

## Seminars at a Glance - Friday Jan. 22, 2010 *alphabetical by title* *continued on next page*

**Drought Resistance in Turfgrass**, Dr. Dave Kopec, University of Arizona, Phoenix, AZ. In this talk, drought resistance mechanisms of turfgrass will be discussed as there is a lot of misconception as to what constitutes drought resistance, especially with the specifications of LEED that our industry is faced with. Different sod varieties will be mentioned in relation to drought resistance and how they fare in low water situations.

**Establishing Grasses for Pasture and Wildlife Habitat**, Tim Prather, University of Idaho, Moscow, ID. Pastures present challenges to use of native grasses and in many instances introduced grasses will sustain themselves and are readily established. For wildlife habitat, native grasses will meet conservation goals and are well adapted to the conditions where they evolved. Weed control is critical to both situations and particularly challenging when having to deal with annual grasses during establishment of perennial grasses. Techniques for reducing failure to establish will be discussed during this session.

**Fanatics to Fatalists: Who Cares About Eco-Trends and Who Doesn't?**, Bridget Behe, Michigan State University. Recent consumer research shows several groups of consumers who are concerned about the environment, especially as it pertains to gardening plants and products. We will show you 2009 data on which consumers prefer new/alternative material containers, who would like sustainably-produced plants, and which groups don't care at all. This just-completed study will help you understand how to market eco-friendly products to consumers who really want them.

**Filth Fly Biology & Control**, Nathan Hill, Univar. Learning to identify filth breeding flies and their respective biology will build the base for achieving effective IPM control measures. Flies may be reduced through a comprehensive IPM program. **PLRC**

**How to Make Pre-Emergent Weed Control Work**, Bill Miller, DOW Chemical. What should be considered when planning to control weeds? Location / site, weed species involved, what labeled product to use, rates, volume, and timing. Do you want to spray or use a granular product? Sprays give the flexibility of tank-mixing different products together, pre and post emergent. Usually cost less than granular products. Granular can be faster and easier, especially in small areas. Weed control in Nursery, Turf and Landscapes can be made simple if the right herbicides are applied at the right time of the year. There are several products in the market that can help eliminate most annual weed problems. Dimension is one of the newer chemistries that will control both annual grasses and many annual broadleaf weeds. Dimension can be used either as a sprayable or granular product. Gallery 75 DF has great control of broadleaf weeds in Nursery, Turf and Landscapes. The combination of Dimension & Gallery can be applied to each site with great plant safety, producing EXCELLENT weed control. Snapshot TG has been a popular granular formulation for Containers and Landscapes. Something that's a little older but making a comeback is the use of Scythe as a sprayable contact herbicide. Scythe (Pelargonic acid) ruptures the plant cells for almost immediate burn down. Since the control is so quick there is no waiting for the slow control with other products. Scythe can be tank-mixed with Dimension to add residual weed control. **PLRC**

**Invasive Insect Threats to Watch Out For in Idaho**, Ben Simko, ID State Dept. of Agriculture, Boise, ID. The presenter will address one of the biggest environmental issues facing society; the detection and management of invasive species ("bugs to be on the look out for"). New insect invaders will be explored in the context of threats to Pacific Northwest urban landscapes trees and specifically exotic tree borers and defoliators threatening Idaho. The audience will gain insight into exotic pest pathways, potential impacts and current early detection and rapid response efforts to protect the Idaho nursery industry from invasions of exotic bugs. The roles of various

government agencies and organizations will be discussed with particular emphasis on how the nursery industry can cooperate with state and federal programs in pest detection and prevention. Selected exotic insect pest case studies will show the diversity of insect species that threaten Idaho environments, their pathways, and how nursery professionals can help in the war against invasive insect threats to urban landscape trees. **PLRC**

**New Ways or Old Habits? Marketing To The Post-Recession Consumer**, Bridget Behe, Michigan State University. Marketing to the post-recession consumer. Cash for clunkers, stimulus packages, unemployment soaring, 401K's tanking, health care reforming. How will customers in the post-recession economy behave? How will they garden? Will they want new things or revert to their old ways? This session will summarize some current consumer trends and reconnect you with customers and what they're thinking in these times of economic recovery.

**Protecting Trees During Construction**, Dr. W.R. Jacobi, Colorado State University, Ft. Collins, CO. The course will cover the major principles of tree root biology and how trees can be protected during construction. We will use examples of various situations that will provide a diversity of examples and plenty of opportunity for discussion. **CEU**

**Saltgrass Potential for the Rocky Mountain Region**, Dr. Dave Kopec, University of Arizona, Phoenix, AZ. In this talk, Dr. Kopec will cover the potential for saltgrass use in the Intermountain West as he collaborates with Colorado State University to evaluate cultivars of Saltgrass.

