

Where Ecology Meets Economy: Season 2

A Forum for Green Industry &
Land Management Professionals

September 17, 2014

8:00am - 3:30pm

at **Johnson's Nursery**

W180 N6275 Marcy Road

Menomonee Falls, WI 53051



*Hosted by Johnson's Nursery, Inc.™ &
the Southeastern Wisconsin Invasive Species Consortium, Inc.*

Sponsored by:

Bailey Nurseries
Carlin Sales
Collectivo
Direct Solutions
Eco-Resource Consulting, Inc.
Gathering Waters Conservancy
Gerber's Nursery
Good Oak Ecological Services
HSU Greenhouse &
Landscape Supply
Invasive Plants Association
of Wisconsin (IPAW)
JN Plant Selections, LLC
Marek Landscaping
Mariani Nurseries
McKay Nursery Company
Mequon Nature Preserve
Ozaukee Washington Land Trust (OWLT)
Prairie Nursery
Reinders-Spring Valley Fertilizers
Stantec
Student Conservation Association
The Nature Conservancy
W.E. Radtke
Wachtel Tree Service
Wandsnider Landscape
Wisconsin Nursery &
Landscape Association (WNLA)
Wisconsin Wetland Association (WWA)
Wisconsin Arborist Association (WAA)



Nature's Best to You®
www.johnsonsnursery.com



Working to reduce
the impact of
invasive species.
www.sewisc.org

About the Forum

The Southeast Wisconsin Invasive Species Consortium, Inc. (SEWISC) and Johnson's Nursery, Inc.™ are pleased to present a ground-breaking day of educational sessions that bring together Green Industry Professionals (nurseries, landscape architects, arborists, contractors) and Land Management Professionals (restorationists, natural area managers, environmental educators, conservationists).

The purpose of the meeting is to create personal dialog between the two groups that have not traditionally shared their experiences. The hope is that the meeting will initiate the development of working relationships to create business opportunities and help improve the state of our ecological communities—

Where Ecology Meets Economy!



The Program

8:00-8:30am: Registration

8:30-8:40am: Welcome

Jerry Ziegler (SEWISC President) & **Chad Johnson** (Johnson's Nursery, Inc.™ President)

8:40-9:20am: Cultivating Nature in Our Landscapes

Neil Diboll, Owner—Prairie Nursery

The human connection to the natural world is not an optional feature. Our lives are intricately intertwined with Nature, and our very survival depends upon maintaining the integrity of functioning ecosystems. Clean air, water, and food all depend upon a healthy planet. Our personal relationships with the earth start at home, and our landscapes should reflect a reverence for the diversity of all life. Native plants provide a wonderful way to invite the natural world into our living spaces, for both their benefit and ours.

9:20-10:00am: Case Studies on Plant Invasions from a Public Garden

Kurt Dreisilker, Manager of Natural Resources—The Morton Arboretum

The Morton Arboretum provides a unique perspective on invasive plant species. Several unique resources are offered to shed light on plant invasions, such as ninety two years of history, 1700 acres of living collections surrounded by natural areas, a herbarium, and numerous naturalists employed over time who recorded information about the regional flora. This presentation will share examples and insights into how The Morton Arboretum deals with plant invasions and evaluates the plant collections for invasive species.

10:00-10:30am: Break

10:30-11:10am: What is Local Genotype? A Complicated Question with Significant Consequences

Kelly Schultz, Nursery Coordinator—Native Seed Nursery, Lake County Forest Preserve District

How does genotype affect the success of restorations? Learn how Lake County Forest Preserve District reshaped their provenance guidelines for purchased materials and in-house production. LCFPD looked at scientific literature & anecdotal stories from practitioners, while balancing these guidelines with historical purchasing practices, climate change, and the realities of commercial production. The result is a multi-level approach, creating Tier 1 & Tier 2 provenance boundaries for purchased material; supremely local boundaries for in-house production; and finding new ways to work with vendors to successfully acquire the desired genotypes.

11:10-11:50am: Obtaining Project Appropriate Plant Materials for Landscaping—Local Ecotype, Native or Non-Native, Nativars or Seedlings, Seed Strains—What is Right???

Michael Yanny, Senior Horticulturist—Johnson's Nursery, Inc.™; SEWISC Board Member
Owner—JN Plant Selections, LLC

Michael will discuss his experiences working in the nursery industry with various plant types. He will define the various plant types mentioned in the title and discuss his view point of when a particular plant type is or isn't appropriate. He will also address the problem of availability of the various plant types and how plant users and growers can help alleviate the supply issues.

