



Issue 1, 2025

# Trunkline



**INSIDE THIS ISSUE:**

President's Message . . . . . 3, 4  
2025 Utah Green Conference &  
Trade Show Wrap Up

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**INTERNET RESOURCES**

UNLA  
[www.utahgreen.org](http://www.utahgreen.org)

# Together Towards Tomorrow: A Message from Our New Board President

As we now can look back at the 2025 Utah Green Conference, although it was a few weeks earlier this year, it ended up being a fantastic Conference! Each year the Green Conference gives us, as an industry, the opportunity to learn from others, see new industry trends and simply network with both new and old friends.



**Cameron Passey**  
**UNLA**  
**President 2025**

I have been attending the Conference for over 20 years and have seen it evolve and change, but for many of us, it is something that I look forward to and seems to officially begin the New Season.

2025 will inevitably bring unforeseen challenges and also triumphs, the ups and downs that can be found within an industry that has influence on so much. I am grateful for the opportunity to expand on the experience I have had while serving on the UNLA Board. I was appointed to the board in 2018 and now am humbled to serve as the UNLA President for the next 2 years.

I have spent my professional career in several different facets, all within the

Green Industry. The work has been rewarding and the relationships that have been built over the years have impacted who I am. The opportunity that I have had to learn from so many of you has been a wonderful experience and created a desire within me to continue to give back and serve the industry.

While working for Baer Canyon Development through college, I was introduced to what a well-designed landscape could do to a property. Far greater than just adding “curb appeal”, it would transform the space around buildings, parking lots and homes into a place where people would want to be. Relationships were formed, memories were made, and outdoor space was enjoyed. I recognized there was something special about being outdoors and enjoying the landscapes that were created and maintained properly. After a few years, I began to work for TriCity

*(continued on page 4)*





## President's Message

*(continued from page 3)*

Nursery and not only did I learn about plants, trees, and a little Latin, I learned how incredible this industry really was. It was here that I learned from those who I thought originally were just a going to be managers, but soon became mentors. I realized quickly that the industry was full of amazing people and all of them wanted to see the next generation grow and have success. I had the opportunity to learn from growers, contractors and small business owners throughout the Intermountain West, all who gave me greater perspective on what it meant to be a part of the Green Industry.

Following Tri City I began to install landscapes throughout Northern Utah and unfortunately for my wife and children, they say I continue to remind them that "I landscaped that building" as we drive down the road, or when my children wonder where dad is, they say they can

regularly find me looking in a valve box or adjusting a broken sprinkler.

For the last 12 years, I now have the wonderful opportunity to work on the manufacturing side of the business, specifically for The Toro Company. This has given me a greater perspective on sustainability and the opportunity we all have, to make strides in leaving the spaces we work, play, and simply live, better than we found it.

That is simply one of the values of being part of the UNLA, it creates opportunities to collaborate together and see things through each of our different perspectives. As we do so, we will develop, design, and build spaces using fewer resources while still enriching our communities. We can ensure that our children and future generations will have similar outdoor spaces to enjoy and also see opportunities for careers within an industry that is making a difference throughout the world.



2025 also brings continued momentum within the UNLA and a desire to continue with what has been created over the past few years. We are so grateful for the Association's Leadership, those that serve selflessly on the Board and bring so much experience and perspective that makes all of us stronger. Our Executive Director, Meeja Fortie keeps the operation of the UNLA moving forward. With her extraordinary organizational skills and her unique ability to see trends and recognize the needs of the association before they become apparent, keeps us proactive and poised for continued growth and strength. We also are lucky to have Hayley Ward, our Member Service Coordinator, and Beth Hoffman, the Event and Education Coordinator, both add so much to the efforts in creating value for the UNLA Members.

Over the next few years, our desire is to see the momentum of the UNLA continue to move forward in a positive direction. We will continue to strive in an effort to improve the Annual Green Conference and Tradeshow for vendors and attendees. We will continue to provide educational opportunities to expand our knowledge on best practices and industry standards, which will create greater value for all members. We will strive to recognize many of you that are out making a difference in the lives and communities we serve. In addition to these areas, we will continue to increase our efforts and effectiveness in the legislative process and have a greater voice when it comes to law proposals and decisions that impact the Green Industry.

It was once said, "it is not to be perfect in all you do, but instead to be more intentional with our efforts to leave things and relationships better than we found them."

