

**Minutes of the
Idaho Nursery and Florist Advisory Committee Meeting
9:00 a.m. – 12:52 p.m., January 23, 2010**

In Attendance:

Committee Members

Howard Hughes, Horticulture Services, Inc., Post Falls, ID – Committee Chairman
Kevin Allen, Pro-Care Landscape Services, Meridian, ID – Committee Member
Willy Birkholz, Landscape Solutions, Boise, ID – Committee Member
Gary Paulson, Mountain Plants Inc., Victor, ID – Committee Member
Brian Winn, Jayker Wholesale Nursery, Twin Falls, ID – Committee Member
Robert (Bob) Reggear, Reggear Tree Farm, Orofino, ID – Committee Member
Michael E. Cooper, Idaho State Department of Agriculture (ISDA) – ISDA Representative

Guests

Ann Bates, Idaho Nursery and Landscape Association (INLA)
Vince Matthews, USDA, Idaho Agriculture Statistics Services
Ruth Herman, Idaho State Department of Agriculture
Dr. Stephen L. Love, University of Idaho Representative
Thomas Salaiz, University of Idaho Representative
Dr. Robert R. Tripepi, University of Idaho Representative

Chairman Hughes called the Idaho Nursery and Florist Advisory Committee meeting to order at 9:00 a.m. He advised committee members that in order to take action on an item before the Committee, it first has to be included on the agenda.

USDA NASS Report and Annual Survey Agreement - Vince Matthews, Director of Idaho Field Office, USDA National Agriculture Statistics Services (NASS), handed out the Idaho Crop & Livestock Producer News press release and the 2009 Idaho Agricultural Statistics manual that were released in April 2009. The results of the 2008 Nursery and Greenhouse survey are on page 61 in the manual and mark the first decrease since 2004. The 2010 national horticulture census (conducted every ten years) was mailed in mid-December 2009 and the results will be released in December of 2010. NASS will provide assistance to growers who need help in filling out this very detailed census. Vince Matthews requested \$1,800 to conduct the Idaho Nursery Survey for the year 2009. A motion to approve \$1,800 for the Idaho Nursery Survey was made by Bob Reggear and Brian Winn seconded it. The motion was then approved by the full committee. The annual nursery and greenhouse survey will be mailed in February and released in April 2010.

Budget Report:

Mike Cooper reported that the cash balance of the research fund as of December 31, 2009, was \$139,483.73.

- Grant requests for 2009 totaled \$39,404.00. A total of \$39,404.00 for three grants was approved; \$22,227.00 was disbursed to the grantees leaving a total of \$17,177.00 to be disbursed upon approval of the final reports.
- A contract payment of \$1,800 was made to the Idaho Agricultural Statistics Service for the 2008 survey.
- An educational Outreach grant of \$5,000 was requested by the Idaho Nursery and Landscape Association at the January 24, 2009 Nursery Advisory Committee meeting for speakers for the 2010 Annual "Idaho Horticulture Expo" trade show.
- Grant requests for 2010 total \$98,688.09.

Nursery Research Account Budget Summary

	Receipts	Expenses	Balance
FY2006	\$56,975.00	\$54,671.06	\$129,037.20
FY2007	\$58,491.96	\$54,981.64	\$132,547.52
FY2008	\$62,044.58	\$67,112.68	\$127,479.42
FY2009	\$48,275.00	\$58,922.69	\$116,831.73
FY2010	\$21,500.00	\$1,152.00	\$139,483.73 as of 12/31/2009

Grants obligated but not expended for 2009:

\$17,177 (NAC/ISDA 2009-1=\$5,460; NAC/ISDA 2009-3=\$11,717)

Education and Outreach – \$5,000 (INLA Horticulture Expo, 1/20-23/2010)

Old Business:

The 2009 annual meeting was held January 24, 2009. Three grant applications were reviewed and approved. The 2009 Mid-Year Reports were reviewed and approved by Idaho Nursery and Florist Advisory Committee (INFAC) members on a conference call held October 8, 2009. The minutes of both meetings were approved by the committee via E-mail and posted on the ISDA Website.

Review of 2009 Final Reports

- 1) NAC/ISDA 2009-1, \$10,920 (\$5,460 Outstanding) “Evaluation of Native and Adapted Plants for Landscape Use” – Dr. Stephen L. Love, University of Idaho. Dr. Love gave an overview of his final report. They’ve completed 3-4 years of collection and evaluation with the objective to evaluate the hardiness and stability of native plants for the horticultural industry. They are looking at processes to distribute the material. A motion to accept the final report was made by Gary Paulson and seconded by Brian Winn; the motion was then approved by the full committee.
- 2) NAC/ISDA 2009-2, \$5,050 (\$0 Outstanding) “Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns” – Thomas A. Salaiz, University of Idaho. Tom Salaiz gave a summary of his final report. The intent was to evaluate the color and quality of traditional turfgrass and native wheatgrass for low-maintenance and low watering with very limited fertility regime. All the wheatgrasses showed excellent promise. A motion to accept the final report was made by Kevin Allen and seconded by Brian Winn; the motion was then approved by the full committee.
- 3) NAC/ISDA 2009-3, \$23,434 (\$11,717 Outstanding) “Determining Salt Leachate Rate and Suitability of Potting Mixes Amended with Anaerobic Digested Cattle Biosolids” – Dr. Robert R. Tripepi, University of Idaho. Dr. Tripepi gave an overview of his final report. The goal was to track the rate of mineral leaching from the material and see how native plants handled it. Most of the material leached out in about 16 days. A motion to accept the final report was made by Willy Birkholz and seconded by Bob Reggear; the motion was then approved by the full committee.

Other Old Business

Ann Bates, Executive Director of the Idaho Nursery and Landscape Association (INLA), submitted a written final report on the seminars sponsored at the Idaho Horticulture Expo held on January 20-23, 2010 (see attached). The Nursery Advisory Committee (NAC) had already approved the expenditure of \$5,000 for this educational outreach grant at the January 24, 2009 meeting.

Montana Nursery License Issue

Since 2009, the state of Montana requires Idaho nurseries doing business in Montana to obtain a Montana Nursery License. Therefore we now require Montana nurseries doing business in Idaho to obtain an Idaho Nursery License due to the reciprocity clause in Idaho Code 22-2322. Bob Reggear recently attended the Montana Nursery Association meeting and said that Montana plans to repeal the law in 2011. The Montana legislature meets every two

years. He said that Montana will not be stopping plants at the border, but they will be working with Idaho nurseries. Idaho produces the majority of plants shipped into Montana.

