

# 2022 GREAT LAKES TRADE EXPOSITION

*Promoting a healthy economic future through ideas, interaction and inspiration for all segments of Michigan's Green Industry!*



*2022 Great Lakes Trade Expo - Celebrating 100 years of the MNLA*

The 100-year old Michigan Nursery & Landscape Association is proud to present the 2022 Great Lakes Trade Exposition! Being held in-person January 24-26, 2022 at the Lansing Center, Lansing, MI, the GLTE is the Green Industry's oldest, largest, and most respected show of its kind in Michigan. With extensive education, networking, and opportunities to grow your career and your business – plan now to attend the 2022 Great Lakes Trade Exposition!

**The health and safety of our attendees and exhibitors is a priority and we are mindful of the ever-changing environment with the pandemic. We are following the most up-to-date guidelines for an in-person event.**

## FEATURES THIS YEAR!

- **100th Anniversary Party** – everyone is invited to attend our 100th Anniversary Party as we celebrate a century of service to Michigan's Green Industry!
- Have you been considering taking the Certified Green Industry Professional Exam? If you are an MNLA Member and are pre-registered to attend the GLTE, you are invited to take the CGIP Core Exam and one Specialty Exam during the GLTE for FREE! Applications must be submitted by January 14th, and can be found online under the "Learn" tab at **[www.MNLA.org](http://www.MNLA.org)**.





# 2022 GLTE FEATURES

## DAILY EVENTS AT-A-GLANCE

### Monday, January 24

- Complimentary morning coffee/tea service
- Education – *a full day of classes in 5 different educational tracks*
- Recertification Credits/Continuing Education Units/Hours Available – *for all of your industry accreditations – from Michigan, Indiana, and Ohio, and National organizations*
- MNLA's Green Industry Leadership and Awards Lunch – *included in your Registration*
- Welcome Reception – *included in your Registration*
- Exhibitor Move-in – *No Trade Show on Monday*

### Tuesday, January 25

- Complimentary morning coffee/tea service
- Education – *classes in 5 different educational tracks*
- Recertification Credits/Continuing Education Units/Hours Available – *for all of your industry accreditations – from Michigan, Indiana, and Ohio, and National organizations*
- Trade Show – *Over 300 booths with everything you need to take your business to the next level!*
- Mobile Truck Simulator – *located on the trade show floor*
- Women in Horticulture Forum – *the second year for this popular session*
- Young Professionals CONNECT! – *Reception on the trade show floor for our under 30 professionals. Two complimentary drink tickets per Young Professional.*
- Cash Raffles! – *your entry is included with your Registration*
- MNLA's 100th Anniversary Party – *included with your Registration*

### Wednesday, January 26

- Complimentary morning coffee/tea service
- Education – *classes in 6 different educational tracks*
- Recertification Credits/Continuing Education Units/Hours Available – *for all of your industry accreditations – from Michigan, Indiana, and Ohio, and National organizations*
- Trade Show – *Over 300 booths with everything you need to take your business to the next level!*
- Mobile Truck Simulator – *located on the trade show floor*
- Cash Raffles! – *your entry is included with your Registration*
- Green Industry Research Auction – *located on the trade show floor*
- Certification Central – *Training and Testing location for both the MDARD Pesticide Core Exam and the Certified Green Industry Professional Core Exam (FREE to all MNLA Members pre-registered for the GLTE – CGIP Core Exam and one Specialty Exam)*
- Ice Cream Social – *included in your Registration, enjoy flavors from the MSU Dairy Store!*

