



NNLA

NEBRASKA NURSERY AND
LANDSCAPE ASSOCIATION

2023 Winter Conference & Annual Meeting

January 26-27, 2023

**Nebraska Innovation Campus Conference Center
2021 Transformation Drive, Lincoln, NE**

Join us in Lincoln for the 2023 NNLA Winter Conference and Annual Meeting!

The Nebraska Nursery and Landscape Association conference committee is excited to bring in a great lineup of speakers with a wide variety of topics. Join us for an evening reception at the brand new Scarlet Hotel, located right on Innovation Campus. The conference offers an exhibit hall featuring all the latest products and services. Vendor and sponsorship opportunities are available!

If you have questions about the conference, please contact the NNLA Office at (402) 761-2216 or email jennifer@youraam.com. View more information at www.nnla.org.



Winter Conference Agenda

THURSDAY, JANUARY 26, 2023

8:15 a.m.	Registration Desk Open & Exhibitor Set-Up
9:00 a.m.	President Welcome
9:10 – 10:00 a.m.	Know Your Numbers: Learn What You Need to Charge - <i>Weston Zimmerman</i>
10:00 – 10:30 a.m.	Break & Exhibit Hall
10:30 – 11:20 a.m.	Water vs. Warranties – <i>Auggie Rodriguez</i>
11:20 a.m. – Noon	5 Steps to Build and Sustain High-Performing Teams – <i>Laura Faubert</i>
12:00 – 1:45 p.m.	Lunch & Exhibit Hall
12:30 - 1:30 p.m.	Annual Meeting
1:45 – 2:35 p.m.	More Than Just a Pretty Place: The Conservation Vision of Lauritzen Gardens - <i>Jim Locklear</i>
2:35 – 3:25 p.m.	Trees and Herbicides – <i>Laurie Stepanek</i>
3:25 – 4:00 p.m.	Break & Exhibit Hall
4:00 – 4:50 p.m.	Recent & New First Editions Plant Releases - <i>Robert Clark</i>
5:30 p.m.	Reception at Scarlet Hotel Barred Owl

FRIDAY, JANUARY 27, 2023

**Vendors must tear down by noon on this day.*

8:15 a.m.	Registration
8:15 - 9:00 a.m.	Networking & Exhibit Hall
9:00 – 9:10 a.m.	President Welcome
9:10 – 10:00 a.m.	Spray Water Quality, Is It Limiting You? – <i>Corby White</i>
10:00 – 10:30 a.m.	Break & Exhibit Hall
10:30 – 11:10 a.m.	Purposeful Landscapes: Making the Most of Water in Your Landscape – <i>Erin Kubicek and Andy Szatko</i>
11:10 a.m. – Noon	Edible Landscaping: Grow It, Eat It! – <i>Bob Henrickson</i>
Noon	Adjourn





2023 Sessions & Speakers

JANUARY 26 FROM 9:10 – 10:00 A.M.

Know Your Numbers - Learn What You Need to Charge

Ever wondered if your price is too high or low? Or lost money on a job? Or negotiated with a client over the price? We've all been there. If you're in business, you've wrestled with these challenges. We're going to talk about how you can get crystal clear on what your pricing needs to be, how to estimate jobs priced for profit, and track them to ensure you're estimating correctly. And we're going to show you how you can leave this session and do it too. Stop losing money or stressing over quotes! Get ready to take action.

Come and be ready to learn:

- How to budget and recover overhead
- How to find YOUR man hour rate and markups needed to be profitable
- How to use job costing to measure your profitability

Weston Zimmerman spent 15 years in a successful design/build business, where he co-founded SynkedUP, an app that helps contractors automate "Knowing your Numbers" to estimate jobs priced for profit, and streamline their operations with time tracking, job costing, scheduling, and more.

JANUARY 26 FROM 10:30 – 11:20 A.M.

