

Richard Arlington III CSP CLP

Rich is an industry professional with over 20 years experience in Landscape, Lot Sweeping, and Snow & Ice Management practices. Coming from Erie Pennsylvania, which can receive up to 240" in the snow belts and has over 50 plow able events, with over 70 deicing events annually. Currently today Rich still runs a successful business in Erie, Pennsylvania called Arlington Lawncare Inc., he is the National Business Manager for Affiliated Grounds Maintenance Group Inc., which operates in 23 different states and runs a Consulting and Expert Witness practice called Rich Arlington & Associates.

Rich is a Nationally Certified Landscape Professional as well as an Internationally Certified Snow Professional. Rich is a well-recognized Industry Leader in all fields and conducts numerous seminars and regional training for Associations and University's around the United States and Canada.

Rich sits on the Board of Directors for the International Snow & Ice Management Association and has been instrumental in creating and teaching numerous initiatives throughout the snow industry.

Over the last 20 years Rich has started more than 20 different companies ranging from all types of Outdoor Service Company's, Day Care Centers, and two different Trucking Companies. As a consultant, Rich has helped numerous companies grow in size from twice to as large as four times their original size in as little as two years.

WHY ME? (How to keep going when the going gets tough)

Rich will discuss numerous situations that he faced over 23 years and how he turned them into business building techniques. Facing multiple hurdles in business actually helps a company; This session will discuss why you can succeed even though items beyond your control are pushing you out. Staffing, Economic Conditions, & Regulations all help to build your business if you learn how to use them.

ARE YOU AN OPERATOR OR A BUSINESS OWNER (What is next for me and my business)

Learn to do in 5 years what took Rich 23, because he made 17 years of mistakes. You are very good at getting the work done, but how much can you alone do? Learn the process of duplication. Learn how to work on your business instead of in your business. Learn to begin the organizational structure process and how to make it work.

LIABILITY FROM A CONTRACTORS POINT OF VIEW (What are the pitfalls to avoid)

What do contracts really say? How can you protect your company from the inevitable lawsuit related to snow & ice management or landscape contracting? As an expert witness reviewing multiple cases per year, Rich will give you insight on what items get contractors in trouble. Do you truly understand the meaning of every scope of work? How to make sure you and your customer are talking about the same thing.

SALES & MARKETING (Branding your company not your price)

Would you like to sell the job before you even discuss price? Rich will give you the methods and secrets that have allowed him to help other companies double their business in as little as two years. Rich has helped companies around the country grow their business and will share this information with you.

Dr. Allan Armitage

Dr. Armitage is well known as a writer, speaker and researcher throughout the world. He has evaluated garden plants in Montreal, Canada; East Lansing, Michigan and Athens, Georgia, gaining an appreciation of plant development in the North and South. He holds his B.Sc from MacDonald College, Quebec, M.Sc. from University of Guelph, Ontario and his Ph.D. from Michigan State University.

At the University of Georgia, he runs the research gardens where new plant material from most of the flower breeders in the world is evaluated. [The Trial Gardens at UGA](#) are among the finest trial gardens in the nation. They are open to the public throughout the year.

As a teacher and speaker, Dr. Armitage has lectured in Canada, the United States, Colombia, New Zealand, Australia and Europe and is in constant demand. He has visited research and production centers throughout the world and studies annuals, perennials, cut flowers and greenhouse crops in various climates. He teaches courses in Greenhouse Production, Greenhouse Crop Management and Herbaceous Plant Identification and Use. He is a highly engaging teacher and his courses fill rapidly. He has received numerous teaching awards. He was seen on *Smart Gardening TV*, on which he talked about both commercial and garden issues. He also serves as a guest correspondent for the popular *Victory Garden* television series. Both shows appeared on public television channels around the country.

What's The Deal with All These New Perennials:

Just when we felt we were up to date about the newest and coolest coral bells, another dozen heucheras come along. And where did all those crazy cone flowers come from - are any of them any good? From Achilleas to Ajugas, from Coreopsis to Rudbeckias and at least a dozen more, Dr A will bring us up to date with what perennials are out there, and provide a few opinions as well. Entertaining and educational, bring your perennial questions.

Chasing the Flags - What the public tells us are the best new plants for 2009

Dr Armitage will share with us many of the new annuals that the staff, the commercial visitors and the public rated highly. Chasing the flags refers to the fact that whenever visitors came to the garden, they were provided with small flags and marked their

favorite plants (i.e. those they would buy if available). From Calibrachoa to ornamental tapioca, he has grown them all. Come by and hear what he has to say about the newest of the new and perhaps the greatest of the great.

Polly Bailey-Rule

Beautiful Baskets and Captivating Containers

This session will cover the essential techniques and design principles for creating stunning hanging baskets and combination containers, with a focus on appropriate plant and color selection for maximum visual impact. Color, form, texture, and individual plant characteristics will be discussed.

