

# IPPS EASTERN REGION CONFERENCE PROGRAM

## *Green Capital*

**October 16-19, 2019**

Park Hotel, Madison, Wisconsin

### Tuesday, October 15

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|--------------|--|
| 2:00–7:00 PM | Eastern Region Board of Directors' Meeting   |
| 7:00–9:00 PM | Poster and Display Session set-up (Contact Keith Osborne if you would like to present a poster: kosborne@walkerind.com or 905-846-1515.) |
| 7:00–9:00 PM | Registration   |

### Wednesday, October 16

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| 7:00–7:45 AM    | Registration  |
| 8:00 AM–5:00 PM | <b><u>Pre-Conference Tour:</u> Agrecol Native Nursery, Johnson's Nursery, Boerner Botanical Gardens, Mitchell Park Horticultural Conservatory</b> |
| 3:00–5:00 PM    | Poster and Display Session Set-up   |
| 5:30–7:00 PM    | Welcome Reception: appetizers and cash bar at the Top of the Park, Park Hotel   |
| 5:30–7:00 PM    | Registration  |
| 7:00 PM         | Dinner: join a group we'll announce or create your own. There are numerous restaurants in easy walking distance from the hotel.                   |

### Thursday, October 17

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| 7:30–11:00 AM | Registration |
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#### **General Session:**

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| 8:00–8:15 AM | <b>Welcome and Introductions</b><br><b>Ron Strasko</b> , President, IPPS Eastern Region, North America   |
| 8:15–9:15 AM | <b>Keynote Address: <i>The Economics of Biophilia: How Green Infrastructure Fosters Economic Development.</i></b><br><b>Dr. Charles Hall</b> , Texas A&M University, College Station, Texas<br>"Charlie" is a nationally recognized expert in the production and marketing of green industry crops. He will discuss the broad scope of ecosystems services provided by green (versus gray) infrastructure, the influence of the biophilic design movement, the monetary value of green capital and why it matters from an economic development perspective, and the potential impacts of an impending recession in the next couple of years. |
| 9:15–9:35 AM | <b>IPPS Awards Presentations</b><br><b>Brian Maynard</b> , Eastern Region Recognition Committee Chair  |
| 9:35–9:55 AM | <b>Coffee Break</b>  |

- 9:55–10:45 AM ***Ecological land use decisions: How they impact horticulture and the challenges they bring***  
**Steve Apfelbaum and Elliott Duemler**, Applied Ecological Services & Taylor Creek Restoration Nurseries, Brodhead, Wisconsin  
 The ecological industry has a large role in creating a demand for plant materials, however these business opportunities come with challenges. Steve and Elliott will discuss some current and previous projects, the challenges created and how they were overcome.
- 10:45–11:15 AM ***Common Insects in Plant Propagation***  
**Patrick Liesch**, University of Wisconsin Extension, Madison, Wisconsin  
 Patrick (PJ) Liesch is the director of the University of Wisconsin Insect Diagnostic Lab and an Extension entomologist focusing on diagnostics and outreach. PJ will review the top insect/arthropod pests encountered by the plant propagation industry. Pest biology, recognition of signs and symptoms of damage, scouting methods, and management will be discussed.
- 11:15–11:45 AM ***A Legacy of Elm Improvement***  
**Kim Shearer**, The Morton Arboretum, Lisle, Illinois  
 Populating the streets and parkways of cities and suburban communities across the country are elm trees with names like ACCOLADE™ and TRIUMPH™. Such names suggest a recognition of achievement after a long-fought war--in this case a war with a plant pathogen. In this talk, the background and history of elm improvement at Morton Arboretum will introduce you to a dendrologist turned breeder and the collection of trees he amassed to establish a legacy of elm improvement that continues to inspire breeding objectives and elm propagation at the Arboretum.
- 11:45 AM –12:00 PM Buses load for afternoon conference tours.
- 12:00 – 5:45 PM **Conference tour: Epic Systems, the University of Wisconsin Arboretum, and Allen Centennial Garden.**
- 5:45 PM Dinner: join a group we'll announce or create your own. There are numerous restaurants in easy walking distance from the hotel.

## Friday, October 18

7:30–11:00 AM Registration

### **General Session:**

- 8:00–8:30 AM ***Propagation at Johnson's Nursery***  
**Ben French**, Johnson's Nursery, Menomonie Falls, Wisconsin  
 Ben is the propagator at Johnson's Nursery, one of the Milwaukee area's largest plant nurseries for flowering ornamental and shade trees, shrubs, conifers, evergreens, perennials, grasses, and more. They have a large propagation component to both their container and field growing activities.
- 8:30–9:00 AM ***Paperbark Maple Conservation Project***  
**Kris Bachtell**, The Morton Arboretum, Lisle, Illinois  
 Although it is a well-known and beloved garden plant, paperbark maple (*Acer griseum*) is endangered in its native habitat in China. To help secure its future, Kris Bachtell has traveled worldwide collecting samples of the species, from public gardens in the United States and United Kingdom to the wilds of the People's Republic of China. These

expeditions are helping scientists understand the genetic diversity of the species to guide its planting and conservation. Get an experienced horticulturist's perspective on the history of paperbark maple in the wild and in cultivation and learn how this project can serve as a model for helping to conserve other threatened species.