Water vs. Warranties

Water is the uncontrollable variable in almost all hardscape installations and the root of many warranty callbacks. This session will dive into different industry methods to mitigate water damage and common issues it causes. It will take you through the open grade base, joint fill and installation options available to you. From design to installation, all avenues will be discussed to meet every contractor's final goal: A long performing installation.

Auggie Rodriguez is the Director of training and Development at Unilock Midwest. He has spent the last 17 years of his career with Unilock creating and cultivating partnerships in the Hardscape/Landscape industry with a focus on contractor development. As part of that focus, Auggie has provided product training, technical field support, and design insights to the best contractors, architects, and engineers in the industry during his tenure. He has presented on a wide variety of topics ranging from sustainable building to 3D project design throughout the Midwest and is an active member of the Illinois Landscape Contractors Association. Auggie has extensively traveled the world to see firsthand examples of different and unique construction techniques, which he hopes to incorporate into everyday best practices.





2023 Sessions & Speakers

JANUARY 26 FROM 11:20 A.M. – 12:00 P.M.

5 Steps to Build and Sustain High-Performing Teams

It's no secret that business leaders are often faced with challenges that must be overcome, process gaps that must be filled, and difficult situations that must be handled with effective and efficient solutions. The Nursery and Landscaping Industry differs from many other industries due to its own unique set of roadblocks and variables that create barriers to success; always impacting the bottom line. The number one industry-related challenge quoted by Nursery and Landscape business owners is the shortage of quality labor and workforce attrition. Let's solve this problem. GREENIUS, in partnership with the NNLA, offers this detailed session on how creating a strategic hiring, onboarding, training, and development program can facilitate a reduction of performance-related waste and an increase in long-term employee retention. You'll learn about the 5 steps you can use right away to take your teams, and your business, to the next level.

Laura Faubert, the Director of National and Enterprise Sales, has over six years of experience working with GREENIUS and has spent thousands of hours helping hundreds of businesses establish dedicated employee training and performance management systems. After successfully completing a bachelor's degree in Human Resources & People Management, she continued on to collect a second Bachelor's degree in Business Administration & Organizational Management, as well as a postgraduate certificate in Workforce Disability Governance and Return-to-Work Coordination.

JANUARY 26 FROM 1:45 – 2:35 P.M.

More Than Just a Pretty Place: The Conservation Vision of Lauritzen Gardens

Lauritzen Gardens is situated in Omaha's riverfront hills just minutes from downtown and welcomes more than 250,000 visitors each year. Renowned for beautiful gardens and plant displays, people are often surprised to learn about our conservation efforts. Director of Conservation Jim Locklear will give an update on current projects and developments at Lauritzen Gardens plus an overview of conservation and ecological stewardship efforts.

Jim Locklear has been Director of Conservation at Lauritzen Gardens since 2010. He previously served as director of the Dyck Arboretum of the Plains in Kansas and the Nebraska Statewide Arboretum.





2023 Sessions & Speakers

JANUARY 26 FROM 2:35 – 3:25 P.M.

Trees and Herbicides

Herbicide damage to trees, shrubs and other off-target plants continues to be a frequent and serious problem in our landscapes. Many factors make the avoidance of damage a challenge, including numerous chemistries, limited weather windows, differing herbicide sensitivities among trees, and applicator error. This presentation will introduce some of the complex issues of herbicide use around landscape trees.

Laurie Stepanek currently leads the agency's Forest Health Program. Her work for the past 30 years has focused on providing technical information and training to horticulture and natural resource professionals regarding identification and management of pests and problems of trees. The Nebraska Forest Service is a state agency within the University of Nebraska-Lincoln system dedicated to enriching the lives of all Nebraskans by protecting, restoring, and utilizing Nebraska's tree and forest resources.

JANUARY 26 FROM 4:00 – 4:50 P.M.

Recent & New First Editions Plant Releases

Robert Clark has been a Bailey Nurseries sales staff member for 20 years. After college, Robert's career began with Mount Arbor Nurseries in Shenandoah, IA in production. Robert's current sales territory at Baileys is NE, KS, SW IA, and KC MO area.

