

Michigan's Oldest and Largest Green Industry Event

GREAT LAKES TRADE EXPOSITION

GLTE

2008

Michigan Nursery & Landscape Association

Michigan Turfgrass Foundation

Arboriculture Society of Michigan

REGISTRATION KIT

January 7-9, 2008

DeVos Place, Grand Rapids, MI

Sponsored By:



GLTE 2008

Great Lakes Trade Exposition January 7-9, 2008 DeVos Place, Grand Rapids, MI

The Michigan Nursery and Landscape Association, the Michigan Turfgrass Foundation, and the Arboriculture Society of Michigan have combined their annual conferences to present the 2008 Great Lakes Trade Exposition (GLTE). The GLTE brings together unprecedented educational programming and certification opportunities for all segments of the green industry, as well as the largest green industry trade show in the state.

SPONSORS

Corporate Sponsorship

MICHIGAN HORTICULTURE INDUSTRIES
SELF INSURED WORKERS' COMPENSATION FUND



Friends of the GLTE



GLTE Trade Show

Shop 350 exhibiting companies offering the latest products and services for the green industry. Enjoy the convenience and ease of the 162,000 square foot column-free, single-floor exhibit hall.

GLTE Conference

This combined event brings unparalleled education to the green industry. We've partnered with top-notch Universities, Regulatory Agencies, and National Associations to bring you the most up-to-date and relevant educational programming for all of your business needs. This is your greatest opportunity to attend a variety of education tracks including: Green, Grower, Plant Geeks' 10 Favorites, Management, Nuts & Bolts, Design, Retail, Hardscapes & Water Features, Contractor, Irrigation, Golf, Commercial Turf & Athletic Field, Equipment Technicians, Arboriculture, and Certification Central. Choose from 100 programs over the course of three days.

Schedule of Events

Monday, January 7, 2008

7:30 a.m. – 8:45 a.m.	MTF Breakfast & Annual Mtg. <i>(\$ ticketed, pre-register)</i>
8:00 a.m. – 4:30 p.m.	Registration
9:00 a.m. – 4:00 p.m.	Education
4:30 p.m. – 6:30 p.m.	Welcome Reception

Tuesday, January 8, 2008

7:15 a.m. – 4:00 p.m.	Registration
8:00 a.m. – 10:00 a.m.	Education
10:00 a.m. – 4:00 p.m.	Trade Show
11:30 a.m. – 12:45 p.m.	MNLA Awards Luncheon & Annual Mtg. <i>(\$ ticketed, pre-register)</i>
3:00 p.m. – 5:00 p.m.	Education

Wednesday, January 9, 2008

7:15 a.m. – 3:00 p.m.	Registration
8:00 a.m. – 10:00 a.m.	Education
10:00 a.m. – 3:00 p.m.	Trade Show
12:30 p.m.	MNLA Industry Research Auction
1:00 p.m. – 3:00 p.m.	Education
1:00 p.m. – 3:00 p.m.	Career Fair
2:00 p.m.	MTF Silent Auction

Continuing Education Units

(CEUs)/Recertification Credits *(being applied for):*

- The Michigan Certified Nurseryman Program (MCN)
- Michigan Department of Agriculture (MDA)
- Irrigation Association (IA)
- Golf Course Superintendents Association of America (GCSAA)
- International Society of Arboriculture (ISA)
- Association of Professional Landscape Designers (APLD)
- Professional Landcare Network (PLANET)

Networking

Over 7,500 green industry professionals under one roof at one time!

Welcome Reception — Registered attendees are invited to attend the official welcome reception of the Great Lakes Trade Exposition on Monday evening. Network in a relaxed atmosphere while enjoying hors d'oeuvres and refreshments compliments of the MNLA, MTF, ASM and our sponsors.

MTF Breakfast & Annual Meeting — Start the GLTE out right! Come join your fellow MTF members for a breakfast buffet followed by the MTF Annual Meeting to vote on your new MTF Board members and hear about all of the exciting things that your Foundation is doing to support MSU and promote the turf industry. *(\$ ticketed, pre-register)*

MNLA Awards Luncheon & Annual Meeting — Kick off the year by having lunch with your peers to celebrate their accomplishments with our presentation of Quarter and Half-Century Club inductees, our Industry Award winning projects with presentations of their awards, our 2008 Academic Scholarship recipients and the ANLA/ MNLA Annual Meeting. *(\$ ticketed, pre-register)*

Industry Research Auctions

MTF — Silent Auction. Bid on sports memorabilia, sporting event tickets, golf packages, clothing and merchandise. All proceeds go to fund turf research.

MNLA — Industry Research Auction. Through the generosity of exhibitors who donate their products and services, auction proceeds will fund research projects benefiting the entire nursery and landscape industry.

NEW for 2008! — Bio-based Products and Biofuels Fair

This event is part of a grant from the Michigan Department of Labor & Economic Growth to the Michigan Turfgrass Foundation to educate the green industry and promote bio-based products and biofuels. Bio-based products made from renewable resources can reduce the reliance on foreign oil, enhance local U.S. economies, and reduce environmental pollution. A separate showcase area in the exhibit hall during the two days of the trade show will include all major manufacturers, distributors and suppliers of bio-based products with displays and samples of their products.

Hotel Accommodations

The Amway Grand Plaza Hotel has been selected as our host hotel for overnight accommodations during the 2008 Great Lakes Trade Exposition. A reduced rate has been negotiated for you for our event. Reservations should be made directly to the Amway Grand Plaza Hotel.

Rates for overnight accommodations are \$127 for either single or double occupancy. To make reservations please call the Amway Grand Plaza Hotel directly at 1-800-253-3590 or 616-774-2000. To receive the discounted rate please give them our assigned group code of **MNL16** and let them know that you are with the Great Lakes Trade Exposition/Michigan Nursery and Landscape Association.

Rooms will be held for our event until December 6, 2007.

After this date, all remaining rooms will be released for general sale at the regular rate.

Please note: You should make your reservations NOW as all rooms were sold out at the Amway Grand Plaza Hotel in early December for last year's GLTE.



Directions/Parking

At the Crossroads of US-131 and I-196, the Convention Center (303 Monroe Ave. NW) is easily accessible with over 7,000 parking spaces within a five-minute walk.

Visitor Information

Grand Rapids visitor information can be obtained by calling the Grand Rapids/Kent County Convention & Visitor's Bureau at 1-800-678-9859 or by visiting their website at www.visitgrandrapids.org.

Monday 7th

	Green	Grower	Plant Geeks' 10 Favorites	Management	Golf	Commercial Turf & Athletic Fields	Arboriculture-A	Arboriculture-B
9:00	Green Roofs, The Train is Leaving the Station; Are You on Board? — John Scholten, Hortech	Global Warming — Herb Stevens, Grass Roots Meteorology	Flowering & Shade Trees — Maria Zampini, Lake County Nursery	Trucking Safety/Regulations — Ron Edwards, MCTS	MTF Research Update — Dr. Thom Nikolai, MSU	Preemergent and Postemergent Herbicide Strategies for Lawns and Athletic Fields — Dr. Fred Yelverton, NCSU	Chicken Little or Patrick Henry — Guy Meilleur, Better Tree Care (A,TW,U,MS-P)	
10:00	Rain Gardens — Rebecca Shilt	Table Top Conifer Production — Dr. Pascal Nzokou, MSU	Unusuals — Gary Gee, Gee Farms	How to Develop a WhizBang Staff — Bob Negen, WhizBang Training	The Latest Tips and Tricks for Managing Anthracnose — Dr. Bruce Clark, Rutgers University	The Science Behind Personal Protective Equipment, It Does Matter! — Dr. Fred Whitford, Purdue University	Severing Subterranean Stranglers — Guy Meilleur, Better Tree Care (A,U,MS-P)	Provenance — Doug Chapman (A,U,MS-P)
11:00	Smart Water Application Technologies (SWAT) — Andy Smith, Irrigation Association	MDA Updates — Ken Rauscher, MDA	Flowering Shrubs — Tim Wood, Spring Meadow Nursery		New Developments with Herbicides Used on Golf Courses — Dr. Fred Yelverton, NCSU	Turfgrass Species and Cultivar Selection — Dr. Suleiman Bughrara, MSU	Battling Bolts from the Blue: Repairing Lightning Damage — Guy Meilleur, Better Tree Care (A,TW,MS-P)	Mini Consortium for Contracting Nursery Growing — Panel: Kerstin von der Heide, Dr. Bert Cregg, Growers, and Municipal Foresters (A,MS-M)

12:00 – 1:00 Lunch

1:00	Green Case Study — Wendy Fry, Mannix and Smith Group	Scouting and Management Plans for Insects — Dr. Dave Smitley, MSU	Conifers — Dr. Bert Cregg, MSU	Safety Programs: Developing a Competitive Edge — Joel Hoffman	MSU Pathology Research Report — Dr. J.M. Vargas, Jr., MSU	Securing Your Pesticide Load with Straps and Chains — Dr. Fred Whitford, Purdue University	Tree Support Systems, From Traditional Methods to Modern Dynamic Crown Support Systems — Phillip van Wassenauer, Urban Forest Innovations (A,TW,U-P)	New Invasives: Arboricultural Strategies and Solutions — Joe Docola, ArborJet (A,U,MS-S)
2:00	Where is Landscaping Going? — Rick Darke	Weed Control for Container Grown Nursery Stock — Dr. Hannah Mathers, OSU	Natives — Mark O'Brein, JF New	Explode Your Sales — Bob Negen, WhizBang Training	Maximizing Dollar Spot Control Using Early Spring Sprays & New Application Technology — Dr. Bruce Clark, Rutgers University	European Chafer, Japanese Beetle, Chinch Bugs, and Bluegrass Billbugs OH MY! — Dr. Dave Smitley, MSU	Managing Difficult Customers, People, and Issues — Dane Wysocki, The Magic of Humor (A,TW,U,MS-M)	Myth Busters for Tree Growth Regulators — Mark Mann, Plant Growth Mgt. Systems (A,U,MS-S)
3:00		Michigan Agricultural Environmental Assurance Program (MAEAP) — Allen Krizek	Perennials — Mike Bovio, Botanical Ventures		What You Thought You Knew About Putting Green Mowing — Dr. Frank Rossi, Cornell University	Turf Tales: Solving Problems from the Simple to Obscure — Dr. Kevin Frank, MSU	Non-Invasive Tree Risk Assessment Techniques, An Introduction to Sonic Tomography and Statics Integrated Tree Pulling Tests — Phillip van Wassenauer, Urban Forest Innovations (A,TW,U,MS-P)	Bio Pesticides: The Future is Now — Steven Nichols, Soil Technologies Corp. (A,U,MS-S)
3:30					Disease Management for High Cut Turf — Dr. David Gilstrap, MSU			
Extras	7:30 – 8:45 am MTF Breakfast & Annual Meeting (\$)	4:30 – 6:30 pm GLTE Welcome Reception						

Arboriculture A & B Tracks: ISA CEUs: A=Arborist, TW=Tree Worker, U=Utility, MS=Municipal Specialist BCMA CEUs: P=Practice, S=Science, M=Management

