



Issue 1, 2023

Trunkline



Inside this issue:

President's Message . . 3
Josh Sundloff

Senate Bill 118 4
Water Efficient
Landscaping Incentives

WILKINSON SUPPLY INC
DOING 100

★★★★★

The Power of The Brand

Outdoor Power Equipment · Sales · Service · Parts

3021 Grant Ave
Ogden UT 84401

(801) 621-0360

@wilkinsonsupplyinc

 **ELITE TURF SUPPLY**

NOW SOLD AT

SPRINKLER
WORLD

SPRINGVILLE - LEHI - OREM - LAYTON - SANDY - BOUNTIFUL



Trunkline

Publisher
Utah Nursery & Landscape Association

Editor
Meeja Fortie

Design & Layout
EF Creative, Inc.

Executive Director
Meeja Fortie

EXECUTIVE BOARD

President
Josh Sundloff
Kirtan McConkie

Vice President
Cameron Passey
Toro Company

Secretary/Treasurer
Cameron Passey
The Toro Company

Past President
Paul Sannar
Terraworks Inc

BOARD OF DIRECTORS

Cameron Allcott – Progressive Plants
Sarah Allred – Thanksgiving Point Institute
Britt Bingham – Sandy Parks & Rec
Casey Finlinson – CLWCD
Nicole Hancock – Botanicals Design
Russ Jacobsen – Jacobsen Irrigation Design
Bridget McMullin – Sprinkler World
Alex Morris – Jordan River Temple
Shaun Moser – JWCD
Henry Nahalewski – UDAF
Earl Okelberry – Herriman City
John Walker – University of Utah
Ryan White – WCWCD

Ex-officio

Shital Poudyal – USU Extension

Emeritus

George S. Hoar – In Memoriam
Dr. Larry Rupp – USU Extension, Logan, Utah
Dr. Frank Williams

Trunkline is published four times each year as a membership benefit to inform UNLA members of the opportunities and actions of the association and its members.

Send submissions to:
Trunkline c/o UNLA Office

PO Box 1073
Riverton, UT 84065-1073
Phone 801-424-9223

INTERNET RESOURCES

UNLA
www.utahgreen.org

President's Message



Josh Sundloff
UNLA
President 2023

HELLO UNLA MEMBERS!

We had a fantastic Green Conference in January and it was wonderful to meet many of

you. I am excited about the opportunity to serve as the UNLA president for the next two years. Many of you asked me what in the world I am doing as an attorney and a member of UNLA, so I'd like to quickly introduce myself, then I will briefly explain a few of the great things UNLA is working on and how I plan to serve as UNLA's president.

My Background

I began my career in the green industry by attending Utah State University where I graduated from the LAEP department in 2005 with a landscape architecture degree. I fondly remember strolling around for Craig Aston's woody plants class trying to identify virtually every tree and shrub on campus. To this day, I still find myself noticing trees or shrubs and testing my recollection of their scientific and common names. After graduating, I worked as a landscape architect at CLC Associates in Salt Lake City for about four years where I assisted with CLC's consulting services for retail commercial development. Undoubtedly some of you may have read from or installed projects from landscape or irrigation drawings that I had my hand in. From CLC, I spent about one year at a transportation planning and engineering firm named Parsons Brinkerhoff. I then left there to attend law school at the University of Idaho in Moscow, Idaho. After graduating law school in 2013, my legal practice has been entirely in the construction, design, and real estate industry where I represent virtually any

type of business or individual related to the construction industry, including many landscape contractors and suppliers, which brings me to UNLA. I retain a fondness for the green industry and I have tried to keep myself involved with my early career, including by serving with what I see as UNLA's sister association, ASLA. I hope to continue my involvement in the green industry for many years to come!

UNLA's Efforts

UNLA is headed in a great direction. We are very excited to have our executive director, Meeja Fortie leading the day-to-day happenings of the association. And we're also grateful to have our excellent Member Services Coordinator, Paige Woodruff, assisting Meeja and the rest of UNLA's leadership. These two women are excellent and have my full trust and support. We're lucky to have them as an Association.

Meeja, Paige, and the entire UNLA leadership have been hard at work trying to make the association as beneficial to you and the industry as we can. Here is a quick list of some of the items we're working on:

- Continuing improvements to the Green Conference including improvements to the trade show, education classes, networking opportunities, and promotion of the association and industry.
- Facilitating opportunities and networking for women in the green industry.
- Working to improve UNLA's involvement in legislative and rule-making decisions that impact the green industry.
- Working to provide more education and certification opportunities.