JANUARY 27 FROM 9:10 – 10:00 A.M.

Spray Water Quality – Is It Limiting You?

This presentation will include all possible factors that could impact a spray application.

Corby White has worked in the Green Industry for over 22 years selling in all "Specialty" markets including Turf and Ornamental, Nursery Greenhouse, Pest Control, and Vegetation Management. He joined Helena Agri-Enterprises, LLC in September of 2008, as the Branch Manager of the South Texas location that services the central and southern portion of Texas. In September of 2019, Corby was promoted to Product Manager for Helena Agri-Enterprises. Corby earned his Bachelor of Science degree from Angelo State, with a Kinesiology degree in 1998. He spent 1 year as an English Teacher, and worked in every capacity of the Golf industry from 1991-1999. Corby and his wife Lydia, have 3 children and live in San Antonio, Tx. They are his passion. He spends his spare time playing golf, fishing, and hunting.





2023 Sessions & Speakers

JANUARY 27 FROM 10:30 – 11:10 A.M.

Purposeful Landscapes: Making the Most of Water in Your Landscape

Stormwater runoff is something that needs to be taking into account for at every property. Landscapes are commonly designed to get rid of it quickly through a variety of pipes, drains, ditches, dry creek beds, etc... and then irrigated because they dry out so quickly. Landscape design that slows, sinks, and spreads stormwater close to where it lands can lead to a healthier landscape and save money overall. This presentation will give an overview of why stormwater management is needed, green infrastructure examples, lessons learned, and discuss the need for high quality landscape contractors in this area.

Erin Kubicek has a Bachelor's degree in Biology and a Master's degree in Natural Resource Sciences with a specialization in Human Dimensions. She is currently the Environmental Health Educator for Lincoln Transportation and Utilities' Watershed Management Division and has over 7 years of experience with rainscaping and green infrastructure. She is passionate about educating the public about pollution and water quality, and currently oversees a cost share program that helps homeowners install rain gardens on their property.

Andy Szatko is a graduate of the University of Nebraska in Lincoln with a Bachelor's Degree in Horticulture-Landscape Design and a Master's in Community and Regional Planning, with a specialization in Water Resource Planning and Management. Andy has over 15 years in the landscaping industry as a landscape designer, installer, owner and manager. Today he has with the City of Omaha for over 10 years and is currently helping to design and maintain green infrastructure, private plan reviews, and supporting managing the storm sewer system. He is passionate about understanding, implementing, & educating the public about stormwater management & green infrastructure.

JANUARY 27 FROM 11:10 A.M. – 12:00 P.M.

Edible Landscaping – Grow It, Eat It!

Edible landscaping has become a trend for many gardening enthusiasts. Edible landscaping—a combination of edible plants along with traditional ornamentals—can be just as beautiful as traditional landscaping, replacing everything from ground cover to trees with food-producing plants. When designing your edible landscape, think about style and theme to help guide you through the process. A more formal design might include a vegetable garden, with more straight edges and geometric shapes, whereas the more natural approach has meandering edges and irregular shapes with vegetable crops integrated in among ornamental plants. The blending of edible and ornamental plants is certainly not a new idea, and yet it isn't often done.

Bob Henrickson attended the University of Nebraska-Lincoln and graduated with a B.S. in Wildlife Biology in the School of Natural Resources. Currently, Bob is the Horticulture Program Coordinator with the Nebraska Statewide Arboretum, Inc., a private, non-profit organization and program of the Nebraska Forest Service. His responsibilities include assisting affiliated arboretum sites with plant collection development and to acquire, propagate and produce native and exotic plants for plant sales to their members and the public. Bob hosts a live, call-in gardening talk show called How's it Growin' on KZUM, 89.3FM in Lincoln. He is passionate about native plants, herbs, dried flowers, vegetable gardening and wild edible plants.