New Business:

2010 Research Proposals

- 1) NAC/ISDA 2010-1, \$12,935.00 “Improvement and Propagation of Native Plants for Water-Conserving and Traditional Landscapes” - Stephen L. Love, Ph.D., University of Idaho. Brian Winn said the INLA research committee recommended the continued funding of this research. There was much discussion about ways of obtaining funding to grow and market native plants for the home landscape industry. There is a “We have it – how do we get it out?” problem. We need to identify the people who are willing to take on the risk and invest in it. The research patents would come out of the University of Idaho. The philosophy of the program is to help the Idaho nursery industry. A motion to fund the proposal was made by Gary Paulson and seconded by Willy Birkholz; the motion was then approved by the full committee.
- 2) NAC/ISDA 2010-2, \$4,950.00 “Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns” - Thomas A. Salaiz, University of Idaho. Brian Winn said the INLA research committee recommended continued funding of this research because it is very applicable to the state as a whole. A motion to accept the proposal was made by Gary Paulson and seconded by Brian Winn; the motion was then approved by the full committee.
- 3) NAC/ISDA 2010-3, \$15,000.00 “Alternative Plants to Invasive Species Landscaping Publication” - Ann Bates, Idaho Nursery & Landscape Association. Brian Winn said the INLA research committee recommended funding of this project and would like to see the publication posted online as well as through the county extension offices. Ann Bates said that this idea for the publication started with working with Amy Ferriter, Program Manager of the Invasive Species Program at ISDA but the funding was pulled. They were going to do 40 pages – each page would feature the bad guy (plant) with three good guys (plants). Most of the money will go into the printing of the publication. The cost may be 75 cents to \$1.00 per magazine copy and they plan to print about 10,000 copies to distribute at the Idaho Green Expo in Boise and other venues for public outreach. They planned to just distribute it, not sell it. The funding could be less if placed on-line. The INLA may place it on the web-page of Beautiful Back Yards, funded by commercials. A motion to fund the proposal for \$2000 to help pay and/or defray costs already incurred in developing the publication was made by Willy Birkholz and seconded by Kevin Allen; the motion was then approved by the full committee.
- 4) NAC/ISDA 2010-4, \$2,400.00 “Alternative Potting Media Components: A Scientific Review” - Linda Chalker-Scott, Ph.D., Washington State University. Brian Winn said the INLA research committee recommended denying funding of this project because Dr. Chalker-Scott’s work is scholarly and not experimental. The INLA committee asked her to respond to questions about her project in November but they received no response. A motion to disapprove the proposal was made by Brian Winn and seconded by Kevin Allen; the motion was then approved by the full committee.
- 5) NAC/ISDA 2010-5, \$34,299.09 “Economic Importance of the Green Industry in Idaho” - J.D. Wulfhorst, Ph.D., University of Idaho. Brian Winn said the INLA research committee recommended denying funding of this project because their main concern was the total cost was hard to justify in our current economic situation. On the other hand, maybe this research would allow us to keep a horticulture research based R & E Center in Idaho. Gary Paulson and Bob Reggear mentioned that they have the NASS state and federal census surveys to complete and thought this survey would be a duplication of effort. Kevin Allen said that this survey would pick up some aspects of the landscaping industry where the NASS surveys do not. Dr. Wulfhorst’s 2005 survey showed that in 2004, 48% of the jobs in the Green Industry related to Landscape Maintenance, Landscape & Irrigation Contracting, Pesticide Application, and Landscape Architecture. Ann Bates said they used the survey information to show the Green Industry’s contribution to the economy when conducting

letter writing campaigns. There was a lot of discussion about using the surveys conducted by NASS and asking Dr. Wulfhorst to conduct a survey geared towards the landscapers, turf and lawn care providers, retailers, and others not included in the state and federal surveys, and then marrying all the surveys together into one comprehensive report.

A motion to deny the research proposal was made by Gary Paulson and seconded by Willy Burkholz; the motion was then approved by the full committee. A motion was made by Willy Birkholz and seconded by Kevin Allen that the NAC committee recommends that Dr. Wulfhorst submit the proposal next year and use the Green Industry survey to focus on the landscapers, turf and lawn care, and retailers; and using the data from the NASS state and federal surveys and the 10-year census of Horticulture, which is due to be published in December of 2010, to publish a comprehensive report. The motion was then approved by the full committee.

- 6) NAC/ISDA 2010-6, \$16,334.00 “Testing Effectiveness of New All Natural Fertilizers/Additives on Selected Herbaceous and Woody Plants” - Robert R. Tripepi, Ph.D., University of Idaho. Brian Winn said the INLA research committee recommended funding for this project. The goal of this research project is to test several organic or all natural fertilizers to determine if those products improve plant growth compared to a standard commercial fertilizer. Two of the three products mentioned in the proposal were from out-of-state. Dr. Tripepi offered to test just Idaho products. Mike Cooper can give him a list of soil amendment products to look for those made in Idaho (not shipped in from out of state). Bob Reggear made a motion to approve the proposal as stands but skip the height measurements to focus on Idaho products, and if there is room to expand the research, to research the pineapple extract and other natural products; the motion was seconded by Brian Winn. The motion was approved by the full committee.
- 7) NAC/ISDA 2010-7, \$4,970 “Microbial Analyses of and Plant Growth in Composted Cattle Biosolids Sampled Over Time” - Robert R. Tripepi, Ph.D. & Joseph Kuhl, University of Idaho. Brian Winn said the INLA research committee recommended funding for this project. This study has a lot of merit, especially in southern Idaho. Dr. Tripepi submitted the proposal to the dairy industry which funded most of this project. He has reduced the amount of the request to \$4,970 to fund some of the supplies. A motion to accept the proposal was made by Kevin Allen and seconded by Gary Paulson; the motion was then approved by the full committee.
- 8) NAC/ISDA 2010-8, \$7,800.00 “Mutation Breeding of Penstemon for Use in the Green Industry” - Brad Geary, Ph.D., Brigham Young University. Brian Winn said the INLA research committee recommended funding for this project. Penstemons are hugely popular in Europe but they’re from the Mountain West. They use minimal water. The potential benefits from this research project will be with Penstemons that are dwarf, compact, with huge flowers, and long-blooming time. A motion to approve the proposal was made by Gary Paulson and seconded by Brian Winn; the motion was then approved by the full committee.

Nevada Colorado Potato Beetle Quarantine

Mike Cooper of the ISDA has been in negotiations with Nevada since last spring. They’ve worked some things out where additional inspections will be made to the greenhouses to inspect for Colorado Potato Beetle. Two Idaho greenhouses have indicated a desire to be able to ship into Nevada.

Other Business:

University of Idaho Report - Dr. James E. Johnson - Dr. Johnson was unable to attend so no report was presented.

A written request for a no-cost extension was sent by Dr. Tripepi for NAC-ISDA 2009-3, “Determining Salt Leachate Rate and Suitability of Potting Mixes Amended with Anaerobic Digested Cattle Biosolids.” Gary Paulson made a motion to extend the no-cost extension through May 1, 2010; it was seconded by Bob Reggear; and the motion was approved by the full committee.

There was discussion about whether the committee can direct Mike Cooper to approve these no-cost extensions of research projects in the future. Bob Reggear made a motion that any no-cost extension will be automatically looked at and approved by Mike Cooper. The motion was seconded by Kevin Allen and approved by the full committee.

Bob Reggear (for Ann Bates of the INLA) requested funding of \$5,000 for the 2011 Horticulture show. A motion to accept the funding request was made by Bob Reggear and seconded by Brian Winn; the motion was then approved by the full committee.

Ann Bates provided a copy of the INLA Research Committee's recommendations for the 2010 Research Proposals and Funding Requests. (See attachment.)

The committee discussed Educational Outreach Funding. The Nursery Advisory Committee funded a \$2,000 educational outreach grant to the Horticultural Research Institute (HRI) in 2005. Dr. Tripepi suggested that the committee tell the HRI that they want it to come to Western universities. If an educational outreach funding request comes in, it has to be on the agenda for a future NAC meeting in order for it to be considered.