Tuesday 8th

	Nuts & Bolts	Design	Retail	Hardscapes & Water Features	Irrigation	Golf	Commercial Turf & Athletic Fields	Equipment Technicians	Arboriculture A	Arboriculture B
8:00	Plant Biology 101 — Dr. Robert Schutzki, MSU	Grasses for Livable Landscapes — Rick Darke	Was It Something I Said? Building Customer Loyalty Beyond Words — Dr. Bridget Behe, MSU	Case Studies: Hardscapes — Roger Soulliere, Soulliere Decorative Stone, Inc — Patrick Zaremba, Zaremba & Company, Inc.	Irrigation Systems Site Inspection, Identifying Opportunities for Up-Selling — John Eggleston, Federal Supply & Mark Attard, Spartan Distributors	Nutrient Management Myths and Truths — Dr. Frank Rossi, Cornell University	Herbicides and Management Practices to Combat Weeds in Landscape Turf and Athletic Fields — Aaron Hathaway, MSU	Michigan Turfgrass Environmental Stewardship Program — Kathy Antaya, MTESP	Building a Culture of Safety — Peter Gerstenberger, TCIA (A,TW,U,MS-P)	Arboriculture Art & Science: New Treatments, Techniques and How Well They Work in the Practical World — J. Paul Swartz, MSU Grounds Dept. (A,TW,U,MS-P)
9:00	Soils 101 — Dr. James Crum, MSU		Identity Theft: How to Better Protect Your Business, Employees, Customers, and Yourself — Jeffrey Omtvedt			Transforming a Lifeless Range to a Top-Notch Practice Facility — Steve Hammon, Traverse City Golf & CC & Raymond Hearn, Raymond Hearn Golf Course Designs	I Want Organic Weed Control. Are You Sure? — Ron Calhoun, MSU		Identity Theft: How to Better Protect Your Business, Employees, Customers, and Yourself — Jeffrey Omtvedt (A,TW,U,MS-P)	Innovations in Arboriculture — Dr. Neil Hendrickson, Bartlett Tree Research Laboratories (A,U,MS-S)

10:00 — 4:00 Trade Show

3:00	Turf 101 — Ron Calhoun, MSU	Accentuation, Exclamation, Punctuation — Dan Hinkley	Updating Your Garden Center, Small Spends, Big Wins — Ian Baldwin, Nursery Business Consultants	Case Studies: Water Features <i>Waterfall</i> — Ray Rogers, Rockworks, LLC <i>Unique Water Feature</i> — Traven Pelletier, Lotus Gardenscapes <i>Natural Hot Tubs</i> — Robert Drost, Drost Landscape Design & Construction	The Importance of Scheduling for Water Conservation and Plant Health — Mark Attard, Spartan Distributors	USGA Annual Review — Robert Vavrek, USGA	Bermudagrass Breeding Project — Dr. David Gilstrap, MSU	Case Studies, The Impact of Converting to Biofuels — Chris Case, Pictured Rocks National Lakeshore	MIOSHA Compliance — Panel: Peter Gerstenberger, TCIA (A,TW,U,MS-P)	Climate Change and its Impact on Arboriculture — Dr. Neil Hendrickson, Bartlett Tree Research Laboratories (A,U,MS-S)
3:30						MiSTMA Athletic Field of the Year				
4:00	Pruning 101 — Dr. Robert Schutzki, MSU					EAB Control Options and New Insecticide Technologies for Grub Control — Dr. Dave Smitley, MSU	Sand Cap Athletic Fields: Construction and Maintenance — Dr. Trey Rogers & Alec Kowaleski, MSU	Product Overviews and the Impact of Synthetics on Emissions — Jeff Spencer, MI DEQ	(Repeat) Identity Theft: How to Better Protect Your Business, Employees, Customers, and Yourself — Jeffrey Omtvedt (A,TW,U,MS-P)	Wood Products: An Under-Estimated Value of Urban Trees — Dr. David MacFarlane, MSU Dept. of Forestry (A,U,MS-S)
4:30				Reestablishment Techniques Following Winterkill Injury — Erica Bogle, MSU						
Extras	11:30–12:45 MNLA Awards Luncheon & Annual Meeting (\$)									

Arboriculture A & B Tracks: ISA CEUs: A=Arborist, TW=Tree Worker, U=Utility, MS=Municipal Specialist BCMA CEUs: P=Practice, S=Science, M=Management

Wednesday 9th

	Contractor	Design	Retail	Irrigation	Golf	Arboriculture-A	Arboriculture-B	Certification Central
8:00	Bidding & Contracts, Your Key to Success — Wayne Voltz, Profits Unlimited	New and Exciting Perennials, Shrubs, Vines and Trees for American Gardens — Dan Hinkley	Changing With Your Customers' Demographics and Lifestyle — Ian Baldwin, Nursery Business Consultants	Smart Technology for Irrigation Systems — John Eggleston, Federal Supply	Turfgrass Breeding Research Update — Dr. Suleiman Bughrara, MSU	Soil Diagnostics — Dr. Neil Hendrickson, Bartlett Tree Research Laboratories (A,U,MS-S)	Wood Utilization: One of the Most Neglected Natural Resources — Anthony Weather- spoon, MDNR (A,U,MS-M)	8:00 – 10:00 MCN Exam Review — Dr. Robert Schutzki, MSU
8:30					Stormwater Retainment, Phosphite Fertilizers and Nutrient Fate — Dr. Kevin Frank, MSU			8:00 – 11:00 MDA Core Review — John Stone, MSU Pesticide Safety
9:00					Turfgrass Weeds, PGRs, and <i>Poa annua</i> Control Research Update — Ron Calhoun, MSU			Synopsis of Injections, New Technology and Benefits — Dan Banks, Banner Sales and Consulting (A,TW,U,MS-S)
10:00 — 3:00 Trade Show								*11:00 – 3:00 MCN Exam
1:00	(Cont.) Bidding & Contracts, Your Key to Success — Wayne Voltz, Profits Unlimited	Computers for Design and Graphics: Where Are We Today? — Robert Welch, LCC	TBA	Using Water Conservation to Grow Your Business — Andy Smith, Irrigation Association and Mark Attard, Spartan Distributors	US EPA GLNPO Grant Highlights — Tom Smith, MTF & Debbie Swartz, MSU	The Dirt on Dirt: Soils and Plant Health Care — Dr. Bert Cregg, MSU (A,MS-S)	i-Tree: Urban Forest Inventory and Analysis — Jill Johnson, USDA Forest Service (A,U,MS-M)	*12:00 – 2:00 MDA Core Exam
1:30					Controlled Burns to Enhance Plant Species and Wildlife Habitat — Mike Jones, Lockmoor Club & Steve Allen, Geum Services			
2:00					Bio-based Products for the Golf Industry — Chris Case, Pictured Rocks National Lakeshore & Jeff Spencer, MI DEQ			
2:30					Grass Clippings, A New Energy Source — Tom Smith, MTF & Shanna Draheim, S. Draheim Consulting			
Extra	10:00 - 11:00 Green Industry Student Program	10:00 MTF Scholarship Awards	12:30 MNLA Industry Research Auction	1:00 - 3:00 Green Industry Career Fair	2:00 MTF Silent Auction			

Arboriculture A & B Tracks: ISA CEUs: A=Arborist, TW=Tree Worker, U=Utility, MS=Municipal Specialist **BCMA CEUs:** P=Practice, S=Science, M=Management
 * = Certification requiring separate registration: **MCN:** register directly with MNLA at (800) 879-6652; **MDA:** register directly with MDA at (616) 356-0600 (Pesticide Applicator Core Training Manual is available for download at www.pested.msu.edu/Resources/bulletins/E2195.html); **IA:** register directly with IA at (703) 536-7080 or www.irrigation.org; **ISA:** register directly with ISA at (217) 355-9411 or www.isa-arbor.com

GREEN

9:00 a.m. – 9:50 a.m.

Green Roofs, The Train is Leaving the Station; Are You on Board?

This session will explain the different types of green roofs that are on the market and which factors are driving the increased use of green roofs on buildings. How the landscaping profession can be a leader in the installation and maintenance of green roofs will be explained. Drawing on his experience as a LiveRoof Sales Specialist, John will show how their fully vegetated system is the preferred way of making a green roof that is simple, effective and attractive.

John Scholten is a Sales Specialist with LiveRoof LLC, a subsidiary of Hortech, Inc. in Spring Lake, Michigan. He has a BS in Business Administration from Aquinas College and a BS in Horticulture from Michigan State University.

10:00 a.m. – 10:50 a.m.

Rain Gardens

Rain is natural; storm water is not. Rain Gardens are a prime example of biomimicry in that they are a low impact, environmentally sound method of storm water management. The use of native plants in the gardens also feeds the birds, butterflies, and bees, as well as being beautiful to look at.

Rebecca Shilt (a.k.a. Becca Lynn when performing in her string band, Hawks and Owls) is a Rain Garden and native bioscape designer and educator. She is currently writing a book on the importance of reconnecting with the natural world around us.

11:00 a.m. – 11:50 a.m.

Smart Water Application Technologies (SWAT)

SWAT is a national initiative to achieve exceptional landscape water use efficiency through the application of irrigation technology. SWAT identifies, researches and promotes technological innovations and related management practices that advance the principles of efficient water use.

Andrew Smith, CIC, CID, CLIA, is the External Affairs Director of the Irrigation Association.

1:00 p.m. – 1:50 p.m.

Green Case Study

Sustainable approaches to conventional landscape – Fairlane Green, the largest landfill redevelopment in Michigan. This presentation will highlight the site history, master plan and design, design guidelines for sustainable design, and lessons learned.

Wendy Fry, ASLA, CLARB, LEED, AP, Director of Sustainability and Landscape Architecture with The Mannix and Smith Group, Inc.

2:00 p.m. – 3:50 p.m.

Where is Landscaping Going?

Today's most progressive designs increasingly blend artistry with environmental awareness to produce interconnected livable landscapes that are both sustaining and sustainable. The trend is toward landscapes that are at once personal and shared, local and global, sensual and practical, walkable and watchable. Award-winning author, photographer and designer Rick Darke will outline ecological gardening and will demonstrate possibilities for creating private and public places that celebrate both cultural and biological dynamics.

Rick Darke, President of Rick Darke LLC, is a widely published author, photographer, lecturer and consultant focused on regional landscape design, planning, conservation, and enhancement. Blending art, ecology, and cultural geography, Darke is dedicated to the design and conservation of the livable landscape.

GROWER

9:00 a.m. – 9:50 a.m.

Global Warming

If some of the forecasts of the effects of human-induced global warming are true, the implications for green industry professionals could be profound. But, just how good are those forecasts? Are humans really responsible for climate change? Meteorologist Herb Stevens examines some of the science at the core of the issue, and offers his thoughts on the weather for the next generation.

Herb Stevens, Grass Roots Weather, has been the chief meteorologist for the NBC affiliate in Albany, New York, one of the original on-camera meteorologists for The Weather Channel, and for the past 20 years he has been known as The Skiing Weatherman, a syndicated segment that airs in 35 eastern television markets.

10:00 a.m. – 10:50 a.m.

Table Top Conifer Production

Containerized Trees – Understanding physiological changes affecting the post-display survival and quality of your tree.

Dr. Pascal Nzokou is an Assistant Professor with the Department of Forestry at Michigan State University. He has been involved in several national and international Sustainable Forestry projects.

11:00 a.m. – 11:50 a.m.

MDA Updates

Learn about emerging plant pests and their impact on Michigan's Nursery Industry.

Ken Rauscher is the Director of the Michigan Department of Agriculture's Pesticide and Plant Pest Management Division.

1:00 p.m. – 1:50 p.m.

Scouting and Management Plans for Insects

This session will outline scouting techniques, working thresholds, and management strategies for key insect pests of nursery production in Michigan, including some newly emerging pests like oriental beetle and Asiatic garden beetle.

Dr. Dave Smitley is a Professor in the Department of Entomology at Michigan State University and Landscape Industries Extension Specialist. He has provided information to the landscape industries in Michigan on the management of key pests since 1985.

2:00 p.m. – 2:50 p.m.

