

## NJ Plants 2017 Seminar Schedule

### Tuesday February 28, 2017

**2/28/2017 8:00 AM Main**

**Speaker:** *Pat Hastings, Rutgers University*

**Speaker Bio:** Pat is the Extension Pesticide Safety Education Program Coordinator for New Jersey, specializing in training pesticide applicators in the selection and use of personal protective equipment. She is the Extension liaison for Federal and New Jersey regulatory issues impacting pesticide applicators, and NJ School IPM Outreach Coordinator.

**Title:** Respiratory Protection for Pesticides: Reading Between the Lines of the Label

**Description:** New Jersey's green industry professionals such as landscapers or arborists when required to use respiratory protection for protection from hazardous substances as part of their job are covered under OSHA's Respiratory Protection Standard (29 CFR 1910.134). However, pesticides specifically fall under the jurisdiction of EPA, not OSHA, with very specific exceptions such as when a fatality occurs. EPA communicates what respiratory protection is required on the pesticide label. This session will provide you with a user's guide to be able to "read between the lines" of the pesticide label so that you will be select and use respiratory protection as intended by EPA. The separation of EPA and OSHA jurisdictions has been further delineated by the recent revision of EPA's Worker Protection Standard (WPS) which only adopts a subset of the OSHA 1910.134 regulations regarding the use of respiratory protection for pesticides. (Nursery growers will be directly impacted, and will be provided additional information for what they need to comply with the WPS revisions on respiratory protections by this year's growing season).

**Pesticide Credits:**

**PA: Core – 2**

**NJ: Core – 2**

**CT: Core – 2**

**NY: Core – 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 9:30 AM Junior**

**Speaker:** *Claudia West, Author*

**Speaker Bio:** Ms. West became interested in plants at an early age at her parents' nursery in Saxony, Germany. "I was surrounded by plants, especially American plants that we Europeans love so much. When I turned 18, I felt the urge to explore where all of these stunningly beautiful plants came from," she said. Wolfgang Oehme, her friend and mentor, helped her land an internship at Bluemount Nurseries in Monkton, Md., "where I fell in love with America and its fascinating flora." Ms. West, who now works as the ecological sales manager at North Creek Nurseries in Landenberg, Pa., says that many tropical plants "have great ecological value and are stunningly beautiful." But she espouses the use of native flora.

**Title:** Planting in a Post-Wild World

**Description:** "Plants are the foundation of healthy ecosystems and they bring beauty and joy to our lives. But great plants alone don't automatically create lasting ecological benefits in our gardens. Great landscapes of the future require a new form of planting that works with natural principles and marries horticulture with ecology. Join us as we explore how ecological plants improve the quality of all landscapes and how plant community based design strategies can help you create the planting of your dreams. Claudia will talk about spectacular perennials and grasses and how to use them in stable, layered combinations that increase the ornamental, functional, and ecological value of your landscape. Learning objectives:

1. Understand the need for more functional and ecological planting.
2. Analyze differences between the way plants grow in the wild and the way they grow in designed landscapes.
3. Examine strategies for increasing the aesthetics of mixed planting to make it attractive and appealing to the public.

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plant**

**2/28/2017 9:30 AM Seminar 2**

**Speaker:** Bruce Neary, Owner of BCN Horticultural Services

**Speaker Bio:** Bruce Neary received a Bachelor of Science from Rutgers University as well as a Masters of Agriculture from Texas A&M University. Bruce is also an Instructor at Rutgers University - Continuing Professional Education. Bruce's company, BCN Horticultural Services, is a family-run business, owned and operated by Bruce and Brenden Neary. They specialize in landscape design, installation, maintenance and consultation for any and all horticultural needs. They are committed to quality, service, professionalism and integrity for all of our clients.

**Title:** Dealing with Salinity Issues in Landscaping

**Description:** Landscape plants can be exposed to salt stress from various sources that include (winter) deicing salts, saline irrigation water sources, and proximity to marine coastal environments (salt in soil, water and breeze/air). In addition to characterization of these salt stress sources for a site, and the use of salt-tolerant plant and grass species, irrigation and cultural management practices could help maintain functional and aesthetic landscape planting subjected to these salt stresses.

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 10:00 AM Main**

**Speaker:** Rich Imlay, Jonathan Green

**Speaker Bio:** Rich Imlay has 39 years of experience in the turf industry. He is an expert in athletic field management and residential lawn care. After working for 27 years as a landscaper Rich became a sales representative at Jonathan Green, Inc. Jonathan Green is a family owned business wholesale supplier of grass seed and fertilizer to independents only.

**Title:** IPM Controls for Invasive Grass/Organic Lawn Care

**Description:** He will talk on IPM emphasizing the importance of biological stimulation, proper identification and timing and just plain common sense. There are limits on going strictly organic. Integrating synthetics in a responsible manor will yield the best result. Water Pollution Sad Facts, Dead Zone Study – COSEE, Nutrient Runoff Study – Michigan University and Best Management Practices to Reduce Pesticide + Fertilizer Dependency

**PA: PC – 2, 07 – 2, 18 – 2, 23 – 2**

**NJ: 3A – 2, 3B – 2**

**CT: 3A – 2, 3B – 2**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 10:00 AM Seminar 1**

**Speaker:** *Raul Cabrera, Extension Specialist - Rutgers University*

**Speaker Bio:** Dr. Raul Cabrera is an Associate Professor and Extension Specialist of Nursery Crops with Rutgers University. He specializes in the biology, production and management ornamental plants and trees. In recent years, his research has focused on irrigation water quality, assessment of plant water requirements, salinity management in plants and crops, fertilization and soil management practices for plants in horticultural nursery production and urban landscape environments.