Howard Hughes pointed out that if any member wants reimbursement to the Nursery Advisory Committee meeting, to write a letter and send it to the ISDA. In the packet there is an example of a letter requesting reimbursement for travel to the meeting, and also a W-9 form to fill out if they haven't submitted one before.

The Committee adjourned at 12:52 p.m.



Michael E. Cooper, Bureau Chief

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Idaho Crop & Livestock Producer News

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Released: April 24, 2009

Media Contact: Vince Matthews

Idaho Nursery & Greenhouse Sales Totaled \$76.3 Million

Dear Respondent:

This issue of the Idaho Crop and Livestock Producers' News covers the results of the 2008 Idaho Nursery Survey conducted for the Idaho Nursery and Florists Advisory Committee as authorized under the Idaho Nursery and Florists Law Title 22, Chapter 23, Idaho Code.

This release is sent to survey participants in appreciation for their time spent responding to the survey. For more information contact us at nass-id@nass.usda.gov or at 1-800-691-9987. Thank you for reporting and your continued support.

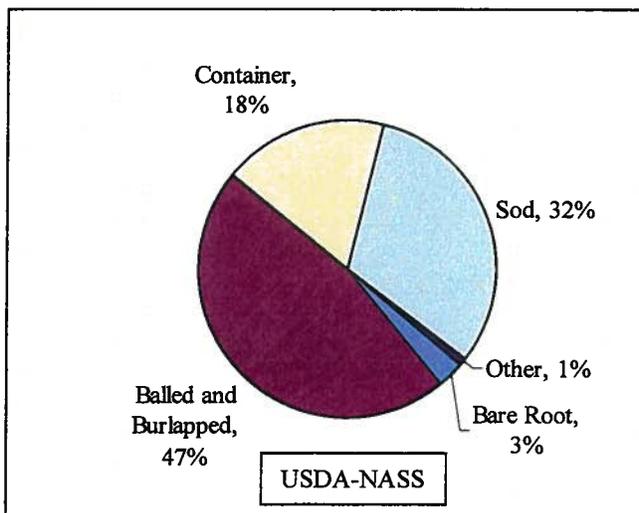
*Sincerely,
Vince Matthews
Director*

Idaho nurseries and greenhouses sold an estimated \$76.3 million dollars of plants and plant materials in 2008, a 13 percent decrease from 2007. Field grown sales, excluding Christmas trees, totaled \$56.1 million, a decrease of 15 percent from last year. Greenhouse grown sales decreased 6 percent, totaling \$19.5 million in 2008. Christmas tree sales decreased 11 percent in 2008 totaling \$741 thousand dollars.

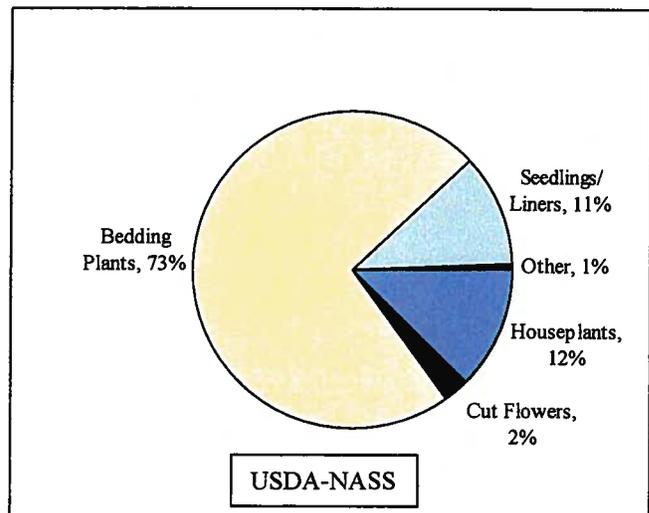
The total area for field grown nursery products that had sales in Idaho, including sod and cut Christmas trees for 2008, is estimated at 11,300 acres. The total square footage of greenhouse grown products that had sales in Idaho for 2008 is estimated at 2.38 million square feet. This is the first year that area of nursery and greenhouse was measured in the survey.

Field grown sales accounted for 73.5 percent of the total in 2008 compared to 75.4 percent the previous year. The largest decrease in sales was for balled and burlapped plant materials, showing a decrease of \$7.90 million from a year ago. This survey reflects the total gross sales of Idaho grown plants and plant materials including Christmas trees at a grower level price. It does not include nursery or greenhouse items purchased from others for immediate resale. It also does not include vegetable seed or produce sales.

Total 2008 Field Grown Sales



Total 2008 Greenhouse Grown Sales



Percents do not add to 100% due to rounding.

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Total Gross Sales by Category of Plant Material, 2004-2008:

	2004	2005	2006	2007	2008
FIELD GROWN	<i>(1,000 dollars)</i>				
Bare Root.....	1,271	1,195	1,508	1,513	1,674
Balled and Burlapped.....	23,958	28,590	31,424	34,065	26,166
Container.....	5,943	10,409	10,393	10,485	10,103
Sod.....	14,306	17,397	19,015	19,424	17,715
Other [bulbed, corms, tubers, etc.].....	1,486	232	132	665	414
Total Field Grown Sales:	46,964	57,823	62,472	66,152	56,072
GREENHOUSE GROWN:					
Houseplants.....	2,882	2,945	3,056	3,143	2,413
Cut Flowers.....	582	632	250	432	486
Bedding Plants [annuals, perennials, vegetables, etc.]....	13,417	15,869	15,064	14,711	14,231
Seedlings/ Liners.....	1,524	1,495	2,030	2,335	2,209
Other [plant material not included above].....	759	46	46	128	132
Total Greenhouse Grown Sales	19,164	20,987	20,446	20,749	19,471
TOTAL GROSS SALES [exclude Christmas Trees]...	66,128	78,810	82,918	86,901	75,543
Christmas Trees [cut trees only].....	642	554	587	829	741
TOTAL GROSS SALES	66,770	79,364	83,505	87,730	76,284

A THANK YOU TO ALL IDAHO FARM AND RANCH OPERATORS

Your cooperation in completing agricultural surveys from this office is greatly APPRECIATED. Accurate, useful estimates are vital in decision making. All estimates derived from these surveys, along with other pertinent agricultural data, are published in our regular series of releases. All NASS reports are available free of charge on the worldwide Internet. For access, connect to the Internet and go to the NASS Home Page at: <http://www.nass.usda.gov>. if you have any questions or require additional information, you may reach us toll free at 1-800-691-9987.

