

# NEBRASKA NURSERY NEWS

NEBRASKA NURSERY AND LANDSCAPE ASSOCIATION

## 2024 NNLA WINTER CONFERENCE

On January 25th and 26th, NNLA hosted its annual Winter Conference at UNL's Innovation Campus in Lincoln, NE. The vendor hall was full and energized with twenty-five vendors in attendance. Over 180 people enjoyed the day-and-a-half conference full of networking and educational opportunities.



Thursday began with a welcome by NNLA board president, Brett Schroer. Landscape designer, Kelly Norris spoke about site-specific planting design in both commercial and residential settings. He was followed by Riley Johnson, Michigan State University researcher, who informed attendees of the data they collected on remediating circling roots when planting container-grown trees through slicing, shaving and bare-rooting techniques. Lunch was held in the exhibit hall where members were able to catch up with vendors. The annual meeting took place just after lunch.

Mardi Dover, landscape designer out of North Carolina, kicked off the afternoon session with her presentation on how to evaluate if a client is a good fit and how to define an ideal client. With a presentation focusing on four different insects, Jody Green, extension educator and urban entomologist, educated members on what to look for and how to responsibly treat for various insect pests and how to support native bees. Ending the presentations for the day, Scott Searcey shared his expertise on how to successfully start a business or to grow an existing business.

That evening, a reception was held at the Scarlet Hotel. Attendees enjoyed drinks and food and took the opportunity to socialize and relax after a day full of learning and networking.

Friday featured a panel of Women in Landscape moderated by Sheila Schrader. The panel included Mardi Dover, Nancy Sohns, Christine Karloff, and Ashly Neneman. After another break to visit vendors, the raffle drawing was held. All proceeds raised in the raffle go to the NNLA scholarship fund. Through the raffle, the fund raised over \$800. Graham Herbst of the Nebraska Forest Service educated attendees on what he calls a "Swiss Army landscape" which includes food, functionality, and fun. Don Josko was slated to speak but was unable to attend. To fill the speaker spot, a panel to discuss supply chain issues in the tree and nursery stock industry was moderated by Jason Kuehl. The panel featured Robert Clark, Jack McCarthy, and Aaron Oltmans. President Brett Schroer concluded the conference with a quick thank you to vendors and to all attendees for making the conference a success.



Enjoy photos of the conference featured later in this newsletter.

*Save  
the Date!*

**NCNLP Testing**  
*August 16, 2024*

**NNLA  
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*January 29, 2025*

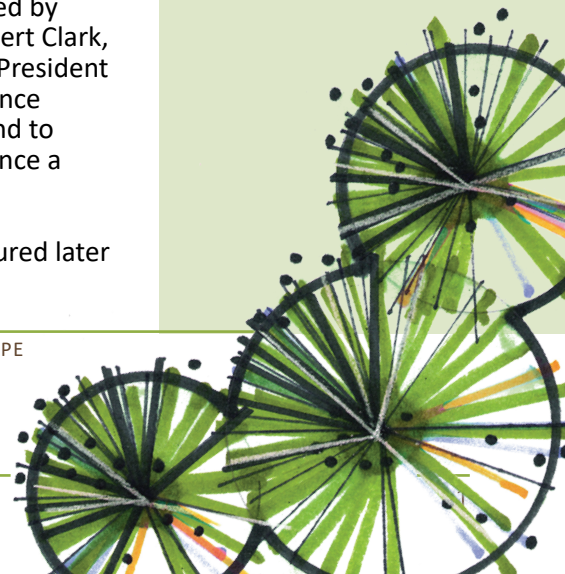
**NNLA Winter  
Conference**  
*January 30 & 31, 2025*

**NNLA 100th  
Anniversary - 2025**

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



THE NNLA MISSION: TO ADVANCE THE NURSERY AND LANDSCAPE INDUSTRY BY PROVIDING OPPORTUNITIES FOR NETWORKING, EDUCATION, ADVOCACY AND CERTIFICATION TO INDUSTRY PROFESSIONALS FOR THE PURPOSE OF COLLECTIVELY GROWING THEIR BUSINESSES.



