

# CNLA Update



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

[CNF Website](#)

JUNE 13, 2016



### 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.*

## REGISTER TODAY!

**CT Accredited Nursery Professional (CANP)  
Program**

**Get Accredited!  
Impress your employer.**

Starting  
October 1,  
Your Ad  
Can Go Here.  
Viewed every other  
week by hundreds of  
CNLA members,  
with your direct links  
to your web address.

Only \$100 per quarter,  
6 editions.



Ad Size 2 in. x 3.5 in.  
150 x 250 pixels

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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!

**Impress your customers.  
Impress yourself.**

**Register TODAY** for CNLA's annual 13-week certification program that will teach you the basics of botany, plant identification, and professional horticultural information. **Classes begin August 16th at Jones Auditorium in New Haven, CT!**

**CANP is for EVERYONE!** Past students have backgrounds in all fields of our industry: retail, landscape, design, growing/propagation, wholesale, and turf management.



[For more information, click here.](#)

[To register online, click here.](#)

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## CNLA Summer Symposium Registration Open to Exhibitors & Attendees!

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Become A Friend of CNLA on  
Facebook!



Become a closer part of our  
CNLA community!



[Attendee Online Registration](#)

[Exhibitor Online Registration](#) -Booths STILL Available!

[For more details on the Summer Symposium, click here.](#)

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#### SEMINARS & PESTICIDE CREDITS

**9:15 AM - 10:15 AM:**

**Soil Fertility in Growing and Landscaping Environments**

Lynn Griffith, Jr., *Tropical Plant & Soil Expert*

*Sponsored by Monrovia & Harrell's*

*1 Credit (PA, 3A, 3D)*

**10:45 AM - 11:15 AM:**

**Gardening Consumers:**

**What Motivates Them To Buy Plants**

Greg Schaan, *Monrovia* (Lunch Tent)

**10:45 AM - 11:45 AM:**

**Simple Steps for Growing Your Business -  
Financial Management**

Dr. Richard Pfohl, *SCORE* (Classroom Tent)

**11:45 AM - 12:45 PM:**

***Lunch/Silent Auction Winners/RMA Presentation***

**12:45 PM - 1:45 PM:**

**Converting to IPM or Organics: Tales from Turf,**

**Landscape and Nursery Experts**

Josh Frick, Christensen Landscape Services  
Vinny Piselli, CANP, Mill River Collaborative  
Mark Kelley, Grower Direct Farm  
*1 Credit (PA, 3A, 3D)*

**2:00 PM - 3:00 PM:**

**Nursery & Landscape Pests: What's Hot for 2016?**

Joan Allen & Donna Ellis, UConn  
*1 Credit (PA, 3A, 3D)*



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## Pollinator Week is June 20th-24th!

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***New "Trees for Bees" Poster Available from Horticultural Research Institute***

***Available Just in Time for Pollinator Week, June 20-24, 2016***



WASHINGTON, DC and COLUMBUS, OH-June 7, 2016-Horticultural Research Institute is pleased to announce the addition of a new pollinator education and sales tool for garden retailers, just in time for Pollinator Week (June 20-24, 2016).

*The "Trees for Bees" poster beautifully illustrates the fact that trees are an important food source for pollinators. Bees and other pollinators do not just forage for pollen and nectar from annuals and perennials-the tree canopy gives pollinators an abundant source of pollen and nectar. Additionally, trees provide critical nesting opportunities for pollinators.*

*"Highlighting the important role trees play in pollinator health is another way we can share how our industry beneficially impacts the environment," states Jennifer Gray, HRI's administrator. "Adding this*

*eye-catching poster to store signage and pollinator display areas is an easy way garden retailers can tell that story to their customers-and encourage the purchase of flowering trees."*

*The new "Trees for Bees" poster was developed by HRI's collaborator, the Pollinator Partnership, and is available for purchase on retail-ready materials from Garden Center Marketing's website:*

