

IDAHO HORTICULTURE EXPO, Wednesday, January 16

Wednesday Jan. 16	Tree Care Room 130	Bugs and Weeds 110 A & B	Landscape Contractors 120 A & B	Innovative Retail 120 C	Green Collar College 110 C & D
7:00 am	REGISTRATION				
8:00 am – 9:00 am	Dr. Rita Dixon Bats: Our Unsung Heroes CEU	Tony Marlow Aquatic Weed Control: Is It Really That Different Than Terrestrial Weed Control? PRC	Owen Dell Green is Red Hot! Business Opportunities in Sustainable Landscaping Book Signing	Lindsay Squires Chrisp Garden Centers as Community Centers: Creating Experiences & Building Relationships for the Future of Your Business	Andy West Understanding Water Usage in the Landscape, How to Conserve but Still Look Amazing
9:00 am – 9:30 am	BREAK			BREAK	
9:30 am – 10:30 am	Jim Flott Tree Disorder Diagnosis CEU	Daniel Sandoval Pesticide Spills: Are You Prepared? PRC		Panel Community and Our Garden Centers	Dr. Esmaeil Fallahi Tree Fruit & Grape Production in the Intermountain West Region CEU
10:30 am – 10:45 am	BREAK				
10:45 am – 11:45 am	Lance Davisson & Bas Hargrove Treasure Valley City Forest Credits - New Funding for Our Trees! CEU	Carl Jorgensen Ips grand-da-who? and Other Recent Insect Happenings in Idaho’s Forests CEU & PRC	Panayoti Kelaidis Re-imagining Our Garden Landscapes - New Models to Look To	Nicole Smith Container Gardening for All Seasons	Ariel Agenbroad Future Customers: Engaging Children Through Hands-On Education, Activities & Special Events
11:45 am – 1:00 pm	LUNCH ON YOUR OWN				
1:00 pm – 2:00 pm	Gary Johnson The Relationships Among Tree Production, Tree Installation, Dysfunctional Root Systems & Shortened Landscape Lives CEU	Tony McCammon Play on Weeds PRC	Jon Bailly No One Wants to Work for You & Why!		Dr. James Woodhall Cutting-Edge Methods for Diagnosing Plant Pests & Diseases PRC
2:00 pm – 2:15 pm		BREAK			
2:15 pm – 3:15 pm		Dr. Mike Stafford Identification & Control of Turf Pests PRC	Panayoti Kelaidis Watersmart Plants: Tough Stuff for the Garden	Marvin Potter Microgreens	Montessa Young Irrigation Management in the Landscape
3:15 pm – 3:30 pm	BREAK				
3:30 pm – 4:30 pm	Thomas Ogren Safe Sex in the Garden CEU	Tony McCammon Dirty Rotten Insects PRC	Kim Gale Keepin’ It Legal: Weights & Registrations	Jared Stuart Nursery Inspections, Imports & Exports	Bracken Henderson Grass Varieties for Low/No Irrigation Ground Cover
2:00 pm – 5:00 pm	INLA SCHOLARSHIP SILENT AUCTION IN THE MAIN LOBBY				

IDAHO HORTICULTURE EXPO, Thursday, January 17

Thursday Jan. 17	Tree Care Room 130	Bugs & Weeds 110 A & B	Landscape Contractors 120 A & B	Innovative Retail 120 C	Growers 110C
7:30 am	REGISTRATION				
8:00 am – 9:00 am	Dan Holliday Safe Use Of Chainsaws Within The Canopy & Importance Of Work Positioning CEU	Whitney Cranshaw Quality Time with Aphids & Scale Insects PRC	Mike Lysecki The \$50,000 Presentation	Tina Bemis “Show Me the Money” – Why Make & Take Workshops Can Create Profit for You	Dr. Olga Walsh Unmanned Aerial Vehicles for In-Season Crop Monitoring
9:00 am – 9:15 am	BREAK				
9:15 am – 10:15 am	Whitney Cranshaw Managing Emerald Ash Borer When It Gets to a Western State: The Colorado Experience Book Signing CEU & PRC	Kevin Kostka Worker Protection Standard Regulations Update PRC	Thomas Ogren Allergy Friendly Idaho Landscaping Book Signing	Tina Bemis Workshop Ideas that Grow Profits Higher than Morning Glories	Steve Geist What Condition My Condition Was In – Abiotic Disorders of Woody Landscape Plants in the Intermountain Region CEU & PRC
10:15 am – 10:30 am	BREAK				
10:30 am – 11:30 am	Dan Holliday The Internet, A Good Resource For Arborist Training? Or Could It End In Disaster? CEU	Tom Gritzmacher Capturing the Unusual Suspects: Things that Caught My Eye in 2018 PRC	Lance Ellis Wildlife Damage Control in the Landscape	Ken Cox Bill Varga Old Guys (Plants) Rule! – A Look Back & Forward at Our Favorite Plants	Regulo Pacheco IPM for Greenhouse Growing is Still the Right Approach PRC
11:30 am – 1:00 pm	LUNCH & LEARN Come to hear the buzz of the industry, exchange news and information.				
1:00 pm – 5:00 pm	IDAHO HORTICULTURE EXPO TRADE SHOW Located in the Grand Ballroom				
1:00 pm – 2:00 pm 1:00 pm – 5:00 pm 2:00 pm – 5:00 pm	City Forester’s Meeting <i>in 110 A</i> ISA Arborist Certification Exam <i>in 110 D</i> NALP Written Exams (CLT) and INLA Written Certification Exams (CNP and CPD) <i>in 110 C</i>				
5:00 pm – 7:00 pm	GREEN INDUSTRY GATHERING - STAY ON TARGET Light hor d’oeuvres, refreshments, games, prizes and more!				
Concludes at 7:00 pm	INLA SCHOLARSHIP SILENT AUCTION IN THE MAIN LOBBY				

