

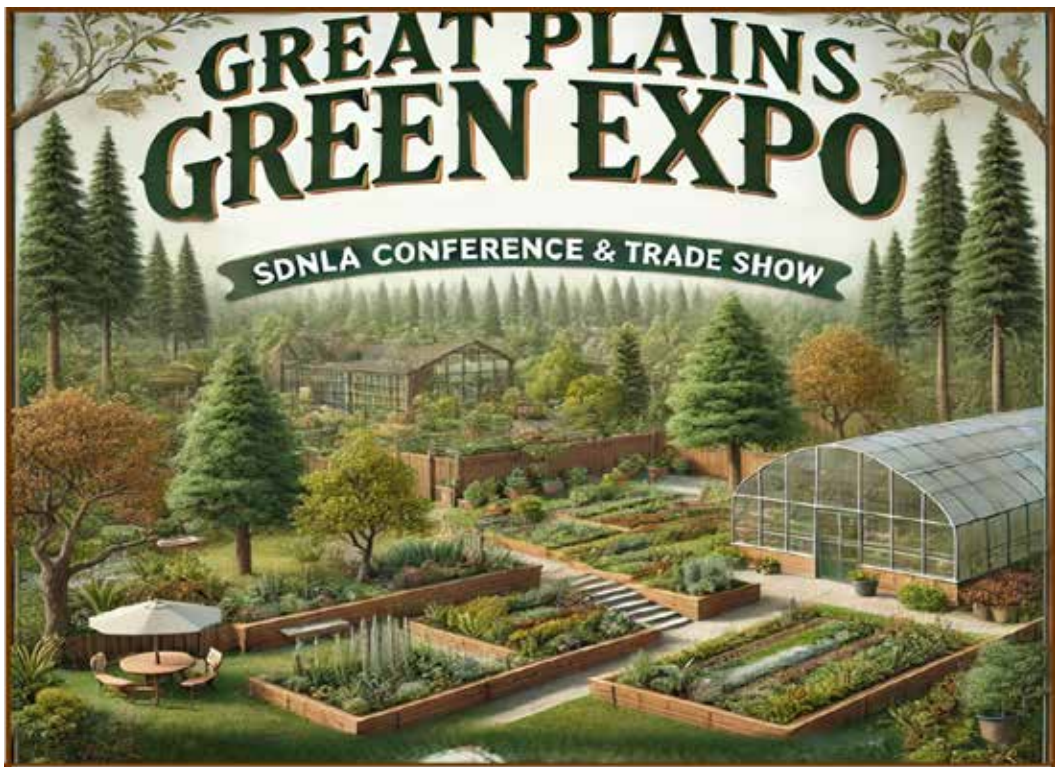


# SOUTH DAKOTA NURSERY & LANDSCAPE ASSOCIATION

## CONVENTION ISSUE 2025

# GREAT PLAINS GREEN EXPO

February 3-5, 2025 *Best Western Ramkota Hotel and Convention Center*



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## Time to Mark Your Calendars for the 2025 Great Plains Green Expo!

We're rolling out another great Convention and Trade Show Schedule for 2025! You'll find registration information inside this issue as well as updates for all the association activities that have been happening in the past year!

Take note, due to unforeseen circumstances, our convention was moved ahead 1 day and we'll be gathering for Trade Show setup on Monday, February 3, with the conference and trade show sessions starting on Tuesday morning, February 4, 2025.

Our annual Scholarship Fundraiser will be held on Tuesday afternoon/evening and promises to be another fantastic evening of networking with old friends as well as meeting the new kids on the block! We'd love to see you bring an item for the Live Auction as well as participating in the fundraising games that evening. We currently have over \$75,000 in our Scholarship fund and would like to see it grow!



The South Dakota Nursery and Landscape Association's Convention Newsletter is published once a year. Inquiries for advertising rates and news articles should be sent to:

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# PRESIDENT'S MESSAGE

## DAEMON COUGHLIN



Welcome to the 2025 Great Plains Green Expo. On behalf of the SDNLA I would like to thank all our vendors, attendees, and volunteers. Without you our association and convention would not be possible. I kind of forgot that I had to write an article for the convention program, and I admit that it is a little harder to do than I originally thought. As I sat in my office about a week before Christmas trying to think of what to

write about, the words "adapt" and "change" kept coming to mind. Those two words seem to sum up our industry and the last few years.

The past year has brought us many challenges to navigate. From the mild winter to heavy rains and severe flooding early in the summer and then back to hot, dry drought conditions for the rest of the year. The weather in South Dakota constantly changes and makes us adjust. I've often told people that if you like to have an exact plan and schedule and get frustrated when you must change those plans then the Nursery and Landscaping business is not for you. I think that the ability to change and adjust so quickly makes us a special breed.

We've not only had to adapt to the weather conditions of the past year but also the changes in our industry. I think everyone can agree that the past 4 years have been a whirlwind of changes, from not knowing if we could be open to selling everything in sight and not being able to keep products in stock. 2024 seemed to be a "leveling off" year of good availability and steady sales throughout the area. The new year looks to be good, but only time will tell.