11:50am-12:40pm: Lunch

12:55-2:10pm: Panel Discussion

Moderator - Kristin Krokowski, Commercial Horticulture Educator—UW-Extension Waukesha County
Panel Members - Neil Diboll, Kurt Dreisilker, Kelly Schultz, Michael Yanny, John Gall, Special Projects Coordinator—Wachtel Tree Service, and Tom Buechel, Head of Production—McKay Nursery

Panel Discussion Topics or Questions - To be submitted in advance by Attendees on the registration form and/or in person directly to the panel during the event. Topics may include: Ways to improve restoration project success. Plant availability solutions. Can we control or eliminate invasive plant species without negatively impacting Nurseries? Are things improving or getting worse from your perspective? What do you think can be done to improve the situation? What do you see as the biggest advantages to land managers and the Green Industry to work together to fight invasives? What are the disadvantages? How do you see Southeastern Wisconsin's landscape looking 50 years from now? What changes do you expect?

2:10-3:10pm: Tours (see page 3 for tour options)

Educational tours of Johnson's Nursery led by staff members with specific topics of interest.

3:15-3:30pm: Wrap-up and Evaluation



About the Southeastern Wisconsin Invasive Species Consortium, Inc.

Small-scale efforts to control invasive plant and animal populations in southeastern Wisconsin have been employed by dedicated individuals and organizations for decades, and in 2007 the Southeastern Wisconsin Invasive Species Consortium, Inc. (SEWISC) was formed to integrate invasive plant and animal management resources across jurisdictional boundaries to benefit the entire region. We are a broad-based coalition that promotes efficient and effective management of invasive species throughout Sheboygan, Washington, Ozaukee, Waukesha, Milwaukee, Walworth, Racine, and Kenosha Counties. SEWISC provides the opportunity for partners to share and leverage limited resources, raise awareness about invasive species problems, and provide a mechanism for collaborative problem-solving on both public and private lands.

Speaker Bios



Neil Diboll - *Owner*—Prairie Nursery

Neil graduated from the University of Wisconsin—Green Bay in 1978 with a B.S. in Environmental Sciences. He is currently the owner of Prairie Nursery in Westfield, Wisconsin. Neil is an internationally recognized expert in the field of ecological and natural landscape design and installation. Neil developed the first scientific methodology for designing prairie seed mixes to enable the resultant prairie plant community to be fairly accurately predicted in advance. He is a renowned speaker having had speaking engagements at such notable places as Kew Gardens in England, Swedish University of Agriculture Sciences in Alnarp, Sweden, U.S National Arboretum, Arnold Arboretum and many more. He is affectionately called the “Prince of the Prairie” by many who know him.



Kurt Dreisilker - *Manager of Natural Resources*—The Morton Arboretum

Kurt manages 900 acres of woodlands, prairies, and wetlands, leads a prescription burn program, monitors wildlife, and oversees the invasive species control program throughout Morton Arboretum. He has a B.S. in Plant Biology and M.S. in Natural Resources Management at the University of Illinois at Urbana-Champaign. He has recently stepped down from the Steering Committee of the Northeast Invasive Plant Partnership and is currently on the board of the Midwest Invasive Plant Network.



Kelly Schultz - *Nursery Coordinator*—Native Seed Nursery, Lake Country Forest Preserve District

Kelly runs the Native Seed Nursery & Seed Collection program, providing commercially-unavailable species, cost-prohibitive species, and local genotype seeds for the District’s restoration projects. Kelly previously worked on restoration crews for several government agencies, which included seed collecting & propagating natives. She received a BA in Environmental Studies from Washington University in St. Louis.



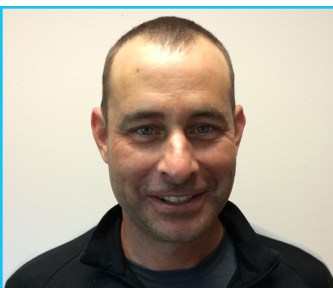
Michael Yanny - *Senior Horticulturist*—Johnson’s Nursery & Owner—JN Plant Selections, LLC

Mike graduated from the University of Wisconsin-Madison in 1979 with a B.S. in Horticulture. He is a SEWISC board member. Mike has been involved in the development of the NR40 Invasive species legislation since its inception, serving on the Woody Plant Species Assessment Group. Michael has been the primary person responsible for the development of an extensive line of woody native plants of local ecotype available for sale at Johnson’s Nursery. Michael has selected over 20 cultivars of plants for landscape use. He is known for incorporating his original poetry into his presentations.