As president, my goal is to continue UNLA in the positive direction it has been headed recently. I hope to increase the benefits to you as members and help you

(continued on page 4)

President's Message
(continued from page 3)

clearly understand and be able to answer the question "What does the UNLA do for me?" As part of that goal, I want to hear from you. Please reach out to me via email at jsundloff@kmclaw.com, or via phone at 801-589-8194 for any reason related to UNLA. I am all ears to hear your suggestions, ideas, comments, and criticisms. I can promise you an open mind and a listening ear. I'm sure we have great wisdom and experience among our members and I want to tap into the best of all of it.

I am looking forward to a successful and rewarding two year as president. And I'm happy to be serving in such an important industry among such great people!

Senate Bill 118 – Water Efficient Landscaping *Incentives*



Jeffrey R. Gittins
Smith Hartvigsen
PLLC

As has been the case for the past several years, the 2023 session of the Utah Legislature has numerous water-related bills that are being considered. One bill of particular note for UNLA members is Senate Bill 118 – Water Efficient Landscaping Incentives, which is sponsored by Senator Scott D. Sandall. The bill proposes procedures and funding for a "landscaping conversion incentive program" to encourage homeowners to rip out lawn/turf and

replace it with water efficient landscaping.

The bill would allow the Utah Division of Water Resources to award up to \$10 million per year in grants to water conservancy districts to fund landscaping conversion incentive programs. The districts would then administer the programs and pay out funds to homeowners who participate in the programs. Districts are required to provide matching funds from other sources in order to receive the grant money from the Division.

If a homeowner is located in an area without a district program, the homeowner may file directly with the Division

(continued on page 5)

More Than Just Sprinklers...

Everyday you face challenges in your business. You move mountains literally and figuratively to help you grow, to put food on the table for your employees, and to reach success. We understand that you need a supplier that can help you with complete project solutions. That's why Mountainland Supply has invested in multiple verticals that enhance your business. Because, together, we move mountains.

- Landscape Irrigation
- Agricultural Irrigation
- Power Equipment
- Golf Irrigation
- Geotextiles
- Waterworks
- Plumbing
- Heating & Cooling
- Hydronics & Radiant
- Pump & Drilling
- Electric Motors
- Truck Outfitting
- Tools & Safety

To Place an Order Call
(800) 666-5434



**MOVE
MTNS**



mountainlandsupply.com

Senate Bill 118 (continued from page 4)

for the incentive funds. A homeowner must agree to maintain water efficient landscaping and a drip irrigation system, and must complete the landscaping conversion within 12 months of filing for the funds. Additionally, the municipality or county where the homeowner is located must have implemented "regional-based water efficiency standards."

The bill instructs the Division to make rules to effectuate the incentive program, including defining what constitutes "water efficient landscaping," establishing the maximum incentive amount per square foot of lawn/turf replaced, and setting regional-based water use efficiency standards.

Finally, the bill provides that the Division or a district may place a lien on any property that receives the incentive funds. The purpose of the lien is to ensure that the water efficient landscaping is not later removed and replaced with lawn/turf. If the homeowner (or a successor owner) removes the water efficient landscaping, they can be required to pay back the incentive funds received, plus interest at 8% per year and administrative costs.

It is important to note that this bill has not yet been passed in the Legislature. The bill has already been amended several times since it was first introduced, and it is unknown if additional amendments will be made or if the bill will pass at all.



The Next Step Expo

Your Opportunity to reach over 1,300 students

An expo showcasing the next steps available for Utah FFA members post graduation

- >> Come provide students with information about your business, company, internship, scholarship or school.
- >> Cost per booth \$300.
- >> To register a booth please contact Morgan Atkinson at Morgan.atkinson@usu.edu or 435-979-4081.
 - If you are a donor that has already donated over \$2,500 in 2023, you will receive a free booth.
- >> Deadline to register is April 14th.
- >> This expo will be taking place in conjunction with Utah FFA State Career Development Events. Information provided should be targeted towards the students attending.

Cache County Fairgrounds Event Center
490 S. 500 W.
Logan, Utah 84321

April 25, 2023

11 a.m. - 3 p.m.




PW
PROVEN WINNERS
COLOR CHOICE

TRIALED. TESTED.
PROVEN.

LANDSCAPE SHRUB OF THE YEAR

PURPLE PILLAR®
Hibiscus syriacus


Available from Proven Winners® ColorChoice® growers
www.provenwinners-shrubs.com




LEND US A HELPING HAND

We want to know what speakers and topics you would like to see at our 2024 Utah Green Conference. If it is a speaker, please include their email/phone number to contact them.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



Email Paige Woodruff at
Memberservices@utahgreen.org
or mail this form to:
PO Box 1073
Riverton, Utah 84065



Scan the QR Code to fill out an online version!



UNLA
UTAH GREEN

Utah Nursery and Landscape Association
PO Box 1073
Riverton, UT 84065-1073



Mark Your **Calendar Now**

April 2023

3-5 **QWEL Seminar & Test at JWCD**

July

12 **Lagoon Day**

November

1 **Southern Utah Green Conference, St. George**