# NEBRASKA NURSERY NEWS

## PRESIDENT'S MESSAGE

By Brett Schroer, NNLA President



Spring is quickly approaching and in many ways it seems like last year never really stopped. Every year there is less seasonal down time between busy seasons. Winter is always a great time to catch up with friends and colleagues that we don't often see enough. Hopefully our brief winter has provided you a chance to rest, regroup, and prepare for another busy spring season. Our most recent event was 2024 winter conference which was well received with a great turnout for the conference and happy hour afterward.

I am optimistic about the coming year, there seems to still be plenty of work on the books to start the spring. The unseasonably warm weather is allowing the installers to get a jump on spring projects and the nurseries/garden centers to start prepping earlier than ever before. We will keep a wary eye on mother nature and hope for no unexpected surprises like an early spring blizzard or sudden late spring cold snap. I am hopeful for strong numbers throughout the spring and summer seasons. Housing and construction continue to be robust but at a slower pace than in previous years. The current state of the industry remains strong and steady while still being hampered by both product and labor shortages. Although we will continue to keep watch on the economy for a long term slow down, Product shortages driven mainly by evergreens will continue to be felt across the industry and will only be rectified by time.

Labor continues to be the most critical challenge that we face. Postsecondary horticulture programs continue to decline across the country, which only increases the pressure on an already tight labor market. The inability to hire the appropriate amount of people, the struggle to attract younger generations to our industry, and the retirement of older generations affects us all. We must continue to pursue innovative ways to get more done with less. Mechanization and innovation will continue to be imperative in keeping up with demand in light of a diminishing labor force. New ways to entice and retain people are desperately needed. It is the people that make this industry so unique, the connection of generations of craftsmen exchanging ideas and passing on skills to advance the field of horticulture. A profound thank you to all of you who continue to teach and inspire younger generations enter this very rewarding field.

### ADVERTISE IN THE NNLA NEWSLETTER

Would you like to see your company featured in an ad in the Nebraska Nursery & Landscape Association's quarterly newsletter, Nebraska Nursery News?

You will have the opportunity to present your company logo, products/services and company identity to members from across the state. Check out the new lower advertising rates on the last page of the newsletter. This is a great, affordable opportunity to reach members and anyone who views the newsletter on the website. Please contact the NNLA office at [jennifer@youraam.com](mailto:jennifer@youraam.com) or (402) 381-7154 for further details.

## 2023 NNLA BOARD OF DIRECTORS

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### Lee Olson, NCNLP

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[landscapesink@gmail.com](mailto:landscapesink@gmail.com)

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[Sheila@schraderlandscapedesign.com](mailto:Sheila@schraderlandscapedesign.com)

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402-216-8412  
[joel@wellrootedgardens.com](mailto:joel@wellrootedgardens.com)

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### Aaron Oltmans

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### Natalia Bjorklund

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### Sarah Buckley

Nebraska Statewide Arboretum  
402-472-7923 – [sarah.buckley@unl.edu](mailto:sarah.buckley@unl.edu)

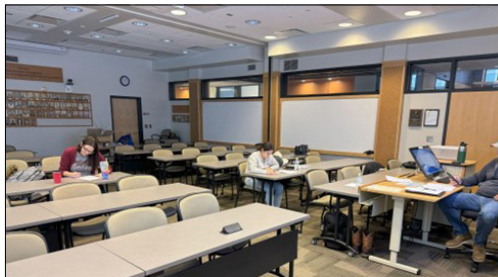
### Terri James

UNL Department of Agronomy and  
Horticulture Lincoln, NE  
402-472-8973 - [Tjames2@unl.edu](mailto:Tjames2@unl.edu)

## NEBRASKA NURSERY NEWS

### NCNLP CONTINUING EDUCATION HOURS FOR 2024 RENEWAL

On January 24th, Nebraska Certified Nursery & Landscape Professional (NCNLP) testing was held at UNL's East Campus. Five people took parts or all of the 3-part certification test. The plant identification portion of the test was given in the Keim Hall courtyard, the Backyard Farmer garden and throughout the Maxwell Arboretum.