**Title:** SPANISH: Identifying common pests and disease in landscape plants (Identificación de plagas y enfermedades comunes en plantas de jardín).

**Description:** "In this talk we will address some common insects and diseases affecting plants and trees used in New Jersey urban landscapes, providing clues for their identification, damages they cause and some typical control methods.

En esta charla hablaremos sobre algunos insectos y enfermedades comunes en plantas de jardín en New Jersey, proveyendo síntomas y señales que ayuden a su identificación, los daños que causan y algunos métodos usados para su control."

**PA: PC – 2, 06 – 2, 18 – 2, 23 – 2**

**NJ: 3A – 2, 3B – 2, 3C – 2**

**CT: 3A – 2, 3B – 2, 3C – 2**

**ISA: Certified Arborist: 1, BCMA – Science: 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 10:30 AM Seminar 2**

**Speaker:** *Bruce Crawford, Director of Rutgers Gardens*

**Speaker Bio:** A longtime proponent of unusual and fun plants, Bruce had his own design/build garden design business for nearly 25 years that specialized in plantings for year-round interest. One of those gardens was published in Fine Gardening Magazine! Today, Bruce is the Director of Rutgers Gardens, the botanical garden for Rutgers University, and is an adjunct professor in Landscape Architecture at Rutgers University. His position as Director of Rutgers Gardens involves the management of the 180-acre facility,

which includes designed gardens, woodlands and open fields. Open 365 days a year and with over 30,000 visitors a year, the emphasis is now focused on redeveloping the Gardens such that it tells the story of plants over the past 450 million years and allowing the visitors to see these plants feature in seasonally attractive designs. Bruce also lectures frequently to various groups and at continuing education programs.

**Title:** Native Plants for Native Pollinators

**Description:** There has been a tremendous resurgence for native plants. Yes, these plants provide both attractive floral and foliar additions to the Garden, but the interest extends far beyond beauty. They also provide food through pollen, nectar or foliage that will support our native insect population and all the animals that feed upon these insects. Bruce will highlight numerous beauties that will enhance your garden while sustaining our natural environment!

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plants**

**2/28/2017 11:00 AM Junior**

**Speaker:** Jason Grabosky, Professor - Rutgers University

**Speaker Bio:** Dr. Grabosky is the John and Eleanor Kuser Faculty Scholar in urban and community forestry. He is currently the Editor in Chief of the Journal "Arboriculture & Urban Forestry"

He is also the co-Director of the Center for Landscape Resilience, a joint venture of Rutgers NJAES and the USDA Forest Service. He teaches classes in tree care and urban forestry, and his research broadly addresses tree biology and management in designed landscapes.

**Title:** Grades and Standards and New Jersey

**Description:** There is a difference between a standard and a specification as we all know. The ANSI Z60.1-2014 standard assures a common definition and specifics as to measurements and size categories. The Z60 is not, however, benchmark for quality. Specification language for nursery stock fills the need in the current state of the NJ industry. Unfortunately, not all specifications are created or enforced equally. To meet this problem in other places, quality benchmarks and assurance guidelines have been created with a grading system, in parallel with other agricultural product quality labeling programs. This presentation will discuss some aspects of standards, specifications and grading systems within the nursery plant production industry, with aspects of the FL Grades and Standards, the CA effort toward the same, and the Australian program, all of which have been largely defined and driven by the local grower association.

**ISA: Certified Arborist: 1, BCMA – Practice: 1**

**NALP: 1 CEU**

**CNLP: 1 Professional**

**2/28/2017 11:00 AM Seminar 1**

**Speaker:** Raul Cabrera, Extension Specialist - Rutgers University

**Speaker Bio:** Dr. Raul Cabrera is an Associate Professor and Extension Specialist of Nursery Crops with Rutgers University. He specializes in the biology, production and management of ornamental plants and trees. In recent years, his research has focused on irrigation water quality, assessment of plant water

requirements, salinity management in plants and crops, fertilization and soil management practices for plants in horticultural nursery production and urban landscape environments.

**Title:** SPANISH: Principios de Biología para Jardineros (Biology for Gardeners and Landscapers)

**Description:** Esta clase cubrirá algunos de los principios básicos de la biología de las plantas que tienen aplicaciones prácticas con el cuidado y mantenimiento de plantas y árboles en jardinería. This class will cover some basic principles of plant biology that have a direct practical application to the care and management of garden and landscape plants and trees.

**ISA: Certified Arborist: 1, BCMA – Practice: 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plants**

**2/28/2017 11:30 AM Main**

**Speaker:** Nick Polanin, County Agent II / Associate Professor - Rutgers University

**Speaker Bio:** Since joining Rutgers University in 1999, Nick has been nationally recognized for his leadership and educational initiatives in training arborists and other tree care professionals, Green Industry workforce development programs, distance education for consumer and commercial audiences, and volunteer management. He currently serves as statewide coordinator for the Rutgers NJAES Master Gardener Program. Nick holds an M.S. in Horticulture/Urban Forestry (1989), and a B.S. in Natural Resource Management/Forestry (1982), both from Rutgers University. Areas of expertise include urban and community forestry, street tree management, Christmas tree and nursery production, landscape IPM, and public relations. State Coordinator, Rutgers Master Gardener Program

**Title:** The ABC's (abiotic, biotic, and clients) of IPM in the Landscape

**Description:** This presentation will focus on biotic diseases and their abiotic "mimics" commonly affecting landscape plants, diagnostic skills to tell the difference, and cultural and chemical interventions in prevention and remedy. Clientele perspectives and expectations will also be presented, as many landscape mistakes are the common root cause of predisposition to these diseases – planting, pruning, and property usage.