IDAHO HORTICULTURE EXPO, Friday, January 18

Friday Jan. 18	Tree Care Room 130	Bugs and Weeds 110 A & B	Landscape Contractors 120 A & B	Innovative Retail 120 C	Business & Technology 110 C	Irrigation 110 D
8:00 am	REGISTRATION					
8:30 am – 9:30 am	John Ball Tree Diversity – The 5% Solution CEU	Mark Hasquet Successful Weed Control Begins & Ends with a Sound Pre-Emergent Program PRC	Tom Hoffman Soils & Fertility 101	Timothy Howard Get Noticed: 7 Tips for Garden Center Signage	Dr. Brent Bean Shut Up...and Solve the Conflict	Brent Mecham BPM's: How to Design & Install Quality Irrigation Systems
9:30 am – 9:45 am	BREAK					BREAK
9:45 am – 10:45 am	John Ball Risks in Tree Care & Landscaping CEU	John Franson Suppression of Weeds Through Proper Turf Care PRC	Chris Powel Using Lasers to Shoot Grades, Slopes & Machine Control	Timothy Howard Websites: A Pretty Face is not Enough		Brent Mecham Impacts on Water Use
10:45 am – 11:00 am	BREAK					
11:00 am – 2:00 pm	Join us for the IDAHO HORTICULTURE EXPO TRADE SHOW Featuring the latest in products and technology Join us Friday for a \$5.00 lunch (Hot dog, chips, beer or beverage)					
<p>If you are not already a member of the Idaho Nursery & Landscape Association we invite you to join the organization. Here are just a few benefits of membership:</p> <ul style="list-style-type: none">• Help INLA ensure a collective voice in the legislature.• Have your company listed on the INLA website and on the Planting Idaho website.• Receive discounts on registration fees.• Discounts on certification exams.						
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Speaker Highlights:



Whitney Cranshaw is a Professor and Extension Entomologist at Colorado State University, where he has worked for the past 35 years. During this time his primary responsibilities have been to identify and address insect pest management needs on horticultural plants of all

kinds - vegetables, small fruit, hemp, turfgrass, shade trees and ornamental plants.

Throughout his career he has tried to develop publications and other aids to assist the Green Industries with insect related problems. Much of what he has developed, including over 200 fact sheets on regional insects, can be found at the Colorado State Insect Information Website. He has also written a few books, including *Garden Insects of North America* (new 2nd edition is for sale at this conference), *Bugs Rule! An Introduction to the World of Insects*, and *Insects and Diseases of Woody Plants in Colorado*.

Whitney enjoys doing entomology programs as he always learns something from them. For instance, the last time he attended the Idaho Hort Expo (2008) he happened to mention a problem that was being seen with black walnuts dying off in Colorado and New Mexico. After saying this several people mentioned to him that the same situation was occurring in Idaho. With this in mind we gave special focus to this problem the next year which led to the description of thousand cankers disease, an unusual - and lethal - collaboration between a tiny bark beetle and a previously unknown fungus.



Jon Bailey has 20 years of Sales & Marketing and 9+ years in Mobile Marketing. He is the business owner of several companies including his most recent successful venture (GIVENT) started almost 8 years ago when trying to figure out what he was going to do next

but still live in Idaho. GIVENT Executive Network is a highly effective executive level networking group that facilitates a monthly "Giving Event" where business decision makers collaborate, mentor, and find ways to serve one another.