*Lee Olsen of Landscape Inc. proctors the manual portion of the NCNLP exam.*

At the end of the day of testing, one new person was recognized as NCNLP certified. Thank you to Terri James, UNL extension educator, for coordinating the classroom reservation and parking passes for the testing day.



*Joel Kayser of Well Rooted Gardens leads the outdoor plant ID test through the Keim Hall courtyard.*

### NNLA 100TH ANNIVERSARY IN 2025

The NNLA Board of Directors has begun planning how to commemorate this significant anniversary. If you have suggestions, reach out to a Board member to discuss. NNLA was incorporated on April 7, 1925.

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# NEBRASKA NURSERY NEWS

## NNLA AWARDS

### DISTINGUISHED NURSERY PROFESSIONAL AWARD

NNLA defines recipients of the Distinguished Landscape Professional Award as members who should be active role models for the industry and their communities, active in the nursery and landscape industry for 10 or more years and a member of NNLA.

**BRIAN MUNK** - Brian has contributed much to the landscape industry in southeast Nebraska over the past 15 years. He worked as a landscape designer at Campbell's Nursery in Lincoln. He is currently the Maintenance Director for the Downtown Lincoln Association. He is a long-standing member of NNLA, having served on the Board of Directors, most recently as Board President. He is also NCNLP certified.

**RANDY WOLF** - NNLA honored Randy Wolf posthumously for his work in the industry. His wife, Shelly and their three sons accepted the award on his behalf

During high school, Randy worked at Marshalls Nursery of rural Arlington where he became proficient at digging ball and burlapped nursery stock. After high school graduation Randy worked for the Clark Jensen Nursery in Blair. Clark took a liking to Randy and could see his potential in horticulture and his strong work ethic. Clark, himself took Randy to Lincoln and assisted Randy getting enrolled at UNL.

After his freshman year he went back to Arlington for the summer and went to work for Grant Klassy at the Earl May Garden Center in Fremont. As he started his sophomore year at UNL he began working at Earl May in Lincoln under Jim Kinghorn. While working at the Lincoln Earl May, Randy volunteered with the Back Yard Farmer phone panel on their Tuesday evening television program helping callers with a myriad of horticultural problems. Randy worked through the ranks at Earl Mays to be assistant manager and in 1981 he became manager of the Earl May store in Harlan, Iowa. Then he managed their North Platte store and finally came back to the Lincoln store.

During his years managing garden centers, Randy started collecting seeds and selling them to wholesale nurseries mostly on the west coast. His bread-and-butter seeds were *Quercus bicolor* and *Gymnocladus dioica*. Randy read an article that talked about the trees that were planted at the 911 memorial and the way he traced them back, he figured that a good deal of the trees planted at the memorial were grown from some of his seed collecting. While Randy was curator at the Folsom Children's Zoo (now the Lincoln Children's Zoo) his most notable accomplishment was designing and planting the original Butterfly Pavilion. Researching the best flora for the butterflies, he visited other butterfly houses and assimilated ideas to design an area of plants best suited for the butterflies. This pavilion quickly became a favorite spot for all ages of zoo visitors.

### DISTINGUISHED NURSERY PROFESSIONAL AWARD

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**KRISTIN HAIN** - Kristin has been in the landscape business for over 25 years as the owner and president of Land Escapes in Lincoln. She was nominated by her employees. They state she is an exceptional boss and role model. She has grown her company literally from the ground up, starting with a shovel and her Jeep Grand Wagoneer to running two experienced crews with a fleet of four trucks and trailers. She is the powerhouse of the company, leading by example and inspiring her employees to work hard every day and provide excellent customer service. They state they love working for someone who has so much knowledge and experience to share and they feel she truly embodies the criteria for this award as a community leader and talented business woman. *Continued on next page...*



Brian Munk



Randy Wolf



Kristin Hain



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# NEBRASKA NURSERY NEWS

## DISTINGUISHED NEBRASKA CERTIFIED NURSERY AND LANDSCAPE PROFESSIONAL AWARD

The Distinguished Nebraska Certified Nursery and Landscape Professional Award is presented to a current NCNLP who exhibits the ideals and standards associated with the NCNLP professional status and is active in advancing the NCNLP program.