**PA: PC – 2, 06 – 2, 18 – 2, 23 – 2**

**NJ: 13 – 1, 3A – 2, 3B – 2, 3C – 2**

**CT: 13 – 1, 3A – 2, 3B – 2, 3C – 2**

**NY: 3a- 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 11:30 AM Seminar 2**

**Speaker:** Daniel Moreland, CDT, CCPR, LEED GA Belgard Architectural Specialist - Belgard

**Speaker Bio:** 2002 – Present (15 years) | NY/NJ/PA CCPR; LEED GA; ICPI Certified Paving Instructor; NCMA Certified SRW Instructor; NCMA Certified Masonry Testing Technician; ICPI Advanced Residential Paver Technician course instructor. ICPI PICP Instructor. Member ICPI Technical Committee. Kutztown University of Pennsylvania. Bachelor of Education (B.Ed.), Secondary Education and Teaching.

**Title:** Paving with Porcelain

**Description:** One of the most exciting developments in outdoor living is the arrival of 3/4 and 1 1/4" thick porcelain outdoor pavers. The concept began to spark interest in 2012 and is continuing to grow in popularity. "Paving with Porcelain" traces the history of porcelain manufacturing from Italy and matches the quality story to features and benefits to make a compelling case for this highly durable material for paving purposes. Industry accepted installation steps for sand set, concrete overlay and permeable applications are covered.

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Design**

**2/28/2017 1:00 PM Junior**

**Speaker:** *Dr. Brian Voynick, DVM, CVA*

**Speaker Bio:** Dr. Brian T. Voynick is the owner and director of the American Animal Hospital. His fields of interest are in diagnostics medicine, endoscopy and alternative medicine. He is a renowned certified veterinary acupuncturist, with a special interest in Chinese herbal medicine. Dr. Voynick's mastery of this remarkable healing art relieves pets' chronic pain to give them longer, happier lives. Clients and their pets find the treatments to be pain-free and relaxing. He has served as chairman of the New Jersey Veterinary Medical Association Ethics and Grievance Committee as well as president of the Randolph Area Chamber of Commerce. Dr. Voynick enjoys hosting the Pet Stop on News 12 New Jersey and spending time with his friends and family.

**Title:** Help Dogs and Landscapes Play Nicely Together

**Description:** Dogs and outdoor spaces go together naturally. With their penchant for digging holes, carving runway paths and eating plants, some dogs can wreak havoc on landscape design. Knowing what some of the most common problems are, and how to overcome them, will help keep the peace between pet guardians and their dogs, and leave both with a beautiful yard to enjoy. According to the American Pet Products Association, over \$60 billion is spent on pets annually. Use your knowledge of creating pet-friendly landscapes to tap into this specialized market.

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 1:00 PM Main**

**Speaker:** *Matt Elmore PhD, Asst. Extension Specialist in Weed Science - Rutgers University*

**Speaker Bio:** Expertise: Weed science in Turf and Forage Grasses

**Title:** Weed Watch: What to know for weed control in landscapes.

**Description:** This presentation will discuss the life cycle and various methods to control weeds common to landscapes in New Jersey. Discussion of weed control methods will focus on understanding factors that influence pre-emergence herbicide effectiveness.

**PA: PC – 2, 06 – 2, 18 – 2, 23 – 2**

**NJ: 3B – 2**

**CT: 3B – 2**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 1:00 PM Seminar 1**

**Speaker:** Raul Cabrera, Extension Specialist - Rutgers University

**Speaker Bio:** Dr. Raul Cabrera is an Associate Professor and Extension Specialist of Nursery Crops with Rutgers University. He specializes in the biology, production and management ornamental plants and trees. In recent years, his research has focused on irrigation water quality, assessment of plant water requirements, salinity management in plants and crops, fertilization and soil management practices for plants in horticultural nursery production and urban landscape environments.

**Title:** SPANISH: Consideraciones sobre Clima, Agua y Suelos en Jardinería (About Climate, Water & Soils in Landscape Management)

**Description:** Se discutirá como factores del clima, suelo y agua en un sitio afectan el crecimiento, desarrollo y la estética de plants en un jardín urbano. This talk will address how climate, soil and water factors and characteristics in a site affect the growth, development and aesthetic performance of plants in an urban landscape.

**Fertilizer: 1 Unit**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**2/28/2017 1:00 PM Seminar 2**

**Speaker:** Larry Kuser, Owner of Fernbrook Nursery

**Speaker Bio:** Larry has served on the Board of Directors of the New Jersey Nursery and Landscape Association, is a past member of the Burlington County Board of Agriculture, past president of the Chesterfield Township Environmental Commission and is a member of the New Jersey Community Forestry Council. Larry is a graduate of Cornell University and has a Master's degree in Education from Fordham University. He has been married for 34 years to Susie, has three grown children and two grandchildren. His vocation and avocation are the same: to live close to the earth and share the farm with as many people as possible.