Weed Control for Container Grown Nursery Stock

A plant health strategy combined with chemical controls in nursery container weed control contains three principal elements: prevention/sanitation,

evaluation of water quality and using all physical, cultural and chemical controls available. In this presentation, we will discuss these three elements with a focus on the chemical controls of the most prevalent weeds found in ornamental container production.

Dr. Hannah Mathers is an Associate Professor, Extension Specialist in Nursery and Landscape Crops at Ohio State University (OSU). Her recent projects include: weed control for nurseries and landscapes, liner production in retractable roof houses, and temperature stress in container production.

3:00 p.m. – 3:50 p.m.

Michigan Agricultural Environmental Assurance Program (MAEAP)

The MAEAP is an innovative, proactive environmental assurance program that helps farms of all sizes and all commodities engage in cost-effective voluntarily measures to prevent or minimize agricultural pollution risks.

Allen Krizek is the Michigan State University Extension, Michigan Groundwater Stewardship Program Liaison.

PLANT GEEKS' 10 FAVORITES

Plant Geek - /plant/ Igēk/

•a person with eccentric devotion to a particular interest. Join your fellow 'plant geeks' as they share with you their Top-10 list. They'll cover plants of merit and particular interest.

9:00 a.m. – 9:50 a.m.

Flowering & Shade Trees

Maria Zampini, President of Lake County Nursery in Perry, Ohio. Lake County Nursery is a third generation wholesale nursery, which has introduced over 100 patented and/or trademarked plants. A graduate of Pennsylvania State University (PSU) and Board member of the National Association of Plant Patent Owners and Past President of Ohio Nursery and Landscape Association.

10:00 a.m. – 10:50 a.m.

Unusuals

Gary Gee, Owner of Gee Farms established in 1849. What started as a fruit and vegetable stand is now

the largest retail nursery in Michigan specializing in rare and unusual plants with an emphasis on Conifers.

11:00 a.m. – 11:50 a.m.

Flowering Shrubs

Tim Wood, Product Development Manager for Spring Meadow Nursery. Tim travels the world searching out new and commercially promising plants for the nursery industry. He spent 10 years in public garden management and is an avid lecturer, photographer, and writer.

1:00 p.m. – 1:50 p.m.

Conifers

Dr. Bert Cregg, Associate Professor in the Departments of Horticulture and Forestry at Michigan State University. He conducts research and extension programs on management and physiology of trees in landscape, nursery, and Christmas tree systems.

2:00 p.m. – 2:50 p.m.

Natives

Mark O'Brien is Vice President/Nursery Director at JFNew's Native Plant Nursery. Mark is an entertaining speaker who blends his passion for native plants with strong customer service.

3:00 p.m. – 3:50 p.m.

Perennials

Mike Bovio, MNLA Past President, has been involved in retail tree, shrub and perennial purchasing for over 20 years. Now serving as sales associate with Poleo Associates, Mike represents The Conard-Pyle Company, Star Roses, Northwest Horticulture and various West Coast and Midwest growers. Perennials are at the top of his landscape plant preferences.

MANAGEMENT

9:00 a.m. – 9:50 a.m.

Trucking Safety, Laws and Regulations

An overview of current trucking regulations and their impact on the lawncare and landscape industry. Learn why a pickup truck towing a trailer is no different than a tractor-trailer, with regards to trucking regulations and compliance, and how costly noncompliance can be.

Ron Edwards, Safety Management Coordinator for the Michigan Center for Truck Safety is considered a leading expert on truck safety regulations. He currently conducts safety workshops, seminars, and provides on-site safety consulting services for motor carriers throughout the state.

10:00 a.m. – 11:50 a.m.

How to Develop a WhizBang Staff

A top-notch staff is a store's biggest competitive edge and does not happen by accident. Employees are the people standing face to face with customers and bringing, or failing to bring, money into your group's business. They are the people representing a business owner and the company to the rest of the world. Are they doing the job and doing it right every time?

Bob Negen, WhizBang! Training, knows the

challenges and opportunities that every small business owner faces and how to deal with them. Bob's hard-hitting and often hilarious stories come from over two decades of building his own business from a pitiful \$17,000 in annual sales to a multi-store, multi-million dollar operation.

1:00 p.m. – 1:50 p.m.

Developing A Competitive Edge: Developing and Mastering Your Safety, Health, and Environmental Systems and Your Disabilities and Workers' Compensation Systems.

Learn about the results that can occur from developing superb systems which contribute to productivity, efficiency, maintenance, and operations. How do you start this journey and create a cultural transformation?

Joel Hoffman has 40+ years of training and experience working in the areas of safety, health, and environmental programs; workers' compensation and disabilities programs; and total quality and leadership programs in the public and private sectors.

2:00 p.m. – 3:50 p.m.

Explode Your Sales

There is no fluff or foolishness here – just twenty tried, true, and road-tested ways to make the cash register ring. Does 20%, 30%, even 50% sales growth next year sound good? If it does, you won't want to miss this fun, dynamic workshop guaranteed to dramatically increase customer loyalty, foot traffic and turbo charge sales.

Bob Negen, WhizBang! Training, knows the challenges and opportunities that every small business owner faces and how to deal with them. Bob's hard-hitting and often hilarious stories come from over two decades of building his own business from a pitiful \$17,000 in annual sales to a multi-store, multi-million dollar operation.

GOLF

9:00 a.m. – 9:50 a.m.

MTF Research Update

Dr. Nikolai will discuss the latest research results from his program on managing putting greens using such variables as mowing height, rolling, and traffic.

Dr. Thom Nikolai is a Turfgrass Academic Specialist at Michigan State University. Dr. Nikolai performs turfgrass cultural practice research and has been instrumental in developing a turfgrass curriculum for high school students in the greater Detroit area.

10:00 a.m. – 10:50 a.m.

The Latest Tips and Tricks for Managing Anthracnose

Anthracnose continues to be one of the major disease problems on highly managed putting greens. In addition to an effective fungicide control program, cultural practices may be the missing link to avoiding damage from anthracnose.

Dr. Bruce Clarke, Ralph Geiger Endowed Chair in Turfgrass Science and Director of the Center for Turfgrass Science at Rutgers University. He provides leadership to the Center for Turfgrass Science with the goal of fostering internationally recognized multidisciplinary research, undergraduate, graduate, and continuing professional education, and service programs in turfgrass science in support of the turfgrass industry.

11:00 a.m. – 11:50 a.m.

New Developments with Herbicides Used on Golf Courses

Presentation will focus on problematic weeds found on golf courses. Strategies for managing these weeds with cultural practices as well as herbicides will be included.

Dr. Fred Yelverton, Professor of Crop Science at North Carolina State University and Co-Director for the Center for Turfgrass Environmental Research and Education. He conducts research and extension programs in the area of turfgrass weed management and plant growth regulators and has research interests in the biology and ecology of weeds, and the development of environmentally sound weed management systems.

1:00 p.m. – 1:50 p.m.

MSU Pathology Research Report

Dr. Vargas' research update is definitely a must see at the annual conference. Make sure to attend to hear the latest report on disease incidence and fungicide efficacy from the 2007 trials.

Dr. J. M. Vargas Jr., Professor of Plant Pathology at Michigan State University for 39 years, is involved in teaching, research, and extension and published "Management of Turfgrass Diseases".

2:00 p.m. – 2:50 p.m.

Maximizing Dollar Spot Control Using Early Spring Sprays & New Application Technology

Maximizing dollar spot control is critical to ensuring optimal turfgrass conditions throughout the season. New management programs using early spring sprays and the use of new fungicide application technologies could be the key for reinvigorating your dollar spot control program.

Dr. Bruce Clarke, Ralph Geiger Endowed Chair in Turfgrass Science and Director of the Center for Turfgrass Science at Rutgers University. He provides leadership to the Center for Turfgrass Science with the goal of fostering internationally recognized multidisciplinary research, undergraduate, graduate, and continuing professional education, and service programs in turfgrass science in support of the turfgrass industry.

3:00 p.m. – 3:50 p.m.

What You Thought You Knew About Putting Green Mowing

An overview of reel mowing technology, frequency of clip, bedknife position and all of these interacting to affect ball roll, turf quality and disease levels.

Dr. Frank Rossi, Associate Professor of Turfgrass Science at Cornell University and is the New York Extension Turfgrass Specialist. He leads the turfgrass teaching and extension programs at Cornell and conducts research in the areas of environmental quality, integrated pest management, mowing and nutrient management of putting greens.

COMMERCIAL TURF & ATHLETIC FIELDS

9:00 a.m. – 9:50 a.m.

Preemergent and Postemergent Herbicide Strategies for Lawns and Athletic Fields

Presentation will focus on principles of PRE and POST strategies for lawn care professionals and athletic field managers. Strategies for new herbicides for the lawn care and sports field market will be included.

Dr. Fred Yelverton, Professor of Crop Science at North Carolina State University and Co-Director for the Center for Turfgrass Environmental Research and Education. He conducts research and extension programs in the area of turfgrass weed management and plant growth regulators and has research interests in the biology and ecology of weeds, and the development of environmentally sound weed management systems.

10:00 a.m. – 10:50 a.m.

The Science Behind Personal Protective Equipment, It Does Matter!

Why is it that the label is the law? Learn how human health risk assessments are conducted and how this information is included on the label. You will better understand why wearing safety equipment is crucial. We will also discuss how to select and use personal protective equipment.

Dr. Fred Whitford, Coordinator of Purdue Pesticide Programs of the Purdue Cooperative Extension Service. He has authored more than 200 research, extension, and regulatory publications and his prior professional activities include lab and field research, extension outreach, regulatory work, and commercial pesticide application.

11:00 a.m. – 11:50 a.m.

Turfgrass Species and Cultivar Selection

Selecting the proper turfgrass species and cultivar could be the most important factor in future management decisions. Selecting the appropriate

turfgrass has the potential to reduce pesticide applications and result in the most vigorous turfgrass stand in the selected environment.

Dr. Suleiman Bughara, Assistant Professor in the Department of Crop and Soil Sciences at Michigan State University, where he leads up the turfgrass breeding program. His research includes the use of genetic and biotechnological approaches to identify and develop grass germplasm.

1:00 p.m. – 1:50 p.m.

Securing Your Load with Straps and Chains

Losing cargo on the road is serious business. It results in material loss, personal injury, destruction of property and, sometimes, environmental impacts. Properly loading, positioning, and securing pesticide-related cargo within the truck or on a trailer prevents highway accidents and reduces your liabilities.

Dr. Fred Whitford, Coordinator of Purdue Pesticide Programs of the Purdue Cooperative Extension Service. He has authored more than 200 research, extension, and regulatory publications and his prior professional activities include lab and field research, extension outreach, regulatory work, and commercial pesticide application.

2:00 p.m. – 2:50 p.m.

European Chafer, Japanese Beetle, Chinch Bugs, and Bluegrass Billbugs OH MY!

There are numerous insects that can cause damage to landscape turf and correct identification of the insect, symptoms of damage, and knowledge of the most effective insecticide control are critical to producing high quality turfgrass.

Dr. Dave Smitley is a Professor in the Department of Entomology at Michigan State University and Landscape Industries Extension Specialist. He has provided information to the landscape industries in Michigan on the management of key pests since 1985.

3:00 p.m. – 3:30 p.m.

Turf Tales: Solving Problems from the Simple to Obscure

Every year, there are numerous tales of turf maladies and finding the solution can be simple or can be near impossible based upon the information provided. Dr. Frank will diagnose some of the unique cases seen in recent years and provide solutions to problems ranging from simple pest damage to exotic abiotic injury.