Lastly our association is at a pivotal point. Our director, Julie Hoffmann, who has been in that position for as long as anyone can remember is retiring. Even though we will never be able to replace her and what she has been to the SDNLA, we do need to find a way to complete the tasks that she has so graciously done for so many years. We need to adapt and change to keep our association going for years to come and we need your help. I hope everyone has a safe and profitable 2025 and when you see Julie these next couple of days make sure to thank her for everything she has done for the SDNLA.

# FINDING OUR FUTURE WITH FFA!



Here's a quick update on the FFA Ag Adventure Center that SDNLA helped to landscape in 2023. The SDNLA board has been addressing the concerns of our members with the need for a deeper employee pool for the coming future. We have all been hit hard with the lack of qualified, dedicated employees to keep

our businesses running at top performance. The board has focused on getting younger school students with the idea that a career in the green industry can be very rewarding. With that in mind, SDNLA has been a big supporter of the FFA programs that is now present in High Schools throughout the state.



## Six Days of Adventure

The mission of the FFA Ag Adventure Center is to showcase modern agricultural practices, communicate commitment to natural resources, and demonstrate wholesome and safe food production. Livestock is a big draw in welcoming the public into the Ag Adventure Center, yet once visitors enter, they are met with experiences and meaningful learning opportunities that touch on the vast elements of the agriculture industry. There was a great deal of excitement throughout the building when the two sows from Pipestone Systems began farrowing. People were able to see and interact with a beef cow, dairy cow, dairy calves, dairy goats, hens and chicks, mother sows and piglets, meat goats, mother ewes and lambs, rabbits, and a beehive. Favorites were the bottle calves, especially at feeding time, and the chicks and lambs.

Educational interactive displays provided insights on cuts of beef and pork, ag commodities, an ag fact jeopardy, the Agtegra "Farm to Home" shopping area, and soil conversation activities. Scattered throughout were virtual tours of pig, chicken, and dairy barns, FFA members' Agriscience, tractor restoration, woodworking and metal projects, and even floral arrangements.

Chapter members, district and state FFA officers volunteering at the Ag Adventure Center is a great way to connect with the public and educate about agriculture and FFA. This allows for meaningful conversations and interactions, providing visitors an immersive experience. Ag industry leaders led activities throughout the week,

including Dr. Eric Knock ultrasounding a cow, SD Beef making dry rub, a SDSU Dairy Processing presentation, SD Soybean Council making soy playdough, SD Farm Bureau's Ag trivia and scavenger hunt, the SD Soil Health Coalition's Rainfall Simulator, a SD Pork Producers "what pigs eat" activity, Bayer Crop Science hosting a "history of corn", Jason Albrecht leading "meet your local beekeeper" and East River Electric having a safety display.

Everyone walking past the Ag Adventure Center noticed new benches, landscaping additions including native and pollinator plants, and an evolution of corn exhibit with multiple varieties. Without the generous help from East River Nursery, John and Shelly Wilson, Nate Stuck, Delila, Paton & Jessie Coyle, Chris, Amy and Maya Howard, Bode Sweeter, Isabella Malley, South Dakota Nursery and Landscape Association, Lowell Perman, Judy Morford, and Joe Schefers from Bayer Crop Science, these eye-catching, educational additions would not have been possible.

SCAN TO SEE FFA MEMBER INTERVIEW ON IMPORTANCE OF AAC!



# SDNLA HONORARY MEMBER TO PUBLISH BOOK



SIOUX FALLS, S.D. (Dakota News Now) — Spend just a couple minutes with Paul DeJong at a treasure trove of grand, old, mammoth trees like McKennan Park, and you'd be convinced the man could write a book about trees.

And, after 40 years of being the go-to “tree guy” of the city, he is — with a little help from his friends.

It is a coffee table book called “If Our Trees Could Talk,” on the history and beauty of the trees of Sioux Falls, and it is set to be released by Throne Publishing in 2024.

“Trees are just like human beings,” DeJong said. “Even the same species can vary. They can leaf later. Some can color more than others. They all got their own individual personalities.”

The book is a collaborative project from people involved with the Sioux Falls Arboretum, a nature center that is free to the public.

The story in the book is almost as compelling as how it came together.

It is DeJong's brainchild after spending four decades helping people in the area beautify their and neighborhoods as a landscaper. For over 30 years, he was the co-owner and general manager of Landscape Gardens.

DeJong grew up on a farm near Sheldon, Iowa, and moved to Sioux Falls when he was 22. He landed a job at a landscaping center and was “going to work there before I got a real job, but after two weeks, I found my life's passion, and I've always joked that I never found a real job.”

Mike Cooper is the Arboretum's executive director. He spent most of his career as a city planner, working with DeJong on urban parks and greenery projects. Then, he worked for DeJong for a few years at Landscape Gardens, and alongside DeJong on the Arboretum's board.

“He's just so passionate, and he still is today,” Cooper said, noting his favorite part of working at DeJong's gardens was watching him spout knowledge about trees to customers.

“He knows just about every area of town because he's worked on some project in just about every one of those areas,” Cooper said. “He wants to educate people as much as possible about the value of trees — not just that they're there for shade and beauty, but also that they're there for memories.”

