

# CNLA Update



OCTOBER 3, 2016

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### Our Mission:

To enhance and protect Connecticut's green industry businesses.

### Our Vision:

Improving landscapes and horticulture in Connecticut.

### Our Goals:

- Advocacy
- Education
- Member Service/Value
- Community and Public Relations

*Association Strength since 1907.*

## Why You Should Ask for More Reviews for Your Business

[www.CNLA.biz](http://www.CNLA.biz)

[CNF Website](#)

[Renew Your 2016-2017  
Membership](#)



**Flower &  
Garden  
Show®**  
**February 23-26**  
CT Convention Center  
HARTFORD  
A great way to market  
your business.  
Booth space still available!  
Call 860-844-8461  
[www.ctflowershow.com](http://www.ctflowershow.com)

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By: Rieva Lesonsky, CEO GrowBiz Media

Source: [Score.org](http://Score.org)



Are you afraid to ask customers to write online reviews of your business? Do you fear they'll give you a poor review? Or maybe you just think it's not worth your time to worry about online reviews. However, there are good reasons why every small business owner should devote time and energy to obtaining and maintaining online reviews.

**Here are 5 reasons why online reviews matter:**

1. The majority of consumers read online reviews.
2. Online reviews affect purchasing behavior.
3. Consumers use a variety of online review sites.
4. Even though the majority of consumers read reviews, most don't write them.
5. Negative reviews are few and far between.

[To Read the Full Article and Learn More, Click Here.](#)

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*About the Author: Rieva is CEO of GrowBiz Media, a content and consulting company specializing in covering small businesses and entrepreneurship.*

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## CT Flower & Garden Show: Looking to Fill Two Garden Displays

The 36th Annual CT Flower and Garden Show, being held on February 23-26, 2017 at the CT Convention Center in Hartford, is looking to fill two gardens in the display. The landscape gardens are their main feature area. They are a "soft" sell and they do have some guidelines for the area.

All gardens have the opportunity to be involved in the awards competition. Monetary prizes are given for the best in show (\$5000); best design (\$1,500); and best horticulture. Over 25 other awards are presented covering numerous categories including best stonework, best water feature, best specimen, and many more.

150 x 250 pixels

Get Official CNLA  
Embroidered Gear at [Our  
Company Store](#).



Wear your CNLA pride with  
embroidered shirts, blouses,  
jackets, hats & more at our  
Lands End company store.



And get a discount off these  
fine items!

Become A Friend of CNLA  
on Facebook!



Become a closer part of our  
CNLA community!

North East Expos provides:

- Display space at no charge
- Stipend of \$3.50 per square foot
- Sod
- Mulch
- Electricity
- Forklift Service
- Signs
- Plant Tags
- 10 VIP Tickets
- 10' x 10' Sales Booth, if desired.

In return, a display in which attendees can enjoy, photograph and see what can be created in their own outdoor living spaces is expected. Over 40,000 attendees visit the event from the entire state of CT, RI, MA, NY, NJ.

If you are interested in doing a display or have more questions, please contact Kristie Gonsalves at North East Expos at [kristie@northeastexpos.com](mailto:kristie@northeastexpos.com) or 860-844-8461.

## Space is STILL AVAILABLE at the CIPWG Invasive Plant Symposium

Space is still available at the CIPWG Invasive Plant Symposium: *Invasive Plants in Our Changing World: Learn from the Past, Prepare for the Future*, which will be held at the UConn Student Union in, Storrs, CT on **Tuesday, October 11, 2016 from 8:00 a.m. - 4:30 p.m.** The symposium will be presented by the Connecticut Invasive Plant Working Group (CIPWG). People with all levels of interest and experience are invited to attend. Please visit the CIPWG website for the symposium program, registration information, and directions: <http://cipwg.uconn.edu/2016-symposium/>.