Jon takes enjoyment in being a connector and has a passion and purpose for building bridges. Back in 2010 after Jon had sold a business he co-owned, he was looking for his next thing. He'd been a part of a couple great executive level groups in other areas and wanted to join something in Eastern Idaho. Nothing existed like he wanted, so he decided this would be his next thing – to build an executive decision maker organization that would bring people together, accelerate solutions to the members and the community, and serve to unify Idaho by facilitating the trust building process among business leaders. He first formed the group in 2011 and has been building it ever since.



Owen Dell, ASLA is an award-winning, internationally admired landscape architect, author and educator. He is the principal of Owen Dell & Associates, LLC, in Corvallis, Oregon, specializing in sustainable landscape architectural services. Owen has been part of the landscaping

profession since 1971, and he has pioneered many of the practices of sustainable landscaping presently in use worldwide. Owen lectures around the country and internationally on sustainable landscaping and related topics. He is the author of *"How to Start a Home-Based Landscaping Business"* and *"Sustainable Landscaping for Dummies."* Owen will have a book signing following his presentation. Owen has also been a regular contributor to many national and regional horticultural publications. For 5 years he was the co-host and co-creator of the popular Santa Barbara television series, "Garden Wise Guys." Owen is also an avid photographer and spends a lot of time exploring and photographing the beautiful Pacific Northwest.

Speaker Highlights:



Timothy Howard is the President and founder of Clarity Connect. For more than 17 years, they have been delivering creative, cost-effective marketing solutions including easy to update websites with horticulture specific tools and functionality.

In 2006, they launched GardenCenterMarketing.com, an online marketing and signage solution that allows garden centers to easily create customized plant bench cards, hang tags and pot labels from their plant library of more than 19,000 records. Learn more at GardenCenterMarketing.com and Clarity-Connect.com or email: thoward@clarity-connect.com



John Ball is currently a Professor of Forestry at South Dakota State University in Brookings, SD with a split appointment in teaching, extension and research. He also serves as a campus arborist for the University and as the Forest Health Specialist

for the South Dakota Department of agriculture. Dr. Ball previously served as manager for Arrowhead Tree, a tree care company in Duluth, Minnesota and the director of technical service at Carpenter-Costin, a large tree care and landscape planning company operating along the North Shore area of Boston. Dr. Ball has a Ph.D. and M.S in forestry from Michigan State University and a B.S. in forestry from Michigan Technological University. He currently serves as the Education Chair for the South Dakota Arborist Association and as a representative for the International Society of Arboriculture on the Z133 committee. Dr. Ball is also on the Safety Committee for the Tree care Industry Association.



Panayoti Kelaidis is a plant explorer, gardener and public garden administrator associated with Denver Botanic Gardens where he is now Senior Curator and Director of Outreach. He has designed plantings for many of the gardens at DBG, he is particularly noted for the plantings of the

Rock Alpine Garden. He has introduced hundreds of native ornamentals from throughout the Western United States to general horticulture. He has taken seven collecting trips to Southern Africa researching the high mountain flora there, as well as travels to the Andes, Central Asia (Kazakhstan and Mongolia), the Himalaya (from both Pakistan and China). Panayoti has traveled throughout much of Europe from Spain to Turkey and most recently, New Zealand. Many of his plant introductions are available through Plant Select®, (a plant introduction program he helped launch along with staff from Colorado State University and nurseries across America). He has lectured in over 140 cities in twelve countries, and has been featured in dozens of television, newspaper and magazine pieces. He has published widely in popular and technical horticultural journals.

Why Do People Attend the Idaho Horticulture Expo?

“The classes are always beneficial and educational.”

“Socializing and networking with peers, seeing old friends and meeting new nursery people.”

“It definitely benefits our employees and gives them several opportunities for continuing education credits.”

Seminar Descriptions - Wednesday, Jan. 16

8:00-10:30 am

Green is Red Hot! Business Opportunities in Sustainable Landscaping, Owen Dell, Owen Dell & Associates, LLC
Attention landscape professionals! If you're not offering sustainable landscaping options to your clients, you are missing out on the biggest business opportunity in the green industry today. This very popular class will cover some of the great new possibilities for expanding into the booming field of environmentally sound landscaping practices and products. There's no easier sell in the industry, because sustainable landscaping saves clients money and appeals to the values of the 85% of Americans who consider themselves environmentalists. The workshop will show participants how to make money in developing profit centers such as ecoroofs, pervious paving, watershed friendly landscaping, integrated pest management, alternative building methods and a lot more. They will go away with a new enthusiasm for their work, and they will be eager to change their whole outlook on their businesses. Suitable for landscape architects, landscape contractors, landscape maintenance professionals, and others in the industry, as well as those interested in a career in landscaping. **WHEN IT COMES TO BUSINESS, GREEN IS RED HOT!**

8:00-9:00 am

Bats: Our Unsung Heroes, Dr. Rita Dixon, Idaho Department of Fish and Game

This presentation will introduce attendees to the bats of Idaho with a focus on tree- and foliage-roosting bats. Tree cavities provide important roost sites for bats and some bats form small colonies in these cavities and give birth and raise their young there. In addition, attendees will learn about the role of bats in human health, the environment, and our economy. Finally, the presentation will cover threats to bats and ways we can help bats in our own backyards and communities such as gardening for bats and implementing bat-friendly tree and landscape practices.