I am optimistic about the future of the Green Industry and each of you that have found purpose within it. I am grateful for the opportunity to work alongside many of you and value your feedback. Please reach out anytime with thoughts on how the UNLA can serve you better and create greater value for your business and employees, we are truly stronger together.



Von Isaman



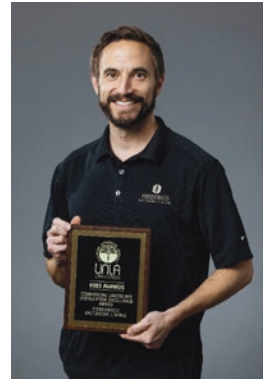
Kelly Kopp



Lynsey Nielson



Larry A. Rupp



Frederico

# 2025 UNLA Awards

The Utah Nursery & Landscape Association (UNLA) is proud to announce the winners of the 2025 UNLA Awards. These awards recognize outstanding contributions and achievements in the green industry, celebrating individuals and companies who have demonstrated excellence and innovation.

The award recipients were honored at the UNLA Industry Awards Reception, held during the Utah Green Conference on January 6, 2025.

## 2025 UNLA Award Winners:

- **Distinguished Contribution Award:**  
Von Isaman, QA Consulting and Testing, LLC
- **Public Service Award:**  
Kelly Kopp, Utah State University
- **Women in the Green Industry Award:**  
Lynsey Nielson, Red Butte Garden
- **Outstanding Merit Award:**  
Larry A. Rupp, Utah State University
- **Commercial Landscape Installation Excellence Award:**  
Frederico Outdoor Living
- **Residential Landscape Installation Excellence Award:**  
Mott's Landscaping
- **Landscape Management & Maintenance Award:**  
The Samara Company

We are thrilled to recognize these exceptional individuals and companies for their significant contributions to the nursery and landscape industry. Their dedication and innovation set a high standard for our community and inspire us all.

Start taking pictures of projects now! Information and details for the 2026 UNLA Award Nominations will come in the spring for the 2026 UNLA Awards.

Photography: Dirk Widdison at Widdison Photography



Mott's Landscaping

**UNLA**  
**Lagoon Day**  
and Garden Tour

Wednesday, July 9, 2025

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- We'll help you find the best substitute plants when needed. In Utah, elevation, soil structure and water quality can dramatically impact the success of the plants in your design. If you need to substitute a plant for any reason, we'll help you find plants that not only complement your design vision but are also perfectly suited to your specific growing conditions.
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# Sustainable Success

In recent years, the UNLA has organized exclusive events for Women in the Green Industry, focusing on professional development, refining business objectives, enhancing work-life balance, and fostering connections among female leaders and peers within the green sector.



The kickoff for our 2024 WIGI events was the UGC Women in the Green Industry luncheon, held during our conference. The luncheon was sponsored by Progressive Plants and Proven Winners ColorChoice, and featured Anne Fenkner, a project developer from Davey Resource Group, as the keynote speaker.

Anne Fenkner's presentation, titled "Prosperity Looks Like a Tree," emphasized the importance of green infrastructure and the critical role that healthy trees and robust urban forests play in promoting community well-being, health, and prosperity. Her insights highlighted how



strategic vegetation management can lead to sustainable and thriving communities.

The luncheon provided an excellent

opportunity for attendees to network and learn from a dedicated advocate of green infrastructure, while enjoying a delightful Italian buffet.