Polly Bailey-Rule, CLP, MCN is the Landscape Account Manager for Four Star Greenhouse, Inc. in Carleton, Michigan. Before relocating to Michigan 2 years ago from Kiowa, Colorado, she was the President of Five Star Garden Service, a high-end residential gardening business. Previous to that, she was the General Manager of Groundcovers Greenhouse in Denver, and has held other positions in nurseries, garden centers, and greenhouses over a lengthy and gratifying career. Polly has been active in many industry associations, including the Associated Landscape Contractors of Colorado, Garden Centers of Colorado, and the Colorado Greenhouse Growers Association. She is currently a SEMNLA Director-at-Large.

Mike Bovio

Is Sales Associate for The Conard-Pyle Co. and Star Roses, Mike draws on over 30 years of experience in plant marketing, retailing, sales and purchasing to review trends in roses for the coming decade. Mike is an MNLA Past President and MCN.

The World of Roses for 2010

Discover what's new in the ever-changing world of roses with a preview of trends for the coming decade included in this presentation of America's favorite hybrid teas, climbers and the popular Knockout shrub roses.

Doug Brede, Ph.D.

(pronounced *Bree-dee*)

- Dr. Doug Brede is Research Director for Jacklin Seed, part of the J.R. Simplot Company in Post Falls, Idaho.
- He is the developer of over 60 popular turf varieties, including 'Nu Destiny' Kentucky bluegrass and 'T-1' creeping bentgrass.

- He has written over 100 articles on turfgrass science, including a book entitled, “*Turfgrass Maintenance Reduction Handbook*,” that describes ways to optimize your maintenance budget.
- Before joining Jacklin Seed, Dr. Brede was Associate Professor of Turf at Oklahoma State University, and assistant superintendent at two Pennsylvania golf clubs.

Fall Facelifts for Tired Lawns

Reduced budgets and maintenance levels have made it more cost effective to tolerate some summer turf blemishes and then fix them in the fall. This seminar emphasizes “prepare to repair” – how to prepare turf for a light improvement or a major renovation, including steps, equipment, grass varieties, and aftercare. By the author who brought you the “Turfgrass Maintenance Reduction Handbook.”

Tips for interseeding creeping bentgrass in *Poa annua*

Interseeding – planting bentgrass into *Poa annua* while the course is in play – has many skeptics. But superintendents are learning that a combination of the right timing, seeding rate, equipment, aggressive varieties, and PGRs can spell success. Superintendent experiences will be shared, including some closely guarded secrets. Results of a number of on-course research studies will be presented, along with tips for making your interseeding successful the first time.

Ron Calhoun

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-80s 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.

Lawncare Weed Control

This presentation will provide an update on preemergence and postemergence herbicide recommendations for effectively managing turfgrass weeds.

Turfgrass Weeds, PGRs, and *Poa annua* control research update.

Every year seems to be a great year for weeds and 2009 was no exception. The turfgrass weed management program at MSU conducts almost 30 trials per year. Results from 2009 will help you be prepared for tackling weeds, regulating seedheads, and suppressing *Poa annua* in 2010.

Art Cameron

Ornamental Grasses - Old Friends and New Trends

Ornamental grasses are a hot item in the New American Garden and many fit into that ultimate plant category - high visibility and low maintenance! When combined with superior perennial and annual companions, ornamental grasses can be used to create gardens of distinction: formal, petite, massive or dreamy. Art will discuss some old and new ornamental grasses - hardy and tender - large and small - that can be used in American gardens. He will also discuss design and maintenance so you can create a new look while avoiding pitfalls using these great plants.

An avid botanist and gardener, Art Cameron is renowned for his exuberant presentation style, beautiful slide shows and his passion for plants!! A Professor of Horticulture at Michigan State University, he has recently been appointed as the Director of the MSU Horticulture Gardens. He teaches introductory horticulture and has a keen interest in passing the passion of horticulture to the next generation. Art has also designed several demonstration gardens specifically dedicated to ornamental grasses, herbaceous perennials and most recently vegetables. The designs are an expression of his free-spirited approach to plants - and to life! A world traveler, Art has explored and lectured in Australia, Indonesia, South Africa, Europe, Thailand, China, New Zealand and the United States. He was awarded the Perennial Plant Associations Academic Award in 1999.

Bernadine Carey Tucker

Title: How to Use Photography to Enhance Your Business.

Topics of discussion:

- *An overview of the technical aspects of digital photo files, including the differences between low and high resolution files
- *The benefits and limitations of using amateur photography
- *When should you hire a professional photographer
- *Things to know when hiring a professional photographer
- *Aerial photography options
- *Getting the most out of photography in marketing materials

Bernadine Carey Tucker is currently the photography services manager for Grand Valley State University, a position she has held since 1999. Tucker oversees a staff of five and is responsible for all university photography including Grand Valley Magazine, which is distributed to more than 70,000 people. Tucker received her bachelor's degree in photography from Grand Valley in 1999. She is the recipient of several photography

awards, including a silver medal award from CASE V and two distinction awards from The Communicator.

