every legislator that has visited the nursery has replied with, "I had no idea it took this much time and effort to grow a plant." Most visits are an hour or less but worth every minute.

Step six; Support the team. Sometimes part of the relationship building is contributing to an elected official's campaign fund. Some people look at this negatively and that you are buying votes; however, if you are not there is someone else building their relationship? Refer to step two.

Step seven; Reaching across the aisle. "Politics makes strange bedfellows." It doesn't matter if you are politically aligned with your elected officials, they are still your voice and are casting a vote on your behalf. As much as it may hurt sometimes, all of the steps above apply, you just have to work harder to have your message heard. The majority of our elected officials are concerned about your economic impact, how many people you employ and the positive impact the green industry has on the state or district. They need to hear your message.

Closing; The analogy "laws are like sausages, it's better not to see them being made" holds true in the entire political process. Your legislator is interested in doing the right thing; however, sometimes they go about it in a strange way and without your input you may not like the outcome. I encourage you to get involved. You can make a difference.

MARCESCENT TREES HOLD THEIR LEAVES THROUGH WINTER MONTHS

BY JUSTIN EVERTSON, NEBRASKA STATEWIDE ARBORETUM



Trees and shrubs are often categorized into evergreen or deciduous depending on how the transition from summer to winter impacts their leaves. Coniferous species such as pine, spruce, cedar and fir are green throughout the year, including the winter. The waxy-coated needles of these “evergreens” can retain green chlorophyll throughout the cold months. It’s important to note that evergreen needles don’t actually last forever, but rather are shed every 2-5 years depending on the species. This needle drop often goes unnoticed as it overlaps with newer needles that stay green.

Deciduous species, on the other hand, generally drop all their leaves in autumn, which is why we also call it fall. Cooling temperatures and shortening daylength triggers deciduous species to develop an abscission layer at the base of the leaf petiole (stalk), leaving the leaf dangling until wind or gravity pull it off. However, on a few species this abscission layer does not develop completely and the withered leaves can be retained well into winter and even into the following spring. This retention of dead leaves is called marcescence.

In our region, the most prominent marcescent species are oaks. Although most oaks show some level of marcescence, species such as shingle, white, scarlet, black and pin oak are especially capable of holding on to their spent leaves well into winter. Other tree species with varying degrees of marcescence include beech, ironwood, musclewood, horsechestnut, smoketree, boxelder, Japanese maple and some sugar maples. Marcescent shrubs include witchhazels and semi-evergreen viburnums.

Marcescence can also apply to flowers, seeds and fruits. Many trees retain fruit parts or seeds through winter: coffeetree, ash, catalpa, sycamore, pagodatree, hawthorns and crabapples. The marcescent male flowers of white ash (deformed by gall insects) can be very prominent, providing a very useful winter identification ID aid.

Marcescence can vary depending on genetics, growing conditions and the age of trees. Oaks often lose much of their leaf retention as they mature. Leaves protected from wind and snow can also last longer on some species. Scientists aren’t sure why marcescence evolved, but one theory is that it may provide some protection from deer and animal browsing during winter. Another theory is that winter leaf retention can help capture more snow and increase spring soil moisture.

Depending on one’s perspective, marcescence has both benefits and drawbacks. For wildlife enthusiasts, marcescent trees and shrubs provide winter protection for several types of birds, greatly increasing backyard diversity. Also, for someone like me who doesn’t like to rake leaves, I appreciate that oak leaves are shed gradually through fall and winter thus allowing more time for leaf cleanup (or lack thereof) to occur. People who like to get their raking done promptly in the fall, however, often despise this spread out chore. Another potential problem is that marcescent species can be more prone to damage from ice storms and heavy snow loads, although oaks seem to weather these occurrences fairly well.

One benefit of marcescent species growing in importance is that they help expand the palette of trees suitable for windbreaks and visual screens. As we lose many of our evergreens to a growing list of diseases, insects and weather extremes, we’d be smart to diversify our shelterbelts by adding more marcescent species like shingle, scarlet and black oak. Across a community, marcescent species are helping to soften the harsh winds, thus making our winter existence much more tolerable.

From the Nebraska Statewide Arboretum e-mail, 24th January

Be sure to tune in to the new season of **Backyard Farmer** on Thursdays at 7:00 pm.

Watch for the NNLA commercial spot!



2018 FFA CONVENTION



The NNLA continues to reach out to high school students and encourage them to consider a career in the diverse horticulture field. The association hosted a booth during the Career Fair at the Nebraska FFA Convention. The event was held Friday, April 6 at the Pinnacle Bank Arena in Lincoln. Brian Munk, Rod Ruzanic and Tiffany Fougeron were present to speak with students. Interested students could sign up for a free student membership with the association.