**Title:** Planting Techniques for Container and B&B Material

**Description:** While there is a trend in nursery production towards containerized plant production, many plants, especially trees, are still best grown in the field. The success rate of these trees is often dependent on how they are dug, handled, and planted once they leave the field. In this session, Larry Kuser will share valuable information and techniques about the planting process to ensure higher survivability on your next planting job.

**ISA: Certified Arborist: 1, BCMA – Practice: 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plants**

**2/28/2017 2:00 PM Seminar Room 2**

**Speakers:** Senator Christopher "Kip" Bateman & Kevin Gilbride, Executive Director, Accredited Snow Contractors Association

**Speaker Bios:** Senator Christopher 'Kip' Bateman was born on October 9, 1957 in Somerville. He attended public schools in Somerset County and graduated from Ithaca College with a B.A. in History

and Political Science in 1980. He is also a graduate of Seton Hall Law School, and in 1987, he was admitted to the bar. Currently, he is a partner with the law firm of DiFrancesco, Bateman, Coley, Yospin, Kunzman, Davis and Lehrer, P.C.

Senator Bateman has served the 16th District in the Legislature since January 1994 when he was elected to the New Jersey General Assembly where he served seven consecutive terms, ending in 2007.

As an Assemblyman, he was Assistant Majority Whip from 1994-95 and Majority Whip in 1996. He was the Assistant Republican Whip from 2002-03 and the Assistant Republican Leader from 2004-2005. His appointments include the Task Force to Study Homeowner Associations from 1996-1997 and the Delaware and Raritan Transportation Safety Study Commission from 1995-1996. In 2004 he was appointed to the Legislative Services Commission and the Mandated Health Benefits Advisory Commission.

In 2008, he was elected Senator and currently serves on the Senate Judiciary Committee, the Senate Environment Committee, the Joint Committee on Public Schools and the Joint Committee on Housing Affordability. He is also the Deputy Conference Leader.

Senator Bateman's other public service includes serving on the Somerset County Board of Chosen Freeholders from 1988-1994. In 1990 and 1991 he was Deputy Director, and in 1992, he served Freeholder Director. He also was a member of the Branchburg Township Committee from January 1983 to February 1988, and was Mayor in 1986. He also served on the Branchburg Township Planning Board in 1985 and 1986.

In addition, Senator Bateman is a member or has been a member of the following community organizations: the HomeSharing Program of Somerset County, Special Olympics New Jersey, Branchburg Rotary Club, Midland Foundation, Somerville Elks, Somerset Medical Center, Branchburg Historical Society, Washington Campgrounds Association, Somerset Public Employees Charitable Campaign, United Way Board of Trustees, The New Brunswick Theological Seminary Board of Trustees and The Wellness Community Board of Trustees.

Senator Bateman has sponsored laws reducing auto insurance premium costs for policy holders, allowing tax filers to contribute a portion of their income tax refund to support the Drug Abuse Education Fund (DARE) program and creating a grant program thermal imaging cameras to fire departments and companies throughout the state.

Senator Bateman and his wife, the former Susan Formichella, have four children, sons Christopher Jr. and Joseph, and daughters Stephanie and Kate. He is the son of former Assemblyman and Senator and 1977 gubernatorial candidate, Raymond H. Bateman.

**Kevin Gilbride** began his career with GIE Media in 1996, joining the sales force of Lawn & Landscape Magazine, that industry's leading business management publication. He rose through the sales ranks to National Accounts Sales, National Sales Manager, and eventually Group Publisher. During his tenure as Group Publisher, Kevin was part of the team that created Snow Magazine and Commercial Dealer, leading those sales efforts and establishing those titles as the leading publications in their respective industries. As Publisher, Kevin re-launched Golf Course News and led its transition to Golf Course Industry, where today it is read by more than 25,000 North American superintendents and related golf and turf care professionals.

In 2010, as Publisher of Snow Magazine, Gilbride and his team launched Snow Magazine's Leadership and Top 100 Conference, a first-of-its-kind, high-end, executive-level education conference. It was at the first conference where industry leaders spoke passionately about the negative impact insurance issues --



namely skyrocketing premiums -- were having on the industry. At the request of industry leaders, Gilbride and Snow Magazine made a thorough assessment of these claims and issues.

In August 2011, GIE Media announce the creation of the Accredited Snow Contractors Association, with Gilbride being named Executive Director, the position he holds today. Within a year of the association's inception, the ASCA established the industry's first set of professional standards, developed an educational-based certification program, instituted an ISO9001-based certification program specifically for the professional snow removal industry, and has taken an active stance toward tort reform, including providing testimony to Congress about the impact frivolous slip-and-fall claims have on small businesses.

A Cleveland-area native, graduate of St. Ignatius High School and John Carroll University, Gilbride spends his free time with his wife, Annemarie, and their three children, as well as working on his 18 handicap.

**Title:** Snow liability.... it's all on you, but it doesn't have to be!

**Description:** Hold Harmless agreements and indemnification language have been dragging snow contractors down and are the major cause of skyrocketing insurance rates. Learn what you can do short term in your business to protect yourself, your company and insurance carrier. Additionally, find out about the long-term solution, legislative change that will solve this issue long term. Senate Bill 181 has already passed the Senate...you can help it pass the Assembly.