Jeff Carlson

Jeff Carlson is a 21-year certified member of the GCSAA. Carlson is the Superintendent of The Vineyard Golf Club, a private 18-hole course located on the Island of Martha's Vineyard. Before assuming the superintendent duties, Carlson was part of the permitting team that in July of 2000 received approval to construct the Vineyard Golf Club; one of the first organically conceived, constructed and maintained golf courses in the United States.

In 1998 Carlson formed a Consulting Company, Wild Side Consulting Inc., specializing in permitting, land planning and environmental management for golf courses and private estates. In 2001 Wildside teamed with the Center for Resource Management to develop an environmental plan for all the golf courses owned and operated by United States Department of Defense. Wildside currently is developing and implementing organic management plans for several estates on the Island of Martha's Vineyard. One of the estates, The Blue Heron Farm in Chilmark Massachusetts, recently hosted President Obama and his family during their 2009 vacation on Martha's Vineyard.

The Organic Management Program at the Vineyard Golf Course

Jeff Carlson will discuss the organic management program at The Vineyard Golf Club seven years later focusing on the products, practices and politics of managing a golf course without synthetic pesticides. I will discuss fungus diseases, insects and weeds charting their development and management strategies through the seven seasons since the private 18-hole course opened in May 2002.

Stephanie Cohen

Stephanie Cohen taught herbaceous plants and perennial design at Temple University for over 20 years and is the former Director of the Landscape Arboretum at Temple University, Ambler. She is a contributing editor for *Fine Gardening*, on the advisory board for *Green Profit*, on the PHS advisory board for *Green Scene*, and a regional writer for the Blooms of Bressingham Plant Program. She also writes for *American Nurseryman*, *Learn 2 Grow*, and *American Beauties*. Stephanie also did a monthly show for CNN-TV. She has received four awards from the Perennial Plant Association for design as well as receiving their Service and Academic Award. She has received awards from Temple University, Pennsylvania Horticulture Society, and the American Nursery and Landscape Association for Garden Communicator of the Year 2000. She has lectured coast to coast, including Alaska. She has been on QVC-TV as the "Perennial Diva." In April of 2005, she became a Temple University Alumni Fellow, the most distinguished award that can be given to an alumna. Stephanie's book, The Perennial Gardener's Design Primer, published by Storey Press was selected as the

best-selling book for 2005 by the Garden Writers of America. Her latest book Fallscaping is in stores today.

Book three, The Nonstop Garden, will be available From Timber Press in the spring of 2010 on the mixed border.

The accomplishment she is most proud of is winning the honor award from the PPA in 2006. Last, but not least, she was named to the top 25 Who's Who in the perennial industry.

Bob Coulter

Bob Coulter joined the team at JP Horizons in 2002 after serving as a coach and developer of people for the last twenty-two years in the hospitality industry. Bob has a unique background of operations and human resources/training that has helped him to play key leadership roles for ClubCorp, Marriott, and Radisson. He has been on the front lines with customers and in the board room contributing to executive committees.

In each stop of his career, Bob has helped individuals reach their potential and each organization to maximize their performance. He has been able to translate management theory into practical terms.

Mr. Coulter has been recognized for his delivery of training and development programs. These experiences have provided participants with concepts, systems and approaches that have produced long lasting behavior change.

Bob has delivered strategic planning, teambuilding, leadership development, performance coaching, and customer service training both inside his employer and to the external market. He has successfully impacted audiences in multiple industries, civic, community, and religious organizations.

He has a BS from Auburn University and is a certified instructor for Seven Habits of Highly Effective People, Novations 4 Stages, Blanchard's Situational Leadership, and Behavioral Interviewing.

Bob has a passion for partnering with leaders to help them grow themselves while they grow their business results. He has worked extensively over the past six years with more than 50 businesses as their People Solutions coach, producing exciting leadership results throughout each organization. Bob and the JP Horizons team have also become known as Lean authorities with their 52 week Working Smarter Training Challenge, helping hundreds of companies save millions of dollars!

Working Smarter With Lean Tools

When was the last time you or your team STOPPED, looked around at the day to day activities of the staff and realized this could be completed more efficiently, with even better service, and more value to the customer? In our industry it is imperative to Work Smarter with the time that we have available and use the resources of all of our people to do so. What would happen if you were able to take proven tools along with the input

from your staff and put them together to discover ways to Work Smarter in everything that you do, from office operations to loading trucks, to on-site implementation and customer relations? Working Smarter simply means doing more with what you already have in order to create the best culture possible based on great communication and teamwork, all driven by a focus on continual improvement of the product you deliver to your customers. Bob Coulter's reputation as a business coach in the Green Industry is unparalleled and his ability to see how you can be accountable for great results is inspiring. This is one session you will remember as we learn how to Work Smarter with LEAN tools.

Adam DeLamielleure

Hardscape Trends – Taking the Inside Out

Outdoor living spaces are an exciting and creative trend in the landscape industry. Despite the challenging economic conditions we are all experiencing, the demand for these unique home extensions is at an all time high. Come and learn how to use different hardscape products to provide your clients with their own “backyard oasis” while generating more sales for your company.