*Christine Karloff*



*Gold Leaf Award*

### CHRISTINE KARLOFF

This year's award goes to Christine Karloff who advances the NCNLP program through knowledge, passion and education of the industry.

Joel Kayser nominated Christine and states he has been purchasing plant material for well over 10 years from Kristine and has always found her to exemplify what it means to be a passionate individual in our industry. She has always sought to improve her knowledge of plant material in our industry and help her customers better understand "right plant, right place". Coming from the installation side of operations in our industry, I wish there was more people that possessed the personality and knowledge of our recipient. Between her 20 years of experience, her masters degree in horticulture, and her status as an NCNLP, Christine Karloff is well worthy of this award.

## GOLD LEAF NURSERY AWARD

This award is given to a group or individual who has actively shown outstanding support to NNLA and the nursery and landscape industry in Nebraska. NNLA is proud to recognize Greenleaf Nursery Company for their longstanding support of our Association.

## NEW NCNLP'S RECEIVE PLAQUES

Tim Dungan and Sienna Kunze received their NCNLP plaques for completing the certification exam in 2023.



*NCNLP Plaques*



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## MEMBERSHIP SPOTLIGHT

As a way to promote our members and learn about each other, NNLA will be highlighting members with a spotlight feature on the NNLA Facebook page, website, and in the NNLA newsletter. To participate, you must complete and submit the Member Spotlight form located on the home page of the NNLA website (nnla.org).

# NEBRASKA NURSERY NEWS

## NEBRASKA STATEWIDE ARBORETUM TO HOST SPRING AFFAIR PLANT SALE, APRIL 25-27

The Nebraska Statewide Arboretum (NSA) will host the 2024 Spring Affair Plant Sale on April 25-27 at the Sandhills Global Event Center (formerly the Lancaster Event Center) in Lincoln.

Spring Affair is the Great Plains' largest plant sale, attracting nearly 4,000 visitors and featuring more than 800 varieties of perennials, annuals, herbs, trees, and shrubs, in addition to gardening vendors and educational non-profits.

A Preview Party and Preview Sale will be held on Thursday, April 25 from 5-9 p.m., which includes a buffet dinner and entry to the Preview Sale. Tickets are \$45 for NSA members and \$55 for non-members. Tickets are also available for the Preview Sale only, which will be held from 7-9 p.m. Tickets to the Preview Sale are only \$20 for NSA members and \$25 for non-members.

All proceeds from ticket sales support NSA's statewide tree planting, garden making and educational outreach efforts throughout the year.

Free general admission to Spring Affair will be held on Friday, April 26, from 2-6 p.m. and on Saturday, April 27, from 9 a.m. to 12 noon.

To register and purchase tickets for the Preview Party and Preview Sale or for more information about Spring Affair, visit [plantnebraska.org/spring-affair](http://plantnebraska.org/spring-affair).

## JOB OPENINGS

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

To list an opening, email [jennifer@youaraam.com](mailto:jennifer@youaraam.com) with the information to be posted.



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# NEBRASKA NURSERY NEWS

## NEW NEBRASKA CERTIFIED NURSERY AND LANDSCAPE PROFESSIONAL

Teddy Dirksen, Softscape Forman - Well Rooted Gardens

### WHAT FACTORS MOTIVATED YOU TO BECOME CERTIFIED?

It seemed like a goal worth working towards. I want to grow in and have my career in the horticulture world and my boss Joel is always encouraging his employees to further our knowledge and skills.

### HOW HAS BECOMING CERTIFIED AFFECTED YOUR POSITION OR COMPANY?

At this time my position hasn't changed much after becoming certified. I want to keep growing my skills in order to build towards a future of working with plants.

### WHAT IS YOUR EDUCATIONAL/WORK BACKGROUND?

I am currently taking classes at Metro Community College in Omaha with my goal being an associate in Horticulture Management. I've worked for Well Rooted since the beginning of 2019.



Teddy Dirksen

## NNLA PARTICIPATES IN UNL CAREER FAIR

On November 13, NNLA Board members, Sheila Schrader and Joel Kayser, hosted a booth for the Exploring Plant and Landscape Systems Career Pathways event at UNL.