- 9:00–9:40 AM ***SANC - Systems Approach to Nursery Certification***  
**Tom Buechel**, Buechel Horticulture Solutions, Waterloo, Wisconsin  
The (SANC) Program is a voluntary audit-based program for plant production facilities. SANC uses a holistic approach to reduce pest risks associated with plant trade. Recognizing that each production facility is unique, SANC can be tailored to different types of nurseries and greenhouses. Learn about the benefits, responsibilities and resources available to the industry.
- 9:40–10:05 AM ***Growing Natives: Lessons Learned***  
**Kyle Banas**, Pizzo Native Plant Nursery, Leland, Illinois  
Kyle Banas is the Nursery Manager and Head Grower at Pizzo Native Plant Nursery, a wholesale grower specializing in native plant plugs.
- 10:05–10:25 AM **Coffee Break**
- 10:25–10:30 AM ***IPPS Eastern Region Foundation Update***  
**Brian Decker**, Foundation Executive Director
- 10:30–11:00 AM ***The Ecological Garden***  
**Ben Futa**, Allen Centennial Garden, Madison, Wisconsin  
With a background in landscape architecture and sustainability studies from Purdue University and Indiana University South Bend, Ben directs the operations of the Garden and its programs in his role as Executive Director.
- 11:00– 11:40 AM ***Forty Years of Tissue Culture***  
**Gayle Suttle**, Microplant, Inc., Gervais, Oregon  
Gayle Suttle, CEO of Microplant, will take us on a virtual tour of the commercial micropropagation facilities at Microplant Nurseries, Inc. The company has been producing millions of trees, shrubs and perennials over the past 40 years for both the horticultural and agricultural trade in the United States. There will be a discussion of what, how and why the company has grown various crops, lessons learned, as well as the market impacts that have occurred. The development of plant management software and the use of cold storage will also be discussed.
- 11:40–12:00 PM Buses load for afternoon conference tours.
- 12:00– 5:30 PM **Conference tour: J.W. Jung Seed Company, McKay Nursery Company and Olbrich Botanical Gardens**
- 6:00 PM Cocktail Hour and final Silent Auction bids  
7:00 PM Banquet and Live Auction: Top of the Park, Park Hotel

## Saturday, October 19

- 6:30–7:30 AM Eastern Region Board of Directors' Meeting
- 7:30–11:00 AM Registration

## General Session

- 8:00–8:30 AM ***Breeding, Selection, Evaluation and Propagation in the NDSU Woody Plant Improvement Program***  
**Todd West**, North Dakota State University, Fargo, North Dakota  
Todd will give us a peek inside the workings of the NDSU Woody Plant Improvement Program which focuses on the development including propagation of new woody cultivars suited for USDA hardiness zone 3 and 4. Todd will discuss breeding, selection, evaluation and propagation practices of new cultivar development from an improvement program within academia.
- 8:30–9:00 AM ***Update on Perennial Plant Breeding and Introduction at Chicago Botanic Garden***  
**Jim Ault**, Chicago Botanic Garden, Glencoe, Illinois  
Jim is the Director of Ornamental Plant Research at the Chicago Botanic Garden. His main research is the development of herbaceous perennial plants through conventional plant breeding practices for garden cultivation in climates similar to the Midwestern U.S.
- 9:00–9:30 AM ***Succession Planning Panel: What will happen to my business when I retire?***  
**Brian Decker**, Decker's Nursery, Groveport, Ohio  
**David Thompson**, Foxborough Nursery, Street, Maryland  
**Ron Strasko**, Creek Hill Nursery, Leola, Pennsylvania
- 9:30–10:00 AM **IPPS Eastern Region Annual General Meeting**
- 10:00–10:20 AM **Coffee Break**
- 10:20–10:30 AM ***Come to Hamilton! IPPS 2020 Conference***  
**Todd Baker**, Baker's Nursery, Bayfield, Ontario
- 10:30–11:00 AM ***Sustainable Gardens: Creating and Maintaining Gravel Gardens***  
**Jeff Epping**, Olbrich Botanical Gardens, Madison, Wisconsin  
Jeff Epping, the director of horticulture at Olbrich Botanical Gardens in Madison, is enthusiastic about gravel gardens and will share his expertise with us.
- 11:00– 11:30 AM ***Creating Dynamic Equilibrium in Perennial Plant Communities***  
**Roy Diblik**, Northwind Perennial Farm, Burlington, Wisconsin  
Roy is a recognized perennial plant expert, grower, designer, speaker and author. Combining his 35 years of knowledge growing traditional and Midwest native perennials, he specializes in highly aesthetic, sustainable plant communities for all seasons, while reducing maintenance through design. Roy will discuss how the selection of plants and the percentage used of each plant based on their growth rate and growth habit from youth to maturity effects the healthy development of the plant community and the value of care needed.
- 11:30–12:00 PM ***New Plant Forum***  
**Moderator: Charles Tubesing**, The Holden Arboretum, Kirtland, Ohio  
Enjoy this popular session which gives attendees an opportunity to introduce a new plant. In addition to new plant introductions, the new plant forum is also an opportunity to call attention to a species or cultivar that although not “new” is underappreciated, underutilized and worthy of wider use. *Contact Charles if you have a plant you would like to present: ctubesing@holdenarb.org or 440-602-3840 (In keeping with the spirit of the IPPS motto To Seek & To Share, please consider participation in the New Plant Forum as a chance to share and not as an opportunity for commercialism.)*
- 12:00 PM **Meeting adjourns**