UNITED STATES
DEPARTMENT OF AGRICULTURE
 Idaho Agricultural Statistics Service
 P.O. Box 1699
 Boise, ID 83701-1699
OFFICIAL BUSINESS
 Penalty for Private Use, \$300

MIKE COOPER				
NURSERY RESEARCH		AGAD	42212	0330-11
FY07				
BEGINNING CASH BALANCE		01/01/07		\$ 140,505.76
	RECEIPTS:		\$ 33,116.96	
	EXPENDITURES:			
	BYU UNIV - GRANT		4,140.00	
	UNIV OF IDAHO - GRANTS		35,526.00	
	FEDEX		122.40	
	DEPT OVERHEAD		1,019.00	
	TRAVEL M COOPER		5.00	
	AIR TRAVEL H HUGHES		162.80	
	REFUNDS/LICENSES		100.00	
			\$ 41,075.20	
ENDING CASH BALANCE		6/30/2007		\$ 132,547.52
FY08				
NURSERY RESEARCH		AGAD	42212	0330-11
BEGINNING CASH BALANCE		7/1/2007		\$ 132,547.52
	RECEIPTS:		\$ 29,394.58	
	EXPENDITURES:			
	AT&T TELECONFERENCE		34.32	
	DEPT OVERHEAD		1,321.00	
	DFM STATEWIDE ALLOCATION		110.88	
	ID AG STATISTICS 07 NURSERY SURVEY		1,000.00	
			\$ 2,466.20	
ENDING CASH BALANCE		12/31/2007		\$ 159,475.90
FY08				
NURSERY RESEARCH		AGAD	42212	0330-11
BEGINNING CASH BALANCE		1/1/2008		\$ 159,475.90
	RECEIPTS:		\$ 32,650.00	
	EXPENDITURES:			
	DEPT OVERHEAD		1,142.00	
	MARKS HELMSTREET LODGING COOPER		293.50	
	BRIGHAM YOUNG		4,140.00	
	HORTICULTURE RESEARCH INSITUTE		3,000.00	
	ID AG STATISTICS		1,000.00	
	IDAHO NURSERY & LANDSCAPE ASSN.		5,500.00	
	UNIVERSITY OF IDAHO		44,570.98	
	WASHINGTON STATE UNIVERSITY		5,000.00	
			\$ 64,646.48	
ENDING CASH BALANCE		6/30/2008		\$ 127,479.42

FY09				
NURSERY RESEARCH		AGAD	42212	0330-11
BEGINNING CASH BALANCE		7/1/2008		\$ 127,479.42
RECEIPTS:			\$ 14,375.00	
EXPENDITURES:				
DEPT OVERHEAD			1,306.00	
PHONE FAX			42.98	
DFM STATEWIDE ALLOCATION			118.00	
			\$ 1,466.98	
ENDING CASH BALANCE		12/30/2008		\$ 140,387.44
FY09				
NURSERY RESEARCH		AGAD	42212	0330-11
BEGINNING CASH BALANCE		1/1/2009		\$ 140,387.44
RECEIPTS:			\$ 33,900.00	
EXPENDITURES:				
REFUNDS			263.20	
DEPT OVERHEAD			575.00	
TRAVEL WINN, PAULSEN			454.32	
IDAHO AG STATISTICS			1,800.00	
MILEAGE - COPER			8.19	
ID NURSERY LANDSCAPE ASSN			5,000.00	
UNIVERSITY OF IDAHO			49,355.00	
			\$ 57,455.71	
ENDING CASH BALANCE		6/30/2009		\$ 116,831.73
FY10				
NURSERY RESEARCH		AGAD	42212	0330-11
BEGINNING CASH BALANCE		7/1/2009		\$ 116,831.73
RECEIPTS:				
REFUND			21,525.00	
			(25.00)	
			\$ 21,500.00	
EXPENDITURES:				
DEPT OVERHEAD			1,152.00	
			\$ 1,152.00	
ENDING CASH BALANCE		12/31/2009		\$ 139,483.73

**Idaho State Department of Agriculture
Nursery Advisory and Florists Advisory Committee
Research Grants (Approved and Denied)
and Educational Outreach Grants**

Spreadsheet Revised 2/4/2010

2010 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2010-1	12,935.00			<i>Improvement and Propagation of Native Plants for Water-Conserving and Traditional Landscapes</i>	Stephen L. Love, Ph.D.	University of Idaho
NAC/ISDA 2010-2	4,950.00			<i>Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns</i>	Thomas A. Salaiz	University of Idaho
NAC/ISDA 2010-3 (see explanation of final \$\$ under Research/Education Project)	2,000.00	15,000.00		<i>Alternative Plants to Invasive Species Landscaping Publication (\$15,000 was denied on 1/23/10 and a proposed \$2,000 was approved)</i>	Ann Bates	Idaho Nursery & Landscape Association
NAC/ISDA 2010-4		2,400.00		<i>Alternative Potting Media Components: A Scientific Review</i>	Linda Chalker-Scott, Ph.D.	Washington State University
NAC/ISDA 2010-5		34,299.09		<i>Economic Importance of the Green Industry in Idaho</i>	J.D. Wulfhorst, Ph.D.	University of Idaho
NAC/ISDA 2010-6	16,334.00			<i>Testing Effectiveness of New All Natural Fertilizers/Additives on Selected Herbaceous and Woody Plants</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2010-7	4,970.00			<i>Microbial Analyses of and Plant Growth in Composted Cattle Biosolids Sampled Over Time</i>	Robert R. Tripepi, Ph.D., Joseph Kuhl	University of Idaho
NAC/ISDA 2010-8	7,800.00			<i>Mutation Breeding of Penstemon for Use in the Green Industry</i>	Brad Geary, Ph.D.	Brigham Young University
Total	48,989.00	51,699.09				
2009 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2009-1	10,920.00			<i>Evaluation of Native and Adapted Plants for Landscape Use</i>	Stephen L. Love, Ph.D.	University of Idaho

NAC/ISDA 2009-2	5,050.00				<i>Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns</i>	Thomas A. Salaiz	University of Idaho
NAC/ISDA 2009-3	23,434.00				<i>Determining Salt Leachate Rate and Suitability of Potting Mixes Amended with Anaerobic Digested Cattle Biosolids</i>	Robert R. Tripepi, Ph.D.	University of Idaho
	5,000.00				<i>Idaho Nursery & Landscape Association Idaho Horticulture Expo (January 20-23, 2010)</i>	Ann Bates	INLA
	1,800.00				<i>Nursery Industry Survey</i>	Bill Meyer	USDA-NASS
Total	46,204.00						
2008 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$		Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2008-1	5,000.00				<i>Managing New and Emerging Virus Threats to the Green Industry</i>	Hanu R. Pappu, Ph.D.	Washington State University
NAC/ISDA 2008-2	11,355.00				<i>Evaluation of Native and Adapted Plants for Landscape Use</i>	Stephen L. Love, Ph.D.	University of Idaho
NAC/ISDA 2008-3	3,753.00				<i>Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns</i>	Thomas A. Salaiz	University of Idaho
NAC/ISDA 2008-4	16,561.00				<i>Nursery Technical Resource Center</i>	Danny L. Barney, Ph.D.; Stephen L. Love, Ph.D.; Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2008-5	26,340.00				<i>Native Plants Production in Potting Media Amended With Anaerobic Digested Cattle Biosolids</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2008-6		13,970.00			<i>Ornamental Quality Ratings of Malus Cultivars</i>	Michael Bauer	University of Idaho Extension
	5,000.00				<i>Idaho Nursery & Landscape Association Idaho Horticulture Expo (January 21-23, 2009)</i>	Ann Bates	INLA
	1,000.00				<i>Nursery Industry Survey</i>	Bill Meyer	USDA-NASS
Total	69,009.00	13,970.00					
2007 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$		Research/Education Project	Principal Investigator	Institution

