



wisconsin green industry federation

12342 W. Layton Ave., Greenfield, WI 53228 • Tel. 414-529-4705 • Fax. 414-529-4722 • www.wgif.net

FOR MORE INFORMATION CONTACT:

WGIF Communications Specialist Jill Fennimore

Tel. 414-529-4705 Fax 414-529-4722

editor@toriiphillips.com

FOR IMMEDIATE RELEASE

April 4, 2012

WNA 2012 Winter Workshop Covers NR 40 and More

The Green industry is faced with lots of issues right now, and one of the biggest concerns to growers is the impact of NR 40, Wisconsin's Invasive Species Identification, Classification and Control Rule. Luckily, George Radtke of W. & E. Radtke and Mike Yanny of Johnson's Nursery, both WNA member companies, sit on the Species Assessment Group (SAG) committee. Their Winter Workshop presentation provided attendees with the latest information on the rule from their unique standpoints, and the plants being reviewed.

Dave Wanninger, the Horticulturist in Charge at Boerner Botanical Gardens, was on hand to talk about his favorite woody ornamentals. He spoke about several hybrid elm trees, including New Horizon and Patriot, that are more resistant to insects and DED. He also spoke glowingly of a number of pines that are not bothered by diseases and pests that ravage other pines. Included on this list were Swiss Stone and Korean Pine, among others. And, Dave spoke about Intersectional Hybrid Peonies as a favorite. However, no matter which ornamental one chooses, Dave encourages all to plant lots of different cultivars and keep our urban forests diverse.

Social media was given a thorough review by Shane Fell, Vice President of Business Development for Top Floor Technologies. He has helped many companies successfully plan their online marketing initiatives - advising them in the areas of Web site usability and design, search engine marketing, conversion strategies, and ROI measurement as well as in the use of social media. Shane described the importance of social media for small businesses, marketing opportunities, and talked about several applications that one can use to manage their social profile.

Dr. Chris Williamson's presentation provided the audience with an update on five especially bothersome insects that can be a nuisance in the nursery, including Japanese beetles and gypsy moths, in addition to some strategies to control the problem.

Dave Wanninger returned to the podium for an analysis of the candidates for the Plant of the Year election. Afterward, all attendees were invited to vote for their favorite Woody Ornamental and Perennial to receive Plant of the Year status. The ballots were counted and the winners were announced: *Spiraea betulifolia* 'Tor (Tor birchleaf spirea) and *Echinacea* 'CBG Cone 2' (Pixie Meadowbrite™) will be the Plants of the Year for 2014, giving growers a chance to establish their supply over the next two years.

WNA held its general membership meeting during the lunch break, with a review by President Scott Johnson of the financial and membership figures and the activities of WNA, and he spoke about the survey recently completed by Dr. Wiegrefe that was partially funded by WNA and how it is being used to inform the decisions being made regarding NR 40. The upcoming Summer Field Day & Trade Show, set for August 9th hosted by Wayside Nurseries in Mequon was announced, along with WNA sponsored scholarship awards, legislation critical to the Green industry, and the importance of membership in WNA.

Since several board officers' and member's terms were expiring, a slate of officers and directors was nominated by the board. The general membership elected the following officers to serve WNA for their first one-year terms: President Dan Krueger, Jr. of Northwoods Nursery, Vice President Jason Jacobs of Northern Christmas Trees, and Secretary/Treasurer Tom Bergan of McKay Nursery Company, as Scott Johnson moved to the position of Past President. Liesl Thomas of W. & E. Radtke and Jeff Edgar of Silver Creek Nurseries were both elected to the WNA Board of Directors to serve the first of their three-year terms. Erin Maurer of Lied's Nursery, stepped off the board this year but will continue to volunteer on the Membership committee. Scott Johnson and Erin Maurer both received awards recognizing their years of service to WNA.

It was then time for an examination of diseases in the nursery by Dr. Brian Hudelson, Director of the Plant Disease Diagnostics Clinic at UW-Madison. Dr. Hudelson gave a comprehensive breakdown of several troublesome diseases, including Hosta Virus X, Rhizosphaera Needle Cast, Boxwood Dieback, and many others. He spoke about causes, hosts, transmission, and control and extended an invitation to contact him at the Clinic for help with identifying plant diseases and their control.

Two new features were inaugurated at the Workshop. First, Jason Jacobs, Board Vice President, described his workplace Northern Christmas Trees & Nursery, from his perspective as Production Manager in the new Nursery Spotlight. Following that, the New Idea/Gadget Spotlight opened the floor to all attendees and their cost saving and labor saving discoveries. Those who contributed were rewarded with extra raffle tickets. The drawing for the free raffle finished the day's events.

WNA extends a grateful thank you to the program book advertisers: Agrium Advanced Technologies, Badgerland Financial, BASF, Evergreen Nursery Company, Inc., Growing Systems, Inc., and Hsu Greenhouse & Landscape Supply. WNA also deeply appreciates the sponsors of the 2012 Winter Workshop for their generous support: Badgerland Financial, Hsu Greenhouse & Landscape Supply, Agrium Advanced Technologies, BASF, Carlin Horticultural Supplies, Dayton Bag & Burlap, Dow AgroSciences, Midwest Groundcovers, Paul's Turf & Tree Nursery, and W. & E. Radtke.

#####

Caption: 607D50A2.jpg – “Winter Workshop, presented by the Wisconsin Nursery Association.”