**Service Agreements and More**, Wayne Volz, Profits Unlimited. Service Agreements & Contracts are not a hook! There are many aspects of developing, implementing, and selling an effective service agreement. I will discuss the advantages and perceived disadvantages of utilizing service agreements. A service agreement is not a "hook" for your client. Rather a written way to protect you, your company and your client from the "I thought you were gonna's" faced on a regular basis by contractors. Cash flow is king. Position your company for success by utilizing a service agreement for both residential and commercial accounts.

**Snow and Ice Management**, Wayne Volz, Profits Unlimited. Don't let your profits melt away? It doesn't take a large volume of snow to make excellent money in the slow time of the year. I will discuss many aspects of operating and managing a profitable snow & ice management business. A few topics include calculating actual costs to do the job, choosing the right ice melter, who's first & why, liability issues, documenting the storm, estimating time & material, and much more. This is a very fast paced presentation that is sure to peak your interest whether you are a new contractor or a seasoned professional.

**Spider Barrier & Control**, Jeff Brennan, Crop Protection Services, Caldwell, ID. Many different chemicals are on the market that claim to control spiders and keep them away. Come learn about the most effective ones to keep you and your customers happy and spider free. **PLRC**

All Irrigation classes at the IHE as well as the Trade Show qualify for **CEU Credits** from the Irrigation Association.

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**Surviving, Thriving and Selling In A Slow Economy,** Wayne Volz, Profits Unlimited. Surviving and thriving in a slow economy takes more than luck. What are you willing to do to be successful in a slow economy? Will you make any changes at all? As business owners, sometimes our ego and pride gets in the way of making the necessary changes until it's too late. I will cover principles and techniques that have helped our business not only survive, but continue to grow even in a slow economy. Being in business since 1979, we have been through many challenging times. I will also cover selling techniques that must take place in any economy. The bottom line is simple. Are you selling it or telling it when it comes to selling your products and services?

**Tree Growth and Siting: The Good, The Bad and The Ugly,** Paula Peper, U.S. Forest Service, Davis, CA. The presentation will look at urban tree growth across the country – examining differences between the same species growing in different communities. What are primary factors that inhibit vigorous growth? What should landscape architects, horticulturists and arborists know prior to design, plant selection and installation? How will improper pruning practices reduce the benefits trees provide? These are a few of the questions that will be addressed. **CEU**

**The Impacts On Trees From Long-Term Use Of Salt,** Dr. W.R. Jacobi, Colorado State University, Ft. Collins, CO. The course will explore the physical and environmental relationships of salt use as dust control materials and its movement to roadside environments. We will cover detection of salt related damage and management of the issue. The general principles from our research on magnesium chloride can be a guide toward better management practices of using deicing salt and promoting plant health. **CEU**

**WaterSense & LEED Implications for the Rocky Mountain Region,** Dr. Kelly Kopp, Utah State University, Logan, UT. This course will highlight aspects of the EPA's draft Water Efficient, Single Family New Home Specification and the LEED (Leadership in Energy and Environmental Design) construction rating system, relevant to the turf and landscape industry. Topics will include WaterSense's landscape design criteria and use of a water budgeting tool as well as the LEED credits for certification from landscape-based decisions and interventions.

**Classes for PLRC Credits \***

*\*All the classes below earn Idaho PLRC credits*

*\*INLA has applied for Oregon PLRC credits for these classes*

- “Understanding Scale Insects On Trees And Shrubs,”** Wed. Jan 20<sup>th</sup> 8:30 - 9:45 am  
**“Safety With Pesticide Use: Label Restrictions,”** Wed. Jan 20<sup>th</sup> 10:00 - 11:00 am  
**“ID and Control Of Grass and Broadleaf Weeds In Nurseries & Turf,”** Wed. Jan 20<sup>th</sup> 11-12 noon  
**“Ash Lilac Borer ID and Control,”** Thurs. Jan 21<sup>st</sup> 8:00 -9:00 am  
**“Invasive Insect Threats to Watch Out For in Idaho,”** Fri. Jan 22<sup>nd</sup> 8:00 - 9:00 am  
**“How to Make Pre-Emergent Weed Control Work,”** Fri. Jan 22<sup>nd</sup> 9:00 -9:50 am  
**“Filth Fly Biology & Control,”** Fri. Jan 22<sup>nd</sup> 10:00 -11:00 am  
**“Spider Barrier & Spider Control,”** Fri. Jan 22<sup>nd</sup> 11:00 - 12:00 noon

**Thank you ...**  
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