

**REGISTER BY JUNE 27 FOR THE BEST PRICE!**

**Who should attend** Garden centers, retail and wholesale nurseries, greenhouse growers, landscape contractors, maintenance, designers, and architects. If you are in the green industry, you won't want to miss this great opportunity for education, recertification and networking!

Get

**JULY 24, 2014**

# Down to Earth!

**2014 Annual Summer Conference & Trade Show**

## Get Down to Earth with us this July

Summer is for holidays and all things fun. For green industry professionals it's a great time to take stock and learn about new products, trends and business solutions.

- Find business knowledge about new plants and products, sales, operations and profitability
- Attend education sessions organized by UMass Extension
- More than 60 exhibitors and attendees including growers, independent garden centers and landscape firms

"Down to Earth" reflects our commitment to bringing relevant, timely and practical educational and networking opportunities to our members. The entire event has been retooled to offer a full day dynamic experience. Join us this July at a unique venue featuring:

- Amazing speakers
- Hands-on product demos
- A great lunch and lively afternoon of networking

**We've put together a program packed with MCH and pesticide recertification credits!**

**WHERE:** Our 2014 host site is the expansive and lush green turf fields of Savage Farms in Deerfield. Founded in 1910, since 1963 Savage Farms has pioneered cutting edge turf products for New England. Attendees will get an up-close look at sod production. From premium bluegrass and drought tolerant RTF (rhi-



zomatous tall fescue) sod to advanced generations of athletic and sports field products, this Massachusetts farm offers an unparalleled product mix.

**WHO'S THERE:** Our featured keynote speaker, **Michael A. Dirr**, is the author of seven books, including "Manual of Woody Landscape Plants: Their Identification, Ornamental Characteristics, Culture and Propagation and

Uses," a widely used and best-selling reference text. A Mercer scholar, Dirr is considered one of the green industry's most celebrated plant experts. A professor of horticulture at the University of Georgia, his teaching, lectures, seminars, garden study tours and plant introduction programs have contributed to industry awareness.

**WHY:** The 2014 Educational Program will be dynamic and innovative with expanded hands-on demonstrations.

- Take a ride in a sod cutting machine
- Participate in a hands-on practical pesticide sprayer demonstration
- Get dirty using a new bark blower

Have fun while learning about new products and plants offered by our exhibitors. New demonstration programs promise to be a lively addition to your conference experience.

**Visit [mnla.com](http://mnla.com) for details and registration.**

# 2014 Summer Conference Registration

## Registration pricing

### MNLA/MFGA member

\$45/person ■ by June 27, 2014

\$55/person ■ by July 17, 2014

\$75/person ■ after July 17, 2014 **Subtotal:** \$ \_\_\_\_\_

### MCH (non-member)

\$55/person ■ by June 27, 2014

\$65/person ■ by July 17, 2014

\$85/person ■ after July 17, 2014 **Subtotal:** \$ \_\_\_\_\_

### Non-member

\$65/person ■ by June 27, 2014

\$75/person ■ by July 17, 2014

\$95/person ■ after July 17, 2014 **Subtotal:** \$ \_\_\_\_\_

### Children (12 & under)

\$25/child ■ regardless of registration date

**Subtotal:** \$ \_\_\_\_\_



**Total enclosed:** \$ \_\_\_\_\_

To pay by credit card, register at [www.mnla.com](http://www.mnla.com)



Proud member of: ☐ MNLA ☐ MFGA ☐ both

Business type:

☐ Garden center ☐ Wholesale nursery ☐ Retail nursery ☐ Landscape construction/design  
☐ Greenhouse grower ☐ Landscape maintenance ☐ Garden design/maintenance

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Names of those attending: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Member rates are only available to members in good standing of the Massachusetts Nursery and Landscape Association and/or the Massachusetts Flowers Growers' Association. Send registration to: MNLA Summer Meeting, PO Box 387, Conway, MA 01341.**

## WHAT'S NEW:

- Meet our speakers
- Enjoy local craft beers
- Catch up with friends
- Listen to great music!



Join Michael Dirr and AmericanHort at our afternoon networking event for a book signing, music, munchies and networking from 2:30–5:00pm.

Berkshire Brewing Company will offer a selection of locally brewed craft beers. Add live music from Four on The Floor for an amazing opportunity to connect with industry colleagues in a casual and fun setting.

Spend the morning in educational sessions and the afternoon sharing common challenges and solutions!

Hotel rooms are available at the Red Roof Inn in Deerfield.