Dr. Kevin Frank is an Associate Professor and Extension Turfgrass Specialist at Michigan State University. Dr. Frank's research focuses on turfgrass nutrition, fertilizer programming, and irrigation practices. As a result of Dr. Frank's involvement with the MSU-China Turfgrass Program, he has recently acquired a taste for the somewhat spicy Sichuan cuisine.

3:30 p.m. – 4:00 p.m.

Disease Management for High Cut Turf

This will be the second annual update from Dr. Gilstrap on the growing challenge of suppressing diseases in key commercial properties, landscapes, or high visibility sports fields. If you've been scratching your head over how to keep the diseases at bay and keep your customers satisfied, make sure to attend this talk.

Dr. David Gilstrap coordinates the two-year program in Sports and Commercial Turf Management at Michigan State University's Institute of Agricultural Technology and also directs the China Turf Program. He holds an M.S. in Agronomy from Texas A&M University where he studied under the direction of Dr. James Beard and a Ph.D. in Plant Pathology at Michigan State University with Dr. Joe Vargas as his major professor.

ARBORICULTURE — A

9:00 a.m. – 9:50 a.m.

Chicken Little or Patrick Henry

Hazards are everywhere, so we have to manage them. Your assignment, should you choose to accept it, is to calculate and communicate tree risk. By considering arboriculture, clients decide how to make tree risk tolerable. (A,TW,U,MS-P)

Guy Meilleur is an ISA Board-Certified Master Arborist, Municipal and Utility Specialist. He has been climbing and consulting for 42 years with BetterTreeCare.com of New Hill, NC.

10:00 a.m. – 10:50 a.m.

Severing Subterranean Stranglers

When roots circle stems, bad things happen. We'll look at the ins and outs of pruning stem-girdling roots. Practice this radical tree surgery! (A,U,MS-P)

Guy Meilleur is an ISA Board-Certified Master Arborist, Municipal and Utility Specialist. He has been climbing and consulting for 42 years with BetterTreeCare.com of New Hill, NC.

11:00 a.m. – 11:50 a.m.

Battling Bolts from the Blue: Repairing Lightning Damage

When lightning strikes, an arborist assesses the damage. Comprehensive inspections and treatments help wounds close. We'll also look at how protection systems affordably prevent damage. (A,TW,MS-P)

Guy Meilleur is an ISA Board-Certified Master Arborist, Municipal and Utility Specialist. He has been climbing and consulting for 42 years with BetterTreeCare.com of New Hill, NC.

ARBORICULTURE — A

1:00 p.m. – 1:50 p.m.

Tree Support Systems, From Traditional Methods to Dynamic Crown Support Systems

This talk will compare traditional cabling methods with the new dynamic tree support systems that have been developed in Europe over the last 15 years (Cobra, Boa, etc.). Dynamic systems have all but replaced traditional methods in some European countries and have many applications and advantages for North American arborists. (A,TW,U-P)

Philip van Wassenauer is a Consulting Arborist/Urban Forester from Port Credit, Ontario, Canada. His company, Urban Forest Innovations Inc., specializes in areas such as: tree risk assessment, expert witness testimony, tree preservation, urban forest management planning, dynamic tree support systems, research and all other professional aspects of urban arboriculture.

2:00 p.m. – 2:50 p.m.

Managing Difficult Customers, People, and Issues

Some people in this world, who no matter how hard we try, always leave us frustrated and confused. These people are so difficult and so good at it that they take control of any interaction. They set us up in predictable patterned ways to get what they want. Learn the key characteristics of difficult people, why they act the way they do and why it works for them. You will identify the exploders, the snipers, the piggins and the know-it-alls and develop skills that help you take control over interactions.

(A,TW,U,MS-M)

Dane Wysocki is a nationally recognized speaker who has enlightened numerous organizations as diverse as banking, medicine, law, human resources, social services, education, government, manufacturing, insurance, mortgage brokers and nursing. As a psychologist, Dane developed a creative and innovative technique with troubled children to build rapport and establish relations. His goals are to help people face the challenges of human interaction, taking what they do seriously while taking themselves lightly.

3:00 p.m. – 3:50 p.m.

Non-Invasive Tree Risk Assessment Techniques, An Introduction to Sonic Tomography and Statics Integrated Tree Pulling Tests

This talk will focus on two sophisticated risk assessment methodologies. Sonic tomography is a method used to generate images of the internal state of decay in a tree with minimal damage. Tree pulling tests utilize the principles of structural engineering to assess the breaking and uprooting safety of suspicious trees. These methods can be used to quantify risks in suspicious trees and can also be used to devise pruning and cabling strategies that will reduce the risks while retaining the tree. (A,TW,U,MS-P)

Philip van Wassenauer is a Consulting Arborist/Urban Forester from Port Credit, Ontario, Canada. His company, Urban Forest Innovations Inc., specializes in areas such as: tree risk assessment, expert witness testimony, tree preservation, urban forest management planning, dynamic tree support systems, research and all other professional aspects of urban arboriculture.

ARBORICULTURE — B

9:00 a.m. – 9:50 a.m.

Chicken Little or Patrick Henry

For a full description, see Monday's Arborist – A segment at 9:00 a.m.

10:00 a.m. – 10:50 a.m.

Provenance

Provenance can be the difference between success and failure. Should native trees provide the backbone of our urban trees? (A,U,MS-P)

Doug Chapman is recently retired from the Dow Gardens in Midland, MI. Doug's technical expertise has made him an icon in the arboriculture and horticulture industry. In his role at the Dow Gardens, Doug provided oversight to the 140 acres, which included a new native plant initiative, Whiting Forest.

11:00 a.m. – 11:50 a.m.

Mini Consortium for Contracting Nursery Growing

A panel discussion between growers and municipal foresters (A,MS-M)

Panel: Kerstin von der Heide, Dr. Bert Cregg, Growers, and Municipal Foresters

1:00 p.m. – 1:50 p.m.

New Invasives: Arboricultural Strategies and Solutions

New emerging invasives on the horizon.

(A,U,MS-S)

Joseph Doccola, Director of Research and Development for ArborJet is an ISA Certified Arborist and Plant Health Care specialist with over 20 years' experience in the horticultural and arboricultural field.

2:00 p.m. – 2:50 p.m.

Myth Busters for Tree Growth Regulators

What's the real deal about Tree Growth Regulator applications? So much talk lately about TGRs has created some "myths and inconsistencies", but following this discussion, arborists can offer real solutions using TGRs to their clients. After describing some of the limitations of TGRs, Mark will talk about the many effective solutions provided and some treatments that may surprise arborists already using TGRs. Discussion on chlorosis, tree stress, fertilization, updated tree rates, and woody shrub applications are among the topics covered. (A,U,MS-S)

Mark P. Mann is the CEO/Founder of Plant Growth Management Systems. Mark has been published both nationally and internationally, has taught arborist

classes for Tree Growth Regulator applications since 1999, and has been responsible for many of the recent application and rate improvements made in regards to tree and woody shrub growth regulation.

3:00 p.m. – 3:50 p.m.

Bio Pesticides: The Future is Now

This talk will be a summary of the current status of the bio-pesticide industry as it applies to turf and ornamentals. A short history of the industry will be presented, a review of the products currently available in the market, and a brief description of some products being developed. (A,U,MS-S)

Steven Nichols has worked in bio-pesticide product development with an emphasis in turf and ornamentals for the past 20 years. He is Vice-President of Soil Technologies Corp. and has authored numerous articles on the bio-pesticide industry.

NUTS & BOLTS

8:00 a.m. – 8:50 a.m.

Plant Biology 101

Basic plant biology guides horticultural practice. Whether our focus is nursery production, landscape design/build, landscape management, or retail sales, understanding the foundations of plant growth and development aids in managing optimum plant appearance and performance. This session will examine the basic biological foundations that direct cultural practice and contribute to plant performance.

Dr. Robert Schutzki is a Professor in the Department of Horticulture at Michigan State University. His research interests include plant exploration, plant evaluation, and landscape development.

9:00 a.m. – 9:50 a.m.

Soils 101

The basic physical and chemical properties of soils will be introduced and related to turfgrass and landscape uses. Soil texture, density, porosity, water movement and storage, and soil chemical properties will be discussed and pertinent examples

will be used to demonstrate the importance of soil properties for turfgrass and landscape use.

Dr. James Crum, Professor of Turfgrass Soil Management at Michigan State University. His major responsibilities include the teaching of soil science courses and conducting research on the physical and chemical properties of soil specifically for turf uses.

3:00 p.m. – 3:50 p.m.

Turf 101

Right plant, right place. It's a saying that is very common in landscape design, but is sometimes overlooked for our turf areas. How do you determine which species will perform the best in your project? This presentation will cover a variety of considerations from species selection to fertilization to mowing height and frequency.

Ron Calhoun is a native of Michigan and has an undergraduate degree in landscape design and a Master's degree in turfgrass management from Michigan State University. Ron has worked in the green industry since the mid-1980s with jobs in the athletic field, property maintenance, arboretum, greenhouse and golf course segments. At Michigan

State University, he has primary teaching, research and extension responsibilities in the areas of turfgrass weed ecology and management and plant growth regulator use.

4:00 p.m. – 4:50 p.m.

Pruning 101

Pruning is simply a method of modifying plant growth to enhance health, vigor and performance. The methods used and the techniques applied are governed by the desired outcomes either within production or landscape systems. Pruning 101 reviews the basics and discusses the art and science behind this common yet important plant management practice.

Dr. Robert Schutzki is a Professor in the Department of Horticulture at Michigan State University. His research interests include plant exploration, plant evaluation, and landscape development.

DESIGN

8:00 a.m. – 9:50 a.m.

Grasses for Livable Landscapes

Durably dramatic and luminously responsive, grasses and their close relatives the sedges and rushes are playing increasing roles in truly sustainable landscapes that blend fine design with conservation ethics. Internationally recognized grass specialist Rick Darke will highlight the palette, purpose, and promise of grasses, sedges, and rushes and will discuss their use in private gardens and shared landscape.

Rick Darke, President of Rick Darke LLC, is a widely published author, photographer, lecturer and consultant focused on regional landscape design, planning, conservation, and enhancement. Blending art, ecology and cultural geography, Darke is dedicated to the design and conservation of the livable landscape.

3:00 p.m. – 4:50 p.m.

Accentuation, Exclamation, Punctuation

In this lecture, important principles of design are illustrated by the use of digitally altered slides to reveal their visual impact. These principles include:

repetition, textural impact of foliage, inclusion of the vertical element and adding the spice of the unexpected in our gardens. Although he gardens in the relatively balmy climate of the Pacific Northwest, Hinkley will stress that these principles are applicable to any garden, large or small, in any climate.

Dan Hinkley, a native of Michigan, is a writer, lecturer, horticultural consultant and plant explorer. He resides in Indianola, Washington where he has created his second garden, Windcliff, on a high bluff overlooking Puget Sound.

RETAIL

8:00 a.m. – 8:50 a.m.

Was It Something I Said? Building Customer Loyalty Beyond Words

Customer loyalty is developing the repeat business with current customers. Recent research at Michigan State University shows that what customers think about your business and how they feel about their experiences shopping with you are the two keys to customer loyalty. This seminar will provide some practical suggestions about customer loyalty programs and how to build the repeat business so vital to sustained profits.

Dr. Bridget Behe is a Professor in the Department of Horticulture at Michigan State University. Her focus is to integrate horticulture and business marketing and management with research emphasis in consumer and market research of both edible and ornamental products and related services.

9:00 a.m. – 9:50 a.m.