Adam DeLamielleure is a graduate of MSU with a BS in Horticulture, who has worked in the landscape design business for over fifteen years. He is now working for Unilock as a Territory Manager.

Ron Edwards

Ron Edwards, Safety Director for the Michigan Center for Truck Safety, is a Certified Director of Safety and a leading expert on truck safety regulations. He has been with the Center since 1990 providing workshops and seminars. Mr. Edwards also provides on-site safety evaluation and training programs for motor carriers and drivers.

Trucking Regulations Update

During this session attendees will receive an overview of state and federal trucking regulations as well as the recordkeeping requirements and compliance requirements; as they apply to landscape/lawn care industry.

John Eggleston

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.

HOW HARD CAN IT BE? ADDING IRRIGATION SERVICES

Dig a few holes, screw on a few heads, connect a couple of pipes... simple enough, isn't it? NOT. Head placement, hydraulics, nozzle selection, voltage loss, electrical troubleshooting, bidding techniques, SMART technology, competitive pressure, site inspection, water source options, pumps, scheduling, etc, etc, etc. This session offers a glimpse of the many opportunities and challenges faced by contractors that add irrigation installation and service. Get an inside look at what it REALLY takes to be successful in irrigation.

Tom Fernandez

Dr. Tom Fernandez is an Associate Professor in the Department of Horticulture at Michigan State University. His interest in horticulture began from working in the family nursery in Florida from the age of 10 through 19. He earned his B.S. and M.S. from the University of Florida in Horticulture; Ph.D. from Michigan State University in Horticulture. Tom served on the Horticulture faculty at Louisiana State University then Clemson University (South Carolina) before returning to a faculty position in the Department of Horticulture at MSU in 1999. Research has focused on plant response to water and water quality and management since 1989. Extension programs have been developed to improve irrigation management; understanding sources of water in Michigan and their quality in regards to nursery production; substrate management; and the interactions between water quality, irrigation delivery and rates, substrate properties and plant growth and quality. Tom teaches the Nursery Management course at MSU.

David M. Gilstrap, PhD

Recent years have shown increased incidences of turf diseases on athletic fields and lawns throughout the upper Midwest. What diseases were prevalent in 2009 and their management strategies will be discussed.

Dr. David Gilstrap coordinates the two-year program in Sports and Commercial Turf Management at MSU. 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.

Disease management for high cut turf.

Dr. Gilstrap will discuss 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.

Jerry Gorchels

“Jerry started in the horticultural industry back in 1972. He’s worked in all aspects of the industry from floral arranging to landscape design and installation but found his passion in greenhouse growing. He’s been with PanAmerican Seed Co. since 1987 and in 2002 became one of the product representatives for the Ball Horticultural Company.”

Jane Herbert

Lakescaping: Go ‘green’ at the water’s edge

The interest in natural shorelines on the part of lakefront property owners continues to grow. This session provides an overview of important natural shoreline landscape design and ‘soft-scaped’ erosion control concepts. It will also provide an update on training opportunities through the Michigan Natural Shoreline Partnership, a collaboration of MNLA, MDEQ, MSU Extension and several other organizations.

Speakers: Dr. Robert Schutzki, MSU Department of Horticulture and Jane Herbert, MSU Extension

Jane Herbert is a District Water Quality Educator with Michigan State University Extension. She joined the Extension Land & Water Unit at Kellogg Biological Station in 1996. Herbert holds a B.S. in Natural Resources from the University of Michigan and a M.S. in Agricultural and Extension Education from Michigan State University. Prior to joining MSU Extension, she worked as a fishery biologist in MI, IN and KY. During 2008, Herbert completed a six-month sabbatical during which she studied biological and biotechnical shoreline erosion control on inland lakes with the Wisconsin Department of Natural Resources and the University of Minnesota. She is an active member of the Michigan Natural Shoreline Partnership.

JFNew Bio and Presentation Descriptions

Brian Majka

Mr. Majka manages ecological restoration projects and oversees JFNew's west Michigan restoration team. He is responsible for project oversight, design, and implementation of bioengineering, wetland construction, prairie planting, natural areas management, and alternative stormwater design projects.

Managing Sustainable Landscapes--B. Majka

Proper design and installation are only the beginning in creating a successful sustainable landscape. While typically requiring less care than traditional landscapes, natural landscapes do require care during the early stages following installation to ensure the project meets short and long term goals. This presentation will discuss the

available tools for managing sustainable landscapes, as well as identification of common weed species that may jeopardize the long-term success of the project.

Scott Dierks, PE

As a Water Resources Engineer in Ann Arbor, Michigan, Scott Dierks is responsible for managing the engineering services of the design team on watershed management, wetland treatment and aquatic ecosystem restoration. In addition to design work, his sixteen years of engineering experience also includes numerous hydrologic, hydraulic, sediment transport, and water quality modeling projects. Mr. Dierks also has extensive experience writing and administering Clean Michigan Initiative, Clean Water Act Section 319, and other state and local grants.