NAC/ISDA 2007-1 (see explanation of final \$\$ under Research/ Education Project)	5,996.00		1,433.22	<i>Improving Rooting of Pinyon Pine Seedlings by Using Naphthaleneacetic Acid Treatments</i> (Proposed \$4,482 plus an additional \$1,518 was approved for a total of \$6,000; amount was modified to \$5,996.) (Unused funding in the amount of \$1,433.22 was received on 6/25/08. \$5,996.00 - \$1,433.22 = \$4,562.78)	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2007-2 (see explanation of final \$\$ under Research/ Education Project)	14,471.00		155.94	<i>Production of Native Plants in Potting Media Amended with Flushed Cattle Biosolids</i> (Original grant was \$14,471.00. Unused funding in the amount of \$155.94 was returned on 6/25/08. \$14,471.00 - \$155.94 = \$14,315.06)	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2007-3		6,580.00		<i>Evaluation and Selection of Native Woody Plants for the Intermountain Region</i>	William A. Hoch, Ph.D.	Montana State University
NAC/ISDA 2007-4	8,280.00			<i>Breeding Native Western Plants for Use in the Green Industry</i>	Brad Geary, Ph.D.	Brigham Young University
NAC/ISDA 2007-5 (see explanation of final \$\$ under Research/ Education Project)	11,670.00		791.86	<i>Evaluation of Native and Adapted Plants for Landscape Use</i> (Original grant was \$11,670.00. Unused funding in the amount of \$791.86 was received on 4/14/08. \$11,670.00 - 791.86 = \$10,878.14)	Stephen L. Love, Ph.D.	University of Idaho
NAC/ISDA 2007-6		10,000.00		<i>Development of Improved Landscape Plants</i> (continuation)	Harold Pellett, Ph.D.	Landscape Plant Development Center
	1,000.00			<i>Nursery Industry Survey</i>	William Meyer	Idaho Agricultural Statistics Service, USDA
	5,500.00			<i>Idaho Nursery & Landscape Association Idaho Horticulture Expo</i> (January 16-18, 2008)	Ann Bates	INLA
	3,000.00			<i>Horticulture Research Institute</i>		
Total	49,917.00	16,580.00	2,381.02			

2006 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2006-1	11,820.00			<i>Evaluation of Native and Adapted Plants for Landscape Use</i>	Steven L. Love, Ph.D. & Thomas A. Salaiz	University of Idaho
NAC/ISDA 2006-2 (see explanation of final \$\$ under Research/Education Project)	4,835.00		1,291.96	<i>Facilitation of Both a Statewide Arboretum Program and a New Plant Material Marketing System in Idaho</i> (Original funded amount \$4,835.00 minus \$1,291.96 refunded on 4/3/07 to leave a total of \$3,543.04.)	Steven L. Love, Ph.D.	University of Idaho
NAC/ISDA 2006-3	4,600.00		7,319.58	<i>Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees</i> (continuation). Report is "Not for Public Release." (This program was finished and closed in 2006. Unexpended funds over life of grant were reimbursed on 7/2/07 in the amount of \$7,319.58.)	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2006-4		15,000.00		<i>Lake Pend Oreille Shoreline Landscape Education and Demonstration Project</i>	Linda O'Hare; Lance Holloway	Bonner Soil and Water Conservation District, Sandpoint; Idaho State Department of Agriculture
NAC/ISDA 2006-5 (see explanation of final \$\$ under Research/Education Project)	5,000.00	10,000.00		<i>Development of Improved Landscape Plants</i> (\$10,000 was originally denied and a proposed \$5,000 was approved.)	Harold Pellet, Ph.D.	Landscape Plant Development Center, Minnesota
NAC/ISDA 2006-6	8,040.00			<i>Using Shade to Improve Transplant Survival of Pinyon Pine and Sub-alpine Fir Seedlings</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2006-7	4,520.00			<i>Growing Pinyon Pine and Sub-alpine Fir Seedlings in Fabric and Plastic Containers</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2006-8	19,050.00			<i>Effects of Wedgle-Injected Plant Growth Regulator Flurprimidol on Herbivory and Stress Resistance in Patmore Green Ash (<i>Fraxinus pennsylvanica</i> 'Patmore')</i>	John E. Lloyd, Ph.D.	University of Idaho

NAC/ISDA 2006-9 (see explanation of final \$\$ under Research/Education Project)	1,000.00	16,700.00	1,000.00	Impact of Mycorrhizal Root Dip on the Transplant Success of Ornamental Trees (\$16,700 was denied but \$1,000 funding of preliminary data collection was approved. \$1,000 refunded 4/3/07.)	John E. Lloyd, Ph.D.	University of Idaho
	1,000.00			Nursery Industry Survey	William Meyer	Idaho Agricultural Statistics Service, USDA
	3,000.00			Idaho Nursery & Landscape Association Idaho Horticulture Expo (January 18-20, 2006)	Ann Bates	INLA
Total	62,865.00	41,700.00	9,611.54			
2005 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2005-1 (see explanation of final \$\$ under Research/Education Project)	5,000.00	10,000.00		Development of Improved Landscape Plants (\$10,000 was originally denied and a proposed \$5,000 was approved.)	Harold Pellet, Ph.D.	Landscape Plant Development Center, Minnesota
NAC/ISDA 2005-2	23,391.85			How the Green Industry Impacts Idaho	Sandra E. Cann, Ph.D.; J.D. Wulforth, Ph.D.	University of Idaho
NAC/ISDA 2005-3	4,600.00			Evaluation of Cork Bark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees (continuation)	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2005-4	10,836.00			Using Auxin Treatments to Improve Pinyon Pine Transplant Survival	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2005-5		13,966.00		Transplanting Grand Fir to a Gravel Bed	Robert R. Tripepi, Ph.D.	University of Idaho
	1,000.00			Nursery Industry Survey	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
	2,000.00			Horticultural Research Institute		
	2,371.70			Idaho State Florist Association		
Total	49,199.55	23,966.00				
2004 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution

NAC/ISDA 2004-1	4,258.00			Holding Bareroot Colorado Spruce Trees in a Gravel Bed	Robert R. Tripepi, Ph.D. & John E. Lloyd, Ph.D.	University of Idaho
NAC/ISDA 2004-2	8,398.00			Evaluating Pinyon Pine and Subalpine Fir Root Growth in a Gravel Bed Growing System	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2004-3	3,700.00			Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees (continuation)	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2004-4		5,000.00		Super Absorbent Douglas Fir Bark: A New Container Medium Component	Virginia I. Lohr, Ph.D. & Caroline H. Pearson-Mims, Ph.D.	Washington State University
NAC/ISDA 2004-5	15,000.00			Effects of Holding Treatments on the Health of Transplanted Conifers	John E. Lloyd, Ph.D.; Robert R. Tripepi, Ph.D.; Jennifer Wood	University of Idaho
NAC/ISDA 2004-6	5,000.00			Alternative Practices for Aphid & Honeydew Management on Landscape Trees	John E. Lloyd, Ph.D. & Steve Nittolo	University of Idaho
	1,000.00			Nursery Industry Survey	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
Total	37,356.00	5,000.00				
2003 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2003-1	3,425.00			Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees (continuation)	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2003-2	4,360.25			Defining Business Operations Related to the Green Industry	J.D. Wulfforst, Ph.D. & Sandra E. Cann, Ph.D.	University of Idaho
NAC/ISDA 2003-3	21,366.00			Examining Fertilizer Treatments Used on Colorado Spruce to Maintain Post-Harvest Quality	Robert R. Tripepi, Ph.D. & John E. Lloyd, Ph.D.	University of Idaho
NAC/ISDA 2003-4		14,823.00		Determining the Effects of Fertilizer Treatments One Year After Application to Harvested B&B Colorado Spruce	Robert R. Tripepi, Ph.D. & John E. Lloyd, Ph.D.	University of Idaho
NAC/ISDA 2003-5		9,000.00		White Fly Eradication with Ozone	Janet Richardson	Lost River Geothermal
NAC/ISDA 2003-6		5,000.00		Growing Bear Grass In Greenhouses	Janet Richardson	Lost River Geothermal