*<http://www.gardencentermarketing.com/page/Pollinator-Garden-Challenge-Signage>. Retailers should also take advantage of HRI's free pollinator resources by downloading a communications toolkit, sample social media posts, and other marketing materials from [www.GrowWise.org/ChallengeToolkit](http://www.GrowWise.org/ChallengeToolkit).*

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The Horticultural Research Institute (HRI), the research affiliate of AmericanHort, has provided over \$7 million in funds since 1962 to research projects covering a broad range of production, environmental, and business issues important to the green industry. Over \$11 million is committed to the endowment by individuals, corporations, and associations. For more information about HRI, its grant-funded research, scholarships, or programming, visit [www.hriresearch.org](http://www.hriresearch.org) or contact Jennifer Gray at 614.884.1155.

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## **New Advances for Biological Controls for Indoor and Outdoor Production of Ornamentals**

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**June 21, 2016  
Room 331 Student Union  
UConn, Storrs**

### **Registration Deadline June 15**

**You can register in one of three ways:**

**Email:** Leanne Pundt, at [leanne.pundt@uconn.edu](mailto:leanne.pundt@uconn.edu)

With your names, phone number and email address

**Call Leanne at 860-626-6855 (direct line in office)**

**Call Leanne at 860-921-3288 (cell phone number)**

You can then pay at the door (cash or check), **no credit cards**, please.

### ***Featured Topics and Speakers:***

- New Developments You Can Use from Biocontrol Research, *John Sanderson, Cornell University, Ithaca, NY*
- Bio-control Developments on a Global Level, *Ron Valentin, Bioline Agrosciences, Oxnard, CA*

- Biological Control Agents (BCA) Use in Perennial Growing, *Roger McGaughey, Pioneer Gardens, Deerfield, MA*
- Good Garden Bugs: Identifying Native Predators and Parasitoids, Common in Outdoor Ornamental Production, *Mary Gardiner, Ohio State University, Wooster, OH*
- Encouraging Beneficials to Enhance Biological Control in Outdoor Production, *Paula Shrewsbury, University of Maryland, College Park, MD*

*Sponsored by UConn Extension and UMass Extension*

**Five pesticide recertification credits for attendees in CT, RI, MA, ME, NH, and VT.**

**Click [here](#) for program brochure and printable registration form**

**Email form to Leanne Pundt at [leanne.pundt@uconn.edu](mailto:leanne.pundt@uconn.edu)**



## Northeast Greenhouse Conference & Expo 2016:

### Keynote Presentation:

#### Connecting People with Flowers

**Presented by: Kate Santos, Dümmen Orange Chief Operating Officer  
At the Northeast Greenhouse Conference and Expo, Holiday Inn, Boxborough, MA on Wed. Nov. 9, from 4-5pm**

The horticulture industry and its customers are constantly changing. Understanding each generation's similarities and differences allows businesses to be active participants in customers' decisions about purchasing plants. Kate Santos shares what the global firm Dümmen Orange is doing to understand who are those industry customers, how those customers' impact company activities, and what the company is doing to help connect people with flowers.

Kate earned a Bachelor of Science degree in Plant Biology from the University of New Hampshire. Following undergraduate school she worked as a grower for Cavicchio's greenhouse operation (Sudbury, MA), where she was responsible for growing a variety of container grown annuals and perennials. Kate returned to graduate school and worked with Dr. Paul Fisher at the University of Florida, where she focused on quantification of nutrient uptake during propagation of unrooted cuttings. After earning her PhD she joined Costa Farms (Miami, FL) as the Director of Research and Development where she oversaw the trial garden and research teams at each of their facilities. Kate currently works for the global firm Dümmen Orange (<http://dummenorange.com/>) as the Operations Director where she has the opportunity to devise strategies to develop and bring new products to market.



**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)

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## USDA Risk Management Events Calendar:

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Check out the link below for the calendar of Risk Management events!

[Risk Management 2015-2016 Event Calendar](#)



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## We Want To Know:

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### Help Us Share Your News!

