

2021 NNLA Winter Conference & Annual Meeting

December 7 & 8, 2021
*Nebraska Innovation Campus
Conference Center
2021 Transformation Drive
Lincoln, NE*

Join us at the Nebraska Innovation Campus Conference Center in Lincoln for the 2021 NNLA Winter Conference and Annual Meeting!

The Nebraska Nursery and Landscape Association is excited to showcase a great lineup of national and local speakers with a wide variety of topics. The conference offers an exhibit hall featuring all the latest products and services. Vendor and sponsorship opportunities are available!



SCHEDULE

TUESDAY, DECEMBER 7, 2021

8:15	Registration
8:15 – 9:45	Exhibitor set-up
8:50	President's Welcome
9:00 – 9:50	NDSU Woody Plant Improvement Program, Evaluating and Producing New Trees – Dr. Todd P. West
9:50 – 10:30	Exhibit Hall
10:30 – 11:20	Remove or Retain? Research and Anecdote Surrounding Wire Baskets - Dr. Andrew Koeser
11:20 – 12:15	Annual Meeting
12:15 – 1:00	Lunch/Exhibit Hall
1:00 – 1:50	Regional Natives We Need to Plant More Of – Bob Henrickson and Justin Evertson
2:00 – 2:50	Implications of Climate Change for the Horticulture Industry - Dr. Martha D. Shulski
2:50 – 3:30	Exhibit Hall
3:30 – 4:20	Work Visas (H-2A, H-2B, and TN) - Todd Ahl and Brad Ahl
4:20 – 5:00	Exhibit Hall

WEDNESDAY, DECEMBER 8, 2021

8:15	Registration
8:30 – 8:40	President Welcome
8:40 – 9:30	Recent & New First Editions Plant Releases - Robert Clark
9:30 – 10:00	Exhibit Hall
10:00 – 10:50	A Designer's Native Plant Tactics- Vanessa Gardner Nagel
11:00 – 11:50	Evaluating and Implementing New Garden Strategies - Vanessa Gardner Nagel
Noon	Adjourn

**Vendors must tear down by Noon*

- Education sessions, annual meeting attendance, lunch, and breaks are included in the registration price.
- Attendees Can Earn up to 6.5 NCNLP CE Credits – 4.0 CEs on Tuesday and 2.5 CEs on Wednesday
- Parking at Nebraska Innovation Campus (NIC) – Parking is free in the designated NIC Event Parking lot. All street parking in the area is metered.
- NNLA is not liable for any injury or damage resulting from willful acts of attendees. Attendees assume all risk and danger relating to the NNLA event, whether occurring prior to, during or after the event.
- **Cancellation Policy:** A refund, less a \$10 administrative fee, will be given for all written requests postmarked by December 1, 2021. Requests received after that date will be reviewed by the NNLA Board of Directors.

SESSIONS *(Listed alphabetically)*

A Designer's Native Plant Tactics

Vanessa Gardener Nagel, FAPLD, NCIDQ, Owner of Seasons Garden Design LLC

Gardeners often hear experts say, 'Plant native plants!' and yet frequently when those same gardeners go looking for native plants, they're not always sure how to use them to their best advantage. Vanessa will share some top designer tactics to use with your local native plants so they will sing as brightly as more exotic plants in the chorus of your garden.

Vanessa Gardner Nagel is an eco-conscious designer/gardener, a Certified Fellow in the Association of Professional Landscape Designers, owner of Seasons Garden Design LLC, and sought-after speaker across the United States. Her love of design has guided her through more than 40 years of innovative design solutions including residential landscapes in the Portland Metropolitan Region and commercial interiors around the globe. She has authored two books entitled "Understanding Garden Design: The Complete Handbook for Aspiring Designers" and "The Professional Designer's Guide to Garden Furnishings" and won numerous awards for her designs, including an Award of Excellence from Sunset Magazine's Landscape Design Competition, an APLD 2020 award for her own garden and the prestigious 2020 Award of Distinction from APLD.

Evaluating and Implementing New Garden Strategies

*Vanessa Gardener Nagel, FAPLD, NCIDQ, Owner of Seasons Garden Design LLC
(See previous session for full bio).*

2020 will be remembered as a wonderful year by no one. I also lost my soulmate and husband at the beginning of the madness to cancer. Garden was solace to some degree, but strategies to reorganize, reduce, and completely rethink had to ensue immediately. Implementation became the most important of this strategic evaluation.

