

Seminars at a Glance - Wed., Jan. 20, 2010 *alphabetical by title* *continued on next page*

Botanic Garden Grown; Getting Great Plants into the Hands of Gardeners, Mike Bone, Denver Botanic Garden, Denver, CO. The Denver Botanic Gardens has been working at getting great plants from their living collections into the hands of passionate gardeners. Through programs to target regional consumers to in house plant sales in a festival-like atmosphere they are promoting horticultural education along with creating an outlet and demand from their ever growing gardens.

Bidding Features To Make The Sale, Dave Kelly and Lisa Sweet, Aquascapes, St. Charles, IL. We'll look at the high level ways to bid and estimate water features. This class will focus on technique and proven methods you can use now to increase your closure rates.

Building A Crisis Communication Plan, Kerstin Ouellet, Pen and Petal. A good reputation is much more quickly lost than it was built. E. coli on produce always makes the national news, but a crisis can strike on any level. A fire in the chemical shed, an accidental death of an employee, a fire in the greenhouse, a major plant disease problem, etc. are all examples of times when it is vital to get the correct info to the right people quickly to avoid misinformation and – worse – rumors. Therefore, every business needs a crisis communications plan. Unfortunately, not many businesses in our industry have one or are even aware of the concept. This can be devastating when a crisis strikes. This presentation discusses the need for a crisis communications plan and details the components that go into making a successful plan that will help businesses be better prepared for the unexpected, and help them recover more quickly. A must for every business!

Container Garden Designs for Today and Tomorrow, Kerstin Ouellet, Pen and Petal. Container gardening is not just a trend; it's here to stay. But what is constantly evolving in container gardening are the new designs and color trends. Kerstin will share with you the latest trends from both sides of the Atlantic. This presentation will leave you bursting with new ideas and inspired for the coming season.

Discovering the Plant Select Program, Pat Hayward, Plant Select, Fort Collins, CO. Amazing things happen when great horticulturists collaborate! The Plant Select® program officially began in 1997 when Denver Botanic Gardens, Colorado State University, and local growers and retailers agreed to collaboratively introduce and recommend new and underused

plants for regional gardeners and landscape professionals. In these 14 years, a new palette of beautiful and unique, yet durable plants has emerged, transforming landscapes around the country. There are currently more than 50 growers across the nation participating, producing a list that includes more than 100 plants, inspired by the canyonlands, mountain peaks, and prairies of our western landscapes. This session will explore the benefits of these vibrant new plants, including reduced water use, year round beauty, attracting birds and butterflies, and adaptability to a wide range of garden conditions.

Enhancing Backyard Wildlife Habitat: Build It And They Will Come, Susan Ziebarth, MK Nature Center (ID Dept. of Fish and Game), Boise, ID. This presentation will include how to provide the 4 components of habitat in your own back yard: food, water, shelter and space. You will get unanticipated visitors to your yard, such as snakes, gophers, deer, beaver, etc. Providing habitat in our backyards shouldn't be providing chum for our pets. Once you provide habitat in your backyard, it is your responsibility to keep the wild animals safe from cats, dogs and other predators. How to attract pollinators, and who exactly are the pollinators? Pests and pest control (good bugs vs. bad bugs, gophers, deer, raccoons, etc).

Enhancing Your Professionalism, Ann Bates, INLA Ex. Director and other Certification Professionals. If you are looking for a way to set yourself apart and be identified as a person with enhanced knowledge of principles and practices of the Green Industry profession, then certification is for you! Certification is an excellent way to raise the standards of the industry profession and let your clients know that you have a high level of competency. But there are so many certifications out there, what should you choose? State, national and international certification options as well as the various designations such as landscape, irrigation and paver installation will be discussed.

Green Industry Marketing Demystified, Kerstin Ouellet, Pen and Petal. Branding? Facebook? PR? Twitter? Oh my! Marketing and branding are the big buzzwords in today's industry. Unfortunately, they are also the concepts that can be most confusing and least understood, leaving many companies at a loss of what to do. This session discusses several aspects of marketing, advertising, and public relations, including printed materials, direct mail, media relations, internet marketing, and more.

How To Build Sustainable Water Features, Lisa Sweet, Aquascapes. Enhanced landscaping improves property value, and water features make your property stand out from the rest. Since we are in the middle of a 'green' movement, learn how to build sustainable water features that comply with the new environmental standards.

ID and Control of Grass and Broadleaf Weeds in Nurseries and Turf, Mike Stafford, Simplot, Caldwell, ID. Diagnostic features of common and problematic weeds in nursery, beds, and turf will be discussed as well as the various options available for their control. I will also discuss the newer herbicides registered for use in the last several years. **PLRC**

Testing Sessions:

CNP Certification Exam Plant ID- 4 - 5:30 pm
Wed. Jan 20th. Meet at the registration desk to begin test.

Idaho Chemical Applicator Exam - 1 - 4 pm
Thurs. Jan 21st in the Pines South.

PLANET & CLT Written Exams - 2 - 5 pm
Thurs. Jan 21st in the Pines North.