## CONFERENCE LOGISTICS

- **Conference & Trade Show Location:** Lansing Center, 333 E. Michigan Ave., Lansing, MI 48933
- **Headquarter Hotel:** Radisson Hotel Lansing at the Capitol, 111 N. Grand Avenue, Lansing, MI 48933
  - o Overnight Room Rates: \$140.00 for either single or double occupancy (rooms are held for our event until January 3, 2022).
  - o Please use our Promotional Code **MNLA22** with the Michigan Nursery & Landscape Association when making your reservation to receive our discounted rate.
  - o To make your reservation online: go to [www.radisson.com/lansingmi](http://www.radisson.com/lansingmi). To get the discounted rate make sure to click on "More Search Options" and select Rate Type: Promotional Code, then enter **MNLA22** for the Code or ID.
  - o To make your reservation by telephone call (517) 482-0188 and let them know that you are with the "MI Nursery and Landscape Association" and our Promotional Code is **MNLA22** to get the discounted rate.
- **Parking** – there are several options for parking in downtown Lansing. Please go to [www.GLTE.org](http://www.GLTE.org) to see the Lansing parking map.
- **Accrediting organizations** offering recertification units include:
  - APLD (Association of Professional Landscape Designers)
  - CGIP (Certified Green Industry Professionals)
  - CSP (Certified Snow Professional)
  - ISA (International Society of Arboriculture)
  - LA CES (Landscape Architecture Continuing Education System)
  - IA (Irrigation Association)
  - NALP (National Association of Landscape Professionals)
  - MDARD Pesticide
  - Indiana Pesticide
  - Ohio Pesticide
- **Register Now!**

Go to **[www.GLTE.org](http://www.GLTE.org)** for registration rates, details and options and to download the Registration Form and/or to Register online today!

**For more information go to [www.GLTE.org](http://www.GLTE.org)**



# 2022 GLTE EDUCATION FOCAL POINTS

## "Horticulture and Popular Culture"

– C.L. Fornari, The Garden Lady

Popular culture is defined as "Practices, beliefs, and objects that are dominant or ubiquitous in a society at a given point in time." At one time gardening and horticulture would have fit in this definition, but in the late 20th century and early 2000s, we began to worry about "plant blindness" and how to attract younger people to horticulture. Twenty years after the turn of the century, people have begun to turn back to plants. Starting with the renewed interest in houseplants and vegetable gardening and reinforced by image driven social media, plants began to once again enter the mainstream. This was kicked into high gear during the pandemic of 2020, and the demand for plants and interest in gardening that started when people were quarantined at home continues to grow. This talk looks at where and how we can continue to build on these trends. C.L. offers ideas for how IGC and others in the Green Industry can keep new gardeners interested and help them to be successful. We'll look at how we can meet the public where they are, and make links between plants and what they care about.



practices require a shift from tactical to strategic; they incorporate scientific and customer insights, in-depth analysis, and objective judgement. Leaders need a pricing strategy that extends beyond simply covering costs. By learning and implementing a dynamic pricing strategy, companies can successfully combat significant competition and ensure that their prices reflect the true value delivered to customers.

## "If Some is Good, More is Better – Plant Diversity Forever!"

– Scott Beuerlein, Cincinnati Zoo & Botanical Garden

Well-designed gardens or landscapes that offer a great diversity of plant material demonstrably engage more gardeners, homeowners, and the community than do "same old, same old" landscapes. Such gardens often inspire others to garden, or garden more, and thus offer exciting avenues of growth to our industry. Diverse gardens also bring in a greater variety of insect and other wildlife which add another layer of interest while also creating a healthier ecosystem that is easier to maintain. This talk will provide examples and discuss strategies to improve your plant palette, your design skills, and some ideas on how to introduce something that is admittedly new and exciting to your customers.



## "Estimating and Pricing Strategies"

– Steve Coughran, Cultivar

Pricing has the single largest impact on a company's bottom line. However, many managers employ a narrow approach to estimating and pricing that seeks only to cover costs, resulting in customer attrition or profit decline. Effective estimating and pricing