This exploratory event was for students at various stages in their college careers to help them gain advice on preparing to enter the career field and how to get established in their career.



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## TOOLS & EQUIPMENT

In addition to our current job posting webpage, a 'Tools and Equipment' page will be located on the NNLA website as an exclusive benefit to members to list tools an equipment they would like to advertise. The webpage will be viewable by the public but only members will be able to list items.

To place your ad, simply send the NNLA office an email at [jennifer@youraam.com](mailto:jennifer@youraam.com). Include all pertinent information and attach a photo if appropriate. Ads will be listed for 30 days, and the posting of ads will not constitute a recommendation or endorsement by NNLA.



# NEBRASKA NURSERY NEWS

## NNLA AWARDS SCHOLARSHIPS

The NNLA awarded two \$500 scholarships to Camille Fowlkes of Meadow Grove attending Northeast Community College and Adilyn McFarland who is attending the University of Nebraska.

Camille will graduate in May 2024 and states she likes horticulture because it incorporates both her enjoyment of the outdoors and the aspects of design which she practices heavily in my art classes.

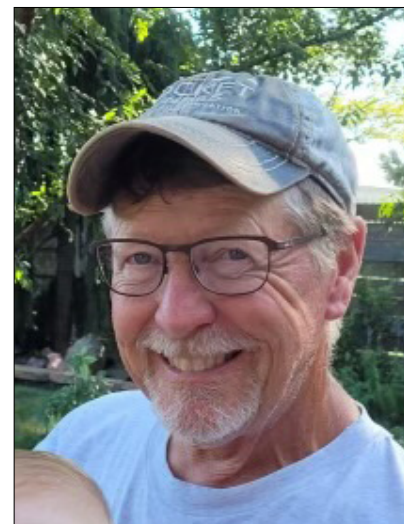
Adilyn will graduate in May 2026 and states she is most interested in greenhouse production and the landscape design aspect of horticulture.

## RANDY WOLF OBITUARY

Randall “Randy” Lee Wolf, 68, of Lincoln passed away surrounded by family on November 22, 2023. He was born on March 5, 1955, in Fremont, NE to Berkely and Marian (Stuenkel) Wolf.

Randy was baptized March 27, 1955, at Immanuel Lutheran Church of rural Hooper, NE. He was confirmed at St. Paul’s Lutheran Church in Arlington, NE. He was a life-long member of the Lutheran Church Missouri Synod. Randy was steadfast in his faith.

Randy was a horticulturalist and a Nebraska Certified Nurseryman. He received his bachelor’s degree from the University of Nebraska-Lincoln. He started his career at Marshall Nurseries of Arlington. During high school, he worked at Earl May Garden Center in Fremont, NE, and continued on to manage branch locations in Harlan, IA, North Platte and Lincoln, NE. Randy then became the Curator of Horticulture at the Lincoln Children’s Zoo. Next, Randy worked as Greenhouse Production Manager for Seeds of Life Nursery in Elmwood, NE. Randy ended his career working for Campbell’s Nursery and Garden Center. He was regarded by his peers as an awesome ambassador for the horticulture industry.



Randy Wolf

As a child, Randy was active in his local 4-H group. He later took pride in volunteering as a judge of 4-H entries in area county fairs.

He enjoyed spending time hunting, fishing, and maintaining the family pond and property in Tekamah, NE. Randy loved a good bird dog, including his most recent German Shorthair, Tillie. He enjoyed bringing Tillie to work with him each day and taking her hunting.

Randy was blissfully married to the love of his life, Shelly, for forty years plus. God blessed their marriage with three sons. Randy took immense pride in raising their sons. He volunteered with their Boy Scout Troop, took them hunting and fishing, and instilled in them a passion for the outdoors. In recent years, Randy enjoyed being a grandfather to four grandsons. He greatly treasured the time that he was able to spend with them.