NAC/ISDA 2003-7	13,008.00				<i>Using Degree-Day and Plant Phenological Models to Accurately Time Chemical Treatment of White Pine Weevil in Conifer Nurseries</i> (project will be held over for the 2004 field season)	John E. Lloyd, Ph.D.; Robert Wilson, Ph.D.; Edward Bechinski, Ph.D.	University of Idaho
	1,000.00				Nursery Industry Survey	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
Total	43,159.25	28,823.00					
2002 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$		Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2002-1		10,000.00			<i>Development of Improved Landscape Plants</i>	Harold Pellett, Ph.D.	Landscape Plant Development Center
NAC/ISDA 2002-2	2,900.00				<i>Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees</i> (continuation of grant NAC/ISDA 2001-4)	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2002-3	21,016.00				<i>Examining Fertilizer Treatments Used on Colorado Spruce to Maintain Post-Harvest Quality</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2002-4	5,709.00				<i>Evaluating a Gravel Bed Growing System to Produce Conifer Seedlings for Fall Transplanting</i> (continuation of grant NAC/ISDA 2001-1)	Robert R. Tripepi, Ph.D.	University of Idaho
Total	30,625.00	10,000.00			Nursery Industry Survey	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
2001 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$		Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2001-1	7,246.00				<i>Evaluating a Gravel Bed Growing System to Produce Conifer Seedlings for Fall Transplanting</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2001-2		4,580.00			<i>Improving Gene Transfer Techniques for Rhododendron</i>	Robert R. Tripepi, Ph.D.	University of Idaho

NAC/ISDA 2001-3		10,972.00		<i>Integrated Disease Management of Rhizoctonia in Rooting-Mist Beds (This proposal was rescinded.)</i>	Warren Copes, Ph.D.	Washington State University
NAC/ISDA 2001-4	1,131.00			<i>Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees (continuation of grant NAC/ISDA 2000-1)</i>	Danny L. Barney, Ph.D.	University of Idaho
	1,000.00			<i>Nursery and Greenhouse Survey</i>	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
Total	9,377.00	15,552.00				
2000 Project #	Approved Grant Amount \$	Denied Amount \$	Returned Unused \$	Research/Education Project	Principal Investigator	Institution
NAC/ISDA 2000-1	4,280.00			<i>Evaluation of Corkbark and Subalpine Fir for Their Potential as Ornamental Nursery Stock and Christmas Trees</i>	Danny L. Barney, Ph.D.	University of Idaho
NAC/ISDA 2000-2	2,448.00			<i>Production of Evergreen Shrubs in Paper Sludge-Amended Media</i>	Robert R. Tripepi, Ph.D.	University of Idaho
NAC/ISDA 2000-3	1,000.00			<i>Idaho Nursery and Greenhouse Survey - 1999</i>	Don Gerhardt	Idaho Agricultural Statistics Service, USDA
NAC/ISDA 2000-4	20,000.00			<i>Economic Impact Analysis of Horticulture Industry in Idaho (Cover title is: The Green Industry in Idaho, July 2001)</i>	J.D. Wulffhorst, Ph.D.; James R. Nelson, Ph.D.; R.G. Taylor, Ph.D.	University of Idaho
Total	27,728.00					

Idaho Nursery and Landscape Association

Research Committee



Evaluation of 2010 Research Proposals and Funding Requests

**Brian Winn
Mike Mount
Joan Mount
Gary Paulson
Kevin Dunn
Eric Celmer
Walt Coiner
Connie Earhart**

1. NAC/ISDA 2010-1
2. Dr. Stephen Love
3. Improvement and Propagation of Native Plants for Water Conserving and Traditional Landscapes.
4. \$12935

Our committee recommends the continued funding of this project. We look forward to this research directly benefitting the Idaho nursery industry. This project will have a great impact on the Idaho nursery industry as a whole. .

1. NAC/ISDA 2010-2
2. Thomas Saliuz
3. Evaluation of Native and Traditional Turfgrass Species for Low-Maintenance Lawns.
4. \$4950

Our committee recommends the continual funding of this research. We look forward to hearing Tom's final recommendations.

1. NAC/ISDA 2010-3
2. Ann Bates
3. Alternative Plants to Invasive Species Landscaping Publication.
4. \$15000

The committee recommends funding this project. We would like to see the publication posted online as well as through the county extension offices.

1. NAC/ISDA 2010-4
2. Linda Chalker-Scott
3. Alternative Potting Media Components: A Scientific Review
4. \$2400

The committee recommends denying funding for this project. This did not generate a lot of discussion. This work is scholarly and not experimental and we feel it isn't necessary. The committee asked her to respond to questions about her project in November but we heard no response.

1. NAC/ISDA 2010-5
2. Dr. Wulfhorst
3. Economic Importance of the Green Industry in Idaho
4. \$34299

The committee recommends denying funding for this research. This proposal generated a lot of discussion. The main concern was the total cost of the project. It is hard to justify this type of expense in our current economic situation. On the other hand, do we need this survey done so we can show our state legislators and others how much of an impact we have in Idaho? We currently rank number 7 in the state. Will this allow us to attract more researchers? Will this allow us to keep a horticulture research based R & E Center in Idaho?

1. NAC/ISDA 2010-6
2. Dr. Tripepi
3. Testing Effectiveness of New All Natural Fertilizers/Additives on Selected Herbaceous and Woody Plants.
4. \$16334

The committee would like to recommend funding for this project. As Dr. Tripepi states, there are a lot of snake oils out there. We agree that the study would benefit the industry if Bob used 3 Idaho products solely and reduced his labor costs by skipping monthly height measurements. This seems to shave about \$3000 off the total costs. We did have concern about the INLA feeling like would be "endorsing" one product over another. We just want to see which product truly works. Do they stand up to their claims???

1. NAC/ISDA 2010-7
2. Dr. Tripepi & Dr. Kuhl
3. Microbial Analyses of and Plant Growth in Composted Cattle Biosolids Sampled Over Time
4. \$13845

The committee recommends funding for this project with a stipulation. We can't commit almost \$14,000 without knowing how much skin the dairy industry has in the game. Bob will need to update the NAC on where he stands with his grant request with the dairy folks. This study has a lot of merit, especially in southern Idaho and we would be happy to help but can't be the lone supporter.

1. NAC/ISDA 2010-8
2. Dr. Geary
3. Mutation Breeding of Penstemon for Use in the Green Industry.
4. \$7800

The committee would like to recommend funding for this research. It seems as though his research a few years ago was a success leaving him with 6 viable species with diploid chromosomes. We feel the researcher would really be onto something if he can make these species dwarf with longer, better flower color. We would like to know where he stands with his funding from BYU. We would also like to better understand the breakdown of any patent work. Idaho would contribute about 28% of the funding for the project but only receive 2.5% of the profit. Where is the other 47%???