For years, DeJong knocked around with Cooper the idea of a calendar with Sioux Falls' most historic and gorgeous trees. They are both fascinated with how Sioux Falls was founded in the middle of a prairie, with the only natural trees around lining the Big Sioux River. But eventually, early civic leaders were determined to make the city an “urban forest,” and those who have followed have kept it up.

“Sioux Falls is one of the top cities in the Midwest for (urban forestry),” DeJong said. “Mike Cooper's been a big part of that — the urban planning, planning the parks and bike paths. All that is second to none. We take that for granted. We ride by this beauty everyday and they could all be postcards.”

Cooper's response to the idea of a Sioux Falls tree calendar: “We can do better than that,” DeJong said. There's too much history and feasts for the eyes in the city to limit a pictorial compilation to just 12 snapshots. Let's do a book.

*Continued on page 5*

But the idea didn't become a reality until last March, after DeJong met fellow Arboretum board member, Heather Kittelson. She was intrigued by his passion for nature and had him join her podcast, "Fortitude." After the interview, she asked how she could possibly repay DeJong for his time and generosity.

Within a week, Kittelson gathered Arboretum director Mike Cooper, renowned regional photographer Paul Schiller, and executives at Throne Publishing to make the dream come true. They rounded up sponsorships — the biggest coming from First Premier Bank and Pizza Ranch.

Schiller is the city's unofficial go-to nature photographer. Kittelson and Cooper asked him what it would take for him to snap the pictures for the book.

"I said, I can't charge for this," Schiller said. "This is too much fun. You really kind of get into it because of the team (working) on the project and what it's going to mean to the community. It's kind of a blessing in disguise. I'm honored to be a part of it."

Now, the 300-page "If Our Trees Could Talk" is full steam ahead, set to be published and release early in 2024. It will highlight seven different parts of the city, mostly in or near the central parts of town, that feature larger, aged trees — McKennan Park, Maplewood (south of McKennan Park), Riverview Heights (near the VA Hospital), Tomar (from 49th to 57th Streets and Cliff to Minnesota Avenue), Sunnycrest, Tuthill Park, and the Cathedral Historic District (near downtown).

"It's going to be a beautiful book," said Kittelson. "Once it is in full production, all proceeds will go to the Arboretum. And, so, it is kind of Paul's dream that will give back for hundreds and hundreds of years."

DeJong wants the facility to expand to have an "urban forest university" to educate kids and adults alike about the history of Sioux Falls' greenery. Cooper said this book will be a major resource for them to refer.

Kittelson felt the urgency to make this all come together because DeJong, 61, has Parkinson's disease, and, according to doctors, has maybe one to four years left to live. Just a week ago, he moved into assisted living after selling his house of 22 years. His three kids are now all adults, and DeJong doesn't want to burden them with his difficulty to move around, and all the physical therapy required to keep him able to walk with a walker.

"Paul is — he's the guy who would go out of his way for anybody, and he's too dang young to be suffering from Parkinson's," said Kittelson. "He's got such deep wisdom and such a beautiful soul. He would do anything for anyone, and I think this is just why I feel so drawn to making this happen — because Paul would do the same."

The feeling from DeJong is mutual.

"I've had so many people reach out to me and show so much kindness shown by the community," DeJong said. "I've had some big life changes with health and career, so I was kind of in a down period of my life, so I needed a project to work on, and this has been so fulfilling."

DeJong said he now notices the little things, like when he was at Scheel's with his daughter the other day. He was tired from walking and sat on a bench to watch others "hustle and bustle" their way through the store.

"The gifts you have in life — don't take them for granted," DeJong said. "Don't take family members for granted. Don't leave any words unsaid."

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# Be On Alert

Michael Wagner, CSP, ASM, Designscapes Colorado Inc.

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## Train for uncommon but high-risk exposures

While working in the snow and ice management industry, you may be exposed to a variety of safety hazards that pose a threat to your personal health and well-being. Today we're not talking about equipment incidents, operational errors, or slippery pavement; we will address the need to be aware of additional exposures to risks like drugs, guns, alcohol, violence, and even urban hazards. Specific roles may be more exposed than others, and it's important to have a general understanding of how you must handle these situations.

### Urban hazards

The first of these kinds of risks are urban hazards, which can include working on sites and properties where you are exposed to hazards like needles, drugs, weapons, and working near homeless encampments. Many of these risks can be avoided or greatly reduced if you are aware of your surroundings:

- Visually inspect the area or site before, during, and after work is completed.
- Listen for noise, commotion, and people who may be onsite or in hidden areas where personnel aren't performing snow and ice operations.
- Be careful when using your hands to clear, clean, or pick up any objects.

### Diligence

General awareness and observation of the site and objects on the site is one of the best preventive measures. Another important tip is to never work alone on sites. Sometimes this may be challenging; but in most cases when it comes to snow and ice operations, plow drivers, equipment operators, walkway crews, or even site supervisors will be on hand. It is important to be aware of who is working with you and your response methods in case an incident arises. Having additional help on site can aid in:

- Fewer people approaching you because you're not alone.
- Help to provide first aid and seek medical attention if a personal injury occurs from accidentally being cut, poked, or hurt by another person.
- Reporting incidents and confirming information through eyewitnesses or additional victims.