Family members include his wife, Michelle “Shelly” Wolf; sons Phillip (Allison), Nicholas (Kayleigh), and Benjamin (Maggie) Wolf; grandchildren Ira and Ezra, Kason and Kaiser; sisters Jane (Jim) Keathley, Peggy (Randy) Anderson, and Karen (Mark) Benson; and brother Bill (Lori) Wolf. Preceded in death by his parents.

Funeral service: 10:00 a.m. Thursday, November 30, 2023, Faith Lutheran Church, 8701 Adams Street. Visitation with family present from 5:00 p.m. – 7:00 p.m. Wednesday, November 29, 2023, Roper and Sons Midtown Chapel, 4300 ‘O’ Street. Memorials to Faith Lutheran Church Building Fund.

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## NEBRASKA NURSERY NEWS

### NNLA MEMBER SPOTLIGHT: PAPIO VALLEY NURSERY

To promote our members and learn about each other, NNLA will begin highlighting members with a spotlight feature in the NNLA newsletter, Facebook page, and website. To participate, go to the NNLA webpage (nnla.org) and under member benefits you will find a button to click to complete a form. For this issue's member spotlight, we visit with Alan Weiss of Papio Valley Nursery.

**Alan Weiss, Papio Valley Nursery - [www.papiovalley.com](http://www.papiovalley.com)  
alan@papiovalley.com - 402-510-4418**



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

Papio Valley Nursery (PVN) started in 1999 on a few acres of the Weiss/Grimm family farm. We were helped by our families, including grandparents, great aunts, parents, uncles and countless friends. Building greenhouses, planting, watering, delivering, ect all jobs necessary to get the business up and running! Perennials were the plant of choice in those early years as we propagated, planted and sold to just a few nurseries locally in Omaha. In 2004, we started working with landscapers and greatly expanded to carry all plants a landscaper would need, including trees. The business continued to grow in both space, greenhouses, customers and employees and mulch production. Today PVN sits on 25 acres with 20+ employees during the growing season. We are so thankful for our many blessings and great repeat customers and employees who get the job done! 2024 brings new excitement with a new distribution site location in Valley, Nebraska. PVN will continue with the same great customer service and quality materials that have earned us a great reputation over our 25 years.

**What are you known for or what is your niche?** While we handle many different materials that a landscaper needs, our true niche has been customer service. Like many wholesale companies, we depend on a small group of landscape professionals to support our business. Consistent quality and service are the most important qualities that customers look for and our success points directly to our strengths in those areas. Our new expanded location in Valley will bring our level of service to landscapers in that part of Omaha. We are excited about the new spot and are prepared to deliver more of the same!

**What are some highlights of serving your community?** Papio Valley Nursery has been very active over our 25 years donating to Catholic churches in Omaha in Northeastern Nebraska. Both I and Rita grew up in the Catholic Church and greatly value that community. We have met many new people in these communities with the landscaping projects we helped with, and the communities have all been very grateful for the beautification of their worship space. PVN also has donated plants to many boy scout projects that have been completed in parks and retirement centers across our city. Beyond that, PVN plants have been included in many major spaces across the city of Omaha including First National Bank, Henry Doorly Zoo, Mutual of Omaha, The College World Series and many others over our 25 years.

**What awards or recognition has the business received?** Alan was awarded the Distinguished Nursery Professional award in 2010 by NNLA.

**What are you passionate about professionally?** My professional passion revolves around growing and propagating beautiful plants. It's always exciting to me when we can start with something very young from seed or cutting and turn that into a beautiful plant. We've grown everything from ornamental grasses to annual flowers to oak trees from acorns. Seeing a plant from start to finish grow and go out the door is so rewarding!

**What is your favorite way to spend a weekend?** My favorite way to spend a weekend is fishing for smallmouth bass. I used to be a very competitive athlete before back surgeries became a permanent part of my life and finding and outsmarting the fish take me back to my competitive days. Sadly, we have to travel to South Dakota to find good fishing in this area. Most people don't know that I recently started singing with a Christian mission group here in Omaha and I enjoy that very much! God has so blessed me and my family with everything we have and singing glory and praise music fills my soul with joy! Praise God!

**Anything else you would like to tell people about yourself or the company?** There is no substitute for hard work in the landscaping industry and we have always believed that at PVN. Customer service is not always easy, but we have found it has made us successful and we will continue to be our driving force.