Aquatic Weed Control: Is It Really That Different Than Terrestrial Weed Control?, Tony Marlow, DWI

This session will include general requirements needed to make herbicides work. We will also discuss how aquatic & terrestrial weed control are not all that different. We will also look at proven approaches to aquatic weed control.

Garden Centers as Community Centers: Creating Experiences & Building Relationships for the Future of Your Business, Lindsay Squires Chrisp, Tagawa Gardens

Amid the changing landscape of the retail industry, how can independent garden centers build their future by creating meaningful experiences and investing in relationships? Explore a crucial paradigm shift by thinking of your garden center as a community center. Create value for your customer; tell a better story with your product; and become a relevant gathering place where your community connects, learns, and participates!

Understanding Water Usage in the Landscape, How to Conserve but Still Look Amazing, Andy West, U of I Extension, Twin Falls County

How much water are your customers using in their landscape? Not sure where to begin conserving water in the landscape? Come learn water usage statistics, how to retrofit an existing landscape or irrigation system, or design a new landscape that will look amazing and conserve water at the same time. Become acquainted with some show stopping native plants in the market.

9:30-10:30 am

Tree Disorder Diagnosis, Jim Flott, Community Forestry Consultants

The term "Tree Doctor" implies that such a professional can effectively diagnose a plant health problem and offer advice or prescriptions for resolving it. Although not known as tree doctors these days, arborists are often called upon by their clients for exactly this service, since diagnosing plant health problems takes specialized knowledge and experience. Some diagnoses are straight-forward when dealing with common problems; however, other plant health issues can be frustrating to diagnose in cases when symptoms are elusive or when circumstances conspire to obscure the signs that something might be wrong. The best plant health diagnosticians out there will tell you that it takes decades of study and diligent practice to get really good at it, and even then the most experienced will still consult textbooks and research articles to help verify their conclusions. This lecture presents diagnostic steps to follow in determining the problem.

Pesticide Spills: Are You Prepared?, Daniel Sandoval, Idaho Dept. of Agriculture

This presentation will focus primarily on the proper steps necessary when dealing with accidental pesticide spills and exposures. In addition, the presentation will cover information on state and federal agencies that regulate the use of pesticides.

Community and Our Garden Centers, Panel, FarWest, Franz Witte, Edwards

Come and hear from the panel how they include the community in their garden centers and encourage people to get involved.

Tree Fruit & Grape Production in the Intermountain West Region, Dr. Esmaeil Fallahi, UI Parma Research & Extension Center

In this class, the basic requirements for fruit production in Idaho will be discussed. Also, potential and problems associated with grape and tree fruit in Idaho will be discussed and several successful varieties of apples, grapes, peaches, and other fruit in Idaho will be introduced. Then we will have an open session for questions and answers.

Seminar Descriptions - Wednesday, Jan. 16

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10:45-11:45 am

Treasure Valley City Forest Credits - New Funding for Our Trees! **Lance Davisson, Treasure Valley Canopy Network**

In the Treasure Valley we've measured that trees provide a cumulative benefit of over \$9 million each year in the form of clean air, clean water, reduced energy use, enhanced property values and extensive human health benefits. Our region's trees provide natural climate solutions that return substantial financial benefit to our society and environment, yet funding to plan for, plant and maintain our city trees is often seen as a burden on city budgets.

There is now an opportunity to capture the value of our city trees for energy, carbon stormwater and air quality through a nationally recognized carbon+ registry. Learn how the Treasure Valley Canopy Network is partnering with local cities to develop a Treasure Valley City Forest Credit Program that captures the value of local tree planting and gains funding from corporate partners to support future tree planting efforts.

Ips grand-da-who? and Other Recent Insect Happenings in Idaho's Forests, Carl Jorgensen, USDA Forest Service

The eastern five-spined engraver, *Ips grandicollis*, was caught and identified this past summer in the Treasure Valley, as well as near Lewiston, which is about 1,000 miles west of where it was thought to occur. I'll discuss the current state of knowledge of this bark beetle and what might be expected as it adapts to living in Idaho and other western states. Outbreaks of Douglas-fir tussock moth, rusty tussock moth, western spruce budworm, Douglas-fir fir beetle and other insects impacted Idaho's forest last year as well. These will also be discussed regarding future expectations and potential management options.