Urban hazards are everywhere and knowing what to look for provides greater preparedness in the event of an incident.

### Weapons

Of the many exposures, one of the more frequent findings is firearms on site or potentially inside vehicles and equipment. If you happen to find a firearm or weapon inside a company

owned asset, make sure you know your organization's policy for handling the issue, and do not touch the weapon.

You must advise the correct authority within your organization to handle the situation, as well as to ensure the safety of others. On the other hand, if a weapon is found on a client's property, or you come into contact with one not on company property, it is important to contact immediate supervisors and local authorities so it can be properly handled. If you find a weapon on a site, do not touch the weapon, and instead let the authorities gain possession of it the way they need to.

**Drug awareness**

Another possible finding is drugs. With the many possibilities and varieties of drugs, it's challenging to know what to look for, as well as the places drugs may be, and how to properly report it. If you find any suspicious contents, chemicals, bags, or storage containers, you should not handle them until the proper authorities arrive, as well as any other authoritative person or company with the ability to do so safely.

If you find drugs in company vehicles and equipment, you must immediately alert supervisors, who will identify the proper company to come and test the interior surfaces of the vehicle, as well as any other chemicals or materials that may have been found.

What makes the contamination so difficult to handle is that many drugs are oil-based, and those oils soak into porous materials. Coming in contact with chemicals such as methamphetamines or fentanyl can be extremely harmful or even fatal.

Typically states have specific rules and processes that must be followed to ensure that the proper sanitation of vehicles has taken place to keep drivers safe from exposure to harmful chemicals.

**Alcohol preparedness**

A more common hazard you may be exposed to is alcohol in the workplace, which can include finding alcohol in vehicles and equipment, in the company yard or facilities, or on a job site.

It is important to confiscate it immediately wearing PPE such as gloves and even safety glasses, and report it to your supervisor, safety personnel, or the human resources department. Although this may seem like a strong reaction, you don't know where it came from, who has consumed it, or what the contents are.

Following this, the handling of employees who are under the suspicion of using alcohol before or at work must be done appropriately; and you should notify the same personnel that can properly manage the situation.

Determining if an employee is using alcohol at work can create volatile situations, and this should be left to trained employees who can properly manage stress, drug testing and reporting, as

well as potential disciplinary action or termination. Whether an employee is suspected of usage due to the smell of alcohol on their breath or open containers in a vehicle, any situation can escalate quickly depending on the circumstances.

**Better safe than sorry**

When you consider the different exposures and circumstances discussed here, you can see how employees such as field staff, mechanics, or supervisors traveling to and from sites can all be exposed to this variety of hazards.

It is important to know how to observe and be aware of your surroundings, as well as understand how to prepare yourself for a possible incident response effort to manage it properly and safely and get assistance from the designated company personnel.

Nobody in the industry is exempt from potentially being involved in one of these scenarios, so take the time to prepare yourself and keep you and those you work around safe.

Michael Wagner, CSP, ASM, is Director of Operations at Designsapces Colorado Inc. Contact him at 303-328-5554 or mwagner@designsapces.org.

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# SDNLA SCHOLARSHIP FUNDRAISER MONDAY FUN NIGHT



## We're Giving Away Great Prizes!

Our SDNLA Board has realized the importance of getting students interested in our industry. Labor shortages aren't going to get any better without a concerted effort to support students, not only in colleges and universities, but also our grade school and high school aged kids! The Board has been using funds to support FFA students in going to National Competitions covering the Green Industry, as well as sponsoring scholarships for further education. A new \$500 FFA Scholarship was added in 2022. Member firms have been active at the grade school level, giving programs on the importance of the green industry in South Dakota.

One of our biggest fundraisers is our Monday Night Fun Night and Scholarship Auction. We appreciate your donations and purchase you have made in the past. We welcome donations for the coming event on Tuesday evening, February 5, at our convention. You must be present to win any of the prizes we are giving away. Make sure to mark your calendars, load up the truck with all your friends, head on down the road and make this a great convention evening!



Thanks to the generosity of SDNLA members and associates, we have over **\$75,000** in our Scholarship Investment accounts. These funds are generating the scholarships that SDNLA gives out every year to deserving High School and College students.



# ONE DAY CONFERENCE! GREAT PLAINS GREEN EXPO

FEBRUARY 3-5, 2025

129 - Exit 81 - Sioux Falls, SD 57107

## FULL-LINE TRADE SHOW - PRODUCTS FOR:

- GROWERS - LANDSCAPERS - LAWN CARE PROFESSIONALS
- GARDEN CENTER OPERATORS - GREENHOUSE GROWERS
- CHRISTMAS TREE GROWERS - ARBORISTS - FLOWER SHOPS

## INFORMATION PACKED SEMINARS!

*Sessions for Landscape Designers & Installers, Landscape Architects, Greenhouse Growers, Garden Center Owners, Managers & Employees, Arborists, Park & Recreation Personnel, and Landscape Maintenance Firms*

### TUESDAY, FEBRUARY 4

"The Arch and the Tetrahedron"