Implications of Climate Change for the Horticulture Industry

Dr. Martha D. Shulski - Professor of Applied Climate Science in the School of Natural Resources at the University of Nebraska Lincoln; State Climatologist; and Director of the Nebraska State Climate Office

Nebraska's climate has experienced an overall warming, which is particularly strong for nighttime low temperatures. Our precipitation regime has trended toward wetter, with strong signals in spring and early fall. Newly released projections of future climate indicate an acceleration of warming and overall wetter conditions. Precipitation will likely shift toward wetter during the colder time of year and drier during the summer, when compared to our current climate. Furthermore, there will be a greater occurrence of extreme events, such as heavy rain, drought, and heat. Extreme cold events are projected to decrease.

Pertinent to this industry is the fact that natural climate variability may modulate some of these projected changes at short timescales (years).

Dr. Martha Shulski is a Professor of Applied Climate Science in the School of Natural Resources at the University of Nebraska Lincoln. She serves as State Climatologist and is Director of the Nebraska State Climate Office. Dr. Shulski's work focuses on environmental monitoring through the Nebraska Mesonet, stakeholder engagement, and applied research. She has been faculty at UNL since 2009 and has 20 years of applied climate experience, taking her from remote Alaska villages to the windswept Nebraska Sandhills. She was co-author on the 2018 U.S. National Climate Assessment, has published a book, 48 journal articles and you can find her regular column on weather in NEBRASKAland magazine.



NDSU Woody Plant Improvement Program, Evaluating and Producing New Trees

Dr. Todd P. West - Professor of Horticulture at North Dakota State University (NDSU) and Director of the NDSU Woody Plant Improvement Program

North Dakota State University is one of the few public woody plant programs left in the United States. The program has been evaluating and selecting ornamental woody plants for over 60 years and has introduced over 50 ornamental woody plants with increased disease tolerance and winter hardiness for landscapes focusing on environmental (hardiness and pH tolerance) conditions as well as ornamental characteristics. This presentation will give insights on the NDSU woody plant improvement program.

Dr. Todd P. West is originally from Madison, WI. Todd is currently a Professor of Horticulture at North Dakota State University (NDSU) and director of the NDSU Woody Plant Improvement Program. This program focuses on the development of new woody cultivars suited for USDA hardiness zone 3 and 4. He enjoys his family and traveling the world. His passion is woody landscape plants.

Recent & New First Editions Plant Releases

Robert Clark – Sales Representative for Bailey Nurseries

Robert Clark has been a Bailey Nurseries sales staff member for 20 years. After college, Robert's career began with Mount Arbor Nurseries in Shenandoah, IA in production. Robert's current sales territory at Baileys is NE, KS, SW IA, and KC MO area.

Regional Natives We Need to Plant More Of

Justin Evertson – Green Infrastructure Coordinator, Nebraska Forest Service & Nebraska Statewide Arboretum

Bob Henrickson – Horticulture Program Coordinator, Nebraska Statewide Arboretum

Nebraska may be flyover country, but it is home to an incredible variety of native plants that can be utilized for landscaping. This presentation will earnestly promote the use of native plants and will highlight several species, both woody and herbaceous, that deserve greater attention. Of course, utilizing native plants is a nuanced topic and we hope attendees come prepared for a conversation on the pros and cons of native plants.

Justin Evertson has been employed by the University of Nebraska since 1990 working with both the Nebraska Statewide Arboretum (NSA) and the Nebraska Forest Service (NFS). Justin is the "Green Infrastructure Coordinator" for the Community Forestry and Sustainable Landscapes unit of NFS where he oversees programs that provide funding, technical assistance and educational outreach for sustainable landscape enhancements in communities across the state. Justin has authored several publications with an emphasis on woody plant selection. He earned his architecture and community and regional planning degrees from UNL (1988/92). Justin grew up on a farm in western Kimball County where he learned an appreciation for shortgrass prairie and Nebraska's wide-open spaces. Justin is passionate about trees, the native landscape, biodiversity and sustainable landscape development. He lives in Waverly (near Lincoln) where he plants many trees and works to increase the biodiversity and sustainability of landscapes throughout the community. (continued on next page...)

SESSIONS *(continued)*

Bob Henrickson attended the University of Nebraska-Lincoln and graduated with a B.S. in Wildlife Biology in the School of Natural Resources. He is currently the Horticulture Program Coordinator with the Nebraska Statewide Arboretum, Inc., a private, non-profit organization and program of the Nebraska Forest Service. His responsibilities include assisting affiliated arboretum sites with plant collection and to acquire, propagate, and produce mostly native and some exotic plants for plant development and sales. A Nebraska Certified Nurseryman and a Certified Arborist with the International Society of Arboriculture. Bob has hosted a live, call-in gardening talk show called How's it Growin' on a community radio station in Lincoln since 2000. He is passionate about native plants, herbs, dried flowers, vegetable gardening, wild mushrooms, and wild edible plants.