Re-imagining Our Garden Landscapes - New Models to Look To, Dr. Panayoti Kelaidis, Denver Botanic Gardens

Most Intermountain gardeners look to the West or East Coast for models for their gardens. We forget that the Great Basin, Columbia Plateau and Rocky Mountains are among the most inspiring landscapes in the world. What if we take a page from nature, here are five extraordinary gardens in Utah, New Mexico and Colorado that do just that. And they're low maintenance to boot!

Future Customers: Engaging Children Through Hands On Education, Activities & Special Events, Ariel Agenbroad, UI Extension, Ada County

Engaging families with children can be a great way to add value to your nursery or garden center business. But how do you create kid-friendly events and activities when budgets and staff time are already tight and the busiest season is in full swing? In this session, learn where to find examples of tried and true activities, how to partner with organizations who can assist, and how to ensure that your events are safe, fun and cultivate a lifelong love of gardening in your youngest customers.

Container Gardening for All Seasons, Nicole Smith, Walla Walla Nursery

This course covers the unlimited potential of container gardening as well as techniques for maintaining four-season interest.

1:00-3:15 pm

The Relationships Among Tree Production, Tree Installation, Dysfunctional Root Systems & Shortened Landscape Lives, Gary Johnson, University of Minnesota

The average lifespan of many landscape trees is alarmingly low, for many reasons. In this session we will discuss the role that dysfunctional root systems play in those brief lives, and the relationships with production and installation practices.

1:00-2:00 pm

Play on Weeds, Tony McCammon, Bloom Horticulture Specialists

Landscape weeds fall into three categories, Naturalized, Nuisance, and Noxious. Learn to distinguish between them and what to do if you find an infestation of noxious residents. We will discuss new integrated pest management processes to settle into your niche as an environmental weed manager and learn the latest arsenal for weed eradication.

No One Wants to Work for You & Why!, Jon Bailey, Givent

Why would someone want to work for you, let alone stay with your organization? Where and how do you find the best people? What should you be training people that work for your organization, besides what they have to know for the job? Is there anything else you can do to keep your best people from leaving? Do any of these questions sound familiar? This course will cover various aspects of recruiting, training and keeping employees. We will examine everything from mindset to relevant practices that you can implement immediately to make a difference and help you grow.

Cutting-Edge Methods for Diagnosing Plant Pests & Diseases, Dr. James Woodhall, UI Parma Research & Extension Center

This talk will provide an overview of modern approaches for diagnosing plant pests and diseases. The basics of plant disease diagnosis will be given and how new diagnostic tools can be utilized to allow rapid and unequivocal identification. This will include the latest lab based tools used for the detection and identification of disease causing agents. Predictive diagnostic technologies will also be covered, particularly how these tests can be used to combat soil-borne diseases and new foliar diseases through the Idaho Spore Trap Network. Finally, on-site testing methods will be discussed, from simple antibody based methods to new DNA based tests such as LAMP which are capable of being deployed in the field. The presentation will conclude with a 'hands-on' demonstration on the use of a LAMP assay for detecting *Verticillium dahliae*.

Seminar Descriptions - Wednesday, Jan. 16

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2:15-3:15 pm

Identification & Control of Turf Pests, Dr. Mike Stafford, Simplot Partners

Mike will discuss the various insect and mite species adversely affecting turf with emphasis on pesticide selection and proper timing to maximize efficacy. He will also discuss voles and ways to control them.

Watersmart Plants: Tough Stuff for the Garden, Dr. Panayoti Kelaidis, Denver Botanic Gardens

A revolution is occurring in Western Horticulture: rather than settling for plants designed for England or New England, regional gardeners find that native and adapted plants stick around longer, and endure our extremes of conditions far better. A fantastic new palette of plants is emerging that cutting edge gardens and nurseries are adopting. Don't miss the boat!

Microgreens, Marvin Potter, Intermountain Farmers Association

We will discuss how to grow and sell microgreens. We will also discuss how to sell microgreen supplies to your customers.

Irrigation Management in the Landscape, Montessa Young, Treasure Valley Community College

Have you ever planted your new unique plant from the nursery but didn't make a plan for how you were going to water it? Sometimes you have chosen the wrong plant for your irrigation system or the wrong irrigation system for your plant. Under watering in August urges a plant to reach its "permanent wilting point" before its time. Over watering your hardy native leads to root rot. This presentation will take a practical look at irrigation systems, plant needs and the habits of the plant owner.

