

Rush your registration to the mail to meet the pre-registration deadlines and save money! Send in before January 8, 2010

Speaker Highlights:



Stephanie Cohen has written three books, *The Perennial Gardener's Design Primer* published by Storey Press, *Fallscaping*, and she just currently finished book number three, coming out this May on the *Nonstop Garden*. She has won many awards for her written work, as well as for her life's work with perennials. The *Diva* was written about in "Greenhouse Grower" (2008) as one of the "Who's

Who" in the perennial industry. Stephanie has taught herbaceous plants and perennial design at Temple University for over 20 years. She was the Director of the Landscape Arboretum at Temple University, Ambler. She is a contributing editor for *Fine Gardening*, The HGTV Newsletter, the advisory board for *Green Profit*, *Green Scene* a publication for PHS, and a regional writer for the Blooms of Bressingham Plant Program. She will present two topics on Thursday, "What's Hot in Perennials" and "Designing With Native Perennials" at the Expo as well as a program for high school attendees.

Dr. Steve Love is a 25 year employee of the University of Idaho and is stationed at the Aberdeen Research and Extension Center where he serves as the co-leader of the Commercial and Consumer Horticulture Team. He conducts statewide research and education programs with emphasis on home landscaping and small-scale production of vegetable crops. Steve has particular interest in native plants and conducts research on their domestication and use in home landscapes. This year at the Expo he will present "Retailing Native Plants: Those You Have and Those You Should," on Wed. Jan 20th from 4-5 pm.



Wayne Volz started his own lawn & landscape business in 1979. He continued mowing grass through college and graduated in 1983 with a Business Management Degree and a Marketing Minor. Profits Unlimited began in 1990 to assist lawn & landscape contractors across the United States & Canada with the same trials

and tribulations that limited his success and profitability. It is better to learn from his mistakes than to experience your own. Wayne's principles and techniques apply to a one-truck operation as well as a multi-crew company. Most importantly, he is a "Lawn Guy" just like you! He still does what you do on a daily basis.



Dr. Ed Gilman received his PhD from Rutgers and has been on the faculty since 1984 as professor in the Environmental Horticulture Department at the University of Florida in Gainesville. Ed wrote "Illustrated guide to pruning" which is in its second edition. He received the Authors Citation Award in 1999, the Educators Award in 2003, and the research award in 2007 from the ISA for sustained excellence in research, publishing and teaching timely information on tree care. He

has published more than 75 scientific peer reviewed journal articles on roots and pruning trees in his 30 years in academia and industry.

Dr. Bridget Behe is currently a Professor of Horticultural

Marketing at Michigan State University. She teaches classes and conducts research on marketing horticultural products, both edible and ornamental. Bridget has conducted over 75 consumer & market research projects, written more than 500 publications in the trade press and peer-reviewed journals. She joined Michigan State's faculty in August 1997, after serving for eight years as Assistant Professor then Associate Professor at Auburn University in Alabama. She is a graduate of Penn State and Ohio State universities. She has been the marketing columnist for *GMPro* magazine for 13 years and has been the "Ask the Expert" and the "FlowrMD" for the Flower Promotion Organization for the last five years.



Mike Bone has an associate degree in horticulture for his formal training. In his late teens and early 20s, he was an apprentice millwright when he found his love of horticulture in greenhouses; blending machines with nature. He worked as Propagator for Green Acres Wholesale Nursery in Golden Colorado before going to work at the Denver Botanic Gardens where he has been for the last 8 years as the Propagator and Senior Horticulturist. Propagation has been his passion and career for the last 15 years. He focuses

most of his current work on exploration and collection of plants that are well suited to the high and dry climate of Colorado. Mike will present the topic "Botanic Garden Grown; Getting Great Plants into the Hands of Gardeners," on Wednesday morning, Jan 20th, at the Expo.