"New and Emerging Products in Horticulture"

"New to You Perennials & Future Introductions"

"Strategies to Maintain Quality and Minimizing Loss"

"Soil Amendments and Tree Planting: Theory Versus Reality"

"Controlling Plant Growth - A Comprehensive Approach"

"Successful Tree Planting by Improving Root Quality of Container-Grown Trees"

### WEDNESDAY, FEBRUARY 5

"Know Your Natives on a First Name Basis"

"The Elephant in the Room"

"Pests and Plants: Predictions for 2025"



**REGISTER IN ADVANCE AND SAVE! CALL (605) 352-4414**

*Members of other state associations can register at Great Plains Green Expo - member rates.*

# PROGRAM AT A GLANCE

## FEBRUARY 3-5, 2025

### MONDAY, FEBRUARY 3, 2025

- 3:00..... SDNLA Executive Board Meeting-President Andy Jerke  
*Ramkota Hotel Board Room*
- 3:00-5:00 ..... Trade Show Setup
- 5:00.....Dinner in Frankies with early arrivals  
Board Members and SDNLA members pay their own way

### TUESDAY, FEBRUARY 4, 2025

#### MONDAY MORNING SESSION:

- 7:30-11:30 ..... Trade Show Setup  
*Ramkota Hotel Washington Room*
- 7:30.....Coffee Service in East Lobby  
**Sponsored by GPGE**
- 7:30.....Registration Desk Open  
*Ramkota Hotel East Lobby*
- 9:00-10:30 ..... **"The Arch and the Tetrahedron"**  
Building a strong base for success with biologics in greenhouse production.  
Andy Peterson-Spectrum Sales, Inver Grove Heights, MN  
*Downstairs Harvest Room*
- 10:30-10:45 ..... **Break**  
*Ramkota Hotel East Hall*  
**Sponsored by GPGE**
- 10:45-12:00 ..... **"New and Emerging Products in Horticulture"**  
Stuff you probably have not heard of that can have a big impact!  
Andy Peterson-Spectrum Sales, Inver Grove Heights, MN  
*Downstairs Harvest Room*

-OR-

- 10:45-12:00 ..... **"New to You Perennials & Future Introductions"**  
Cayla Olson, Regional Product Manager, Walters Gardens, Minneapolis, MN  
*Amphitheater II*
- 11:30.....Trade Show Opens  
*Ramkota Hotel Washington Room*
- 11:30-1:00 ..... Luncheon in Trade Show Area  
Ticket Required-Provided with Full Registration

#### MONDAY AFTERNOON SESSION:

- 1:00-2:00 ..... **"Strategies to Maintain Quality and Minimizing Loss"**  
Dr. Christopher Curry, Iowa State University  
*Downstairs Harvest Room*

-OR-

- 1:00-2:00 ..... **"Soil Amendments and Tree Planting: Theory Versus Reality"**  
Virtual Session  
Dr. Bert Cregg, Professor of Horticulture and Forestry, Michigan State University  
*Amphitheater II*

- 2:00-3:00 ..... Breck-Trade Show  
*Ramkota Hotel Washington Room*  
**Sponsored by Walters Gardens**

- 3:00-4:00 ..... **"Controlling Plant Growth - A Comprehensive Approach"**  
Dr. Christopher Curry, Iowa State University  
*Downstairs Harvest Room*

-OR-

- 3:00-4:00 ..... **"Successful Tree Planting by Improving Root Quality of Container-Grown Trees"**  
Virtual Session  
Riley Johnson, Research Technician, Michigan State University  
*Amphitheater II*

## 4:00-10:00 ..... **Great Plains Green Expo**

### **Evening Social**

### **Scholarship Benefit Auction**

- Ramkota Washington Room*  
Ticket Required-Provided with Full Registration  
**Visit with your Suppliers and Friends**  
**Dice Shoot and Hi-Low Card Games**  
**Ticket Sale Proceeds to go to the SDNLA Scholarship Funds**

### WEDNESDAY, FEBRUARY 5, 2025

#### WEDNESDAY MORNING SESSION:

- 7:30..... Registration Opens  
*Ramkota East Lobby*
- 8:00.....Trade Show Opens  
*Ramkota Washington Room*
- 9:00-10:00 ..... **"Know Your Natives on a First Name Basis"**  
Elliott Duemler, National Nursery Products  
*Amphitheater II*
- 10:00-12:00 .....SDNLA Annual Meeting and Brunch  
*Ramkota Washington Hall*  
Ticket required -Provided with Full Conference or Booth Registration

#### WEDNESDAY AFTERNOON SESSIONS:

- 12:00-1:00 ..... **"The Elephant in the Room"**  
Green Industry Insurance Panel-Experts and SDNLA Members  
Strategies for dealing with ever-changing, ever shrinking, Insurance Options  
*Amphitheater II*
- 1:00-2:00 ..... **"Pests and Plants: Predictions for 2025"**  
Dr. John Ball, SDSU Extension Specialist, Brookings, SD  
*Amphitheater II*
- 2:00-4:00 ..... Tear Down Trade Show

# CONFERENCE SPEAKERS



## ANDY PETERSEN

Andy Petersen has 40 years of experience in ornamental horticulture. He has spent the last 30 years as a contract sales representative. Andy has worked with some of the largest and smallest growers in the country problem solving and providing practical solutions. His history of working with emerging companies and technologies in IPM, fertility and growing media provides a valuable mixture of historical perspective coupled with the leading edge.