Identity Theft: How to Better Protect Your Business, Employees, and Yourself

Identity theft affects everyone, both employers and employees. As an employer, learn how to better protect your business, your employees, your customers and yourself. As an employee, learn how to protect the customers/clients and yourself while on and off the job. (A,TW,U,MS-P)

Jeffrey Omtvedt is one of the nation's leading experts on identity theft. He is a Certified Identity Theft Risk Management Specialist as well as a Group Security Specialist. Currently, he consults on issues pertaining to IT, HR Strategies, Life Events Legal Plans, Identity Theft Awareness and Liability, and the Erosion of Privacy.

3:00 p.m. – 4:50 p.m.

Updating Your Garden Center, Small Spends, Big Wins

Discover the small scale investments that a typical retailer can carry out each year, such as lighting, flooring, signage, benching, covered shopping, impulse creation, loyalty programs, employee training and so on with a guide to money required, prioritization and expected returns. Illustrated with slides of winning examples from around the country.

Ian Baldwin has been in the nursery business since he was 16. Ian works with independent garden retailers, growers and suppliers in North America and Europe on a wide range of business and retailing issues including site and traffic flow, merchandising, training, profitability studies, marketing trends and strategic planning. Ian is a well-known speaker and author, runs the Garden Center University and leads a tour to England's great garden centers and the Glee Show every year.

HARDSCAPES & WATER FEATURES

8:00 a.m. – 9:50 a.m.

Case Studies: Hardscapes

Soulliere Decorative Stone, Inc.

This session will cover past commercial projects with special attention to three current projects: the Detroit Edison headquarters, MGM casino, and the Detroit Institute of Arts. All three are in Detroit and involve extensive hardscape installations. Richard will discuss workings of commercial projects and what to look out for when bidding and working on these projects.

Richard Soulliere, Soulliere Decorative Stone, Inc., has been in the landscape and hardscape business for over 30 years and has installed over 20,000 projects. Most of his teaching was from practical experience and has taught dozens of seminars on the correct methods of construction.

Zaremba & Company, Inc.

Hardscapes – The Bones of the Garden. This session will cover hardscape design, materials selection, layout, and installation. Designed, and installed properly, the hardscape will give your landscape dramatic results that will endure for generations.

Patrick Zaremba founded and incorporated Zaremba & Company in 1998, which focuses on Residential Landscape Design, Construction and Maintenance. He is a Michigan State University-Ag Tech graduate of the Landscape and Nursery

Management Program. He began his career in 1986 and has designed and managed over 500 residential landscape projects.

3:00 p.m. – 4:50 p.m.

Case Studies: Water Features

Waterfall

This session will highlight the cutting edge design, materials selection, installation and challenges of a truly unique waterfall. See how Rockworks, LLC uses an imaginative approach and unique products to produce stunning results.

Ray Rogers, Jr., Landscape Architect and General Manager of Rockworks, LLC. Ray has over 27 years experience designing and engineering classic outdoor environments with both structural integrity and aesthetic style.

Unique Water Feature

The Bababie Water Feature in Ann Arbor, MI provided a challenging opportunity for Guido Kettler, owner of Lotus Gardenscapes, to install a unique Japanese style waterfall and pool using seven-ton green basalt boulders and granite slabs. A five-foot high vertical fall with a small pool and sitting area is hidden below the driveway and surprises visitors and provides a stunning view from the front entrance of the house.

Traven Pelletier is an environmental artist, originally from Cape Cod, Massachusetts, who joined Lotus

Gardenscapes Inc. in 2000. He is now a managing partner and co-owner.

He specializes in custom woodwork, water features, and unique landscape designs. His artistic background and formal training as a sculptor have allowed him to blend these talents with his passion for nature and the outdoors. Traven is also a Master Gardener and a Licensed Michigan Builder.

Natural Hot Tubs

In today's fast pace society, we are often challenged with how to manage the time that we have with our family and friends. By considering this, we have designed natural stone spas that incorporate themselves into their surroundings. Each spa is individually designed and constructed to blend into the landscape and convey the personalities of the client they are built for. It's where memories are made and moments are cherished.

Bob Drost worked 11 years in the landscape industry and in 1992 he and his partner started Drost Landscape Design and Construction. In January of 2006, Bob became the sole proprietor of the business. Bob has based his landscape designs on the philosophy of creating harmony between nature and the customer. This concept has given him the opportunity to create various beautiful landscapes in Northern Michigan.

IRRIGATION

8:00 a.m. – 9:50 a.m.

Irrigation Systems Site Inspection, Identifying Opportunities for Up-Selling

Every irrigation site visit provides opportunities to increase your sales and profits. Many of these upgrades, additions, and simple repairs are overlooked due to lack of education. This session will provide you with an overview of what to look for and how to take advantage of these opportunities.

John Eggleston is a Certified Irrigation Designer, Certified Irrigation Contractor, Certified Irrigation

Auditor, and a Supervising Instructor for the Irrigation Association. John has been in the Irrigation Industry for over thirty years, spending eighteen years in contracting, and over thirteen years as a distributor and consultant.

Mark E. Attard has over 30 years experience in the irrigation field. He is currently employed by Spartan Distributors as a consultant and outside sales representative covering Western and Mid-Michigan.

3:00 p.m. – 4:50 p.m.

The Importance of Scheduling for Water Conservation and Plant Health

An automatic irrigation system can be your landscape's best friend or worst enemy. Over and/or under watering can lead to plant stress, wilting and death. Learn how to utilize your irrigation control system to maximize your plants' health while minimizing water use.

Mark E. Attard has over 30 years experience in the irrigation field. He is currently employed by Spartan Distributors as a consultant and outside sales representative covering Western and Mid-Michigan.

GOLF

8:00 a.m. – 8:50 a.m.

Nutrient Management Myths and Truths

This presentation is a summary of research on N and K nutrition with some key ideas on soil testing and soil nutrient management.

Dr. Frank Rossi, Associate Professor of Turfgrass Science and the New York Extension Turfgrass Specialist. He leads the turfgrass teaching and extension programs at Cornell University and conducts research in the areas of environmental quality, integrated pest management, mowing and nutrient management of putting greens.

9:00 a.m. – 9:50 a.m.

Transforming a Lifeless Range to a Top-Notch Practice Facility

Golf Course Superintendent Steven Hammon and Golf Course Architect Raymond Hearn worked closely together to build a new state-of-the-art practice facility at Traverse City Golf & Country Club. The main objective for this project was to turn a lifeless warm-up range into a practice facility that emulates all different types of shots in the game of golf. With help from club management and numerous member-driven committees, they have created an appealing golf amenity that features: contoured bent grass fairways, seven target greens with fairway and green side bunkers and an expanded short game area. This new innovative practice facility will continue to keep members returning to the club to work on their game in an enjoyable yet challenging atmosphere.

Steven J. Hammon has been the Golf Course Superintendent at Traverse City Golf & Country Club for the past 12 years. He has also worked at other fine courses which include Indianwood Golf & Country Club, Crystal Downs Country Club and Pebble Beach Golf Links. Steve is a Past President of the Northern Michigan Turf Managers Association;

he is a current Board member of the newly formed Michigan Golf Course Superintendents Association (MiGCSA) and sits on other various industry committees including the USGA and the MTESP.

Ray Hearn is the President and Founder of Raymond Hearn Golf Course Designs, Inc. Ray is a graduate of Michigan State University with Bachelor degrees in Turfgrass Science and Landscape Architecture. His company has designed award-winning projects throughout the U.S. and abroad. He is a co-instructor of a highly acclaimed golf course design class held on location in the British Isles through Michigan State University's Landscape Architecture Department. He believes a golf course design or redesign that integrates the natural context and inherent features of a site will ultimately function as the best fit for that site.

3:00 p.m. – 3:50 p.m. **USGA Annual Review**

As a regional agronomist for the USGA, Bob Vavrek visits hundreds of golf courses each summer to diagnose problems and make management recommendations. You won't want to miss Bob's 2007 annual review to hear about the greatest problems from the year, the innovative recommendations, the toughest turf teasers, and of course the annual fishing report.

Bob Vavrek is responsible for Turf Advisory Service visits in three states of the North Central Region of the USGA Green Section (Michigan, Minnesota, Wisconsin). Other duties include writing articles for various publications and making numerous educational presentations at university turf conferences, USGA regional meetings, state / local golf association seminars and golf course superintendent meetings. His goal since joining the Green Section is to help provide to golfers the best playing conditions possible within the budgetary limitations of a particular golf facility.

4:00 p.m. – 4:30 p.m.

EAB Control Options and New Insecticide Technologies for Grub Control

Research has been conducted on golf courses to test insecticide options for saving ash trees. New insecticides have been released for controlling grubs on golf courses. Dr. Smitley will provide a run-down on the most effective control options.

Dr. Dave Smitley is a Professor in the Department of Entomology at Michigan State University and is the Landscape Industries Extension Specialist. He has provided information to the landscape industries in Michigan on the management of key pests since 1985.

4:30 p.m. – 5:00 p.m.

Reestablishment Techniques Following Winterkill Injury

Winterkill of putting greens is a common occurrence and during some winters has devastating effects. Several research studies that are investigating the effects of nutritional program, species, and cover use have been conducted to determine optimal strategies for reestablishing turfgrass following winterkill.

Erica Bogle earned a Bachelor of Science degree in turfgrass management from The Ohio State University and is currently pursuing a Master's degree under the direction of Dr. Kevin Frank at Michigan State University.

TUESDAY JANUARY 8

COMMERCIAL TURF & ATHLETIC FIELDS

8:00 a.m. – 8:50 a.m.

Herbicides and Management Practices to Combat Weeds in Landscape Turf and Athletic Fields

The Michigan State University Turfgrass Weed Program conducts numerous herbicide tests every year to ensure that you know the best way to kill those troublesome weeds. Aaron will share the results from a tough 2007 season and get you prepped for next year. In addition to brushing up on herbicide effectiveness, Aaron will discuss cultural practices and their impact on weed ecology.

Aaron Hathaway is a Research Assistant II in the Turfgrass Weed Management Program at Michigan State University. Aaron earned a Master's degree from MSU in 2006 in turfgrass science.

9:00 a.m. – 9:50 a.m.

I Want Organic Weed Control. Are You Sure?

The hue and cry of many homeowners and municipalities is for organic lawn care. What do they mean? Is it possible? Does it cost more? How long will it take to achieve the desired results? The success or failure of an organic program will be based on the realistic objectives and goals spelled out beforehand. This presentation will focus on the conversation you need to have with your customers. Define the terms, describe the outcomes, and deliver the experience.

Ron Calhoun is a native of Michigan and has an undergraduate degree in landscape design and a Master's degree in turfgrass management from Michigan State University. Ron has worked in the green industry since the mid-1980s with jobs in the athletic field, property maintenance, arboretum, greenhouse and golf course segments. At MSU, he has primary teaching, research and extension responsibilities in the areas of turfgrass weed ecology and management and plant growth regulator use.

3:00 p.m. – 3:30 p.m.

Bermudagrass Breeding Project

Bermudagrass has been observed spreading across the Michigan State University campus for several years and reports of bermudagrass finding its way into landscapes throughout southeast Michigan have become more common. Global warming or super cold tolerant bermudagrass? Dr. Gilstrap will give an update on efforts to improve this bermudagrass for turfgrass use.

Dr. David Gilstrap coordinates the two-year program in Sports and Commercial Turf Management at Michigan State University's Institute of Agricultural Technology and also directs the China Turf Program. He holds an M.S. in Agronomy from Texas A&M University where he studied under the direction of Dr. James Beard and a Ph.D. in Plant Pathology at MSU with Dr. Joe Vargas as his major professor.

3:30 p.m. – 4:00 p.m.

MIStMA Athletic Field of the Year

The Michigan Sports Turf Managers Association annually selects the athletic field of the year in Michigan. The award will be presented and the field manager will give a presentation discussing the management approaches that have resulted in achieving this honor.