3:30-4:30 pm

Safe Sex in the Garden, Thomas Ogren, Allergy Free Gardening

There's a lot of rampant sex going on in our gardens and landscapes, a lot more than most realize. Pollen-allergies, affecting millions of us, can be considered to be the most common sexually-transmitted disease in the world today. We'll explore all the many different forms of garden variety sex, and how all this plants' desire affects the health of everyone living in the urban forest. For a more human-healthy city environment, we need SAFE sex in our gardens.

Dirty Rotten Insects, Tony McCammon, Bloom Horticulture Specialists

Explore a baker's dozen of nasty insects that cheat us out of vegetables, green lawns, and priceless shade trees. We will discuss new integrated pest management processes to identify and control these insects while protecting our valuable landscape features.

Keepin' It Legal: Weights & Registrations, Kim Gale, Idaho Transportation Department

How to properly register trucks at the state versus the county. The difference between apportioned registration versus full fee. What to expect at a Port of Entry or weigh station.

Nursery Inspections, Imports & Exports, Jared Stuart, Idaho State Department of Agriculture

This course will cover nursery and export inspections, Idaho's regulations that protect the Idaho nursery industry, and how to meet importing requirements for nursery stock.

Grass Varieties for Low/No Irrigation Ground Cover, Bracken Henderson, U of I, Franklin County Extension

In many landscapes we have areas that need a low maintenance ground cover. Plantings of certain grass or grass/legume mixtures offer an economical alternative that controls weeds, prevents erosion and provides the soil with the benefits of having living roots in the system. This presentation will discuss variety selection and why root growth is an important component of maintaining soil productivity.

Pre-License Pesticide Safety Class NO PRC'S ARE GIVEN

The Idaho Nursery & Landscape Association, Idaho State Department of Agriculture, and University of Idaho Extension have teamed up to bring you Urban Applicator Pre-License Pesticide Safety Education. Topics to be offered include: Law & Safety, Ornamental Herbicide & Ornamental Insecticide/Fungicide. This is a two-day course, Wednesday, January 16, and Thursday, January 17 at the Boise Centre. This will be a separate fee from IHE registration. Check the University of Idaho Extension pest management website at <https://www.uidaho.edu/extension/ipm> for registration and further information. If you have questions, please call Kimberly by phone (208) 364-4581 or email: ktate@uidaho.edu

Seminar Descriptions - Thursday Jan. 17

8:00-9:00 am

The \$50,000 Presentation, Mike Lysecki, LMN

The average landscape company misses 25% of its potential revenue each year in waste, mistakes, and inefficiencies! And you probably already know it, you're just not exactly sure how to fix it. So forget about your fly-by-night competition and frugal customers, and join Mike Lysecki, as he shares proven techniques to drive more revenue without adding more people. Bring your key staff to this session and explore new and different methods to crush the problems that are robbing you and your staff of at least \$50,000 of well-deserved potential! (NOTE: this session has an interactive component where the attendees participate by providing ideas via their cell phones)

"Show Me the Money" – Why Make & Take Workshops Can Create Profit for You, Tina Bemis, Bemis Farms Nursery
Does the idea of 150 additional customers purchasing your leftover tulips and daffodils on a cold, rainy Sunday in November get your heart racing? How about always selling down the last 5% of annuals, where most of your profit is? If so, then maybe it's time to offer workshops. The secret to success at a small, New England garden center is not just profiting from the workshop itself. Learn their whole strategy that will provide your customers with not only a finished product but more importantly, a newfound feeling of creativity, a fierce loyalty to your business, and a passion for gardening. Learn secrets to creating an enticing list of workshops, exciting the audience, advertising, purchasing, and much more. You will leave with tons of ideas and inspiration.

Unmanned Aerial Vehicles for In-Season Crop Monitoring, Dr. Olga Walsh, UI Parma Research & Extension Center
This presentation will cover the newest information about current and future agricultural research involving crop sensors and Unmanned Aerial Vehicles (UAVs) for improved nutrient and water management in a variety of crops. Remote sensing allows us to acquire information about a plant's vigor and nutrient status by detecting from a distance and sensing the amount of energy reflected or emitted by that plant. This methodology enables growers to make more informed management decisions based on real-time conditions of the crop. UAVs have become increasingly popular in recent years for agricultural research applications. UAV-based remote sensing can be used for monitoring and mid-season prediction of yield and quality in a wide variety of crops. The UAVs are capable of acquiring images with high spatial and temporal resolutions that are ideal for detecting various crop issues caused by biotic and abiotic stresses. The UAV systems allow scanning the crops from above, for health, water and nutrient status, and can be used to estimate biomass production. Sensors and the UAV utilized in our program will be demonstrated.