# THANK YOU TO OUR 2022 GLTE SPONSORS!

**Trade Show Gold Level:** (MNLA Sponsorship Partner: Platinum Level)



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# 2022 GLTE EDUCATION GRIDS

MON24	8:30am	9:45am	11:00am	12-1:30	1:30pm	2:45pm	4:00pm	5-6pm
<b>Arboriculture</b>	ISA Tree Risk Assessment Qualification (TRAQ) <i>Geoffrey Kempter</i>	Increasing Plant Diversity to Build More Resilient Urban Forest Cover <i>Dr. Jim Funai</i>	A Look at Current Urban Forest Management Plans in Michigan <i>Asia Dowtin</i>	<b>Green Industry Leadership and Awards Lunch</b> <i>(Included in Registration Fee)</i> Enjoy your lunch and celebrate our great, Green Industry by honoring our leadership, the milestones of our members, and our partners. Leading Green Industry Economist Charlie Hall will provide an outlook on the industry for 2022.	2021 in Review and What to Expect in 2022 <i>Dr. Dave Roberts</i>	Why Do They Cut Them Like That? Utility Arboriculture Explained <i>Geoffrey Kempter</i>	Avoiding Disaster by Design <i>Dan Herms</i>	<b>Welcome Reception</b> Network in a relaxed atmosphere while enjoying entertainment, hors d'oeuvres, and refreshments, and honor our Outstanding Student and Scholarship Recipients. <i>Included in Registration Fee</i>
<b>Turf and Landscape Management</b>	Do PGRs Make Cents? The Economics of PGRs in Landscaping <i>Dr. Ariana Torres</i>	Battery-Powered Equipment for Professionals <i>Mark Parker</i>	Box Tree Moth, and What it Means for your Boxwood <i>Dr. Dave Smitley</i>		Automation in the Green Industry <i>Wayne Kreifels</i>	Updates on Spotted Lanternfly <i>Rob Miller</i>	Making Your Grass Seed Budget Go Further - Getting More Bang for Your Buck <i>Rusty Stachlewitz</i>	
<b>Grower</b>	New Greenhouse Disease Management Recommendations <i>Dr. Mary Hausbeck</i>	In-Season Pre-emergence Crop Safety: Past Five Years of IR-4 Results <i>Dr. Hannah Mathers</i>	Improving Consistency and Quality: New PGR Application Methods for Greenhouse Growers <i>Dr. Roberto Lopez</i>		Nursery Water Management <i>Dr. Tom Fernandez</i>	Limiting Weed Growth in Nursery Container Production <i>Dr. Debalina Saha</i>	LED Lighting for Greenhouse Growers <i>Dr. Erik Runkle</i>	
<b>Business, Leadership, and Labor</b>	Cultivating a Culture of Training <i>Dr. Bridget Behe</i>	The Top 10 Human Resource Mistakes Landscapers Typically Make and How to Prevent them from Reoccurring <i>Jud Griggs</i>	A Succession Plan Alternative <i>Brian Decker</i>		Social Media for Landscape Professionals <i>Carolyn Mullet</i>	Engaging Industry and College Programs to Drive Workforce Development <i>Dr. Jim Funai</i>	Contemporary Communications <i>Dr. Bridget Behe</i>	
<b>Plants and Design</b>	Landscaping by Deer <i>Dr. Tom Fernandez</i>	Adventures in Eden <i>Carolyn Mullet</i>	What did Arnold Promise? <i>Tim Brotzman</i>		Rain Gardens 101: Build Value for Customers and Differentiate Your Business with Rain Gardens <i>Matthew Bertrand</i>	If Some is Good, More is Better, Plant Diversity Forever! <i>Scott Beuerlein</i>	Structuring Your Design/Sales Team for Success <i>Jud Griggs</i>	