The association also sponsored the Nursery Operations Proficiency Award and the Landscape Management Proficiency Award during the convention. Proficiency Awards recognize the development of technical knowledge and skills that students develop through their Supervised Agricultural Experience programs. Based on a calendar year of SAE documentation, students may begin applying for this award program during their freshman year through one year after graduation. Students compete in over 50 categories at the chapter, district, state and national levels.



Kate Cooper from the Waverly FFA Chapter won the Landscape Management Proficiency Award and Katelyn Steffensmeier from the Howells-Dodge FFA Chapter won the Nursery Operations Proficiency Award.

Next year's FFA Convention will be held April 3-5, 2019 in Lincoln.

If you have suggestions of how to reach out to high school or college students, please let our association office know.

NNLA BOARD OF DIRECTORS 2018

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UNIVERSITY OF NEBRASKA UPDATE

ELLEN PAPAROZZI

Thank you to everyone who attended the lunchtime update about the University of Nebraska's horticulture program during the 2018 Nebraska GREAT PLAINS Conference. As mentioned, we have updated the curriculum, and I will be sharing that with you all in a later article.

Our Horticulture Group met to discuss the survey. There were a number of common themes. We know that you need seasonal workers and student interns and we, at UNL, are happy to share that information with the students. However, as you now know, we only have around 50-55 students so those numbers don't go very far. Still, please keep sending your information to us. A number of you offered to help recruit students. This is great! Just by doing what you are doing, you help us. If you need a copy of the curriculum or some recruiting materials for a specific student or for a visit to a middle or high school, please contact Anne Streich at astreich2@unl.edu.

We also appreciated the comments on knowledge and skills that future graduates need to have. We will be reviewing those items again at a future meeting to see where we can add/reiterate information such as pest identification and business skills. Lastly, always remember that we are available to you if you need help. The most accessible of us are the Extension Educators in your area. Nebraska is fortunate to have them. If for some reason they can't help you, they will be sure to contact the University faculty and get you a solution.

Thanks again for coming to the presentation and have a great spring!

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!

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NEBRASKA
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DEPARTMENT OF AGRICULTURE



The Impact Of Native Plants

557

Number of butterflies & moths native oak trees support. Non-native ginkgo trees host only five.

1,200

U.S. crops that depend on pollinators to grow. Native plants are essential for pollinators like birds, bees, butterflies, and bats.

96

Percentage of land birds that feed insects to chicks. Native plants are nature's bounty.



80 million

Number of pounds of pesticides homeowners apply to the 40 million acres of lawns in the U.S. each year. Native plants, on the other hand, support a vibrant balance of predator and prey insects and thrive without pesticides.

800 million

Estimated number of gallons of gas Americans burn in lawn mowers annually. This produces significant amounts of CO2 and other greenhouse gases that drive climate change.

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NEBRASKA NURSERY NEWS

MIDWEST'S BIGGEST PLANT SALE

LINCOLN — Spring Affair, the Midwest's largest plant sale and gardening event, will be Saturday, April 28 at the Lancaster Event Center in Lincoln from 9 a.m. to 2 p.m.

More than 700 different varieties of perennials, herbs, grasses, trees, shrubs and other plants will be available. They are selected for regional suitability, uniqueness, popular demand and provided by Bluebird Nursery, Inc., of Clarkson, Neb. It is sponsored by the Nebraska Statewide Arboretum as an educational tool, fundraising event and to promote regional plants.



For information and inspiration, half hour plant talks will be offered at:

10:00 - "Nebraska Native Plants for Birds" by Jason St. Sauver, Spring Creek Prairie Audubon Center

11:00 - "Gardening 101: I've got my plants, now what?" by Justin Evertson, Green Infrastructure Coordinator for the Nebraska Statewide Arboretum

12:00 - "The Guilt-free Garden" by Mark Canney, Park Planner & Designer for Lincoln Parks & Recreation

Admission to the sale is free. The plant sale, presentations, educational booths and vendors of garden-related items are all in Pavilion I of the Lancaster Event Center with plenty of free parking.

For best plant choices, the Spring Affair Preview Party is Friday night, April 27. This ticketed event is from 6-9 p.m. It gives plant lovers an opportunity to meet friends, enjoy a sit-down meal, live music and first selection of plants before the Saturday sale. Tickets range from \$32-\$42. Register for the Preview Party at: <https://plantnebraska.org/previewparty/registration>.

For more information, visit <https://plantnebraska.org/spring-affair>.

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KNOW
WHAT IS
IN YOUR**

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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

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NNLA WELCOMES THREE NEW NEBRASKA CERTIFIED NURSERYMEN

The Nebraska Nursery and Landscape Association's newest Nebraska Certified Nurserymen are Wesley Arasmith, Samantha Johnson and Brock Steinbrink. All three took the NCN Certification test during the Nebraska GREAT PLAINS Conference in January and passed all three segments of the test.

Wesley and Samantha are both employed at Campbell's Nursery in Lincoln. Wesley studied landscape horticulture at the University of Auburn in Alabama. He worked with AEC Inc. under the landscape architects and civil engineers and on a landscaping crew in Atlanta.