4:00 p.m. – 4:50 p.m.

Sand Cap Athletic Fields: Construction and Maintenance

Sand cap athletic fields are increasing in popularity from both an economic and performance standpoint. Recent field installations and performance and research results investigating drain line spacing and topdressing applications will be presented.

Dr. Trey Rogers is Professor and Coordinator of the Two-Year Golf Turf Management Program at Michigan State University. Dr. Rogers' research interests include a wide diversity of topics related to athletic field establishment, management, and renovation.

Alec Kowaleski is currently a Ph.D. student working under the direction of Dr. Trey Rogers.

EQUIPMENT TECHNICIANS

8:00 a.m. – 9:50 a.m.

Michigan Turfgrass Environmental Stewardship Program

The MTESP works with member golf courses to assure compliance with state and federal environmental regulations. Shop managers tend to be the point person in most of our field calls; understanding their key role in the program is the thrust of my topic.

Kathy Antaya CGCS has 15 years of golf course experience with seven different courses. She was an agronomist for two years with the USGA and is currently Field Staff with MTESP where she has been for the past two years.

3:00 p.m. – 3:50 p.m.

Case Studies, The Impact of Converting to Biofuels

In the 32 years that Chris Case has been with the National Park Service, he has worked in seven National Park areas with his last 18 as Facility Manager at Pictured Rocks National Lakeshore in Michigan's Upper Peninsula.

4:00 p.m. – 4:50 p.m.

Product Overviews and the Impact of Synthetics on Emissions

Learn about the concepts of pollution prevention including alternatives to petroleum products and how they can be applied in the golf industry.

We'll also discuss applicable opportunities to reduce waste and save money. Learn to identify opportunities for improvement at your facility by using pollution prevention concepts, energy efficiency and preferable purchasing.

Jeff Spencer is a project manager with the DEQ whose duties include facilitating the MI Business Pollution Prevention Partnership, MI Turfgrass Environmental Stewardship Program, the MI Clean Marina Program and oversight within the Household Hazardous Waste Grants Program. He also administers several pollution prevention related grants, which seek to track overall P2 program success via Internet reporting and promote information sharing.

ARBORICULTURE — A

8:00 a.m. – 8:50 a.m.

Building a Culture of Safety

Establishing a culture of safety can lower accidents by having clear, actionable, well-understood safety policies and procedures that are followed consistently. (A,TW,U,MS-P)

Peter Gerstenberger manages the department responsible for developing TCIA's safety and technical programs. He is the staff liaison to TCIA's Safety and Governmental Affairs Committees and he heads up TCIA's work on regulatory affairs initiatives.

9:00 a.m. – 9:50 a.m.

Identity Theft: How to Better Protect Your Business, Employees, and Yourself

Identity theft affects everyone, both employers and employees. As an employer, learn how to better protect your business, your employees, your customers and yourself. As an employee, learn how to protect the customers/clients and yourself while on and off the job. (A,TW,U,MS-P)

Jeffrey Omtvedt is one of the nation's leading experts on identity theft. He is a Certified Identity Theft Risk Management Specialist as well as a Group Security Specialist. Currently, he consults on issues pertaining to IT, HR Strategies, Life Events Legal Plans, Identity Theft Awareness and Liability, and the Erosion of Privacy.

3:00 p.m. – 3:50 p.m.

MIOSHA Compliance

A panel discussion about being MIOSHA compliant. (A,TW,U,MS-P)

(Moderating) - Peter Gerstenberger manages the department responsible for developing TCIA's safety and technical programs. He is the staff liaison to TCIA's Safety and Governmental Affairs Committees and he heads up TCIA's work on regulatory affairs initiatives.

4:00 p.m. – 4:50 p.m.

(Repeat) Identity Theft: How to Better Protect Your Business, Employees, and Yourself

For a full description, see the Arborist - A segment at 9:00 a.m.

ARBORICULTURE — B

8:00 a.m. – 8:50 a.m.

Arboriculture Art & Science: New Treatments, Techniques and How Well They Work in the Practical World

New treatments, techniques and how well they work in the practical world that our industry has been embracing these last few years. Topics include: Tree protection during construction, girdling roots and possible solutions, tree injections and methods, modifications, plant growth regulators, air spades and their benefit for trees. He has had the rare opportunity to use these new technologies and see the results and will share their pros and cons. (A,TW,U,MS-P)

J. Paul Swartz, Campus Arborist for Michigan State University Grounds Dept., has over 30 years in the field of arboriculture, including tree maintenance and training. He currently manages a 2,000 plus-acre campus with six fulltime arborists.

9:00 a.m. – 9:50 a.m.

Innovations in Arboriculture

This talk will provide a brief history of science in arboriculture and what we have learned from our successes and mistakes. Focus will be on recent advances in tree biomechanics, tree risk assessment, planting and pest and disease management, including invasive species. Offering an approach to integrate latest innovations into daily arboricultural practice. (A,U,MS-S)

Dr. Neil Hendrickson, Northeast Technical Representative with Bartlett Tree Research Labs and previously an Instructor in Forestry Masters of Natural Resource Management Program, Simon Fraser University, Burnaby, British Columbia, Canada.

3:00 p.m. – 3:50 p.m.

Climate Change and its Impacts on Arboriculture

As the climate changes, changes in the practice of arboriculture must follow. This talk will focus on

what the impacts of climate change will be on tree growth, species distribution, and pest and disease management. It will summarize what the arborist can do to deal with these impacts on plants. (A,U,MS-S)

Dr. Neil Hendrickson, Northeast Technical Representative with Bartlett Tree Research Labs and previously an Instructor in Forestry Masters of Natural Resource Management Program, Simon Fraser University, Burnaby, British Columbia, Canada.

4:00 p.m. – 4:50 p.m.

Wood Products: An Under-Estimated Value of Urban Trees

This talk describes the potential quantity, quality and availability of urban wood from trees growing in urban areas of Southeastern Lower Michigan. (A,U,MS-S)

Dr. David MacFarlane is a Professor in the Department of Forestry at Michigan State University. He also is a Certified Tree Expert.

CONTRACTOR

8:00 a.m. – 9:50 a.m.

Bidding & Contracts – Your Key to Success

After years of trial and error bidding and the loss of thousands of dollars, I developed a bidding system that is accurate, dependable, easily understandable and PROFITABLE. The frustrations that I experienced

personally provided the impetus and the desire to make available a professional training system that would provide guidelines and proven methods to run a successful business.

Wayne Voltz of Wayne's Lawn Service, Inc. started in the lawn maintenance industry in 1979 and founded Profits Unlimited in 1990.

1:00 p.m. – 2:50 p.m.

(Cont.) Bidding & Contracts, Your Key to Success

For full description, see Contractor segment listing at 8:00 a.m.

DESIGN

8:00 a.m. – 9:50 a.m.

New and Exciting Perennials, Shrubs, Vines and Trees for American Gardens

There exists a bevy of undiscovered and overlooked plants for inclusion in the gardens of North America. Hinkley has devoted much of his adult life to exploring far reaches of the planet in search of these candidates, which after careful evaluation, he has introduced into cultivation. In this lecture, he will discuss some of his favorite choices of trees, shrubs, vines, grasses and perennials for zone 4/5 gardens of Michigan.

Dan Hinkley, a native of Michigan, is a writer, lecturer, horticultural consultant and plant explorer. He resides in Indianola, Washington where he has created his second garden, Windcliff, on a high bluff overlooking Puget Sound.

1:00 p.m. – 2:50 p.m.

Computers for Design and Graphics: Where Are We Today?

The presentation will discuss the site analysis process and what technology is being used for layout and site design, the use of GPS technology and basic geographic information systems will also be highlighted in the landscape presentation process. Presentation technology basics will be demonstrated.

Robert Welch has been a Professor at Lansing Community College for the past 32 years with program development in Landscape Architecture, Horticulture, Geographic Information Systems, Precision Agriculture and the latest in Alternative and Renewable Energy Engineering Technology.

RETAIL

8:00 a.m. – 9:50 a.m.

Changing With Your Customers' Demographics and Lifestyle

Powerful new information from market research to show the effect of the hobbyist generation of boomers reducing garden activity. The talk suggests what the retailer or landscaper needs to do to win over the next generation with its completely different needs and expectations. A look at the lifestyles that will determine the future outdoor living market. Lots of photographs and notes from around the world.

Ian Baldwin has been in the nursery business since he was 16. Ian works with independent garden retailers, growers and suppliers in North America and Europe on a wide range of business and retailing issues including site and traffic flow, merchandising, training, profitability studies, marketing trends and strategic planning. Ian is a well-known speaker and author, runs the Garden Center University and leads a tour to England's great garden centers and the Glee Show every year.

IRRIGATION

8:00 a.m. – 9:50 a.m.

Smart Technology for Irrigation Systems

ET-based systems, soil moisture controls, weather stations and other control sensors are being introduced industry wide to provide water saving options for irrigation systems. This session will introduce you to these SMART technology items and will show you how they can save your clients money. We will also be discussing SIMPLY SMART concepts that allow you to water better with low-cost, low-tech ideas.

John Eggleston is a Certified Irrigation Designer, Certified Irrigation Contractor, Certified Irrigation Auditor, and a Supervising Instructor for the Irrigation Association. John has been in the Irrigation Industry for over thirty years, spending eighteen years in contracting, and over thirteen years as a distributor and consultant.

1:00 p.m. – 2:50 p.m.

Using Water Conservation to Grow Your Business

Learn how too much or too little water affects plant health. Also learn how to save your customers water and money through proper scheduling.

Andrew Smith, CIC, CID, CLIA, is the External Affairs Director of the Irrigation Association.

Mark E. Attard has over 30 years experience in the irrigation field. He is currently employed by Spartan Distributors as a consultant and outside sales representative covering Western and Mid-Michigan.

GOLF

8:00 a.m. – 8:30 a.m.

Turfgrass Breeding Research Update

The goal of the turfgrass breeding project at Michigan State University is to use genetic and biotechnology approaches to identify and develop turfgrass germplasm with greater biotic and abiotic stress resistance. Results will be presented on advances in developing cold tolerance in perennial ryegrass and snow mold disease resistance in creeping bentgrass.

Dr. Suleiman Bughrara is Assistant Professor in the Department of Crop and Soil Sciences at Michigan State University, where he leads up the turfgrass breeding program. His research includes the use of genetic and biotechnological approaches to identify and develop grass germplasm.

8:30 a.m. – 9:00 a.m.

Stormwater Retainment, Phosphite Fertilizers, and Nutrient Fate

Several golf courses in Michigan have been collecting storm water for irrigation purposes. Collecting storm water has significant economic savings potential, but there have always been questions on the irrigation water quality and possible detrimental effects. Local examples of stormwater collection systems and the results from a two-year GCSAA funded research project will be presented. Phosphite fertilizers continue to be used in the turfgrass industry; recent research results on the nutritional value of phosphite fertilizers will be presented. The most recent research from the Michigan State University Long-Term Nutrient Fate Research Area will be presented.

Dr. Kevin Frank is an Associate Professor and Extension Turfgrass Specialist at Michigan State University. Dr. Frank's research focuses on turfgrass nutrition, fertilizer programming, and irrigation practices. As a result of Dr. Frank's involvement with the MSU-China Turfgrass program, he has recently acquired a taste for the somewhat spicy Sichuan cuisine.

9:00 a.m. – 9:50 a.m.

Turfgrass Weeds, PGRs and *Poa annua* Control Research Update

Every year seems to be a great year for weeds and 2007 was no exception. The turfgrass weed management program at Michigan State University conducts almost 30 trials per year. Results from 2007 will help you be prepared for tackling weeds, regulating seed heads, and suppressing *Poa annua* in 2008.