Raingarden Design and Installation--B. Majka and Scott Dierks, PE

Successfully utilizing natural areas for stormwater treatment requires a delicate balance of engineering, landscaping, and ecology. This presentation will provide the information needed to incorporate each of these principles into the design and installation of a successful raingarden project.

Esther Durnwald - Michigan Wildflower Farm, Portland MI
Jerry Stewart - Native Connections, Three Rivers

Maintaining rain gardens and other native landscapes

Work smarter not harder. Learn how to do a better job maintaining rain gardens and other native plantings. These two speakers will help you avoid wasting time and attain better results.

Jeff Holmes

Jeff has been the Golf Course Manager at Egypt Valley Country Club since December of 1993. The facility is a private 36 hole Arthur Hills design. The property has been host to 11 Champions tour stops, several Boys and Girls and Men and Women's GAM competitions. Egypt Valley Country Club will host the 2010 USGA Boys Junior Amateur Championship.

In-House Construction of a Short Game Practice Facility

The talk will cover how the facility was designed conceptually and how the construction was handled in the field. Why did we build this facility? How do we maintain it? Does it work?

William E. Katerberg

Education:

B.S. Western Michigan University

M.A. Western Michigan University

Specialist University of Akron

Irrigation History:

My family has been in the Irrigation business since 1957(currently three 3 generations)

President- Grapids Irrigation

Founder member of the now defunct Michigan Irrigation Association

MNLA member

Irrigation Association- Certified Irrigation Contractor

Bidding work in a competitive environment. Thoughts from several years of good and bad experiences. Principles involved in making a successful bid. Accepting the fact that all bids will not be successful. Tracking bids for future reference. Open question and answer period.

Stephen Kay

STEPHEN KAY • DOUG SMITH, GOLF COURSE DESIGN, LLC

Bachelor of Landscape Architecture Syracuse University 1974

2-Year Turfgrass Management at Michigan State University 1976

Started his own practice of Golf Course Architecture in 1983 and in 2004 Doug Smith became a partner and firm name became Stephen Kay • Doug Smith, Golf Course Design

Has designed 20 new golf courses and renovated to one degree or another over 250 courses

The Links of North Dakota is in the Top 100 in USA as rated by Golfweek Magazine

Stephen has been teaching in the two-year turf program at Rutgers for 25 years.

Alec Kowalewski

Alec is currently a Ph.D. student under the direction of Dr. John Rogers researching athletic field renovation and maintenance. Prior to this, he obtained a Masters degree in Crop and Soil Sciences from Michigan State University in 2006. Kowalewski also served as a resident consultant responsible for the construction, maintenance and installation of the modular field used at the 2008 Olympic Games in Beijing, China.

Building and Maintaining 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.

Larry Lennert

Larry Lennert holds a Bachelor of Science Degree in Horticulture and Soil Science, and a Masters Degree in Soil Science from the University of Wisconsin – Madison, with a specialization in soil fertility and plant nutrition. As part of his Masters Degree requirements, he conducted turfgrass research, investigating the effects of foliar iron applications on four different cool-season turfgrass species. He has been an assistant golf course superintendent and golf course superintendent in Minnesota and Wisconsin, and for nine years following his turf management experience he held several different sales, marketing and research positions with Milorganite, the leading organic fertilizer company in North America, and with Profile Products LLC, a leading soil amendment company. Since February 2001, Larry has been the Territory Manager for Aquatrols in the Upper Midwest. Aquatrols was founded in 1954 and is a specialty chemical company engaged in the discovery, development and commercialization of uniquely effective products and formulation technologies. These technologies provide water, energy, labor and other resource savings for the turf, ornamental, and agricultural industries worldwide.

Control Your Water – Control Your Results

Learn techniques to accurately determine how much irrigation water you apply and how efficient and precise your irrigation system really is. Learn how to conduct an irrigation audit and pinpoint the amount of water your course needs based on soil type and turf needs. Leave this seminar with five easily implemented ideas to improve irrigation efficiency and reduce water use and waste.

Jeffrey Lowartz

The Art of Turfgrass Management-Soil Properties and Nutrient Management

This Presentation will discuss basic soil properties and how they affect the nutrients we apply. The discussions will include soil texture and structure issues and how they interact with nutrients and nutrient quality.

The Art of Turfgrass Management-Cultural Practices in an Evolving Market

This presentation will discuss the changing marketplace as it relates to services offered by lawn care companies. Growing concerns over products being applied has created a whole new market for services that can be offered. The discussions will focus on services that have been proven to create results but also create revenue.

Jeffrey Lowartz, CHT has been in the lawn care and landscape maintenance industry for over 20 years. He manages a thriving lawn care business in a pesticide free market place. His innovative ideas have been adopted by many others through his speaking engagements across Canada. His teachings have earned him recognition from the IPM council of Ontario which is administered by the University of Guelph's Turf Grass Institute.

Dr. Hannah Mathers

Choosing the Right Herbicide

There are many things to consider when choosing your method of weed control. The key criteria for selection of the right herbicide to match the weeds with the label, the crop, and the site will be discussed.