**CNLP – 1 Professional**

**2/28/2017 2:30 PM Main**

**Speaker:** *Stephen Bross, Environmental Specialist 3, Bureau of Licensing & Pesticide Operations NJDEP*

**Speaker Bio:** Former enforcement officer, Former Environmental Specialist Environmental Specialist 3, Bureau of Licensing & Pesticide Operations NJDEP

**Title:** DEP Pesticide Program

**Description:** The talk will be on 2017 NJ DEP Pesticide Regulation updates regarding Commercial and Private Pesticide Applicators on rules, website updates and WPS changes occurring from the EPA starting in January 2017.

**NJ: 1A – 2, Core – 2, PP2 – 2**

**CT: 1A – 2, Core – 2, PP2 – 2**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Professional**

**2/28/2017 3:00 PM Junior**

**Speaker:** *Bonnie Kantor, Constant Contact*

**Speaker Bio:** Bonnie Kantor is the president of Pressing Issues, a professional web solutions and digital marketing agency located in Metuchen, NJ. She is a geek disguised as a people-person with an area of expertise in social media marketing—Facebook, Twitter, Linked In and more. A Constant Contact Master-Certified Authorized Local Expert, she has been using email marketing and social media tools to help her clients stay top-of-mind for more than eight years. Bonnie presents regularly about email marketing and social media to small business owners, non-profit staff and employees. In addition, she is

a BNI Director-Consultant. In that role, she presents at large trainings and at many chapter meetings throughout Middlesex County.

**Title:** "Social Media Marketing for Retail Garden Centers"

**Description:** This session will show you how to make the most of email marketing plus social media for your business. When the session is done, you'll have a greater understanding of marketing basics like goals and objectives. You'll be given opportunities to capture your own ideas and build out the framework of your own "next great campaign" through interactive activities and a handout.

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Professional**

**2/28/2017 3:00 PM Seminar 2**

**Speaker:** *State Police*

**Title:** New Motor Vehicle Regulations

**Description:** NJ State Troopers will update you on significant regulation changes that will have an effect on landscape contractors in the state of New Jersey.

**CNLP: 1 Professional**

## **Wednesday March 1, 2017**

**3/1/2017 9:00 AM Junior**

**Speaker:** *Judy Sharpton*

**Speaker Bio:** Judy Sharpton is a garden center design and renovation specialist with 39 years' experience in advertising and promotion and the owner of Growing Places Marketing. Since 1995, Growing Places Marketing has specialized in on-site consultations on store design, renovation and branding exclusively for independent garden centers and farm markets. Judy has served more than 300 individual independent garden centers with a wide range of renovation and new construction design services.

**Title:** "The Top Five Investments You Can Make in Your Store in 2017"

**Description:** So many ideas! So many plans for upgrading your store presentation. And, then spring just slips up on you. Out of all the ideas you can consider, this program describes five that you can do without a bulldozer of a bank loan. And, each one meets one or more marketing goals: increasing customer count, increasing frequency and/or increasing average sale. Come with your list of store improvement ideas and compare your ideas to these five specific store development projects that you can get done and track the real results.

**NALP: 1 CEU**

**CNLP: 1 Professional**

**3/1/2017 9:00 AM Main**

**Speaker:** *Rich Buckley, Director - Rutgers Plant Diagnostic Lab, Rutgers University*

**Speaker Bio:** Richard Buckley is the Director of Rutgers Plant Diagnostic Laboratory. He received his BS in Entomology and Plant Pathology from the University of Delaware and an MS in Turfgrass Pathology from Rutgers University. Mr. Buckley is an instructor in the Rutgers Professional Golf Turf Management School and Rutgers Department of Pathology and Plant Science. He teaches courses in diseases and insect pests of turfgrass and ornamental plants. He is also a frequent lecturer and invited speaker on disease and insect pest problems in turf and ornamentals, plant problem solving, and pest management techniques.

**Title:** "Hold on to Your Ash"

**Description:** Native ash trees are under assault from diseases and insect pests. This 90-minute presentation covers all the potential threats to the species. Fungal and bacterial diseases will be covered as well as several insect pests. Plant Health Management strategies will be discussed with a strong emphasis on the primary threat, the Emerald Ash Borer.

**PA:** PC – 3, 05 – 3, 06 – 3, 18 – 3, 23 – 3

**NJ:** 3A – 3

**CT:** 3A – 3

**NY:** 2 – 1, 3a – 1, 25 - 1

**ISA:** Certified Arborist: 1.5, BCMA – Management 1.5

**APLD:** 1.5 CEU

**NALP:** 1.5 CEU

**CNLP:** 1.5 Environment

**3/1/2017 9:00 AM Seminar 1**

**Speaker:** John Patten, PBI, NJGIC

**Speaker Bio:** John has over 43 years in the Turf & Ornamental Industry. Bachelor of Science Degree in '74 from Delaware Valley College in Doylestown, Pennsylvania. Started in the Industry with Commercial Landscaping and Maintenance with Johnson & Johnson as our primary customer. 13 years in the Liquid Fertilizer Industry, starting as a custom applicator (+55,000 acres), moving to Sales and Troubleshooting. Emphasis on Turf & Ornamental, as well as Agriculture. Been with PBI Gordon for 20+ years as a Territory Manager covering at any given time, from Virginia to Maine. Spends approximately 4 months of his year educating Professionals in our Industry how to properly apply Pesticides. He teaches education seminars throughout New Jersey, Pennsylvania, and New York. In many instances these sessions are through the State Universities. Licensed Commercial Pesticide Applicator in New Jersey, and New York State. Have served on numerous Industry Organizations including the Plant Food Education Society, which later merged with the Pesticide Association of New Jersey, to become the New Jersey Agribusiness Association. Presently serving as the President of the New Jersey Green Industry Council, as well as the Education Committee Chair.