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## NEBRASKA NURSERY NEWS

### USDA UNVEILS UPDATED PLANT HARDINESS ZONE MAP

**CONTACT: JAN SUSZKIW - EMAIL: JAN.SUSZKIW@USDA.GOV**

The U.S. Department of Agriculture (USDA) today released a new version of its Plant Hardiness Zone Map (PHZM), updating this valuable tool for gardeners and researchers for the first time since 2012. USDA's Plant Hardiness Zone Map is the standard by which gardeners and growers can determine which plants are most likely to thrive at a location. The new map—jointly developed by USDA's Agricultural Research Service (ARS) and Oregon State University's (OSU) PRISM Climate Group—is more accurate and contains greater detail than prior versions. It is available online at [planthardiness.ars.usda.gov](http://planthardiness.ars.usda.gov). In addition to the map updates, the Plant Hardiness Zone Map website was expanded in 2023 to include a "Tips for Growers" section, which provides information about USDA ARS research programs of interest to gardeners and others who grow and breed plants.

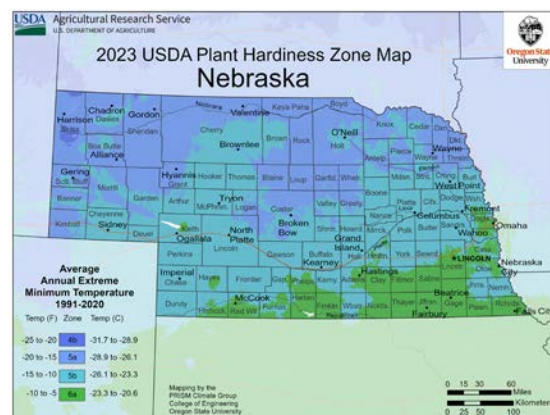
The 2023 map is based on 30-year averages of the lowest annual winter temperatures at specific locations, is divided into 10-degree Fahrenheit zones and further divided into 5-degree Fahrenheit half-zones. Like the 2012 map, the 2023 web version offers a Geographic Information System (GIS)-based interactive format and is specifically designed to be user-friendly. Notably, the 2023 map delivers to users several new, significant features and advances. The 2023 map incorporates data from 13,412 weather stations compared to the 7,983 that were used for the 2012 map.

Furthermore, the new map's rendering for Alaska is now at a much more detailed resolution (down from a 6 ¼ -square-mile area of detail to a ¼ square mile). "These updates reflect our ongoing commitment to ensuring the Plant Hardiness Zone Map remains a premier source of information that gardeners, growers and researchers alike can use, whether they're located in the continental United States, Alaska, Hawaii or Puerto Rico," said ARS Administrator Dr. Simon Liu. Approximately 80 million American gardeners and growers represent the most frequent users of the USDA Plant Hardiness Zone Map. However, they're not the only ones with a need for this hardiness information. For example, the USDA Risk Management Agency refers to the map's plant hardiness zone designations to set certain crop insurance standards. Additionally, scientists incorporate the plant hardiness zones as a data layer in many research models, such as those modeling the spread of exotic weeds and insects.

Plant hardiness zone designations represent what's known as the "average annual extreme minimum temperature" at a given location during a particular time period (30 years, in this instance). Put another way, the designations do not reflect the coldest it has ever been or ever will be at a specific location, but simply the average lowest winter temperature for the location over a specified time. Low temperature during the winter is a crucial factor in the survival of plants at specific locations. As with the 2012 map, the new version has 13 zones across the United States and its territories. Each zone is broken into half zones, designated as "A" and "B." For example, zone 7 is divided into 7a and 7b half zones. When compared to the 2012 map, the 2023 version reveals that about half of the country shifted to the next warmer half zone, and the other half of the country remained in the same half zone. That shift to the next warmer half zone means those areas warmed somewhere in the range of 0-5 degrees Fahrenheit; however, some locations experienced warming in the range of 0-5 degrees Fahrenheit without moving to another half zone.