John Gall - *Special Projects Coordinator*—Wachtel Tree Service

Wachtel Tree Service is a full service TCIA accredited tree care firm located in Merton, WI. John holds a Masters of Urban Forestry degree from Purdue University. Prior to joining Wachtel in 2002, he was City Forester of Springfield, OH and West Allis, WI. He is a member of the NR40 Species Assessment Group for Terrestrial Plants: Trees, Vines and Shrubs. He has performed numerous GIS tree inventories and developed public tree management plans and EAB implementation plans for municipalities throughout Wisconsin and northern Illinois. He is an ISA Certified Arborist/Municipal Specialist and an Honorary Life Member of the Wisconsin Arborist Association.



Tom Buechel - *Head of Production*—McKay Nursery

Tom Buechel is a horticulture graduate, with an emphasis on business and industry, from the University of Wisconsin-Madison. He is currently the head of production at McKay Nursery Company, an 1800 acre nursery located in south central WI. The production team at McKay takes pride in their innovative sustainable solutions towards land improvement, water conservation and the progressive movement towards the production of plants that will not impact the natural environment.

Tours

Six unique tours of Johnson's Nursery production facilities and holding yards will occur from 2:10 - 3:10pm. Attendees may sign up for ONE tour on a first come first serve basis. A tour preference section can be found on the registration form. We will do our best to fill all requests, however, each tour accomodates a maximum of 25 attendees, so be sure to register early!

1
TOUR



Harvest, Processing and Planting of Native Woody Plants From Seed

Tour leader: **Lynn Klink**
Production Liner Manager

2
TOUR



Native Tree Production in Containers

Tour leader: **Chad Johnson**
Owner, President

3
TOUR



Outstanding Native Trees from a Growers Perspective

Tour leader: **Aaron Jambura**
Jackson Farm Manager

4
TOUR



Nativars at Johnson's Nursery

Tour Leader: **Jillian Zetting**
Horticulturist/Landscape Designer

5
TOUR



New Plant Development

Tour Leader: **Michael Yanny**
Senior Horticulturist

6
TOUR



Designing with Native Plants: The Inside Scoop on What's Worked for Me

Tour Leader: **Carrie Hennesy**
Horticulturist, Retail Supervisor



About Johnson's Nursery, Inc.™

A large Wisconsin tree nursery that produces trees, shrubs, evergreens, and perennial plants, serving the entire metro-Milwaukee area and all of southeastern Wisconsin. We grow our stock locally on more than 500 acres in Menomonee Falls and Jackson and offer it for sale from our holding yards in Menomonee Falls, Jackson and Cedarburg, WI. Johnson's Nursery is a full service provider of landscape plants and products, with a large staff of designers, horticulturists, and installation crews. Our clients include municipalities, landscape contractors, independent garden centers and private homeowners.

Register

Where Ecology Meets Economy: Season 2
A Forum for Green Industry & Land Management Professionals

September 17, 2014

8am - 3:30pm

@ Johnson's Nursery, Inc.™

Interactive map & directions at
www.johnsonsnursery.com

FEE:

\$45.00/person
before Sept. 15

\$55.00/person
Late Registration Sept 15-17 &
On-site registration

Name: _____

Organization: _____

Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Please make checks payable to: Johnson's Nursery

Credit card: VISA Master Card Am. Express Discover

Expiration Date: ____/____/____

<p>Mail Registrations Johnson's Nursery Attn: Where Ecology Meets Economy W180 N6275 Marcy Road Menomonee Falls, WI 53051</p>	<p>Email Registrations melanie@johnsonsnursery.com Please send in PDF format Subject: Where Ecology Meets Economy</p>
--	---

Registrations accepted on a first-received basis. Payment for the forum must be included with registration. The fee includes morning and afternoon snacks and lunch.

Lunch will include grilled hamburgers, brats, hot dogs, various salads, baked beans, potato chips, and assorted condiments.

vegetarian option gluten-free option

Questions for the Panel Discussion, please include below:

Please list the top 3 tours you would like to attend:

More Questions?

Please contact Mike Yanny, Senior Horticulturist @
262.252.4988 or mike@johnsonsnursery.com

The event will be held in an unheated warehouse building. Please dress appropriately.

A Special Thanks to these Sponsors

Bur Oak Sponsors



Musclewood Sponsors



Witch Hazel Sponsors