Ron Calhoun is a native of Michigan and has an undergraduate degree in landscape design and a Master's degree in turfgrass management from Michigan State University. Ron has worked in the green industry since the mid-1980s with jobs in the athletic field, property maintenance, arboretum, greenhouse and golf course segments. At MSU, he has primary teaching, research and extension responsibilities in the areas of turfgrass weed ecology and management and plant growth regulator use.

1:00 p.m. – 1:30 p.m.

U.S. EPA GLNPO Grant Highlights

The development of pesticide and nutrient Best Management Practices (BMPs) tailored specifically for golf courses within the Lake Michigan Basin is underway. Learn about these BMPs and the new web-based tool that is also being developed to collect environmental stewardship data and measure success.

Tom Smith is the Executive Director of the Michigan Turfgrass Foundation.

Debbie Swartz has served as the Michigan Turfgrass Environmental Stewardship Specialist at Michigan State University for the past ten years. She has developed and delivered workshops and seminars focused on the protection of natural resources and the elevation of environmental compliance on golf properties.

1:30 p.m. – 2:00 p.m.

Controlled Burns to Enhance Plant Species and Wildlife Habitat

A controlled burn takes preparation, timing and experience to be successful. Learn how the Lochmoor Club and other properties are using this practice to get things "fired up" to protect and enhance plant and animal habitat.

Mike Jones, CGCS, at Lochmoor Club.
Stephen Allen, President of Geum Services Inc., which focuses on native plants, has been working with and helping golf properties across Michigan to understand, interpret, and enhance no-mow and low-plant areas.

2:00 p.m. – 2:30 p.m.

Bio-based Products for the Golf Industry

Bio-based products are now available to the golf industry at a fraction of the cost due to a Michigan Dept. of Labor and Economic Growth grant to the Michigan Turfgrass Foundation to promote and educate about the use of bio-products. Learn about the benefits of these products and how to begin using them at your facility.

In the 32 years that Chris Case has been with the National Park Service, he has worked in seven National Park areas with his last 18 as Facility Manager at Pictured Rocks National Lakeshore in Michigan's Upper Peninsula.

Jeff Spencer is a Project Manager with the DEQ whose duties include facilitating the MI Business Pollution Prevention Partnership, MI Turfgrass Environmental Stewardship Program, the MI Clean Marina Program and oversight within the Household Hazardous Waste Grants Program. He also administers several pollution prevention related grants, which seek to track overall P2 program success via Internet reporting and promote information sharing.

2:30 p.m. – 3:00 p.m.

Grass Clippings, A New Energy Source

Research is underway to determine the feasibility of using grass clippings as an energy source to heat facilities and power equipment. Through a Michigan Dept. of Labor and Economic Growth grant to the Michigan Turfgrass Foundation, a new pelletizer was installed at the Hancock Turfgrass Research Center at Michigan State University. Learn about the demonstration project to evaluate the feasibility of converting grass clippings to a viable energy source.

Tom Smith is the Executive Director of the Michigan Turfgrass Foundation.

Shanna Draheim is the Principal of S. Draheim Consulting, a management and environmental consulting firm in East Lansing, MI. Prior to starting this company, Ms. Draheim worked for over a decade with the federal government and the State of Michigan on environmental management and policy issues.

ARBORICULTURE — A

8:00 a.m. – 8:50 a.m.

Soil Diagnostics

The health of trees begins below ground. Concerns about the environment and advances in tree care have propelled examination and treatment of the below ground ecosystem. This talk will discuss root system diagnostics and treatment, soil nutrient analysis and prescription fertilization, bulk density analysis and treatment of compacted soils, and soil profile analysis. (A,U,MS-S)

Dr. Neil Hendrickson, Northeast Technical Representative with Bartlett Tree Research Labs and previously an Instructor in Forestry Masters of Natural Resource Management Program, Simon Fraser University, Burnaby, British Columbia, Canada.

9:00 a.m. – 9:50 a.m.

Synopsis of Injections, New Technology and Benefits

New tree injection technologies, products and their uses will be discussed. (A,TW,U,MS-S)

Dan Banks is co-owner of Banner Sales and Consulting, Inc. a distributor of new technologies for tree care. Dan has 26 years of experience in the green industry providing you with a practical and real world approach to trunk injections.

1:00 p.m. – 1:50 p.m.

The Dirt on Dirt: Soils and Plant Health Care

Poor soil conditions often underlie many tree health problems. Understanding your soil, especially soil physical and chemical properties, is essential to successful tree management. In this presentation, Dr. Bert Cregg will discuss common tree issues associated with soils and the two things that every arborist should know about their soil. (A,MS-S)

Dr. Bert Cregg, Associate Professor in the Department of Horticulture and the Department of Forestry at Michigan State University. He conducts research and extension programs on management and physiology of trees in landscape, nursery, and Christmas tree systems.

2:00 p.m. – 2:50 p.m.

Research and Controls: What's New

An update on the status of emerging tree pests in Michigan including Sirex wood wasp, hemlock woolly adelgid, mimosa webworm and flea weevils. New management tools and strategies recently developed for pine wilt nematode, emerald ash borer, cottony maple scale, oyster shell scale, Euonymus scale, and Japanese beetle. (A,TW,U,MS-S)

Dr. Dave Smitley, Professor in the Department of Entomology at Michigan State University and Turf Entomologist there since 1985. He has entomology research and extension responsibilities for turf, nursery, landscape and greenhouse industries.

ARBORICULTURE — B

8:00 a.m. – 8:50 a.m.

Wood Utilization: One of the Most Neglected Natural Resources

This session will discuss one of the most neglected natural resources - urban wood and woody residues. (A,U,MS-M)

Anthony Weatherspoon has worked in the wood business of utilization and marketing for 30- plus years. He has completed studies in wood science and technology, worked in a lumber mill and is presently working for the Michigan DNR in the forest products utilization and marketing program.

ash disposal facilities, Waterford and Whitmore Lake. They have been able to convert 30% of the waste wood they receive into value-added products (including railroad ties, grade lumber, and pallet lumber). Since this material is not ground, the value-added production also represents a 30% reduction in disposal costs for the state.

Lee Kitzman is a certified arborist who is a practitioner in preparing logs for wood utilization. He is an active member of the Arboriculture Society of Michigan and a Past President of Michigan Forestry and Park Association.

9:00 a.m. – 9:50 a.m.

Usable Saw Timber from Trees in the Landscape

How to determine and prepare usable saw timber from trees in the landscape, such as homeowner yard, a park area, a golf course, or a small woodlot. The long-range goal is to develop local infrastructure that enables the recycling of all woody material created in caring for the urban and suburban forests of the region. Developing this system will create both economic and environmental benefits in the region. (A,U,MS-M)

Dan Lamont is the owner of Lamont Brothers Tree Service. His small company has been contracted to run two of the state's most efficient

1:00 p.m. – 1:50 p.m.

i-Tree: Urban Forest Inventory and Analysis

i-Tree is a suite of free software programs designed to help inventory and analyze urban forests, including tools to calculate the costs and benefits of planting and managing urban trees. Learn about the types of programs that are included, how other communities have used the results, and what resources are available to get you started. (A,U,MS-M)

Jill Johnson is the Coordinator of the Midwest Center for Urban and Community Forestry for the U.S. Forest Service. In this position, she strives to find new ways to get research and innovation into the hands of Midwest practitioners.

2:00 p.m. – 2:50 p.m.

Greening Detroit to the Hum if the Emerald Ash Borer: Effective Grassroots Response to Urban Deforestation

When the Emerald Ash Borer was identified in Southeast Michigan, The Greening of Detroit made a commitment that the city would not sustain the wholesale loss of an entire species of tree from its canopy without a sound plan to restore the canopy in the wake of the disaster. This presentation will outline the restoration plan that we developed for Detroit focusing on our response and the volunteer-driven community planting system that we have devised to ensure that tree planting continues in the face of this overwhelming loss of trees and simultaneous municipal budget restraints. Plan elements include volunteer-led street tree plantings, neighborhood tree nurseries, and a workforce development program for paid planting crews. (MS-M)

Rebecca Salminen Witt is President of The Greening of Detroit. A lawyer by trade, she has led The Greening's efforts to guide and inspire the greening of the city through planting, environmental education, technical assistance and advocacy programs for the past eleven years.

CERTIFICATION CENTRAL

8:00 a.m. – 10:00 a.m.

MCN Exam Review

MNLA offers professional certification through the Michigan Certified Nurseryman Program. The MCN review is designed to educate and prepare individuals for the two-part examination. The review covers general knowledge, which includes plant biology, soils, fertilization, pest management, and other industry practices and plant identification. Plant identification highlights images used for the identification of plants within the MCN manual.

Presented by Dr. Robert Schutzki, a Professor in the Department of Horticulture at Michigan State University.

8:00 a.m. – 11:00 a.m.

MDA Core Review

The Pesticide Core Training Manual is available for download at: www.pested.msu.edu/Resources/bulletins/E2195.html

Presented by John Stone, an instructor with Michigan State University Pesticide Safety.

8:00 a.m. – 5:00 p.m.

Certified Irrigation Contractor & Design (CIC, CID) Exams

Register directly with the Irrigation Association: (703) 536-7080 or www.irrigation.org

9:00 a.m. – 12:00 p.m.

International Society of Arboriculture (ISA) Exam

Register directly with the International Society of Arboriculture: (217) 355-9411 or www.isa-arbor.com.

11:00 a.m. – 3:00 p.m.

Michigan Certified Nurseryman (MCN) Exam

Register directly with the Michigan Nursery & Landscape Association: (800) 879-6652, or www.mnla.org.

12:00 p.m. – 2:00 p.m.

MI Department of Agriculture (MDA) Pesticide Applicator Core Exam

Register directly with the Grand Rapids Michigan Dept. of Agriculture office: (616) 356-0600.

STUDENT DAY WEDNESDAY, JANUARY 9

Students are invited to attend Education, the Trade Show and Career Fair on Wednesday, January 9th for FREE. There is a special discounted rate of \$10.00 for those interested in attending on Monday or Tuesday. Fill out the enclosed registration form or register on-site.

MNLA Green Industry Career Fair — A Unique Opportunity For Recruiting & Employment Wednesday, January 9, 2008 1:00 p.m. - 3:00 p.m.

Participating firms will have the opportunity to meet and talk with prospective employees.

- There is a \$50 fee for company participation. Students are free.
- You'll receive two GLTE registrations (\$110 value) good for January 9th only.
- A table, two chairs, ID tent card and Résumé Booklet will be provided.
- Tables will be pre-assigned by MNLA staff when applications are paid in full.

Job Openings Booklet —

This booklet is a compilation of job descriptions available with Green Industry firms. It will be distributed during the Great Lakes Trade Exposition to students and individuals seeking employment in the Green Industry, as well as major Universities and on a per-request basis after the GLTE.

Participation in the Job Description Booklet is absolutely FREE. To have your job opening published, submit the following information before **December 21, 2007** to the MNLA office.

For each job description place on business letterhead and include:

- Position Title
- Position Description
- Date Available (full time vs. internship)
- Salary Range (optional)
- Contact Information: Name, Address, Phone #, Fax #, and E-mail

We will copy your job openings just as we receive them, onto an 8 1/2 x 11 " white sheet of paper, in black ink. One company per sheet, so feel free to take up an entire page. In order to ensure a good quality copy do not send dark or speckled paper. We do not retype any job openings or make corrections.

Please mail or e-mail your job openings to dholds@mnla.org. We discourage you from faxing them in, as they sometimes do not come through clean. To ensure that we have received your job openings you may want to call the MNLA office for verification at (800) 879-6652.