## Registration and cost, register early 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 be made online

To pay by credit card, please visit [mnla.com](http://mnla.com)

**Educational Workshops** — Choose to attend several workshops over the course of the day. Pesticide credits are offered for attendance at some sessions. Two credits will be awarded for MCH; and one credit will be awarded for MCLP, MCA, ISA credit for full day attendance.

**Trade Show** — Visit with landscape, nursery, greenhouse and industry service and supplier representatives. Last year more than 500 industry professionals attended the conference and trade show with over 60 booths filled with goods and services of all kinds.

**Information** — For attendee & exhibitor information, contact MNLA, 413-369-4731, (fax) 413-369-4962, or [mnla.com](http://mnla.com)

## Directions to Savage Farms, 128 Lower Road, Deerfield, MA ■ 413-774-4935

**From the South:** Take 91N to Exit 24 for US-5/MA-10 toward Deerfield. Turn right onto MA-10N/US-5N/Massachusetts Rte. 10N. Turn left onto Mill Village Road. Left onto Stillwater Road. Take 1st right onto Upper Road then 1st right onto Lower Road, destination will be on the right.

**From the North:** Take 91S to Exit 25 and merge onto MA-116N/Conway Road toward Conway. Slight right onto Stillwater Road. Turn left onto Upper Road then 1st right onto Lower Road, destination will be on the right.

# Welcome our 2014 Down to Earth speakers!

**Bruce Crawford** — A long time proponent of unusual and fun plants, Bruce is the director of Rutgers Gardens, the botanical garden for Rutgers University, and is an adjunct professor in landscape architecture at Rutgers. Bruce also lectures frequently and has yet to find a plant that he does not like!

Bruce Crawford



**Chris Kennedy** is a Massachusetts Certified Horticulturist (MCH) and the third generation owner of Kennedy's Country Gardens in Scituate. Chris earned his degree in landscape contracting at Penn State University and is a practicing landscape designer. He is also an MNLA past-president.

Chris Kennedy



**Gary Koller**, president of Koller & Associates, specializes in residential garden design. His award-winning gardens have been featured on tours conducted by the Perennial Plant Association, the American Society of Landscape Architects and the Garden Conservancy. Director of horticulture for 22 years at the Arnold Arboretum, he is currently an instructor for the Arboretum's Landscape Institute.

Gary Koller



**Jessica Lubell**, assistant professor of ornamental horticulture at the University of Connecticut, has 14 years of experience working with the Connecticut green industry. She has specific experience with propagation and container production of shrubs. Jessica has authored or co-authored 16 peer-reviewed publications since 2005 with eight of these focused on invasive Japanese barberry and four focused on native shrubs.

Jessica Lubell



**Michael Oleykowski** has a B.S. in horticulture from Pennsylvania State University and had been a licensed applicator, turf and ornamental supply distributor sales rep, sales and marketing manager for a turf and ornamental distributor, and technical marketing sales representative of Ciba-Giegy, Novartis, United Phosphorus and Syngenta. Mike focuses on integrated control strategies using beneficial insects and compatible pesticides.

Michael Oleykowski



**Mary Owen** — A veteran extension educator, is the team leader and turf specialist for the University of Massachusetts, Amherst, Extension Turf Program.

Mary Owen



**8am Registration & trade show opens**  
**Coffee, tea, juice, fresh fruit & pastries**

**8:30am–1:30pm Classroom sessions & outdoor demonstrations**

**11:30am–1pm Lunch**

**1:30pm Keynote address**

**2:30–5pm Networking, book signing, music, munchies & fun**

**PLANT  
SOMETHING™**

# Down to Earth Educational Sessions Concurrent classroom educational sessions (tents) and outdoor demonstrations (demo area #1)

## SESSION A 8:30am

### 1. New Fertilizer Regulations ■ Mary Owen

Chapter 262 of the Acts of 2012 authorized new statewide nutrient management regulations by the Massachusetts Department of Agriculture and other specific entities. The status of these regulations as well as regulations on Cape Cod and the Islands will be addressed and the details reviewed.

### 2. Invasive Plants

#### ■ Jessica Lubell

Learn about landscape use, propagation and production of underused New England native shrubs. Jessica's native plant program utilizes a vertically integrated approach, necessary to truly bring underused natives shrubs into greater acceptance. Follow her native plant program on Facebook at Native Plant Gal.

## SESSION B 9:30am

### 1. Evaluate then Recycle, Reuse & Refresh Landscape Plantings ■ Gary Koller

There is money to be made by helping clients upgrade tired plantings. Few existing landscapes are reviewed to make adjustments required by the passage of time. Koller will discuss the process of evaluation including removal of existing specimens, sculpting and reshaping trees and shrubs, infilling bare spots in perennial and ground cover plantings and adding plantings.