Future Research Proposals



Idaho Nursery and Landscape Association
P.O. Box 2065 ♦ Idaho Falls, ID 83403
1-800-462-4769 ♦ Cell # 208-681-4769
Fax (208) 529-0832
Email: abates@inlagrow.org
Web site: www.inlagrow.org

January 14, 2010

To: Idaho State Nursery & Floral Advisory Committee Members
Final Report on seminars sponsored at the Idaho Horticulture Expo

From: Ann Bates, INLA Executive Director

The Idaho Horticulture Expo will be held on January 20 - 23rd at the Boise Centre on the Grove in Boise Idaho. Attendees come to seminars that include sessions for arborist, retail nursery operators, landscape and irrigation contractors, lawn maintenance firms, nursery stock growers and greenhouse operators.

The grant from the Idaho Nursery & Floral Advisory Committee was used to fund a portion of the speaker fees for the following presenters:

Industry segment: Growers, Arborist and Landscape Contractors

Presentations by Dr. Ed Gilman, University of Florida, Gainesville:

Planting Specifications Haven't Changed in the Last Five Years, Right?

Research in clay and sandy soils across the country is beginning to tell a story about how we should be planting trees. Some results may surprise you. For example did you know that mulch placed in the wrong location can reduce survival and cause stem girdling roots? Come hear the latest research on irrigation, production methods, mulch, and planting depth affects on tree establishment.

Producing Good Roots on Field Grown and Container Root Systems

Trees last for decades or longer when roots grow correctly. We'll show you how to grow a strong root system in the nursery using the correct liner trays, containers, and field techniques. There are brand new methods to eliminate root defects in containers, and proven field production methods that ensure good roots. You will be surprised at the amount of research on this topic as well as the experience of growers and arborists treating defects on trees.

Production Shade Tree Pruning- It's Not Just For Growers

We'll show modern shade tree production strategies based on research in the last 15 years. Topics include low and crown branch management, and dominant leader development. Emphasis on practical hands-on strategies based on techniques proven

to work will allow participants to begin producing quality shade trees tomorrow. Examples from around North America will be used to show how this can dramatically improved nursery stock quality available for urban planting projects.

Pruning Types: New Research May Change Everything, or Nothing

Pruning can have a dramatic impact on how trees respond to gravity, wind, and ice storms. Our data generated from a wind machine producing up to 100 mph winds shows that structural pruning designed to reduce growth rate and weight on codominant limbs is the most effective method of reducing damage from storms. But first we will learn how to develop branches with strong connections to the trunk. Then we will show details on how trees fail and why and how to prevent it. We will teach you what to look for when evaluating trees for potential failure and how to treat these trees.

Root Growth In Urban and Suburban Landscapes

Root systems grow very differently in urban landscapes than in nature, we'll compare them. Trunk decay, tree stability, and other problems can develop after planting if tree root growth dynamics are not well understood. Natural root systems develop with straight roots; come see what happens when roots are not straight.

Industry segment: Growers and Landscape Contractors

Presentations by Wayne Volz, Profits Unlimited, Louisville, Kentucky:

Surviving, Thriving and Selling In A Slow Economy

Surviving and thriving in a slow economy takes more than luck. What are you willing to do to be successful in a slow economy? Will you make any changes at all? As business owners, sometimes our ego and pride gets in the way of making the necessary changes until it's too late. I will cover principles and techniques that have helped our business not only survive, but continue to grow even in a slow economy. Being in business since 1979, we have been through many challenging times. I will also cover selling techniques that must take place in any economy. The bottom line is simple. Are you selling it or telling it when it comes to selling your products and services?

Service Agreements and More

Service Agreements & Contracts are not a hook! There are many aspects of developing, implementing, and selling an effective service agreement. I will discuss the advantages and perceived disadvantages of utilizing service agreements. A service agreement is not a "hook" for your client. Rather a written way to protect you, your company and your client from the "I thought you were gonna's" faced on a regular basis by contractors. Cash flow is king. Position your company for success by utilizing a service agreement for both residential and commercial accounts.

Snow and Ice Management

Don't let your profits melt away? It doesn't take a large volume of snow to make excellent money in the slow time of the year. I will discuss many aspects of operating and managing a profitable snow & ice management business. A few topics include calculating actual costs to do the job, choosing the right ice melter, who's first & why, liability issues, documenting the storm, estimating time & material, and much more. This is a very fast paced presentation that is sure to peak your interest whether you are a new contractor or a seasoned professional.

Industry segment: Growers, Retail, and Landscape Contractors

Presentation by Kerstin Ouellet, Pen & Petal, Encinitas, California:

Building A Crisis Communication Plan

A good reputation is much more quickly lost than it was built. E. coli on produce always makes the national news, but a crisis can strike on any level. A fire in the chemical shed, an accidental death of an employee, a fire in the greenhouse, a major plant disease problem, etc. are all examples of times when it is vital to get the correct info to the right people quickly to avoid misinformation and – worse – rumors. Therefore, every business needs a crisis communications plan. Unfortunately, not many businesses in our industry have one or are even aware of the concept. This can be devastating when a crisis strikes. This presentation discusses the need for a crisis communications plan and details the components that go into making a successful plan that will help businesses be better prepared for the unexpected, and help them recover more quickly. A must for every business!

Container Garden Designs for Today and Tomorrow

Container gardening is not just a trend; it's here to stay. But what is constantly evolving in container gardening are the new designs and color trends. Kerstin will share with you the latest trends from both sides of the Atlantic. This presentation will leave you bursting with new ideas and inspired for the coming season.

Green Industry Marketing Demystified

Branding? Facebook? PR? Twitter? Oh my! Marketing and branding are the big buzzwords in today's industry. Unfortunately, they are also the concepts that can be most confusing and least understood, leaving many companies at a loss of what to do. This session discusses several aspects of marketing, advertising, and public relations, including printed materials, direct mail, media relations, internet marketing, and more.

Ruth E. Herman

From: Howard Hughes [howard@hortservicesinc.com]
Sent: Tuesday, February 09, 2010 3:18 PM
To: Ruth E. Herman; abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; jmwbirchholz@yahoo.com
Cc: Mike Cooper
Subject: RE: Draft of NAC Minutes of 1-23-2010
Attachments: Howard Hughes (howard@hortservicesinc.com).vcf

Ruth,

I approve the NAC Minutes as written.

Howard Hughes
Horticulture Services, Inc

From: Ruth E. Herman [mailto:Ruth.Herman@agri.idaho.gov]
Sent: Thursday, February 04, 2010 2:20 PM
To: abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; jmwbirchholz@yahoo.com
Cc: Mike Cooper
Subject: Draft of NAC Minutes of 1-23-2010

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

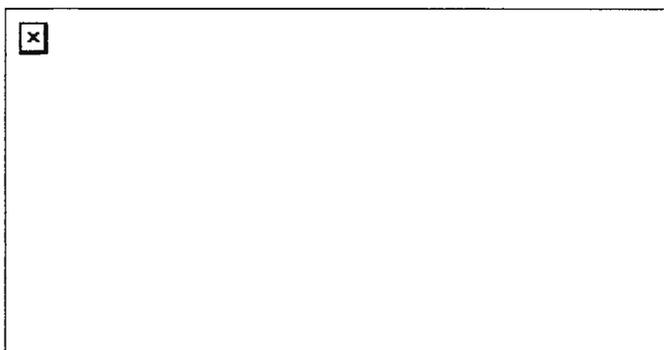
Ruth Herman
Technical Records Specialist
Division of Plant Industries
Idaho State Department of Agriculture
(208) 332-8620

2/9/2010

Ruth E. Herman

From: Brian Winn [brianw@jayker.com]
Sent: Friday, February 05, 2010 6:54 AM
To: Ruth E. Herman; abates@inlagrow.org; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; jmwbirchholz@yahoo.com
Cc: Mike Cooper
Subject: RE: Draft of NAC Minutes of 1-23-2010

They look good to me, nice job Ruth!