**TUESDAY, FEBRUARY 4**

### 9:00-10:30 "The Arch and the Tetrahedron"

Building a strong base for success with biologics in greenhouse production.

### 10:45-12:00 "New and Emerging Products in Horticulture"

Stuff you probably have not heard of that can have a big impact!



## CAYLA OLSON

Cayla Olson is currently the regional product manager covering ND, SD, MN, WI, IA, & NE for Walters Gardens – a breeder, liner supplier, and the home of Proven Winners® Perennials. Like many in this industry, she got her start at a local garden center as a teen, turning her love of plants into a degree from the University of Minnesota, and has spent nearly a decade working with large wholesale growers. Based in the Twin Cities, she travels frequently visiting customers and enjoying the region's horticultural tourism hotspots!

**TUESDAY, FEBRUARY 4**

### 10:45-12:00 "New to You Perennials & Future Introductions"

Calling all perennial lovers! Check out the cool new varieties that are now available to retailers and landscapers, and future introductions that growers will have access to in the 25/26 season. This curated list of plants, mostly bred by Minnesota native Hans Hansen, includes varieties that do well in the plains, with a few temptations for those who aren't afraid of zone pushing!



## DR. CHRISTOPHER CURRY

Chris is an associate professor in the Department of Horticulture at Iowa State University. He received his BS and MS from the University of Minnesota and his PhD from Purdue University. He has responsibilities in teaching, research, and extension in greenhouse crop production.

**TUESDAY, FEBRUARY 4**

### 1:00-2:00 "Strategies to Maintain Quality and Minimizing Loss"

When life throws a curve ball at your crop schedule, you don't want to strike out. This session will focus on strategies to use when holding crops. From adjusting the growing environment to cultural practices, you will learn several approaches to holding plants.

### 3:00-4:00 "Controlling Plant Growth - A Comprehensive Approach"

For most containerized annuals and perennials, we get more growth than we bargained for. Controlling plants to produce appropriately sized flowering crops can be done by modifying the growing environment and cultural practices, as well as with growth retardants (PGRs). This presentation will cover both non-chemical methods, as well as the fundamentals PGRs.



## DR. BERT CREGG

Dr. Bert Cregg is a Professor of Horticulture and Forestry at Michigan State University. He conducts research and extension programming on physiology and management of trees in landscapes, nurseries, and Christmas tree production. He has published nearly 100 articles in peer-reviewed scientific journals and is a regular contributor to professional publications related to tree care. Prior to joining the faculty at MSU he was a research plant physiologist for the US Forest Service and International Paper.

**TUESDAY, FEBRUARY 4**

### 1:00-2:00 "Soil Amendments and Tree Planting: Theory Versus Reality"

An array of amendments and additives such as mycorrhizae, bio-stimulants, and compost are widely promoted to improve tree planting success. But do these amendments really help? In this presentation, Dr. Bert Cregg will discuss the basics behind these soil amendments and additives and present recent research from his lab on their effectiveness in improving tree survival and growth after transplanting.



## RILEY JOHNSON

Riley Johnson is an ISA Certified Arborist and a research technician in the Department of Horticulture at Michigan State University. She earned her B.S. in Natural Resources Management from Grand Valley State University and M.S. in Horticulture from Michigan State. In her current role, she conducts field research and extension efforts related to landscape tree establishment and Christmas tree production.

**TUESDAY, FEBRUARY 4**

### 3:00-4:00 "Successful Tree Planting by Improving Root Quality of Container-Grown Trees"

Container-grown trees are a popular option for arborists and landscapers; however, growing trees in standard plastic nursery containers can lead to malformed root systems, namely circling roots. Different techniques are promoted and used by industry professionals to remediate root circling such as slicing, teasing, shaving, and bare-rooting. In this session, Riley will discuss results from over a decade's worth of trials at Michigan State University that compared techniques for remediating circling roots of container-grown trees.



## ELLIOTT DUEMLER

Elliott is a sales representative for National Nursery Products (NNP) representing national and regional plant producers in the US. Prior to NNP, Elliott was the perennial production manager at Taylor Creek Restoration Nurseries for 17 years overseeing all aspects of the Taylor Creek perennial product line. He was instrumental in the growth of the organization's perennial production and distribution.

**WEDNESDAY, FEBRUARY 5**

### 9:00-10:00 "Know Your Natives on a First Name Basis"

Elliott will talk about Native Plants and how to use them in a community-based planting design. He will dive into details of commercially available plants used in these types of plantings, homing in on the native carex's.



## LIZA REINESCH

Liza began her insurance career in 2013 with Fischer Rounds & Associates, advancing from Claims Advisor to Claims Manager before focusing on commercial insurance. In 2024, she became a Client Advisor, leveraging her expertise to provide personalized service and address her clients' unique insurance needs. Holding multiple professional designations, Liza is also active in her community and enjoys outdoor activities with her family in Mitchell, SD.