**Title:** Turf Weed Identification and Controls

**Description:** Weed Identification (Broadleaf and Grassy weeds)

\* Broadleaf weeds versus Grassy weeds.

\* Annuals / Biennials / Perennial.

\* Post-emergent versus Pre-emergent.

\* Tough to control weeds in New Jersey and Pennsylvania.

\* Active Ingredients; their strengths and weaknesses.

\* The changing look of commercial herbicides. From single components, to three-ways, to four ways, to

custom mixing.

- \* Changes in the pesticide labels.
- \* Changes coming from the EPA / DEP.
- \* New Products.
- \* Weed control scenarios. (Group participation)

**PA: PC – 2, 07 – 2, 18 – 2, 23 – 2**

**NJ: 3B – 2, Core – 1**

**CT: 3B – 2, Core – 1**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**3/1/2017 9:30 AM Seminar 2**

**Speaker:** *Robert D. LaHoff, Co-Owner of Hall's Garden Center & Florist*

**Speaker Bio:** Horticultural Sales; Tree/Shrub Specialist. Robert LaHoff is co-owner of Hall's Garden Center and Florist in Union County, a member of the Union County Board of Agriculture, the New Jersey Nursery and Landscape Association, Reeves-Reed Arboretum Buildings and Grounds Committee, a lifetime member of the Conifer Society and past member of the retail council for Monrovia Growers. Attended Rutgers University Rutgers University BA, Communication, English, Horticulture 1988 – 1992. 20 years + in the industry

**Title:** Guaranteeing Life?

**Description:** "Let me begin by saying that our garden center guarantees plants today and will continue to do so for years to come. But why do we do this?" Bob's iconoclastic approach to this strongly contested subject is meant to cause pause and ask the simple question, why? Given the amount of time it takes to grow premium plant material and the underlying circumstances that surrounds this, why do we feel it necessary to guarantee vascular plants and potentially encourage the negligence of others? This discussion will speak directly to BETTER PLANTS, their life cycle from the grower to the installer and beyond, and the mishaps in between. Finally, is the novice or millennial costing you money in the long run? This discussion will speak to social media and the fears we may have, while trying to justify or disprove what others have done before us. Hold on, this will be quite a ride!

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plants**

**3/1/2017 10:00 AM Seminar 1**

**Speaker:** *Russ Danyluk, Business Development Manager, Ice Melt Products - SynaTek*

**Speaker Bio:** Russ has been involved in Business Development in Facility Management for over 9 years. His focus has always been on sustainability and moving towards a "greener" way to accomplish your everyday tasks. He is a member of SIMA and ISSA and has been with SynaTek for 2 years.

**Topic:** Snow & Ice Melt (evolution of chlorides as they pertain to snow removal and deicing)

**Description:** The talk will cover the pros and cons related to performance and environmental footprint for products currently being used. He will discuss best practices to improve efficiency in snow and ice management and to improve the impact the products being used have on the environment.

**APLD: 1 CEU**  
**NALP: 1 CEU**  
**CNLP: 1 Environment**

**3/1/2017 10:30 AM Junior**

**Speaker:** *Alexandra Hollywood, Regional Development Director - Northeast - Constant Contact*

**Speaker Bio:** Alex Hollywood is Constant Contact's engagement marketing expert in New York and New Jersey. Her regional team of expert speakers conduct marketing seminars and product training workshops. As a former chamber of commerce executive, she understands the dedication and resources that make small and mid-size organizations work and the marketing that is necessary to make them succeed. She has successfully created, implemented and launched engagement marketing campaigns to drive brand awareness and increase sponsorship dollars.

**Title:** Power of the Inbox

**Description:** From revealing why regular email doesn't work, to insider tips and techniques like list building tools and email design elements that work (and those that don't!). This seminar will give you the keys to the most effective marketing you can do: email marketing.

**APLD: 1 Business CEU**  
**NALP: 1 CEU**  
**CNLP: 1 Professional**

**3/1/2017 10:30 AM Seminar 2**

**Speaker:** *Mike Reed, Sales Representative - Synatek*

**Speaker Bio:** Mike has been actively involved in the green industry for over 30 years and worked for some very successful businesses. Mike has degree from the County College of Morris and currently represents Syngenta. Mike is a certified pesticide course trainer, and active member of the New Jersey Landscape Contractors Association, and has trained applicators throughout the northeast and Mid-Atlantic.

**Title:** Environmental Concerns Regarding Turf and Ornamental Pesticides, Fertilizer and Water

**Description:** Debunking some of the myths regarding the green industry and how its effects the environment. Inventorying your current practices and making changes if needed to be good stewards to the environment.

**PA:** PC – 2, 06 – 2, 07 – 2, 18 – 2, 23 – 2

**NJ:** 3A – 2, 3B – 2

**CT:** 3A – 2, 3B – 2

**Fertilizer:** 1 Unit

**APLD: 1 Business CEU**  
**NALP: 1 CEU**  
**CNLP: 1 Environment**

**3/1/2017 11:00 AM Main**

**Speaker:** *Rich Buckley, Director - Rutgers Plant Diagnostic Lab, Rutgers University*

**Speaker Bio:** Richard Buckley is the Director of Rutgers Plant Diagnostic Laboratory. He received his BS in Entomology and Plant Pathology from the University of Delaware and an MS in Turfgrass Pathology from Rutgers University. Mr. Buckley is an instructor in the Rutgers Professional Golf Turf Management School and Rutgers Department of Pathology and Plant Science. He teaches courses in diseases and insect pests of turfgrass and ornamental plants. He is also a frequent lecturer and invited speaker on disease and insect pest problems in turf and ornamentals, plant problem solving, and pest management techniques.