### 2. New Options in Control Strategies for the Greenhouse, Nursery and Landscape

#### ■ Michael Oleykowski

Integrated pest management approaches are highlighted in this presentation of new active ingredient pesticides, established products and beneficial control agents. New chemistries offer reduced risk and rotational options. Beneficial insects, mites, and nematodes can offer biological control. Benefit by understanding how the two fit together.

☛ Pesticide credit: categories 00, 26, 29, 36, 37

## Demo 2



### Insectos Invasivos de Massachusetts Trabajadores de la Tierra (Spanish)

#### ■ Stacy Kilb,

coordinador de alcance comunitario sobre el escarabajo asiático de antenas largas. Muchos insectos invasivos amenazan los bosques y cosechas de Massachusetts, pero Ud. puede ayudar a prevenir su propagación aprendiendo lo que debes buscar. Esta presentación se centrará en el escarabajo asiático de antenas largas, el barrenador esmeralda del fresno, el escarabajo apuesto de marmoteados, y otras plagas agrícolas.

☛ Pesticide credit: categories 00, 26, 29, 36

## SESSION C 10:30am

### 1. The Best of the Best in Plant Material

#### ■ Bruce Crawford

Among the myriad plants available, there are those that stand alone due to longer floral display, phenomenal foliage or incredible tolerance to challenging sites. From personal experiences and observations, Bruce will outline plants that should be incorporated more frequently into Northeast gardens.

### 2. What's New under the Big Tent

#### ■ Christopher Kennedy

Chris will take you through the trade show highlighting new ideas, plants and products useful in your business. Learn how to incorporate new plants into designs, key selling points for sales staff, and new products & ideas into your business. Get ideas and feedback on how these new plants and products work in a day-to-day industry setting.



## Demo 3

### Selecting and Using Backpack Sprayers

#### ■ Sponsored by

#### OESCO, Inc.

Robin Gingras will go over backpack sprayer selection, spray tip options, and proper spray deposition for shrub and turf applications. View a selection of backpack sprayers up close and take the opportunity to ask questions of an industry supplier while learning to decipher equipment manual directions confidently.

☛ Pesticide credit: categories 00, 26, 29, 36, 37

## SESSION D 11:30am

## Demo 4

### Flower Trial Talk

■ David Fiske, director of Trial Gardens, Massachusetts Horticultural Society  
For over ten years, Elm Bank in Wellesley has grown one of two official trial gardens in the Northeast that consist of plants grown from seed from All-America Selections (AAS), trialed and judged by AAS guidelines. David will talk about AAS and show plants samples from one of many gardens sponsored by the Massachusetts Horticultural Society. Performance trials show consumers, home owners, or professionals how plants grow and look in garden beds or containers.



## Demo 5

### Sod Cutting & Drought Tolerant Seed

#### ■ sponsored by Savage Farms & Barenbrug USA, Inc.

Bruce Chapman of Barenbrug will review new drought tolerant seed options available on the market today. Jay Savage, Savage Farms will demo the newest sod cutting technology that provides double down pressure for less scalp and a high quality product.

## SESSION E 12:30pm

## Demo 6

### Considerations of Using Mulch and Mulch Blowers

■ Sponsored by Finn Corp, HydrograssCorp.com and Vermont Mulch Company  
Randy Prostack, UMass Extension, will take a look at the most common myths about mulch and mistakes made by landscapers when using mulch. David O'Sullivan, Vermont Mulch Company, will showcase various types of mulches and suggest handling strategies. Chris Bacon, Hydrograss Corporation will demo the "how to" of bark blowers, their value, and expanded uses including spreading compost.



## Demo 1

### Invasive Insects of Massachusetts for Land Care Workers (English)

■ Stacy Kilb, MDAR  
Asian longhorned beetle (ALB) outreach coordinator

Many invasive insects

threaten Massachusetts forests and crops. Prevent their spread by learning what to look for! This presentation will cover ALB, emerald ash borer, brown marmorated stink bug, and other agricultural pests.

☛ Pesticide credit: categories 00, 26, 29, 36

Michael Diiri



## KEYNOTE ADDRESS ■ 1:30pm The Future in Plant Materials

### Navigating the High Seas of New Tree and Shrub Introductions

With ever-increasing tree and shrub introductions coupled with minimal testing, growers, retailers and consumers are befuddled. Branding and marketing are now driving the bus. Marketing by HGTV, Garden Debut, Endless Summer, First Editions and Proven Winners is resonating with the public. With over 90 Hydrangea paniculata cultivars, who knows the best? This lecture will discuss the newer trees and shrubs best adapted to the Northeast.

Sponsored by  AmericanHort