- Send us highlights of your organization such as:

- Anniversaries
- Achievements
- Promotions
- Awards

- Events
- Milestones

- Send us topics/articles you would like featured in the updates.
- Update us on new/interesting plants your organization might have.

Suggestions can be sent to CNLA by emailing [info@cnla.biz](mailto:info@cnla.biz).

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## CNLA Committees:

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Are you interested in getting involved with your association? If so, check out the committees below as CNLA is always looking for volunteers! Contact the CNLA Executive Office by phone or email and let us know which committee interests you!

- Program Committee
  - Summer Meeting
  - Winter Meeting
  - CANP
  - Landscaping
- Membership Committee
- Legislative Committee

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## Find Us on Social Media:

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Find us on Facebook by searching "Connecticut Nursery & Landscape Association" and clicking the "like" button.

Follow us on Twitter by searching "@CNLA\_1907".

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### Upcoming Industry Events

*Share with us any of your upcoming events and we would be happy to help spread the word!*

UConn Turfgrass Field Day  
**7/19/16** | Plant Science Research & Education Facility, Storrs, CT  
[For more information, click here.](#)

CNLA Summer Meeting  
**7/20/16** | Monrovia  
Stay tuned for more information.

The Gathering  
**9/10/16** | Chamard Vineyard  
More information to come...

[RMA Calendar of Events](#)

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### Classified Ads:

**HELP WANTED LANDSCAPE LABORER:** McLoughlin Landscapes, a high end residential and commercial landscaping company seeks an experienced, hard working and motivated laborer to join its workforce based in Stamford. APPLICANTS MUST BE: - Experienced in operating power equipment such as mowers and edgers, chain saws, electric clippers, sod cutters and pruning saws - English speaking - Passionate about working outdoors. A valid drivers license and plowing experience is a plus. Compensation is based on experience. Qualified applicants, please email [jimmcland@gmail.com](mailto:jimmcland@gmail.com). Visit [www.mcloughlinlandscapes.com](http://www.mcloughlinlandscapes.com) [6/3/16]

**HELP WANTED HORTICULTURAL CREW LEADER:** Award-winning family owned design build residential landscape construction and maintenance company is seeking an experienced Horticultural Crew Leader with gardening and leadership expertise to join our outstanding Maintenance Division. As one of our Horticultural Crew Leaders you will have an incredible opportunity to manage your crew of horticulturists and garden on some of the most beautiful and prestigious landscapes in the New Haven County area. We specialize in organic lawn and landscape care. We are a NOFA certified Organic Landcare business. To see full job posting, [click here](#). **Christensen Landscape Services**, 325 Reeds Gap Rd., Northford, CT 06472, 203-484-0424. Send resumes to [kim@christensenlandscape.com](mailto:kim@christensenlandscape.com). Website [www.christensenlandscape.com](http://www.christensenlandscape.com) [5/5/16]

**HELP WANTED Wholesale Yard Nursery Manager.** Prides Corner Farms, Inc. is looking for an experienced Manager to run our multi-million dollar plant wholesale yard. We are located in Eastern CT and offer a competitive salary with additional incentive pay and company vehicle. Previous managerial experience required. Fax or email cover letter and resume to (860) 468-6078 or [hr@pridescorner.com](mailto:hr@pridescorner.com) [5/5/16]

**HELP WANTED Northern Nurseries in West Suffield, CT** seeks an exceptional Landscaper who is experienced with paver installations of walls, patios, walkways etc., to manage a growing business selling pavers and related products to homeowners and the Landscape Industry professions. This position requires an exceptional understanding of Pavers and the technical aspects of installation of both residential and commercial projects. Working in an office setting and in the field with Landscapers to demonstrate and instruct the proper installation techniques is key to success. Management of this business also requires exceptional written and verbal communication skills, supervisory experience, computer experience specifically word and excel, and proven sales ability. Must either be ICPI certified or able to become ICPI certified. This is a year round position with unlimited growth potential. Must have industry experience. Excellent salary and benefits. Resume and Salary History to [hornursery@gmail.com](mailto:hornursery@gmail.com) [5/3/16]



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

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