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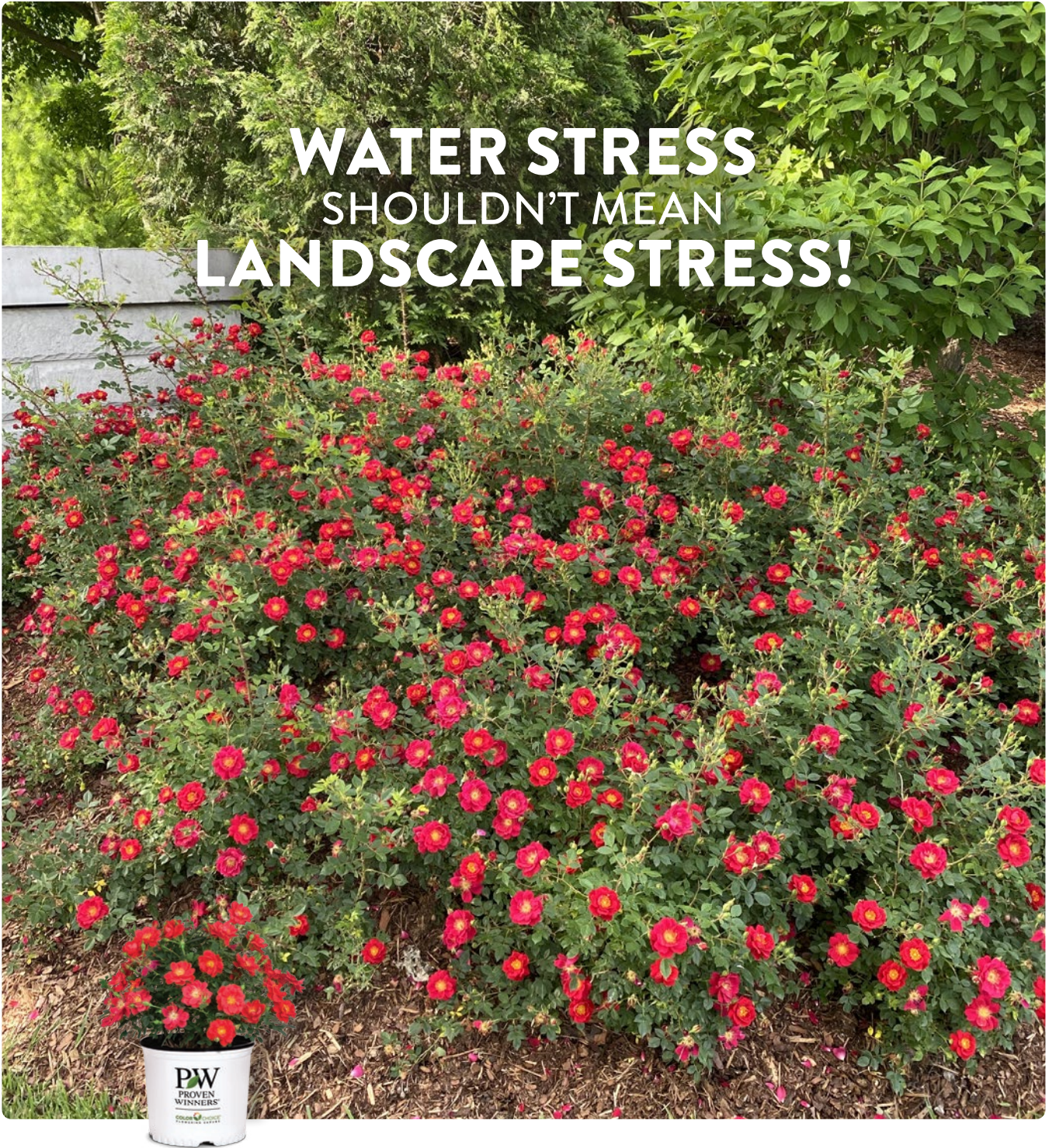
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# Connecting Minds, Shaping Futures: 2025 Student Connections

This year's Utah Green Conference took a fresh approach to fostering student connections by organizing smaller breakout groups with industry experts. This format allowed for more intimate and meaningful interactions, giving students the opportunity to engage deeply with professionals in their field.

The breakout sessions covered a range of topics, from sustainable landscaping practices to the latest innovations in green technology. Students were able to ask questions, share their ideas, and receive personalized feedback from seasoned experts. This new format was well received, with many participants appreciating the focused and interactive nature of the discussions.

In addition to the breakout sessions, the conference also celebrated student achievements by awarding scholarships. The Utah Nursery and Landscape Association (UNLA) and the American Society of Landscape Architects (ASLA) Utah Chapter



generously provided scholarships to outstanding students. These scholarships recognize the hard work and dedication of students pursuing careers in the green industry and support their continued education and professional development.