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Marketing: Is Yours Social or Anti-Social? Leah Clark, Idaho Preferred and John Drake, Drake Cooper Advertising Agency, Boise, ID. See what Idaho Preferred is doing to promote the nursery industry. Do you Twitter, flickr or blog? If not, or if you have no idea- this session may be for you. Understand the opportunities offered by social media and how they may help enhance your business.

Phreatophytes, Xerophytes, and Succulents – Oh My! Understanding Drought Tolerance of Plants, Dr. Bob Tripepi, University of Idaho, Moscow, ID. Some herbaceous and woody landscape plants are able to tolerate drought in different ways. Some plants survive on little water, but others send roots deep into the soil. The various methods that plants use to tolerate or avoid drought will be discussed along with site factors to be considered when selecting plants for managed landscapes.

Selling, Marketing and Promoting Water Features, Dave Kelly and Lisa Sweet, Aquascapes, St. Charles, IL. What worked in 2008 and 2009 just might not work in 2010. With a continuing depressed economy, what are ways you can rise above the rest when selling, marketing and promoting your company. This topic is so immense that it'll be hard to keep it to just an hour, but we'll try by giving you our top ten tips for what's working for our construction team.

Planting Specifications Haven't Changed in the Last Five Years, Right?, Dr. Ed Gilman, Florida State University, Tampa, FL. Research in clay and sandy soils across the country is beginning to tell a story about how we should be planting trees. Some results may surprise you. For example did you know that mulch placed in the wrong location can reduce survival and cause stem girdling roots? Come hear the latest research on irrigation, production methods, mulch, and planting depth affects on tree establishment. **CEU**

Producing Good Roots on Field Grown and Container Root Systems, Dr. Ed Gilman, Florida State University, Tampa, FL. Trees last for decades or longer when roots grow correctly. We'll show you how to grow a strong root system in the nursery using the correct liner trays, containers, and field techniques. There are brand new methods to eliminate root defects in containers, and proven field production methods that ensure good roots. You will be surprised at the amount of research on this topic as well as the experience of growers and arborists treating defects on trees. **CEU**

Production Shade Tree Pruning- It's Not Just For Growers, Dr. Ed Gilman, Florida State University, Tampa, FL. We'll show modern shade tree production strategies based on research in the last 15 years. Topics include low and crown branch management, and dominant leader development. Emphasis on practical hands-on strategies based on techniques proven to work will allow participants to begin producing quality shade trees tomorrow. Examples from around North America will be used to show how this can dramatically improved nursery stock quality available for urban planting projects. **CEU**

Pruning Types: New Research may Change Everything, or Nothing, Dr. Ed Gilman, Florida State University, Tampa, FL. Pruning can have a dramatic impact on how trees respond to gravity, wind, and ice storms. Our data generated from a wind machine producing up to 100 mph winds shows that structural pruning designed to reduce growth rate and weight on codominant limbs is the most effective method of reducing damage from storms. But first we will learn how to develop branches with strong connections to the trunk. Then we will show details on how trees fail and why and how to prevent it. We will teach you what to look for when evaluating trees for potential failure and how to treat these trees. **CEU**

Rain Water Harvesting: Capture, Filter, Reuse, Dave Kelly and Lisa Sweet, Aquascapes, St. Charles, IL. Water is the most important resource we have, everything is connected to it and we will perish within days without it! For most of us it's easy and cheap to get water and we take it for granted. It has a huge value with a small price tag. Water costs over the next ten years will increase dramatically. In this session, we'll briefly explore the impacts and issues of supply and demand and storm water run off and how this affects our water supply. Then we'll move into methods of rain water harvesting, including the RainXChange™ rain water harvesting system.

Retailing Native Plants: Those You Have and Those You Should, Dr. Steve Love, University of Idaho, Aberdeen, ID. Interest in native plants is rapidly growing among the buying public as greater concern over environmental and water issues becomes prevalent. Trends toward native plants provide unique marketing opportunities for Idaho's green industry. However, there are many problems with the successful selling of native plants. One of the main issues is a perception that native plants are not as attractive as traditional landscape materials. This presentation will provide ideas that may help break down these preconceived notions and improve presentation of native plants in the sales arena.

Root Growth In Urban and Suburban Landscapes, Dr. Ed Gilman, Florida State University, Tampa, FL. Root systems grow very differently in urban landscapes than in nature, we'll compare them. Trunk decay, tree stability, and other problems can develop after planting if tree root growth dynamics are not well understood. Natural root systems develop with straight roots; come see what happens when roots are not straight. **CEU**

Safety With Pesticide Use: Label Restrictions, Bob Spencer, ID State Department of Agriculture, Boise, ID. This presentation will address issues such as reading the label to determine the proper personal protective equipment to wear when mixing, loading and applying pesticides. Review precautionary statements on labels to address off-target drift. Precautions to take to prevent pesticide exposures to innocent bystanders and passerby's. Precautions to take when spraying on and near school grounds. **PLRC**

Understanding Scale Insects On Trees And Shrubs: Life History And Control, Mike Stafford, Simplot, Caldwell, ID. The various species of scale insects affecting Idaho trees and shrubs will be discussed as well as their complex life cycle and the various life stages most vulnerable to a pesticide application. The use of systemic versus contact insecticides will be discussed. **PLRC**