Safe Use Of Chainsaw Within The Canopy & Importance Of Work Positioning, Dan Holliday, The Climbing Arborist
Dan will share stories of unsafe chainsaw practices, discuss with the audience why people choose to work non-compliance with safe work practices, and the potential risks and effects this may have. Dan will also incorporate the importance of good work positioning in the canopy, how focusing on this will improve climbing, efficiency and safety as a result.

Quality Time with Aphids & Scale Insects, Whitney Cranshaw, Colorado State University

Aphids and scales are some of the most common kinds of insects found on trees and shrubs, with hundreds of species found in the region. Both have some peculiarities in how they develop, how they may affect plants, and in the types of natural controls that may regulate their populations. The types of insecticides that can be useful in their management and methods of application can also differ greatly from what is used for other types of insects. This session will be a review of these two groups with emphasis on means to better manage aphids and scale insects.

9:15-10:15 am

Managing Emerald Ash Borer When It Gets to a Western State: The Colorado Experience, Whitney Cranshaw, Colorado State University

Shortly after its 2002 discovery in Michigan, emerald ash borer (EAB) rapidly established itself as the most destructive forest pest ever to have invaded North America. It is presently widely established in eastern North America where it already killed tens of millions of ash trees, affecting all North American species in the genus (*Fraxinus*). To date, Colorado is the only western state with a well-established and growing infestation of EAB, originally detected in Boulder in September 2013. Although the insect has proved capable of causing similar damage in Colorado, there are some differences in how the emerald ash borer invasion has played out compared to eastern states. In this session we will discuss how the situation with EAB may differ in the urban forests of the western states and how Colorado has approached its management.

Worker Protection Standard Regulations Update, Kevin Kostka, Idaho State Department of Agriculture

This course will highlight topics within the Worker Protection Standard (WPS) that were revised in 2015 and are now in full effect.

Seminar Descriptions - Thursday, Jan. 17

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Allergy Friendly Idaho Landscaping, Thomas Ogren, Allergy Free Gardening

Allergy and asthma rates are soaring and in cities the number one trigger for these illnesses is landscape-produced pollen. Although most city tree plantings today contribute to allergies and asthma, it is entirely possible to plant either low-pollen or even pollen-free urban landscapes. Many of the most commonly used tree cultivars are male clones, selected because they are seedless or fruitless. These "clean" trees are all heavy producers of allergenic pollen. Female trees, and parthenogenic, parthenocarpic, formal doubled, male sterile, permanent juvenility, or otherwise pollen-free selections are an important part of the solution to this current epidemic of allergies and asthma.

Workshop Ideas that Grow Profits Higher than Morning Glories, Tina Bemis, Bemis Farms Nursery

If you have been doing workshops for a while at your garden center and are looking to "up your game" with new ideas and new audiences, this two-part class is for you. First, a quick paced slide show will highlight scores of innovative ideas. You'll leave with ways to turn everyday objects into cash by creating a story and "Selling Air". Beyond Moss Hanging Basket & Butterfly Garden, these ideas are guaranteed to get your creative juices flowing! Then discover new revenue streams and see how workshops sales have increased 25% per year at a small, New England garden center. In addition to garden clubs, school groups and the usual groups who schedule a private class on site, Bemis Farms Nursery's mobile workshop department brings the workshop to the customer, from senior centers who help move surplus inventory in the off-season to wineries who pay full price to create excitement on their farm.

What Condition My Condition Was In - Abiotic Disorders of Woody Landscape Plants in the Intermountain Region, Steve Geist, SavATree

Severe and changing climate impacts are changing our landscapes. We will look at climate impacts and how that is changing some of the pest biotic problems spreading throughout the west. Herbicide misapplications also mimic symptoms of other biotic and abiotic disorders.

10:30-11:30 am

The Internet, A Good Resource For Arborist Training? Or Could It End In Disaster?, Dan Holliday

Dan will discuss the role of the internet in modern day arboriculture, if it should be used to seek information as a training tool to progress your skills as a climber, or if this is a dangerous path where people will pick up bad information and techniques. Questions/discussion with the audience will be encouraged to get real life examples of good and bad information collected from the internet, and where employees may differ in opinion from employers.

Capturing the Unusual Suspects: Things that Caught My Eye in 2018, Tom Gritzmacher, Nutrien Solutions

A whirlwind tour of some of the different and not-so-different insect, disease, and abiotic issues spotted on trees, shrubs and turf in 2018.

Wildlife Damage Control in the Landscape, Lance Ellis, UI Fremont County Extension Educator

This class will discuss how to identify which animals are damaging landscape plants, and how to prevent future damage through various methods and proven management strategies.