These national differences in zonal boundaries are mostly a result of incorporating temperature data from a more recent time period. The 2023 map includes data measured at weather stations from 1991 to 2020. Notably, the 2023 map for Alaska is "warmer" than the 2012 version. That's mainly because the new map uses more data representing the state's mountain regions where, during winter, warm air overlies cold air that settles into low-elevation valleys, creating warmer temperatures. The annual extreme minimum temperature represents the coldest night of the year, which can be highly variable from year to year, depending on local weather patterns. Some changes in zonal boundaries are also the result of using increasingly sophisticated mapping methods and the inclusion of data from more weather stations. Temperature updates to plant hardiness zones are not necessarily reflective of global climate change because of the highly variable nature of the extreme minimum temperature of the year, as well as the use of increasingly sophisticated mapping methods and the inclusion of data from more weather stations. Consequently, map developers involved in the project cautioned against attributing temperature updates made to some zones as reliable and accurate indicators of global climate change (which is usually based on trends in overall average temperatures recorded over long time periods).

Although a paper version of the 2023 map will not be available for purchase from the government, anyone may download the new map free of charge and print copies as needed.



# 2024 NNLA CONFERENCE



*Kelly Norris, Iowa-based landscape designer and writer, shares photos from a naturalistic landscape he created at the Blank Performing Arts Center at Simpson College south of Des Moines, IA.*



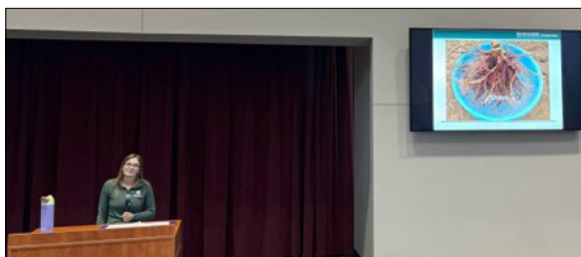
*Bob Henrickson of the Nebraska Statewide Arboretum asks a question of presenter Kelly Norris.*



*Jack Parr of the Downtown Lincoln Association catches up with NCNLP certified professional Travis Fricke in the vendor hall in between presentations.*



*There was a full house at the NNLA Winter Conference hosted at UNL's Innovation Campus in Lincoln, with over 25 vendors in attendance.*



*Riley Johnson, researcher in Michigan State University's tree physiology lab, shares data on different treatment methods to remediate circling roots when planting container-grown trees.*



*Graham Herbst, community forestry specialist with the Nebraska Forest Service, asking the hard questions about typical landscapes: "WTF, where's the food, functionality, fun?" in his presentation on Swiss army landscapes.*

# 2024



*NNLA board president, Brett Schroer of Urban Roots Nursery, was all smiles as he and Jennifer Eurek, executive manager of NNLA, drew tickets for raffle items. All proceeds from the raffle go to the NNLA scholarship fund which awards scholarships to students attending a Nebraska college or university pursuing a degree in horticulture.*



*Extension educator and urban entomologist, Jody Green, shared updates on emerald ash borer, spotted lanternfly, bag worms and native bees in her*



*Scott Searcy, financial advisor and former landscaper, discussed important factors to consider when starting a new business or trying to optimize and grow an existing business.*



*Christine Karloff of Urban Roots Nursery shares her insight into the challenges and rewards of being a woman in the landscape industry. She was joined by conference presenter Mardi Dover, Nancy Sohns of S&N Landscape Design and Ashly Neneman of Sun Valley Landscaping while Sheila Schrader of Schrader Landscape Design moderated the panel.*

20  
24



Mardi Dover, North Carolina-based landscape designer and business coach, shared her insights into how to determine if a client is a good fit, defining an ideal client and to look out for red flags.



When a presenter was unable to attend, a panel discussing supply chain issues in tree and nursery stock production shared their perspectives. Jason Kuehl of Mirage Enterprises moderated the panel which included Robert Clark of Bailey Nurseries, Jack McCarthy of Kaspar Nursery, Aaron Oltmans of Plains Tree Farm and Oak Prairie Nursery.

# MOVING FIREWOOD

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ANIMAL & PLANT HEALTH PROTECTION



SURVEY & DETECTION  
PROGRAM

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