**WEDNESDAY, FEBRUARY 5**

### 12:00-1:00 "The Elephant in the Room" Green Industry Insurance Panel-Experts and SDNLA Members"

Strategies for dealing with ever-changing, ever shrinking, Insurance Options



## DR. JOHN BALL

John Ball is a Professor at South Dakota State University where he teaches courses in arboriculture, nursery management and woody plant identification. He also serves as the Extension Forestry Specialist and the Forest Health Specialist for the South Dakota Department of Agriculture and Natural Resources.

**WEDNESDAY, FEBRUARY 5**

### 1:00-2:00 "Pests and Plants: Predictions for 2025"



# SDNLA PROFESSIONAL ACHIEVEMENT AWARD

## APPLICATIONS AVAILABLE

The SDNLA board has introduced the Professional Achievement award this month, honoring an employee of a member firm for their dedication to the green industry in South Dakota. Employees may be nominated by the owner, manager, or other employees of a member business. Application deadline is January 21, 2023 and may be mailed or emailed to to the SDNLA office. One winner will be chosen each year from the applications and will be honored at the annual SDNLA Convention in February. The winner will also receive a prize from SDNLA, to be announced at the convention.

### SOUTH DAKOTA NURSERY AND LANDSCAPE ASSOCIATION PROFESSIONAL ACHIEVEMENT AWARD/RECOGNITION APPLICATION DEADLINE: JANUARY 18, 2025

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Company Phone \_\_\_\_\_

Company Contact Person \_\_\_\_\_

Contact Person Phone \_\_\_\_\_

Company's Local Newspaper's Name & Email Address \_\_\_\_\_

Nominee Name \_\_\_\_\_

Position Held in Company \_\_\_\_\_

Years working in the Green Industry \_\_\_\_\_

South Dakota Certified Nursery Professional?  Yes  No

Other Current Certifications in the Green Industry \_\_\_\_\_

Why are you nominating this person for the Professional Achievement Award?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Applications can be emailed or mailed to:

Julie Hoffmann

SDNLA

5659 Dakota Ave. S

Huron, SD 57350

erivernursery@hur.midco.net

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# SD DEPT. OF AGRICULTURE

## PEST DETECTION IN 2024

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### **PEST DETECTION REPORT:**

The South Dakota Department of Agriculture and Natural Resources (DANR) conducted several pest surveys in 2024. These include detection trapping for EAB, spongy moth, Japanese beetle, and several exotic pests in retail & wholesale settings. DANR relies heavily on the cooperation of business and property owners to complete the surveys. Thank you for your cooperation.

### **SPONGY MOTH:**

A detection survey for the Spongy moth, formerly known as gypsy moth, was conducted by DANR, the Pierre USDA-APHIS-PPQ, as well as many cooperating agencies and individuals throughout the state. We trapped a total of 2 moths, all in campgrounds. There were no trace forward reports that affected the nursery industry in South Dakota this year. Based on the 2024 trapping effort, we believe there are no established populations of spongy moth in South Dakota. We plan to continue with the trapping program in 2025 including follow up trapping at the locations where moths were trapped in 2024.



### **JAPANESE BEETLE:**

DANR had no reports of nursery products infested with Japanese beetles this year.

Japanese beetle traps were placed in 18 communities, set by DANR, Master Gardeners, and other cooperators. Of these, we found Japanese beetles in 11 communities. We saw significant increases in beetle numbers in Vermillion this year. There were low number detections (<20 beetles captured) in Aberdeen, Pierre, Yankton, Watertown.

We do consider Japanese beetle established in Brookings, Brown, Clay, Codington, Davison, Lake, northern Lincoln, Minnehaha, Pennington, and Union Counties. The beetles appear to be rapidly increasing in Sioux Falls, Mitchell, Madison, and Brookings. Persistent populations also occur in Rapid City, Aberdeen, and Watertown; however, these communities continue to have very low numbers of beetles captured. We plan to continue trapping areas with unknown infestations and areas where we believe the insect is not well established.

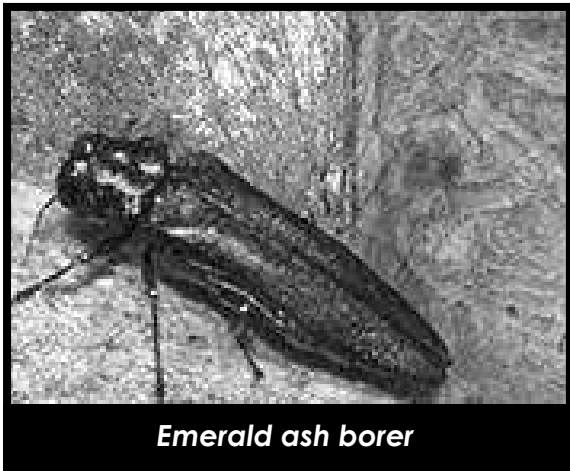


## **EMERALD ASH BORER:**

The South Dakota internal quarantine for emerald ash borer (EAB) continues to generate questions from the public and compliance agreements. In July 2024, a detection of EAB in Brookings County was found, and the county was added to the internal quarantine area, which prompted additional public questions as well making sure compliance agreements were in place for those transporting wood products. The South Dakota EAB quarantine now includes five counties in the southeastern/eastern part of the state: Minnehaha, Lincoln, Turner, Union, and Brookings. USDA continued to work with the bio control releases but are experiencing disappointing results. Communities within the internal quarantine area continue to remove ash trees as feasible.