**Title:** "Boxwood: Now You See Them, Soon You Won't!"

**Description:** Since colonial times, boxwood has been America's sweetheart in the landscape. Despite their versatility and success, boxwood does have its fair share of issues. This one hour presentation covers the sweetheart of the landscape's dark side! Common abiotic stresses, insects, mites, and disease agents will be covered, including a new disease, boxwood blight that may change the face of all formal gardens in America.

**PA:** PC – 2, 06 – 2, 18 – 2, 23 – 2

**NJ:** 3A – 2

**CT:** 3A – 2

**NY:** 25 – 1, 3a - 1

**APLD:** 1 CEU

**NALP:** 1 CEU

**CNLP:** 1 Environment

**3/1/2017      11:00 AM      Seminar 1**

**Speakers:** Jaime Gaunt & Kate Posten, Halka Nurseries

**Speaker Bio:** Jaime Gaunt & Kate Posten: We grew up on the farm our whole lives, and because of that, we were able to walk alongside our grandfather and father, who would continuously educate us. Our grandfather started the nursery in 1954. We are third generation farmers, both graduating from Notre Dame High school, and Delaware Valley University, where we received our Bachelor of Science in Ornamental Horticulture and Environmental Design. We are also wives and mothers, showing our children, what it means to do something we love. We have a tremendous amount of pride in our family business, and hope we can continue the legacy over the years.

**Title:** "Nursery grower/Landscape Architecture collaboration, and the amazing outcomes"

**Description:** This topic will demonstrate the importance of relationships between nursery growers and landscape architects. We will discuss how developing that relationship helps to create a beautiful and practical landscape that will thrive in its community. We have taken advice from landscape architects, and combined it with our own knowledge of plant material, to make sure we keep growing and improving our market in years to come, and hopefully keep the earth green!

**APLD:** 1 CEU

**NALP:** 1 CEU

**CNLP:** 1 Design

**3/1/2017      11:30 AM      Seminar 2**

**Speaker:** Joseph Turchi, Jr., National Accounts Manager - Synatek

**Speaker Bio:** Joseph Turchi, who goes by J., is an experienced agronomist with a degree from Delaware Valley College. He works both as a consultant and as the National Accounts Manager for Synatek Solutions. In addition, J. also serves as the Secretary of the New Jersey Green Industry Council.

**Title:** Lockup – Liberate Soil Nutrients and Plant Health Will Follow

**Description:** An entertaining and informative discussion of soil and plant relationships vis-à-vis nutrient availability with an emphasis on growth limiting elements and their role in plant.

**Fertilizer: 1 Unit**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**3/1/2017 1:00 PM Junior**

**Speaker:** *Dr. Jim Murphy, Extension Specialist in Turfgrass Management - Rutgers University*

**Speaker Bio:** Dr. Murphy joined the Extension team at Rutgers University in 1991. He has a Ph. D. in Crop and Soil Sciences from Michigan State University. The goal of his research is to develop best management practices (BMPs) that enhance the stress tolerance, persistence, and environmental benefits of turf. Current research projects include (1) developing cultural practices to reduce anthracnose disease, (2) identifying turfgrass varieties that are more tolerant of traffic; (3) identifying grass seed mixtures that perform better under low input management; and (4) assessing turf persistence and performance under organic management. This research compliments his Extension and teaching activities as well. In 2010 Dr. Murphy started work on the Professional Fertilizer Applications Certification and Training (ProFACT) program, and this is now the main resource for contractors to learn about best management practices in soil nutrient management and its effects on the environment. Contractors who apply fertilizer professionally are required to be certified. Information can be found at [www.profact.rutgers.edu](http://www.profact.rutgers.edu).

**Title:** Understanding Slow Release Nitrogen Fertilizers for Turf

**Description:** This presentation will describe the major forms of slow release nitrogen fertilizer as well as enhance efficiency fertilizers. Tips on how to use these technologies to enhance turf management programs and protect water quality will be described. Updates on the Professional Fertilizer Applicator Certification and Training (ProFACT) program for 2017 will also be presented.

**NJ: 3B – 2**

**CT: 3B – 2**

**Fertilizer: 2 Unit**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**3/1/2017 1:00 PM Main**

**Speaker:** *Craig Rugelbrugge, Senior Vice President-Industry Advocacy and Research - AmericanHort*

**Speaker Bio:** AmericanHort Senior Vice President of Industry Advocacy and Research, is a familiar and friendly face in industry circles. He leads the highly talented team of four who are responsible for advocacy and research, as well as relationships with many organization, coalition, and industry partners. The work is sometimes daunting and sometimes rewarding, always fast paced and interesting, and it's really satisfying to make a difference in the lives and businesses of our members. Craig has dedicated his

25-year career to being the bridge between industry and the decisions made on Capitol Hill. Many in the industry consider themselves fortunate to have had the privilege of assisting in Craig's work, while many more have been the beneficiaries of his knowledge and insights. In honor of Craig's extraordinary contributions to the horticultural industry, a group of AmericanHort and HRI friends conceived a plan to create a special HRI endowment fund in Craig's name: "The Craig Rugelbrugge - Advocates for Horticulture Fund." This fund will provide needed funding for continuing horticultural research and also serves as a public acknowledgement of gratitude for Craig's service to the industry.

