

Great Ideas Summer Conference



8:00 AM Registration & Trade Show Opens!

“Start of the Day” Coffee / Tea / Juice Fresh Fruit and Breakfast Pastries

9:00-10:00 / Session I

1: Quarantine Procedures of Invasive Pests (Panel)

Patricia Douglass


U.S. Department of Agriculture (USDA)

State Plant Health Director,

USDA, APHIS, PPQ - CT/MA/RI

**Lee Corte-Reale, Massachusetts Department of
Agricultural Resources (MDAR)**

Director Pest Management

Learn what Green Industry professionals should know and do when a new pest is identified in the state. Learn about eradication procedures that were implemented for the recent Asian longhorned beetle and chrysanthemum white rust. 1 PC 26, 29, 36, 37, APP 

2: State of the Art Operation Systems at Sylvan Nursery

Jim McBratney, Sylvan Nursery

Learn about the progressive operation methods recently implemented at Sylvan Nursery. Specifically, order processing using a PDA (personal digital assistant); water recycle system; and efficient loading systems. These new and old innovations allow Sylvan to meet their commitment to their customer of providing the best possible service and product at reasonable prices.

3: Basic Plant Identification

Roberta Clark

UMass Extension - Barnstable County

Attendees will learn the basics of plant identification, including terminology and the use of a dichotomous key. Participants will learn characteristics of important landscape trees and will key out several examples of common trees in the landscape. Roberta will answer questions at the ‘Plant ID Quiz’ booth directly after the presentation.



Tour:

Sylvan Nursery currently has 3 wind turbines of varying heights installed on two properties. One has a solar and battery back up component to it, and the other two have wind turbine components only. Learn about the permitting, installation and results!

10:30-11:30 / Session II

1: Tour (10:30-12:00) - Wind and Solar Innovations and Transition Strategies at Sylvan Nursery.

2: The Essential Online Solution

The Five Step Formula for Small Business Success

Rick Segel

Is this the right time to jump on the e-commerce band wagon? This program is modeled from Rick Segel’s new book of the same name. It explores why NOW is the time to embrace certain technologies that can reenergize and revitalize your business. This program is a marketing program designed for the YOU (not the techies) to explore ways to generate more revenues from your existing business. You will see how other businesses are succeeding and how you can use them as your role models. You will leave with the essentials of how to do it!


- Why businesses are succeeding beyond expectations
- Why Websites are only one component of the online solution
- The electronic Combo-Cocktail that has catapulted sales
- Understand why it is more economical than you think
- Why just having a web site means nothing
- Understand why every company MUST have a blog
- Why e-commerce isn’t about being big but rather being special
- How to partner with your vendors for increased profitability

3: Calibration, Coverage and Control for Difficult to Manage Pests

Dr. Richard Lindquist

Senior Technical Manager,

Olympic Horticultural Products Inc.

This presentation will cover common insect pests and identify issues associated with the calibration of pesticide application equipment, proper coverage and outline effective control methods to manage insect pests. During his 32 year academic career at Ohio State University and the affiliated Ohio Agricultural Research and Development Center (OARDC), Dr. Lindquist specialized in research and extension programs centered on horticultural pest management for greenhouse crops and interior landscapes. 1 PC 26, 29, 36 APP 

The Commercial Vehicle Enforcement Team will be conducting ongoing educational overviews of the State Police & Department of Transportation Safety, Rules and Regulations. There are a number of changes that have been initiated in 2009 that will affect how you do business. Troopers will be on hand throughout the day to answer your questions.

Workshop Descriptions

Western Roundup Barbecue
Served 11:30 - 1:00 / See Registration Form for Details

1:00-2:00 / Session III

1: Tour (1-2:30) - Wind and Solar Innovations and Transition Strategies at Sylvan Nursery

2: How to Thrive During A Slowing Economy **Rick Segel, Rick Segel & Associates, Inc**

Businesses can thrive during economic downturns and recessions if they know the right strategies to use. Economic slowdowns create opportunities when competitors cut back their marketing efforts, suppliers are more willing to negotiate, and lower interest rates prevail. Doom and gloom will become a self-fulfilling prophecy for those who believe in them. This seminar will show you the strategies that will teach you how to:

- Restructure your marketing tactics to acknowledge but not succumb to negative sentiment
- Focus on retention and awareness strategies
- Reinvent yourself to become a true value driven organization
- Seek out alternative marketing strategies
- Create emotional attachments
- Uncover new channels of distribution
- Direct your marketing toward the 8 key customer types

3: Edible Berries in the Landscape **Sonia Schloemann, UMass Extension**

Berries present many opportunities in the landscape and are in high demand at garden centers. Flowers, fruit, and foliage all can have ornamental qualities that enhance gardens and foundation plantings in addition to their edible appeal. They can also be used to attract wildlife. This talk will review some of the types of berries that can fit well in the landscape and offers the basic information needed to grow them.



Proud MCH's at Sylvan Nursery, Inc.

2:30-3:30 / Session IV

1: Choosing Sustainable Plants

Deborah Swanson

UMass Extension - Plymouth County


This presentation will assist professionals in selecting landscape plants that are more sustainable: those which are not invasive and require reduced inputs of pesticides, water and maintenance. Alternatives to Asian Longhorned Beetle host trees and 'hot' new plants will also be featured. Deborah will discuss the unique elements of these choice plants at a display created to show attendees what the plants actually look like first hand.