Remove or Retain? Research and Anecdote Surrounding Wire Baskets

Dr. Andrew Koeser – Professor of Landscape Management at the University of Florida-Gulf Coast Research and Education Center

Wire baskets helped to industrialize the transplanting process for field-grown nursery stock. However, their use is not without controversy. Many nursery growers and others worry that removal of this packaging material at planting may disrupt an already compromised root system and reduce transplant success. In contrast, many arborists and urban foresters fear this packaging may serve as both a short-term barrier to root regrowth and a long-term source of root restriction. While opinions abound, actual research on this topic is relatively scarce. Is wire basket removal a death sentence for trees already compromised by root loss and water stress? Do wire baskets left intact lead to the slow death of trees? This presentation draws on past and recent research findings in an effort to offer an impartial view on one of arboriculture's more controversial issues regarding cultural practice. Impact on transplanting survival, growth, and stability are discussed.

Dr. Andrew Koeser is a Professor of Landscape Management at the University of Florida-Gulf Coast Research and Education Center near Tampa, Florida. Prior to working at the University of Florida, he worked for five years at the ISA headquarters in Champaign, IL – starting as an intern and advancing to Science and Research Manager. He holds a Ph.D in Crop Sciences (Horticulture and Biometry emphases) from the University of Illinois at Urbana-Champaign, a M.S. in Natural Resources and Environmental Sciences from the University of Illinois at Urbana-Champaign, and a B.S. in Forestry (Urban Forestry Emphasis) from the University of Wisconsin – Stevens Point.

Work Visas (H-2A, H-2B, and TN)

Brad Ahl, Todd Ahl – Labor Solutions, Inc.

This session will offer a three-prong approach to the growing labor shortage in the United States. Work visas, including agricultural (H-2A), non-agricultural (H-2B) or professional (TN), can provide options to sustain/grow your business in a legal and ethical manner, while your company provides life changing income for workers that “pay taxes the same as a U.S. worker” and then return home to their families each year. This session will provide information regarding these visas, answer questions, and provide candid, transparent feedback on the “pros and cons” of each visa.

Brad Ahl spent 20 years as a compliance officer interpreting/implementing federal and state regulations in the banking industry. Focusing on the ever-changing “rules and regulations” that are part of the nonimmigrant visa programs requires constant vigilance and focus. Todd and Brad were raised in the agricultural industry in Montana, bringing a unique mixture of understanding and knowledge that helps them assist their clients in both H-2A and H-2B visas and have expanded their business to include the vast possibilities of the TN visa.

2021 NNLA WINTER CONFERENCE & ANNUAL MEETING

Nebraska Innovation Campus, Lincoln, NE

3 WAYS TO REGISTER

1. Complete registration online at members.nnla.org/nnla-events
2. Complete the registration form below & mail to Nebraska Nursery and Landscape Association
3. Email a completed registration form to Jennifer@youraam.com
4. Fax a completed registration form to 402-761-2224

CONTACT INFORMATION

Name: _____ Badge Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

REGISTRATION PRICING

First Member Registration \$150 Additional Member Registration \$130

Non-Member Registration \$300 Student Registration \$25

VENDOR PRICING

\$300 – Standard Booth - *Includes one six-foot skirted table with two chairs and one registration fee*

\$75 – Non-Profit Booth - *Includes one six-foot skirted table with two chairs and one registration fee*

\$75 – Additional Vendor Registrants

SPONSORSHIPS

\$250 – Silver Sponsor - *Logo on event materials, signage*

\$500 – Gold Sponsor - *Logo on event materials, signage, and one registration fee*

\$1,000 – Speaker Sponsor - *Logo on event materials, signage, one reg. fee, and opportunity to intro speaker*

PAYMENT INFORMATION

TOTAL: _____

PAY BY CREDIT CARD - Please bill my credit card for the total of \$_____

Name as it appears on card: _____

Card Number: _____

Exp. Date: _____ / _____ CVV Code: _____ Signature Authorization: _____

PAY BY CHECK - Send check, payable to NNLA, to: NNLA, PO Box 10, Milford, NE 68405

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution. NNLA is not liable for any injury or damage resulting from willful acts of attendees. Attendees assume all risk and danger relating to the NNLA event, whether occurring prior to, during or after the event. Cancellation Policy: A refund, less a \$10 administrative fee, will be given for all written requests postmarked by October 25, 2019. Requests received after that date will be reviewed by the NNLA Board of Directors. In the unlikely event the Winter Conference is cancelled due to uncontrollable circumstances, your payment will be considered a donation to NNLA.

Questions? Call 402-761-2216