TUE25	8:00am	9:15am	10:15am		3:00pm	4:15pm	4:15pm	5:30pm
Arboriculture	Update on HWA Control Options and Gypsy Moth - the #1 Forest Pest in 2021 <i>Dr. Deb McCullough</i>	The Multiple Dimensions of Tree Defense to Insects <i>Dan Herms</i>	Opening of Trade Show	TRADE SHOW 10:30am - 4pm 11:45am Cash Raffle Drawing 1:00-2:00pm Professional Women in Horticulture Forum 2:00-3:00pm Young Professionals CONNECT!	A Review of Oak Wilt Remediation Methods <i>Dr. Dave Roberts</i>	TBD <i>David Vincent</i>	SEMNLA Reception & Annual Meeting	100th Anniversary Party Celebrating a Century of Service to Michigan's Green Industry
Turf and Landscape Management	Brush, Invasive Plant Ecology, and Management <i>John Stone</i>	Herbicide Drift and Carry Over <i>Dr. Hannah Mathers</i>			Managing Turf on Disturbed Soils <i>Dr. Kevin Frank</i>	Weed Control in Wet Stormwater Retention Ponds <i>Dr. Hannah Mathers</i>		
Irrigation and Lighting	The Business of Landscape Irrigation Contracting <i>John Eggleston</i>	Drip Irrigation Products, Methods and Practices <i>John Newlin</i>			Irrigation Troubleshooting Basics <i>Marcus Duck</i>	Taking it up a Notch: the Next Step in the Evolution of Lighting Design <i>John Higo</i>		
Business, Leadership, and Labor	Loss Control Issues and Trends <i>Patrick Dunn</i>	Commercial Trucking and the Green Industry <i>Kurt Stocker</i>			Estimating and Pricing Strategies <i>Steve Coughran</i>			
Plants and Design	Ladies and Gentlemen of the Jury...the Closing Argument for Annuals <i>Scott Beuerlein</i>	Natural Shoreline Development <i>Dr. Bob Schutzki</i>			Proper Pruning Techniques for Landscape Professionals <i>Dr. Bob Schutzki</i> 1:00-3:00pm	Landscape Inspiration Gallery <i>Michigan's Award-Winning Projects</i>		





# 2022 GLTE EDUCATION GRIDS

WED26	8:00am	9:15am	10:30am	10:30am-3:00pm	3:00pm
<b>Arboriculture</b>	What to do with Circling Roots when Planting Container-Grown Trees <i>Dr. Bert Cregg &amp; Riley Rouse</i>	The Cryptic Demise of the Urban Forest <i>Phil Gruszka</i>	<b>Introduction to the Green Industry Student Program (10:30am-1:30pm)</b>	<b>TRADE SHOW</b> <b>10:30am - 3pm</b>  12:15pm Cash Raffle Drawing 12:30pm MNLA Green Industry Research Auction 2:00pm Cash Raffle Drawing 2:30pm MSU Dairy Store Ice Cream Social 2:45pm Cash Raffle Drawing	Horticulture and Popular Culture <i>C.L. Fornari</i>
<b>Turf and Landscape Management</b>	Getting the Most Out of Herbicide Applications to Turf <i>Aaron Hathaway</i>	Diagnosing Herbicide Injury on Landscape Plants <i>Dr. Erin Hill</i>			Horticulture and Popular Culture <i>C.L. Fornari</i>
<b>Garden Retail</b>	I'll Just Get it Online: Strategies to Keep Your Customer on Your Doorstep <i>Anne Obarski</i>	Retail Revival <i>C.L. Fornari</i>			Horticulture and Popular Culture <i>C.L. Fornari</i>
<b>Business</b>	Hiring, Onboarding, and Training Plant Health Care Technicians <i>Kyle Narveson</i>	Clues to Create a Team of Superheroes <i>Anne Obarski</i>			Horticulture and Popular Culture <i>C.L. Fornari</i>
<b>Plants and Design</b>	From Concept to Construction: Hardscape Efficiencies in 2022 <i>Mike Rafferty</i>	The State of the Native Plant Industry in Michigan <i>Rob Welch</i>			Horticulture and Popular Culture <i>C.L. Fornari</i>
<b>Certification Central</b>	8:00 - 11:30am MDARD Core Pesticide Exam Review <i>John Stone</i>			1:00 - 4:00pm MDARD Pesticide Core Exam	
	8:00 - 10:00am CGIP Core Exam Review <i>Dr. Bob Schutzki</i>		10:00am - 12:00pm CGIP Core Exam (Section 1: Plant ID) 12:00 - 2:00pm CGIP Core (Section 2: Multiple Choice) & Specialty Exams Visit <a href="http://www.mnla.org/learn/certification">www.mnla.org/learn/certification</a> for app and reg info.		

## OUR CONTINUED APPRECIATION TO OUR 2021 GLTE FULL CONFERENCE SPONSORS!