2: Scouting for Pests on Trees and Shrubs

UMass Extension Staff

Bob Childs, Extension Entomologist; Dan Gillman, Extension Plant Pathologist; and Randy Probstak, Extension Weed Specialist

Join UMass Extension staff for a walk through Sylvan's Nursery and learn how to make IPM practices work more efficiently. UMass Extension staff will show how to scout for and give solutions to many common pest and cultural problems. Feel free to bring your own insects, diseases, weeds and other problems for discussion and solutions.

1 Pesticide Credit. Category: 29,36,37 APP. 

3: One Alternative Solution to the Labor Shortage:

Bigelow Nursery Pilot Project

Pat Bigelow, Bigelow Nurseries

Mitch Klasky, MA Office of Immigrant and Refugees

Learn about an agricultural employment project conducted by Bigelow Nurseries and the Lutheran Services that demonstrates how refugees are excellent candidates as employees for Massachusetts agricultural businesses. Each year, about 1500 refugees are resettled in the Commonwealth. A discussion about the program benefits and how the barriers were resolved will be presented.

*Massachusetts Nursery and Landscape Association
Massachusetts Flower Growers Association
Education program organized by UMass Extension*



Educational programs sponsored all or in part by the following grants.
MDAR, USDA, RMA

2009 Great Ideas Summer Conference Registration

Register by July 13, 2009 and SAVE \$30 per Registration!!!



Company	
Street Address	
City	State Zip
Phone	Fax Email
Exhibitor Company	Proud Member of: (circle one) MNLA MFGA BOTH
Business Type (circle one)	GC WN RN LC LM GD GR (see code below)
Code: GC=Garden Center, WN=Wholesale Nursery, RN=Retail Nursery, LC=Landscape Construction/Design, LM=Landscape Maintenance, GD=Garden Design & Maintenance, GR=Greenhouse Grower	

Names of those attending

1	4
2	5
3	6
7	8

MEETING REGISTRATION

EXHIBITOR INFORMATION

Registration Prior to 07/13/08 SAVE \$30!	Registration after 07/13/08
MNLA/MFGA Member \$45 / person subtotal \$	MNLA/MFGA Member \$75 / person subtotal \$
Non-Member \$65 / person subtotal \$	Non-Member \$95 / person subtotal \$
Children, 12 & under \$25 / Child subtotal \$	Children, 12 & under \$35 / person subtotal \$

Please call 413-369-4731 or Online at www.mnla.com



Do you need us to contact you concerning any special assistance in order to attend the show?

YES	NO
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Walk-In Registrations ADD \$20.00 to appropriate category.

MEMBER RATE: Members in good standing of the Massachusetts Nursery and Landscape Association and/or the Massachusetts Flowers Growers' Association

TOTAL ENCLOSED (payable to MNLA) \$ _____ (To pay by Credit Card, register at www.mnla.com)

Registration Information is Available at WWW.MNLA.COM or Call 413-369-4731

SPECIAL NOTE: Payment by Credit Card can ONLY be made Online. Credit Cards Not Accepted for Walk-In Registrations.

Send Registration to: MNLA Summer Meeting, PO Box 387, Conway, MA 01341 413-369-4731 Fax: 413-369-4962

Registration & Cost - Register by July 13th for the Best Price! -

Complete and return the registration form along with the proper fee to MNLA. Fees for members, non-members, and children are listed above. Families and employees of MNLA/MFGA qualify for the same registration fees as members. The fee covers all food, workshops, admission to the trade show, and all other activities. No refunds will be made unless written notice is received seven days prior to the event. **PAYMENT BY CREDIT CARD CAN ONLY BE MADE ONLINE.** Credit cards will not be accepted at the door or for mail-in registrations. To pay by credit card, go to www.mnla.com and complete both the online registration and payment.

Educational Workshops

Choose to attend several workshops over the course of the day. Pesticide credits are offered for attendance at some sessions. One MCH credit for full-day attendance.

Trade Show

Visit with landscape, nursery, greenhouse and industry service and supplier representatives. Last year more than 600 industry professionals attended the summer meeting with over 85 booths filled with goods and services of all descriptions.

Information

For questions or further information, contact the MNLA, 413-369-4731, (fax) 413-369-4962, or visit www.mnla.com

Overnight accommodations Visit mnlatravel.com



Directions to Sylvan Nursery, Inc., at Dartmoor Farm
253 East Horseneck Road, Dartmouth, MA 02790
508-636-4573 Fax 508-636-3397

Route 195 east from Route 95 in Providence or Route 24 in Fall River to Exit 10, Route 88 South. Follow Route 88 to 4th stoplight. Turn left onto Hixbridge Road. Follow to Horseneck Road, turn right. Follow Horseneck Road 3 miles to East Horseneck Road, turn left. Follow to Dartmoor Farm on the left.

Western Roundup Barbecue

- Western Style Chili
- Homemade Corn Bread
- Crisp Garden Salad
- Classic Potato Salad
- Barbecued Chicken
- Sweet Corn on the Cob
- Barbecued Beef Ribs
- Sirloin Tips
- Veggie Burgers
- Fresh Watermelon
- Brewed Iced Tea
- Lemonade