**The following Pesticide Recertification Credits and Continuing Education Units (CEUs) are available at the CIPWG Invasive Plant Symposium:**

- CT Department of Energy and Environmental Protection (DEEP)

Pesticide Applicator Recertification: **5 Credit Hours in the following categories: PA, ALL (available for New England states)**

- Certified Master Gardeners can receive **two (2) Advanced Master Gardener (AMG) class credits.**
- Association of Professional Landscape Designers (APLD): The keynote presentation has been approved for **1 APLD CEU**. Each afternoon session (Sessions 1 through 6) has been approved for **1.25 APLD CEUs.**
- Connecticut Accredited Nursery Professional (CANP) [Connecticut Nursery and Landscape Association]: **1 Credit**
- Certified Connecticut Forest Practitioners Continuing Education: **2 CEU's**
- Subject matter appropriate for **4.0 hours** of continuing education for Connecticut-licensed landscape architects
- Connecticut Recreation and Parks Association, Inc.: **0.1 CEU** for the keynote presentation; **0.1 CEU** for Concurrent Session 1, 2, or 3; and **0.1 CEU** for Concurrent Session 4, 5, or 6 for a **total of 0.3 CEUs**
- Connecticut Tree Wardens: **5.00 CEUs**
- Massachusetts Certified Horticulturist (MCH) [MA Nursery & Landscape Association, Inc.]: **1 Credit**
- New York State Board for Landscape Architecture
- Northeast Organic Farming Association (NOFA) Accredited Organic Land Care Professionals (AOLCP): **4 Credits**
- Rhode Island Certified Horticulturist (RICH) [RI Nursery and Landscape Association]: **2 Credits**

**Attendees are advised to register early, as the last symposium had record attendance and sold out in advance with 500 attendees.**

**REGISTRATION FEE: \$60; \$25 - STUDENT (must bring current ID)**

For additional information, please contact Donna Ellis at 860-486-6448; [donna.ellis@uconn.edu](mailto:donna.ellis@uconn.edu)

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## Spanish Sessions at the Northeast Greenhouse Conference and Expo

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**November 9-10**

Delaney Meeting & Event Management

Phone: 802-865-5202

Email: [info@delaneymeetingevent.com](mailto:info@delaneymeetingevent.com)

<http://www.negreenhouse.org>

**New: Spanish Language sessions offered on Wednesday, November, 9<sup>th</sup>**

***Understanding Plants: Why we do what we do in the Greenhouse.***

***Funcionamiento de plantas: Por qué hacemos lo que hacemos en el invernadero***

Carlos Bogran, OHP from 9:00 to 9:50 am

***Diagnosis: Disease, Abiotic Disorder or Normal? Know Enough to Know the Difference***

***Diagnóstico: ¿Enfermedad, desorden abiótico, o normal? Aprenda distinguir entre cada uno.***

Rosa Raudales, University of Connecticut from 10:30 to 11:20 am.

***Identifying the Good and Bad Bugs***

***Identificación de insectos buenos y malos***

Carlos Bogran, OHP from 1:30 to 2:20 pm.

***Work Safely in the Greenhouse***

***Seguridad Laboral en el Invernadero***

Anna Meyerhoff, New York Center for Agricultural Medicine from 2:30 to 3:30 pm.

**Space is limited! Register early.**

**The Northeast Greenhouse Conference and Expo** is sponsored by the Extension programs of the six New England State Universities and New

York State, and the New England Floriculture, Inc.

For more information on the Northeast Greenhouse Conference and Expo, visit the website, [www.negreenhouse.org](http://www.negreenhouse.org)



## Invasive Plant Species: Autumn Olive *Elaeagnus umbellata* Thunb.

**Source:** *Invasive.org*

**Appearance:** *Elaeagnus umbellata* is a deciduous shrub from 3-20 ft. in height with thorny branches. It is easily recognized by the silvery, dotted underside of the leaves.

**Foliage:** Leaves are alternate, 2-3 in. long and 1 in. wide. The margins are entire and undulate. Leaves are bright green to gray green above and silver scaly beneath with short petioles.



T. Davis Sydnor, The Ohio State University, Bugwood.org

**Flowers:** Small, yellowish tubular flowers are abundant and occur in clusters of 5 to 10 near the stems from February to June.



Kathy Smith, Ohio State University  
Extension, Bugwood.org

**Fruit:** Fruits are round, red, juicy drupes which are finely dotted with silvery to silvery-brown scales. Each drupe contains one seed. Fruits ripen from August to November.