In response to the deregulation of EAB by the USDA-APHIS-PPQ, DANR implemented an external quarantine in 2022 that limits the entry of regulated articles into South Dakota, similar to the former federal EAB quarantine.

Emerald ash borer trapping: Purple prism traps and green funnel traps, and lures, were obtained through USDA-APHIS-PPQ. DANR placed traps at business parks and key pathway locations across the state. Traps & lures were also shared with cooperators, including SDSU Extension and city Parks & Recreation Departments. No EAB beetles were discovered by this effort outside of the quarantine area.



In August, North Dakota had their first EAB detection about 40 miles north of the South Dakota border along US Highway 281. EAB adults were found in traps placed by ND Department of Agriculture staff. With this detection, South Dakota plans to conduct more trapping in the Aberdeen area as well as areas north of there.

If you are interested in additional information about EAB, please go to: <http://emeraldashborerinsouthdakota.sd.gov/>.

For further information on these or other topics, please contact the Plant Industry Program at the South Dakota Department of Agriculture & Natural Resources at 605.773.3623. Brenda Sievers, Plant Industry Program Manager; Jeff Lounsbury, Seed and Nursery Program Specialist; Jeremiah Phelps, Weed & Pest Program Specialist; Bob Reiners, State Apiarist.

# A SEASON OF CHANGE

## *Julie Hoffmann to Retire After Over 32 Years of Leadership at SDNLA*

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After more than three decades of dedicated service, Julie Hoffmann, Executive Director of the South Dakota Nursery & Landscape Association (SDNLA), has announced her plan to retire following the 2025 conference. Julie's tenure of over 32 years has been marked by steadfast leadership, countless successful events, and an unwavering commitment to the green industry. Not only has she guided the course of SDNLA over the years, but she and her husband, Del, have owned and operated East River Nursery in Huron, SD for the last 40 years. She has also served as Secretary-Treasurer for the association for as many years.

As we prepare to bid farewell to a leader who has been at the heart of SDNLA for so long, we are reminded of an essential truth: **change is coming, whether we like it or not.**

In an ever-evolving world, associations like SDNLA are navigating significant shifts. The ways we connect, communicate, and collaborate are transforming, and the challenges ahead require a proactive approach.

Julie often emphasized the importance of **networking** and fostering genuine connections—not just online, but in person. In a digital era dominated by social media, face-to-face conversations remain invaluable. These interactions build trust, share expertise, and strengthen the bonds that sustain industries like ours.

As we look toward the future, the question arises: **How do we rise to meet these challenges?**

- **Embrace Change:** Associations must innovate and adapt to remain relevant and impactful.
- **Invest in Relationships:** Build meaningful connections within the industry by attending events, conferences, and in-person gatherings.
- **Strengthen the Network:** Together, we can create a supportive, thriving community that bridges generations and embraces new ideas.

Julie Hoffmann's legacy will undoubtedly inspire SDNLA's next chapter. While her retirement marks the end of an era, it also ushers in a fresh opportunity to grow, evolve, and keep her vision alive.

We invite all SDNLA members to join us at the 2025 conference to celebrate Julie's incredible contributions and honor her remarkable career. Let's make this gathering not only a farewell, but also a reaffirmation of the connections and conversations that make our industry thrive.





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\*Thanks to everyone who donated whose names were not available at the time of printing.



## CALENDAR OF EVENTS

**January 7-9, 2025** Montana Nursery & Landscape Assoc Green Expo  
Hilton Garden Inn, Missoula, MT  
406-755-3079

**January 7-9, 2025** Congress 2025  
Landscape Ontario, Toronto Congress Centre, Toronto, Canada • 800-265-5656  
www.landscapentario.com

**January 21-23, 2025** Minnesota Nursery & Landscape Association Northern Green Expo  
River Center, St. Paul, MN  
651.633.4987 • info@northerngreen.org

**January 22-24, 2025** Tropical Plant Industry Expo - Broward County Convention Center, Ft. Lauderdale, Florida  
800-375-3642 • www.tpie.org

**January 27-29, 2025** North Dakota Nursery & Greenhouse Association Convention and Trade Show, Delta by Marriott, Fargo, ND  
www.ndnga.com • 701-886-7673

**January 28-30, 2025** ProGreen Expo, Colorado Convention Center, Denver, Colorado 303-798-3664  
Progreen@eventpower.com

**February 3-5, 2025** South Dakota Nursery & Landscape Association Great Plains Green Expo, Best Western Ramkota, Sioux Falls, SD  
605-352-4414 • www.sdnla.org

**August 12-13, 2025** Garden Center Conference & Expo, Rosemont, IL  
www.gardencenterconference.com



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