Dr. Hannah Mathers is an Associate Professor, Extension Specialist in Nursery and Landscape Crops at The Ohio State University. Her recent projects include: State-wide Weed Control Initiative for Michigan Nursery and Landscape Industries, weed control for nurseries and landscapes, liner production in retractable roof houses, and temperature stress in container production.

Deborah G. McCullough

EAB Update: Making Progress

This presentation will provide an overview of current and recent research related to emerald ash borer control and management. Topics will include overviews of biological control efforts, evaluation of systemic insecticides, efforts to assess ash resistance to EAB and other issues. A multi-agency pilot study underway in an outlier site in the Upper Peninsula to evaluate an integrated approach to Slowing Ash Mortality (SLAM) will also be briefly discussed.

Deborah G. McCullough is a Professor in the Dept. of Entomology and Dept. of Forestry at Michigan State University, where her responsibilities include research, extension and teaching. McCullough works closely with forest managers, regulatory officials and

private landowners to develop long-term, sustainable management strategies to protect forest health. McCullough teaches Insects and Diseases of Forest and Shade Trees, a 4-credit course designed for upper division students majoring in Forestry or Horticulture. McCullough's research interests focus on the ecology, impact and management of native and invasive forest insects, invasion ecology and the dynamics of forest insect populations. She has published more than 60 papers about forest insect ecology and management in scientific journals and more than 100 extension bulletins and articles.

Mary Ann Menck - Mary Ann's Michigan Trees & Shrubs, Paw Paw, MI

"25 native plants you likely never heard of but wish you did"

Come and be introduced to a variety of underutilized native plants for dry, moist, sunny and shady conditions. The featured plants are not only tough but beautiful too.

Dr. Jim Murphy

Jim (or Dr. Murphy, whichever you prefer) is the Extension Specialist in Turfgrass Management at Rutgers University in New Jersey, USA. He started that position in 1991. He received his M.S. and Ph.D. from Michigan State University

He conducts extension outreach and research programs on identifying best management practices for turfgrasses grown in the metropolitan region of New Jersey, New York City, Long Island and Philadelphia. His work often focuses on developing a better understanding turfgrass response to soil-related stresses. He has published numerous articles on turfgrass management and frequently speaks at turfgrass education conferences.

Cultural Practices Affecting Anthracnose

Anthracnose has become an increasingly difficult disease to manage on annual bluegrass putting green turf. This presentation will summarize our research findings on cultural management practices (N fertility, mowing, rolling, chemical growth regulation, topdressing and irrigation) that affect this disease. Discussion will include integrating these practices into a set of best management practices (BMPs) for golf courses.

Soil Physical Properties and Cultivation

Compaction of soil and thatch (organic matter) accumulation are two well-known edaphic conditions in turf systems that are frequently managed with some form of cultivation. This presentation will address important soil physical conditions and how to manipulate those with various cultivation tools. Discussion will emphasize differences in approaching conditions from a curative versus preventative approach.

Sports Turf and Traffic Management

Traffic management is probably the greatest challenge faced by managers of sport turfs. This presentation will address four generalized approaches to managing traffic on sports turf: 1) traffic control, 2) enhancing traffic tolerance of turf/soil, 3) enhancing recuperative potential of the turf/soil, and 4) factors to consider in construction and re-construction of sports fields. Examples of specific actions within each of the four approaches will be presented.

Dr. Harry D. Niemczyk

Emeritus Professor of Turfgrass Entomology at The Ohio Agricultural Research & Development Center, The Ohio State University, Wooster, Ohio. Dr. Niemczyk also practices his profession as a consultant to Golf Courses and other segments of the Turfgrass Industry. He is a 25-year member of the Golf Course Superintendents Association of America, a member of their Education Staff, serves on the Board of Directors of the Musser International Turfgrass Foundation, and Advisor to the International Turfgrass Producers Research Committee. Dr. Niemczyk is the author of 61 scientific papers and 68 trade publication articles. Dr. Niemczyk was awarded the Professional Excellence, Man of the Year, and lifetime Membership Award from the Ohio Turfgrass Foundation and International Turfgrass Producers. He is author and publisher of the 1st edition of "Destructive Turf Insects", and co-author and publisher of the revised 2nd edition, co-editor and author of the book "Advances in Turfgrass Entomology".

Extended Control Options for Ants on Golf Courses

Ants (excluding Fire Ants) are more than just a nuisance on golf courses and other fine turf areas. "The Turfgrass Ant", *Lasius neoniger* is a common species in such areas. Mounds created by this ant reduce the quality playability of tees, putting surfaces and cause the death of turf under them. Three years of demonstrations treating 30 large areas on 8 golf courses in Michigan and Ohio has shown that the systemic activity of some neonicotinoid insecticides can be used successfully to stop mounding for two or more years by removing the ant colonies. The insecticides and timing of programmed applications for colony removal is the subject of the presentation.