T. Davis Sydnor, The Ohio State  
University, Bugwood.org

**Ecological Threat:** *Elaeagnus umbellata* invades old fields, woodland edges, and other disturbed areas. It can form a dense shrub layer which displaces native species and closes open areas. *Elaeagnus umbellata* is native to China and Japan and was introduced in North America in 1830. Since then, it has been widely planted for wildlife habitat, mine reclamation, and shelterbelts. It is a non-leguminous nitrogen fixer.



## In Case You Missed It:

**SAVE THE DATE:  
CNLA 2017 Winter Symposium & Expo**

Wednesday - Thursday

January 25-26, 2017

The Aqua Turf Club

Plantsville, CT



*Exhibitor Information & Registration coming soon!*



## **Millane Nurseries/Petrowsky Equipment Auction**

**On-site Auction with Petrowsky Auctioneers of North Franklin**

**Saturday, October 15th**

**9:00 AM**

**604 Main Street**

**Cromwell, CT**

It will be mainly a 3-part auction:

- Maintenance & Repair Equipment, Tools, Parts, Supplies & Materials
  - *Arc Welders; Lifts & Hoists; Gas & Electric Power Tools; Air, Welding, Hydraulic & Hand Tools; Ladders, a plethora of Assortment Kits & Fasteners; Lubricants, Tires, & endless Tractor & Truck Parts...*
- Vehicles and Equipment including Storage Units and Farm Supplies & Materials
  - *75 Trucks, Trailer & Tractors, along with about 50 attachments (like tree spades, B&B Ball Grabber/Movers, Mowers, Sprayers), Sheds & Sea/Land Storage Containers, Outhouses, Oak Pallets, Lockers, Retail Pull carts, Landscape Supplies, Nursery Materials...*
- Office Furniture, Equipment, Appliances, Electronics & Supplies
  - *Desks, File cabinets, Chairs, Tables, Appliances, Dell XP PC's w/ Flat Screens, HP LaserJet Network Printers, UPS Battery Backups and Office Supplies Galore...*



## **Calling All Future CNLA Leaders**





The Connecticut Nursery and Landscape Association will be looking for members who are interested in serving on the Board of Directors. The Board is comprised of members from around the state who volunteer their time and talents to help guide the direction of the organization. Serving on the Board would not only set you apart from others in the industry, it would allow you to be integrally involved in the future goals and objectives of the CNLA.

The Board meets approximately eight times throughout the year to present, discuss and/or vote on CNLA business. If you would like to be considered for a Board appointment, please reply directly to the CNLA Executive Office at [info@cnla.biz](mailto:info@cnla.biz) indicating your interest by November 11th. Your name will then be submitted to the nominating committee.



## **NENA Young Nursery Professional Award Candidate Submissions**



The CNLA Board will be selecting award recipients at their November Board Meeting for the NENA's Young Professionals Award. This award will be presented during the CNLA Annual Meeting at the 2017 Winter

Symposium & Expo - January 25-26, 2017 @ The Aqua Turf Club.

If you would like to nominate a candidate for consideration, please see the criteria below and send in any perspective candidates to the Executive Office, [info@cnla.biz](mailto:info@cnla.biz) by Friday, November 11th.

Criteria:

The NENA's Young Professionals Award recognizes, honors, and encourages participation, achievement and growth by individuals in the industry who meet the following criteria:

- has not yet reached the age of 40
- has shown involvement in his or her state association
- has contributed to the success of his or her company
- and has portrayed a positive image of the nursery industry to the public



### Upcoming Industry Events

Invasive Plant Conference

**10/11/16** | *UConn*

New England Grows

**11/30-12/2/16** | *Boston, MA*

MANTS **1/11/17-1/13/17** | *Baltimore, MD*

CNLA Winter Symposium & Expo

**1/25/17-1/26/17** | *Aqua Turf Club*

CT Flower & Garden Show

**2/23/17-2/26/17** | *CT Convention Center*



Connecticut Nursery & Landscape Association, P.O. Box 30, Bloomfield, CT 06002

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