"I was interested in becoming more adept in Nebraska plant knowledge, considering my background in Southeastern landscaping." - Wesley

Samantha attended the University of Nebraska in Lincoln and graduated in 2014 with a degree in horticulture

with an emphasis in Landscape Design. She started at Campbell's in 2010 and has worked seasonally in the greenhouse, as a cashier, and as an intern in the design office before starting as a full-time designer in 2016.



"I wanted to become certified so that I could help my customers better and be more knowledgeable about plants and design." - Samantha

Brock Steinbrink works for Steinbrink Landscaping Inc. in Kearney.

Brock received his Bachelor's degree from the University of Nebraska - Kearney and his Master's degree from the University of Nebraska - Omaha. Since becoming certified, the business has had several new customers call for advice or business after seeing their press release in the local newspaper.



"My goal of this certification was to give residents of the Kearney area a higher caliber of landscape professionals. The more that I know, the higher the benefit the customer receives through my services as a landscape designer." - Brock

The NCN program was established to promote the professionalism of individuals within the industry. A rigorous three part test, which covers plant identification, landscape, and the NCN manual, must be successfully completed. Are you interested in becoming a Nebraska Certified Nurseryman? Visit www.nnla.org/certification for more information.

NNLA Membership Renewal

Membership renewal forms will be sent in May for the 2018-2019 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 the GREAT PLAINS Conference, workshops, and Summer Field Days, marketing & outreach and much more...

NNLA WORKSHOPS



For the second year, NNLA offered two workshops to get the creative juices flowing for members of the industry. The purpose of the workshops was to offer a more intensive learning opportunity than is possible in the typical one-hour sessions provided during the Nebraska GREAT PLAINS Conference and Summer Field Day. The workshops took place on Monday, January 22, the day before the Nebraska GREAT PLAINS Conference in Omaha.

Despite the weather, many attendees were able to participate in the training. Workshop one was “The Ultimate Landscape Design/Build Sales Process,” provided by Jody Shilan, an award-winning landscape design/build contractor who has sold millions of dollars of installation work utilizing a simple, unique and highly successful design/build sales process that is incredibly easy to learn. These processes are based on hands-on experience working for himself, as well as one of the most successful design/build companies in New Jersey.

Jody uses his 40+ years of experience to teach other landscape contractors how to dramatically increase their sales by following this same process. Jody walked attendees step by step through “The 7D’s to Successful Selling.” Jody showed how a few simple but important “tweaks” to an existing process will dramatically improve closing rates and reduce sales cycle.

The second workshop was provided by Kelly Feehan, UNL Extension Educator; Steve Rodie, Professor of Biology and Environmental Studies at the University of Nebraska in Omaha; Andy Szatko, Environmental Quality Control Technician with the City of Omaha; and Tom Franti, Associate Professor of Biological Systems at the University of Nebraska in Lincoln. 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, attendees learned 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.

The workshops were well received and the board plans to provide more workshops in 2019. If you have ideas for future NNLA workshops, please contact the office or a board member.



NEBRASKA DEPARTMENT OF AGRICULTURE MATERIALS

Ag Fact Card: This contains statistical information provided by USDA and highlights Nebraska’s national ranking in production. The downloadable version of the card information can be found here: <http://www.nda.nebraska.gov/facts.pdf>

NDA Feature: This is a new project from the Department. These are articles promoting specific program or activities regarding Nebraska agriculture. This will be ongoing so I encourage you subscribe to the page so you will receive an email notification when a new article is posted. The current topics include: Livestock Friendly County Program, NDA food inspections at special events and a farm family feature with information on the NExtGen program. Click here: <http://www.nda.nebraska.gov/promotion/feature/index.html>

Nebraska Ag Update: This is short weekly e-newsletter that summarizes one feature story (usually about an NDA activity) along with some of the top ag news headlines that are hyperlinked to full article. The newsletter also includes a link to our weekly radio podcast. To see past newsletters and to subscribe, click here: <https://us14.campaign-archive.com/home/?u=eb13611bfcca17410ce5c5f52&id=2246bc4ba9>

Nebraska Commodity and Trade Profiles highlight statewide production and exports and how trade ultimately brings value to every county in the state. PDFs of several commodity and livestock profiles can be found here: <http://www.nda.nebraska.gov/promotion/profiles/index.html>

Nebraska GREAT PLAINS Conference - Thank You!

Exhibitors

Thank you to all of the Nebraska GREAT PLAINS Conference exhibitors. The conference would not be a success without the support of our exhibitors. It would also not be as fun since the attendees enjoy walking around and learning more about new products and services. They also enjoyed getting updates on the newest educational opportunities and programs; research; and association news.

| | | |
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Nebraska GREAT PLAINS Conference - Thank You!

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Funds raised from the auction go toward the scholarship funds. Please consider donating an item for the **NNLA Silent/Live Auction in 2019.*