The Impact Of Billbugs On Other Insects On The Quality Of Turf Around Greens, Tees And Bunkers

Reduced quality of turf around the surrounds of greens, tees and bunkers is often attributed to many factors, however, the feeding of insects, especially billbug larvae, is a common (and often misdiagnosed) cause in both warm and cool season turf areas. The biology and seasonal occurrence of these pests will be reviewed and control measures will be presented. A proper blend of endophytic grasses in such areas can prevent damage. A single insecticide application that targets the billbug adult as it emerges from its overwintering sites can make a world of difference in the quality of turf around these areas. Applications to the surrounds also provide season-long control of grubs, impacts Annual Bluegrass Weevil, cutworms and ants. If treatment includes tee and green surfaces, control of Black Turfgrass Ataenius, over wintered sod webworms and first generation cutworms is also accomplished.

Dr. Thom Nikolai

Dr. Nikolai is a world leader in cultural and mechanical practices utilized on the putting surface and has an interest in studying functional qualities of turfgrass landscapes in urban settings.

Revitalizing an Urban Community with Turfgrass

In our current economic trend numerous municipalities are faced with the dilemma of caring for abandoned properties. Turfgrass is often viewed as an economic problem under this scenario and some even think that turfgrass is a large contributor to environmental stress. This presentation will cover the perception of turfgrass in our communities and will discuss on-going research to bring the facts to light.

Turfgrass Research Update

Putting green water management from a wet year (2009) including the use of several different wetting agents, the physiological effect of multiple mowing on turfgrass plants, and fertility and green speed.

Doug Rasmussen

Cross-cultural Issues In The Workplace

The talk will focus on the issues and misunderstandings that can arise between Spanish-speaking and English-speaking colleagues in the workplace, and strategies for promoting cross-cultural understanding.

Doug Rasmussen teaches Spanish for the Green Industry in the Institute for Agricultural Technology at Michigan State University. He holds a Master's degree in Spanish and a certificate in Landscape/Nursery Management from the Ag. Tech. Institute.

Craig J. Regelbrugge

– National Legislative Update: Federal Investments in Green Infrastructure. Will the mainstreaming of the economic and environmental benefits of plants lead to tomorrow's equivalent of the 1960's era highway beautification movement? Learn about ANLA and partners' efforts to open new fronts for green industry growth.

– Immigration Update. The next window for possible reform of our nation's broken immigration system is January – March, 2010. How would reforms affect nursery, greenhouse, and landscape employers? What can you do to help?

Dr. Robert Schutzki

Lakescaping to Go 'Green' at the Water's Edge

The interest in natural shorelines on the part of lakefront property owners continues to grow. This session provides an overview of important natural shoreline landscape design and 'soft-scaped' erosion control techniques. It will also provide an update training opportunities through the Michigan Natural Shoreline Partnership; a collaboration of MNLA, MDEQ, MSU Extension and several other organizations.

Speakers: Dr. Robert Schutzki and Jane Herbert, MSU Extension

Invasive Plant Assessment: Species, Cultivars and Hybrids

The nursery industry is encouraged to develop and promote alternative plant material to invasive species through plant selection and breeding or as often stated "find better behaved cultivars". Acceptable cultivars of several reported invasive species are already available. We will examine the cultivars of several species labeled as invasive for characteristic differences that result in traits deemed acceptable for use. We will also show how cultivars can be evaluated through Invasive Plant Assessment tools.

Carbon, Plants and the Landscape: How will this help my business?

Woody, herbaceous, and annual plants are understated contributors to the terrestrial sequestered carbon pool. Understanding carbon sequestration and its relationship with landscape plants can be used to promote the added value of plants. This presentation will focus on information that retailers, producers and landscape contractors can use to market the real and profound ways in which their plants and resulting landscapes contribute to sustainability, ecosystem services and environmental quality.

Plant Michigan Green: An Approach to Consumer Marketing

Plant Michigan Green can aid in consumer education and marketing of products and services. Learn how to use this to promote your business.

CGIP Exam Review - MNLA offers professional certification through the Certified Green Industry Professional Program (CGIP). The CGIP 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 CGIP manual.

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

Bob Schutzki is an Associate Professor in the Department of Horticulture and has been a faculty member at Michigan State University since 1982 with responsibilities in teaching and extension. Teaching emphasis includes courses in Landscape Design, Environmental Design, Landscape Restoration, and Landscape Management. He

serves as Curator of the Clarence E. Lewis Landscape Arboretum. Extension focus includes conducting professional workshops on Landscape Design, Plant Evaluation, Plant Selection, Landscape Management, and Plant Establishment in the Landscape, Invasive plants, and other topics related to the nursery and landscape industry. Research interests include plant exploration, plant evaluation, sustainable landscape development and management, and invasive species assessment. He serves on several Michigan Nursery and Landscape Association committees, is an active member of the Landscape Plant Development Center and a board member of the Michigan Invasive Plant Council.