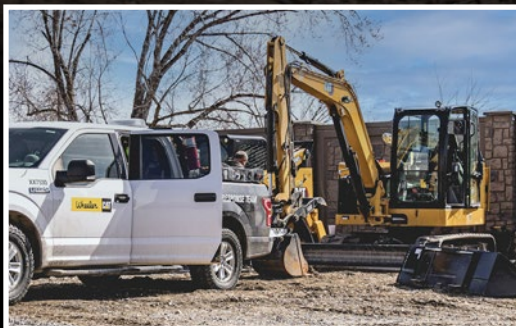
Overall, the Utah Green Conference's new approach to student connections was a resounding success, providing valuable learning experiences and fostering strong professional relationships. We would like

to thank our industry members who participated in the event:

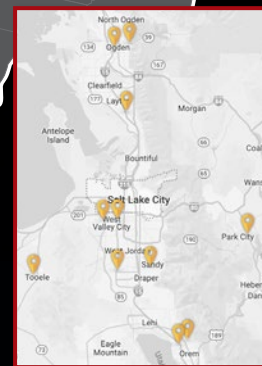
- Paul Tammelleo**, The Toro Company
- Eric Marble**, Chanshare Select, Inc.
- Joseph Rawlinson**, Ivins City
- Bryce Ward**, ASLA Utah Chapter
- Rob Fustos**, ProPeat
- M'Li Hoki**, Waterwise Designers
- Ryan Campbell**, North Logan



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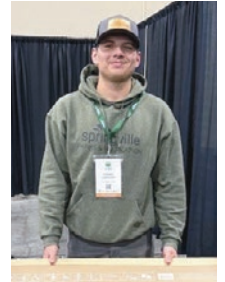
# Eco-Engagement with the UGC Attendee Hub Game Challenge

During the trade show at the 2025 Utah Green Conference, attendees were able to participate in the Game Challenge on the CVENT app.

There were tasks the attendees had to complete to earn points. Some of the tasks included taking pictures at/with exhibitors at their booths, opening exhibitor links, docs, or websites, watching featured exhibitor videos such as the Proven Winners Color Choice and Progressive Plants, and participating in the QR code challenge. QR Code Challenge details: Participating exhibitors had a QR code in their booth and attendees had to find the QR code, scan it, and complete any required activities by the exhibitor.

Participating exhibitors generously donated prizes to the winners for the game winners. Winners had to complete tasks to earn points and then also complete these tasks quickly, to be 1st place or ranked high in the winnings.

The winners were so happy with the winning prizes. Examples of winning prizes



include: a television, AirPods, gift cards to places like Amazon, Texas Roadhouse, and Scheels, cash, swag baskets and backpacks, many amazing tools, a sod donation, and many more.

We would like to thank the conference attendees for their participation in the game. We would especially like to thank the exhibitors who participated in the QR Code Challenge and donated the game prizes:

**American National**  
**Basin Upfitting**  
**Berman**  
**Briostack**  
**Bron and Sons Nursery Co**

**Chanshare Select, Inc**  
**Coates Landscape Supply**  
**Davey Resource Group**  
**Ewing Outdoor Supply**  
**Inman Interwest**  
**McHutchison Horticultural Distribution**  
**Mountainland Power Equipment**  
**Mountainland Supply**  
**Mountainland Tool & Safety**  
**Mountainland Truck Outfitters**  
**North Slope Industries**  
**Overland Distributing Company**  
**Schows Truck and Equipment**  
**Silver Creep Supply**  
**Sprinkler World**  
**UNLA**  
**Utah Topsoil & Hauling**  
**Vermeer Mountain West**

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## Celebrating Excellence: Meet Our Newly Certified UCNP's



Please join us in congratulating our newly licensed Utah Certified Nursery Professionals (UCNP) who have recently achieved this prestigious certification! These individuals have demonstrated exceptional knowledge and expertise in the field of nursery management, horticulture, and sustainable practices. Their expertise will undoubtedly contribute to the growth and success of our communi-

ty. We look forward to seeing the positive impact they will have.

Congratulations to:

- **Shannon Cavalero**, Landscape Supply of Utah
- **Ryan Weiser**, Osuna Nursery

Special thanks to our industry expert Erica Schoenefeld for proctoring the UCNP Exam!



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



# Mark Your Calendar Now

## **April 2025**

23,24,25 Jordan Valley Water Conservancy  
District **QWEL Seminar & Test**

## **July**

9 The **Annual Lagoon Day** will be  
Wednesday, July 9, 2025

## **October**

14-16 Central Utah Water Conservancy  
District **QWEL Seminar & Test**

28 **Southern Utah Green Conference**  
Tuesday, October 28, 2025