Old Guys (Plants) Rule! - A Look Back & Forward at Our Favorite Plants, Ken Cox, Bill Varga, Perennial Favorites

A review of both old and new perennial plant selections. Traditional plants that have stood the test of time compared to new introductions and investigations.

IPM for Greenhouse Growing is Still the Right Approach, Regulo Pacheco, Moss Greenhouses

IPM is still the right approach for growing crops with the least possible disruption to agro-ecosystems. We will discuss and review the steps to implement an IPM program that can be applied to different situations.

Boot Camp for Entry Level in to the Green Industry

Wednesday, January 16

8:00 am - 4:30 pm

**Horticulture Topics presented
by University of Idaho
Send your employees
to learn the basics!**

Lunch n' Learn

Thursday, Jan. 17

11:30 am - 1:00 pm

**Come to hear the buzz of the industry,
exchange news and information.
Enjoy lunch and great conversations with your
friends without having to leave the building!**

Tickets \$15

**Purchase tickets during pre-registration
or at the registration desk at the Expo.**

Seminar Descriptions - Friday, Jan. 18

8:30-10:45 am

Shut Up...and Solve the Conflict, Dr. Brent Bean, BYU-I

No matter who you are, no matter where you live, no matter how far away you try and get from it, conflict will follow you. It is part of our daily lives, and is even part of our life's narrative. The majority of people look at conflict from a negative metaphorical lens: "I feel the pressure rising, things are about to explode, he has a short fuse, we keep butting heads, don't open that can of worms, I got raked over the coals".

When we learn to recognize the Power of Listening as a tool for conflict resolution, we change enemy into ally, foe into friend, competitor into partner. Listening increases and strengthens connection and there-in lies the resolution. Utilizing the L.E.A.P. principles developed by Xavier Amador we will learn how listening gives us the ability to partner with others and really resolve issues.

8:30-9:30 am

Successful Weed Control Begins & Ends with a Sound Pre-Emergent Program, Mark Hasquet, Wilbur Ellis

We will discuss how to maximize your pre-emergent applications in turf and ornamentals. Considerations such as safe product choices, proper chemistry for the site, timing, and correct rates will be covered. We will cover new products as well as some older, proven products.

Risks in Tree Care & Landscaping, John Ball, South Dakota State University

Grounds maintenance, landscaping and tree work are among the most high-risk professions in the United States, equal or greater than that for police and fire, but it does not have to be that way. This presentation will cover the most common hazard sources for the green industry and what workers can do to reduce or eliminate the most common risk factors.

Soils & Fertility 101, Thomas Hoffman, Terra Enviro Consulting, Inc.

This session will include information on what is soil, regional characteristics, challenges and how to meet them, debunking myths about soils and soil fertility. Thomas will also include parameters and their acceptable values on a soil analysis, amending the soil, and a "plan for the plan".

Get Noticed: 7 Tips for Garden Center Signage, Timothy Howard, Clarity Connect, INC.

Learn 7 tips you can use immediately to improve the effectiveness of a wide range of sign types. Real world examples of 'the good, the bad and the ugly' will be used. We will also demonstrate how the 'Signage Sales Funnel' can be applied in your garden center to help improve sales.

BPM's: How to Design & Install Quality Irrigation Systems, Brent Mecham, Irrigation Association

This is an overview of irrigation system best practices and the foundation for better quality and profitability.

9:45-10:45 am

Suppression of Weeds Through Proper Turf Care, John Franson, Wilbur Ellis

This session will cover turf care to reduce weeds through cultural practices and what to do when they become a problem.

Using Lasers to Shoot Grades, Slopes & Machine Control, Chris Powel, Bonneville Blue Precision Solutions

We will discuss the proper set up and alignment of rotating lasers with an emphasis on single/dual slope set up and machine control.

Websites: A Pretty Face is not Enough, Timothy Howard, Clarity Connect, INC.

As with architecture, with a good website, 'form follows function'. To have success with your website, both design and functionality should be built to meet specific business goals. We will review a number of different examples to see 'how to' and 'how not to' build effective websites. To wrap up, we will review a couple of participants' websites and discuss how they might be improved.

Impacts on Water Use, Brent Mecham, Irrigation Association

Sprinklers have a preferred operating pressure to distribute water effectively. Pressure regulation is about handling excess pressure at the point of connection, at the valve or at the sprinkler. Find out when each technology should be used.

Tree Diversity - The 5% Solution, John Ball, South Dakota State University

ALB, DED, EAB, SOD...we have an alphabet soup of exotic threats to our trees. But this is not the end, more are coming and we need to be prepared. This session will cover how we should diversify our community forests genera, not species, and how doing so can limit the impact of new threats.