**Title:** "The Trump Times: — Green industry issues and outlook for 2017"

**Description:** "The Trump Times" — America's 45th president has taken office, and the winds of change are blowing. Learn what "regime change" might mean for the Green Industry, and pressing business issues like H-2B, worksite immigration enforcement, the overtime rule, He will talk about pesticide restrictions, and more.

**PA: Core – 2**

**NJ: 1A – 2, CORE – 2, PP2 – 2**

**CT: 1A – 2, CORE – 2, PP2 – 2**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Professional**

**3/1/2017      2:00 PM      Junior**

**Speaker:** *Steven Shuckman*

**Speaker Bio:** Stephen Schuckman is a professional horticulturist and New Jersey Certified Expert. He has taught Advanced Pruning at Rutgers Office of Continuing Professional Education for more than ten years.

**Title:** Winter Pruning: Expanding your landscape services

**Description:** "Pruning woody plants is often poorly performed and not considered an essential service. Yet when properly executed pruning improves landscape aesthetics, takes little time, and provides a valuable service to your customers. Winter pruning also provides an additional source of income. All it takes is the right tool and an understanding of technique, and pruning becomes fun...and lucrative.

**ISA: Certified Arborist: 1, BCMA – Practice: 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Plants**

**3/1/2017      2:00 PM      Seminar 1**

**Speaker:** *May Ly, Townsquare Interactive*

**Speaker Bio:** May is Head of Training Events at Townsquare Interactive with more than seven years of experience in online marketing consulting for small-to-medium businesses. She is a master in facilitating financial growth through consultative selling, aggressive prospecting and solid relationship management. As part of Townsquare Media Group, one of the nation's largest media companies, Townsquare Interactive is a digital marketing and services organization offering a comprehensive set of products to help local businesses reach more customers, generate leads and grow their online presence across web, mobile and beyond. Townsquare Interactive combines innovative technology with our



industry leading team of experts in search engine optimization (SEO), design, social media, web publishing, and reputation management to create a total web presence for your small business online. From a powerful and easy-to-use small business website product, to our comprehensive search engine optimization services, to managing your social media presence and online reputation, our team of experts will drive meaningful results for your business every day.

Title: The State of Online Marketing

**Description:** The world of online-marketing is ever-changing. It's critical for plant and landscape professionals to stay up-to-date on trends, so they can connect with future customers to drive new business and retain existing customers to drive referrals. In this session, we'll cover the top trends that are affecting today's digital landscape – and show you how these apply to your business.

**CNLP: 1 Professional**

**NALP: 1 CEU**

**3/1/2017 3:00 PM Junior**

**Speaker:** *Judy Sharpton*

**Speaker Bio:** Judy Sharpton is a garden center design and renovation specialist with 39 years' experience in advertising and promotion and the owner of Growing Places Marketing. Since 1995, Growing Places Marketing has specialized in on-site consultations on store design, renovation and branding exclusively for independent garden centers and farm markets. Judy has served more than 300 individual independent garden centers with a wide range of renovation and new construction design services.

**Title:** "HomeStyle® Merchandising: Tapping into your most important demographic"

**Description:** Much has been made of demographic shifts that impact retail sales. This program describes the single most important demographic you can directly observe in your individual market and proposes a merchandising program that speaks directly to that demographic both in-store and online. To prepare for this program, drive a 15-mile radius around your store and identify at least three housing styles that represent the customers you most want to attract to your retail store.

**APLD: 1 Business CEU**

**NALP: 1 CEU**

**CNLP: 1 Professional**

**3/1/2017 2:30PM Main**

**Speaker:** *Steve Rettke, Ornamental IPM Program Associate - Rutgers Cooperative Extension*

**Speaker Bio:** Steven Rettke has been employed with Rutgers Cooperative Extension for the past 19 years. He works primarily with landscapers, nursery, & greenhouse professionals promoting the IPM (Integrated Pest Management) philosophy. For the past decade, he has provided field pest monitoring & consulting services to growers cooperating with the Rutgers Nursery/Greenhouse IPM Programs.

**Title:** Using IPM Cultural Strategies to Manage Key Turf Diseases

**Description:** Residential home lawns are commonly only susceptible to about a half dozen pathogen diseases. The general lawn maintenance practices such as mowing, irrigation, aeration, fertility, pH monitoring, thatch management, as well as the selection of turf species & cultivars can prove invaluable to help prevent disease outbreaks. The field identification of six key turf diseases in home lawns will be

demonstrated followed by the cultural practices that are critical to their prevention without the use of fungicides.

**PA: PC – 2, 07 – 2, 18 – 2, 23 – 2**

**NJ: 3B – 2**

**CT: 3B – 2**

**NY: 25 – 1, 3a – 1, 3b - 1**

**APLD: 1 CEU**

**NALP: 1 CEU**

**CNLP: 1 Environment**

**3:00 PM Seminar 2**

***Speaker: State Police***

**Title: New Motor Vehicle Regulations**

**Description: NJ State Troopers will update you on significant regulation changes that will have an effect on landscape contractors in the state of New Jersey.**

**CNLP: 1 Professional**