Résumé Booklet —

This booklet is a compilation of résumés from individuals seeking employment with Green Industry firms. It will be distributed during the Great Lakes Trade Exposition to firms seeking employees, as well as on a per-request basis after the GLTE.

We will copy your résumés just as we receive them, onto an 8 1/2 x 11 " white sheet of paper, in black ink. In order to ensure a good quality copy, do not send dark or speckled paper. We do not retype any résumés or make corrections.

Please mail or e-mail your résumé to dholds@mnla.org before **December 21, 2007**. We discourage you from faxing them in, as they sometimes do not come through clean. To ensure that we have received your résumé you may want to call the MNLA office for verification at (800) 879-6652.

2008 GLTE EXHIBITORS *(as of October 19, 2007)*

A.M. Leonard, Inc.
AAA Turf, Inc.
Abtek Card Services, Inc.
Acorn Farms, Inc.
AIS Construction Equipment
Al Par One Source
Alpha Nurseries
American Excelsior Company
American Marine Shore Control
Americascope, Inc.
Andrews University
Aquascape, Inc.
Arborjet Inc.
Armintrout's Nursery
Atlas Hardscapes
Auto Control
Automatic Irrigation Supply Company
Badger Evergreen Nursery, LLC
Bailey Nurseries, Inc.
Bandit Industries, Inc.
Banner Sales and Consulting, Inc.
Bartlett Tree Experts
Bayer Environmental Sciences
Belgard
Best Block Company
Better Bilt Products, Inc.
BFG Supply Company
Blue Grass Farms
Blue Thumb Distributing, Inc.
Boylan Golf Cars
Brink Wood Products
C & S Turf Care Equipment, Inc.
C.M. Brown Nurseries, Inc.
Cannonsburg Wood Products, Inc.
Caretree Systems, Inc.
Carleton Equipment Co.
Carlton Plants LLC
Central Ohio Bag & Burlap Co., Inc.
Cherokee Manufacturing
Christensen's Plant Center
CISCO Companies (The)
Cleary Chemical
Commerce Great Lakes
Complete Equipment Company
Conrad Yelvington Distributors, Inc.
Consumers Concrete Corp.
Cottage Gardens, Inc. (The)
Country Stone
Crescent Garden
CSI Geoturf, Inc.
Curv-Rite, Inc.
Danner Mfg., Inc.
Davey Golf & Turf/Davey Tree
Dayton Bag & Burlap
DeGrandchamp Farms, Inc.
DeGroot, Inc.
DeVroomen Holland Garden Products
Ditch Witch Sales of Michigan, Inc.
Dow AgroSciences
Downham Nurseries Inc.
Dutchman Tree Spade
DW Blake Corporation
Earth Service and Supply
East Sales Inc./Mazer Publishing
EC Grow, Inc.
Eden Stone Co.

Emmett Equipment Company
Engel's Nursery, Inc.
Evergreen Seed Co., LLC
Fabricscape, Inc.
Fafard
Fairview Evergreen Nurseries, Inc.
Farmco Distributing Inc
Fendt Builder's Supply Inc
Ferris State University
Fillmore Equipment, Inc.
Firelands Supply Company
Flat Rock Nursery
Fleetilla, Inc.
Formart Containers, Inc.
Frens Nursery LLC
Golden Eagle Distributing
Goya Lighting, Inc.
GPM Services
Grand Valley Distributors
Grasshopper Company
Great Lakes Fastening
Great Lakes Landscape Supply
Great Lakes Nursery Soils, Inc.
Great Lakes Ornamentals, LLC
Great Lakes Turf
Great Western Bag Co.
Green Industry Innovators
Green Manufacturing
Greenleaf Nursery Co.
Gregware Equipment Co.
Grigg Brothers
Halquist Stone Co., Inc.
Hanson Paver Products
Happy Feet & Company
Harrell's Inc.
Hartland Insurance Group, Inc.
Heather Farms Nursery Inc
Herman Losely and Son, Inc.
Hortech, Inc.
Hortica Insurance & Employee Benefits
Horticultural Marketing & Printing
Hudsonville Box & Basket
Huggett Sod Farm, Inc.
Hydrologic Turf Management Systems
Iseli Nursery, Inc.
ITML Horticultural Products, Inc.
J. Davis Marking Systems
J. Frank Schmidt & Son Co.
J.C. Bakker & Sons Ltd.
Jacklin Seed
Jackson & Perkins Roses
JFNew Native Plant Nursery
John Deere Landscapes
Kamps Wood Resource Division
Kankakee Nursery
Keeler-Glasgow Co. Inc.
Killingbeck & Associates
King-Hughes Fasteners
Klyn Nurseries, Inc.
Kubota of West Michigan
Landscape Supply Inc.
Larson's Insurance Solutions Agency Inc.
LawnGrips Footwear
Lebanon Fertilizer & Seed
Lincoln Nurseries, Inc.
Liquid Fence Co.

Lodi Farms, Ltd.
Logan Labs, LLC
London Landscape Nursery, Inc.
Lucky Leistco, Inc.
MacKenzie Nursery Supply, Inc.
Marine City Nursery Co.
Master Mark Plastic Products
McHutchison Horticulture Distributors
Meiring Greenhouse & Farms
Micandy Garden Greenhouses
Michigan Agricultural Experiment Station
Michigan CAT
Michigan Evergreen Nursery Inc.
Michigan Farm Bureau
Michigan Native Plant Producers Assn.
Michigan State Seed Solutions
Michigan State University Extension
Michigan Turf & Ornamental
Michigan Wood Fibers LLC
Mid-Michigan Snow Equipment
Midwest Arborist Supplies
Midwest Bowie Sales, Inc.
Midwest Groundcovers
Midwest Trading Horticultural Supplies,
Monrovia Growers
Monsma Marketing Corp.
Morbark, Inc.
Moser Fruit Tree Sales, Inc.
Napoleon Stone
Nature Safe Natural & Organic Fertilizer
Nelson Tree Service, Inc.
North Branch Nursery, Inc.
Northern Lights Tree Farms
Northland Farms, LLC
NYP Corporation
Oaks Concrete Products, Inc.
OHP, Inc.
Oly-Ola Edgings, Inc.
Permaloc Corporation
Phoenix Stone Company
Plant Growth Management Systems
Plum Grove Printers
Ponderosa Nursery
Power Equipment Distributors, Inc.
Price and Company Inc.
Pride Garden Products
Prime Turf Inc.
Prince Corporation
Project GREEN-MSU
Putt, Inc.
Quali-Pro
R & J Farms, Inc.
R. H. Wiles Sales
Rack and Roll Systems, Inc.
Randall Data Systems, Inc.
Ray Wiegand's Nursery Inc
Rayco of Michigan, Inc.
Red Lava, Inc.
Regency Group/MHI Fund
Renewed Earth, Inc.
Rhino Seed & Turf Supply
Richey Nursery Company, LLC
Ridge Manor Nurseries, Inc.
Rosebay Nursery
Rushton Farms
Ryan's Equipment

Santsar Industries, Inc.
Sawyer Nursery, Inc.
Scapes Supply Center, LLC
Scarff's Nursery Inc
Schichtel's Nursery
Shade Trees Unlimited, Inc.
Shemin Nurseries
Sheridan Nurseries
Sherman Nursery Company
Simmons Equipment Sales
Simple Pleasures Bulbs & Perennials Inc.
Snow's Nursery, Inc.
Spartan Distributors, Inc.
Spectrum Net Designs
Spring Brook Supply
Spring Meadow Nursery, Inc.
Stinchcomb Associates, Inc.
Studebaker Nurseries, Inc.
Summerfield Nursery, L.L.C.
Sunleaf Nursery
SuperFleet
Sure-loc Edging/Wolverine Tools
Syngenta
T & D II Wholesale, Inc.
Tandeski Associates
The Andersons
The Conard-Pyle Co.
The Concrete Service, Inc.
The Landscape Group
The Muck Truck Company
The Scotts Company
Thomas Bros Equipment Sales, Inc.
Tiffany Florist, Inc.
Tom Green Nursery Sales, LLC
Townsend Chemical Division
Tree Care Industry Association
Tree Connection, Inc. (The)
Trees, Inc.
Tri Turf Soils
Tri Turf, Inc.
Turf Services, Inc.
Turfgrass, Inc.
Twixwood Nursery
Underwriters Agency Inc.
Unilock Michigan, Inc.
Van Agen Sod Farm
Vandenberg Bulb Company, Inc.
Vans Pines Nursery, Inc.
Veldheer Tulip Gardens
Vermeer of Michigan, Inc.
VRE Systems
W.F. Miller Company
Waldo & Associates Inc
Walters Gardens, Inc.
Watertronics, Inc.
Weingartz
West Michigan Power Cleaning Systems
West Michigan Tree Services
West Olive Nursery, Inc.
Wholesale Trees LLC
Willoway Nurseries, Inc.
Willowbrook Nurseries
Wolverine Tractor & Equipment Company
Zelenka Nursery, LLC

REGISTRATION FORM

January 7–9, 2008 • DeVos Place • Grand Rapids, MI



Early Bird Discount 10% off
GLTE Registration Fee & to
Receive Badges by Mail —
REGISTER BEFORE
December 21, 2007

1. COMPANY INFORMATION

Firm Name _____

Contact Name _____

Address _____

City, State, Zip _____

E-Mail _____

Phone _____

Fax _____

WAYS TO REGISTER: Fax Mail On-site

Full Registration: Mon, Tues, Wed Education & Tues, Wed Trade Show
 Mon — Education
 Tues — Education & Trade Show
 Tues — Trade Show Only
 Wed — Education & Trade Show
 Wed — Trade Show Only
 Less 10% Early Bird Discount
 GLTE Registration Subtotal
 MNLA Awards Luncheon & Annual Meeting
 MTF Breakfast & Annual Meeting

2. FEES

Member:	<input type="checkbox"/> MNLA	<input type="checkbox"/> MTF	<input type="checkbox"/> ASM	Full Registration: Mon, Tues, Wed Education & Tues, Wed Trade Show	Mon — Education	Tues — Education & Trade Show	Tues — Trade Show Only	Wed — Education & Trade Show	Wed — Trade Show Only	Less 10% Early Bird Discount	GLTE Registration Subtotal	MNLA Awards Luncheon & Annual Meeting	MTF Breakfast & Annual Meeting
Member:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$110	\$55	\$55	\$12	\$55	\$12			\$30	\$10
Non-member:				\$178	\$77	\$77	\$18	\$77	\$18			\$30	\$10
Student:				NA	\$10	\$10	NA	FREE	NA			\$30	\$10
	First	Last	Exh.										
1.													
2.													
3.													
4.													
5.													
6.													

3. PAYMENT

GLTE Registration \$ _____ + Ticketed Event \$ _____ = Total \$ _____

Enclosed is my check for \$ _____ (payable to MNLA)

Please charge my VISA MC Amex Discover

Card # _____ Exp. Date _____ Signature _____

A partial refund (50% of the registration fee) will be granted for cancellations received before December 21, 2007. No refunds will be granted for cancellations on trade show-only registrations. Cancellations received after December 21, 2007 will not be granted a refund.

Michigan's Oldest and Largest Green Industry Event

GREAT LAKES TRADE EXPOSITION

GLTE

2008

Michigan Nursery & Landscape Association
Michigan Turfgrass Foundation
Arboriculture Society of Michigan

REGISTRATION KIT

January 7-9, 2008
DeVos Place, Grand Rapids, MI

Great Lakes Trade Exposition
2149 Commons Parkway
Okemos, MI 48864

GLTE 2008