Brian Winn
Jayker Nurseries, Inc.
208.420.6577 cell
208.887.1790 office
brianw@jayker.com
[Jayker Website](#)

From: Ruth E. Herman [mailto:Ruth.Herman@agri.idaho.gov]
Sent: Thursday, February 04, 2010 3:20 PM
To: abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; jmwbirchholz@yahoo.com
Cc: Mike Cooper
Subject: Draft of NAC Minutes of 1-23-2010

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

Ruth Herman
Technical Records Specialist
Division of Plant Industries
Idaho State Department of Agriculture
(208) 332-8620

Ruth E. Herman

From: Gary Paulson [mtplants@silverstar.com]
Sent: Tuesday, February 09, 2010 5:20 PM
To: Ruth E. Herman; abates@inlagrow.org; brianw@jayker.com; howard@hortservicesinc.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; jmwbirchholz@yahoo.com
Cc: Mike Cooper
Subject: Re: Draft of NAC Minutes of 1-23-2010

Hi Ruth,
Thanks for great minutes of the meeting. I approve them as written.
-Gary

----- Original Message -----

From: "Ruth E. Herman" <Ruth.Herman@agri.idaho.gov>
To: abates@inlagrow.org, brianw@jayker.com, mtplants@silverstar.com, howard@hortservicesinc.com, djohnson@uidaho.edu, kevin@idaholawncare.com, rtf@cpcinternet.com, jmwbirchholz@yahoo.com
Cc: "Mike Cooper" <Mike.Cooper@agri.idaho.gov>
Subject: Draft of NAC Minutes of 1-23-2010
Date: Thu, 4 Feb 2010 15:20:25 -0700

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

Ruth Herman

Technical Records Specialist

Division of Plant Industries

Idaho State Department of Agriculture

(208) 332-8620

<< draft - Idaho Nursery Advisory Committee Minutes 01_23_2010.doc >>

Ruth E. Herman

From: Kevin Allen [kevin@idaholawncare.com]
Sent: Thursday, February 04, 2010 5:13 PM
To: Ruth E. Herman; abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; rtf@cpcinternet.com; jmwbirholz@yahoo.com
Cc: Mike Cooper
Subject: RE: Draft of NAC Minutes of 1-23-2010

I approve of the minutes.

Thank you,

Kevin Allen
Pro Care Landscape Services
(208) 288-5589
www.procarelandscapeservices.com

From: Ruth E. Herman [mailto:Ruth.Herman@agri.idaho.gov]
Sent: Thursday, February 04, 2010 3:20 PM
To: abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; Kevin Allen; rtf@cpcinternet.com; jmwbirholz@yahoo.com
Cc: Mike Cooper
Subject: Draft of NAC Minutes of 1-23-2010

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

Ruth Herman
Technical Records Specialist
Division of Plant Industries
Idaho State Department of Agriculture
(208) 332-8620

Ruth E. Herman

From: Robert [rtf@cpcinternet.com]
Sent: Thursday, February 04, 2010 10:31 PM
To: Ruth E. Herman
Subject: Re: Draft of NAC Minutes of 1-23-2010

Ruth

I approve of the minutes.

Bob

----- Original Message -----

From: Ruth E. Herman
To: abates@inlagrow.org ; brianw@jayker.com ; mtplants@silverstar.com ; howard@hortservicesinc.com ; djohnson@uidaho.edu ; kevin@idaholawncare.com ; rtf@cpcinternet.com ; jmw@birkholz@yahoo.com
Cc: [Mike Cooper](mailto:Mike.Cooper@idaho.gov)
Sent: Thursday, February 04, 2010 2:20 PM
Subject: Draft of NAC Minutes of 1-23-2010

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

Ruth Herman
Technical Records Specialist
Division of Plant Industries
Idaho State Department of Agriculture
(208) 332-8620

Ruth E. Herman

From: jackie birkholz [jmw**birkholz@yahoo.com**]
Sent: Friday, February 05, 2010 8:15 AM
To: abates@inlagrow.org; brianw@jayker.com; mtplants@silverstar.com; howard@hortservicesinc.com; djohnson@uidaho.edu; kevin@idaholawncare.com; rtf@cpcinternet.com; Ruth E. Herman
Cc: Mike Cooper
Subject: Re: Draft of NAC Minutes of 1-23-2010

I approve the minutes.
Thanks!
Willy

--- On Thu, 2/4/10, Ruth E. Herman <Ruth.Herman@agri.idaho.gov> wrote:

From: Ruth E. Herman <Ruth.Herman@agri.idaho.gov>
Subject: Draft of NAC Minutes of 1-23-2010
To: abates@inlagrow.org, brianw@jayker.com, mtplants@silverstar.com, howard@hortservicesinc.com, djohnson@uidaho.edu, kevin@idaholawncare.com, rtf@cpcinternet.com, jmw**birkholz@yahoo.com**
Cc: "Mike Cooper" <Mike.Cooper@agri.idaho.gov>
Date: Thursday, February 4, 2010, 3:20 PM

The Minutes of the January 23, 2010, Nursery Advisory Committee meeting are attached. Please review them and email your approval or recommendations for revisions.

Thanks,

Ruth Herman

Technical Records Specialist

Division of Plant Industries

Idaho State Department of Agriculture

(208) 332-8620



STATE OF IDAHO

DEPARTMENT OF AGRICULTURE

C.L. "BUTCH" OTTER
Governor
CELIA R. GOULD
Director

NOTICE OF ANNUAL PUBLIC MEETING

IDAHO NURSERY AND FLORISTS ADVISORY COMMITTEE
BOISE CENTER ON THE GROVE - WILLOW ROOM
BOISE, IDAHO

MEETING AGENDA FOR JANUARY 23, 2010
9:00 A.M. MST TO 12:00 NOON MST

TOPICS FOR DISCUSSION:

1. Call to order and Comments from the Chair
2. Introductions
3. USDA NASS Report and Annual Survey Agreement – Mr. Vince Matthews, Director
4. Budget report – Michael E. Cooper, Idaho State Department of Agriculture
5. Old Business:
 - A. Review of 2009 Final Grant Reports
 - B. Old Business
 - a. Montana Nursery License Issue
 - b. Other
6. New Business:
 - A. Review and Selection of Grant Applications for 2010
 - B. New Business
 - a. Nevada Colorado Potato Beetle Quarantine
 - b. Educational Outreach Grant Request
 - c. No Cost Grant Extension
 - d. Other
7. University of Idaho Report – Dr. James E. Johnson
8. Adjourn

NOTICE: Agenda items may be taken out of order. Times stated are approximate and subject to change. Agenda order is tentative and may be changed without prior notice.

****This notice is being posted in accordance with the Idaho Open Meeting Law: Idaho Code Section 67-2343****