David Sivyer

David Sivyer, Forestry Services Manager, City of Milwaukee

David Sivyer is the Forestry Services Manager for the City of Milwaukee, WI. He is responsible for directing a highly progressive municipal forestry program encompassing natural resource conservation, programmed maintenance and reforestation components. He administers a 16 million dollar budget and a staff of 178 full time employees that maintain a street tree population of 193,000 trees, 120 miles of irrigated landscaped boulevards and a 160 acre municipal nursery that produces 4,000 trees and 300,000 annuals and perennials each year. Prior to joining Milwaukee, David served as City Forester for the City of Norfolk, City Arborist for the City of Virginia Beach and Urban Forester for the Virginia Department of Forestry and Texas Forest Service. David holds Bachelor of Science degrees in Forestry and Pre-Natural Resources from the University of Michigan and Kent State University, respectively and a Master of Science degree in Horticulture from Virginia Tech. He is an ISA Certified Arborist and serves on the Board of Directors for the Society of Municipal Arborists, and currently chairs the Society of Municipal Arborists Editorial Review Committee.

Mapping the Future for Emerald Ash Borer Readiness and Response Planning

This project demonstrates replicable ‘best practice’ approaches for urban forest pest management utilizing the most advanced geospatial technology, including high-resolution remote sensed LIDAR-Fused Hyperspectral Imagery, in conjunction with GIS analytical applications, for improved species mapping, risk assessment, forest health monitoring, rapid early detection and management of serious urban forest pests such as Emerald Ash Borer

E. Thomas Smiley, Ph.D.

Dr. Tom Smiley is an arboricultural researcher at the Bartlett Tree Research Laboratory in Charlotte NC and an adjunct professor of Urban Forestry at Clemson University.

Dr. Smiley is very active in the arboriculture industry and has conducted research that

has assisted in development of:
the ANSI A300 Standards and ISA Best Management Practices, strategies for increasing the longevity of sidewalks near trees, protocols for tree risk assessment, methods for increasing the effectiveness of lightning protection systems while lowering installation costs, developing the patented Root Invigoration™ method of reducing soil compaction under trees, and pioneering the Prescription Fertilization method of providing trees with necessary nutrients while minimizing the environmental impact of fertilizers.

When not traveling, Dr. Smiley is continuing studies on plant growth regulators, the effects of root cutting on tree stability and developing more efficient and effective tree propping systems.

Dr. David Smitley, MSU

New Tools for Tree and Shrub IPM

In the last two years, several new products have been developed and labeled that may change our approach to tree and shrub IPM in the Landscape and Nursery. New research and new uses for an imidacloprid basal soil injection, a clothianidin basal soil injection, a dinotefuran basal soil injection, an imidacloprid trunk injection and an emamectin benzoate trunk injection will be discussed.

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

Dr. Tim Vanini

J. Tim Vanini, Ph.D. is a writer, speaker, turfgrass scientist, and co-inventor of a US Patent (5,622,002) for topdressing crumb rubber to natural turfgrass systems. He has worked and consulted on golf courses, sports fields, and lawns. Dr. Vanini studied Ornamental Horticulture at Cornell University (B.S.) and Turfgrass Science at Michigan State University (M.S., Ph.D.). He has published in Crop Science, Applied

Turfgrass Science, Agronomy Journal and American Society for Testing Materials as well as SportsTurf and Golf Course Superintendent. He has spoken at regional and national conferences, and is currently teaching turfgrass management at Niagara County Community College. Also, Dr. Vanini is continuously researching the most up-to-date products and management strategies for sound environmental stewardship.

How to get a sports field ready in 70 days

Little information exists for sports field managers on optimal ways to re-establish trafficked areas on a sports field during a 70-day, summer window. Data collected were turfgrass cover

percent ratings, traction, and peak deceleration. Best strategies from this study were applied to a high school scenario in Summer 2008.

Robert C. Vavrek, Jr.

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 golfers the best playing conditions possible within the budgetary limitations of a particular golf facility.

2009 USGA Year in Review

As a regional agronomist for the USGA Bob Vavrek visits 100's of golf courses each summer to diagnose problems and make management recommendations. You won't want to miss Bob's 2009 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.

Keith Warren

Keith Warren is Director of Product Development for J. Frank Schmidt and Son Company, where he has been involved in all phases of nursery production and innovation for over 30 years. He provides the horticultural expertise behind Schmidt's reference catalogs and advice on nursery production issues. His primary responsibility is developing Schmidt's product line, especially the breeding, selection, and introduction of new tree cultivars. His work has resulted in numerous plant patents and trademarks, and he has brought to market many of the tree cultivars now being planted in the urban environment.

Cindy Welch

Cindy Welch, Professor and Program Coordinator, Landscape Architecture and Horticulture Technology, Lansing Community College
Cindy has been an instructor at Lansing Community College for over 20 years. Cindy and her husband, Bob, have about 200 different hostas. In addition to collecting hostas, she also grows herbs.

Hallelujah! Hostas!

What to do with a garden that gets too much shade for sun plants and too much sun for shade plants...Hostas! Hostas combined with other plants, their special care and problems will be covered. Lots of pictures!

Maria Zampini

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