

IDAHO HORTICULTURE EXPO, Wednesday, January 15

Wednesday Jan. 15	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	Tom Gritzmacher So What is Boring about Bark Beetles? CEU, PRC	Pat Sherer Identification & Control of Grass Weeds in Turf PRC	Kim Gale Keepin' It Legal: Registrations & Weights	Jennifer Moss GMO's Today: Fact vs. Fiction	Daniel Sandavol Pesticide Applicator Licenses Explained CEU
9:00 am – 9:30 am	BREAK				
9:30 am – 10:30 am	Korey Lofy Tree A.D.D. - Abiotic Disorders and Deficiencies and Using IPMs CEU, PRC	Frank Santiago The Role of IPM in Managing Pesticide Resistance in Nurseries CEU, PRC	Mason Day Marketing/Social Media that Gets Engagement	Jourdan Cole The Future of Retail: Utilizing Bricks & Clicks, Trends, Data and Marketing Perspective	Ariel Agenbroad Landscape Crime Scene Investigation CEU, PRC
10:30 am – 10:45 am	BREAK				
10:45 am – 11:45 am	Christopher Rippey How Technology & Math Help in Preserving Veteran Trees CEU	Korey Lofy Idaho's Most Wanted - Top 10 Pest Edition CEU, PRC	Don Engebretson Landscaping for Birds, Bees and Butterflies CEU	Jourdan Cole Cultivating Parents and Kids as New Plant Lovers	Don Morishita Identification, Biology and Ecology of Troublesome Weeds in Horticulture PRC
11:45 am – 1:00 pm	LUNCH				
1:00 pm – 2:00 pm	John Palmer Avoiding Deforestation By Design™: The Essentials of Tree Planting and Pruning CEU	Dr. Arash Rashed How to Talk to Your Customers About Their "Bug" Questions: No One Knows It All! CEU	Don Engebretson Design Secrets to Beautiful Landscapes	Monique Evancic The Unexpected Meanings of Flowers	Iris Mayes Pesticide Safety 101: Live Long and Prosper CEU, PRC
2:00 pm – 2:15 pm	BREAK				
2:15 pm – 3:15 pm	Gary Watson What's New in the Landscape Below Ground CEU	Kevin Gallagher Understanding "Pesticide Trespassing" & the Power of a Pesticide Molecule CEU, PRC	Lisa Fiore How Technology is Impacting Landscaping	Jennifer Moss Houseplants: The Plant Parent Movement	Brad Stokes Urban Pest Identification CEU, PRC
3:15 pm – 3:30 pm	BREAK				
3:30 pm – 4:30 pm	Gary Watson The Practical Science Behind Planting Trees Large and Small CEU	Ronda Hirnyck Know Your Numbers: How to Manage Pesticide Resistance CEU, PRC	Chad Schouse Steve Eglinton Basic Irrigation Design	Mason Day Creating a Kickass Marketing Place	Kimberly Tate The Pesticide Applicator's Responsibility in Reducing Herbicide Drift CEU, PRC
2:00 pm – 5:00 pm	INLA SCHOLARSHIP SILENT AUCTION IN THE MAIN LOBBY				

IDAHO HORTICULTURE EXPO, Thursday, January 16

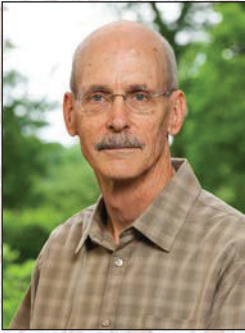
Thursday Jan. 16	Tree Care Room 130	Bugs & Weeds 110 A & B	Landscape Contractors 120 A & B	Innovative Retail 120 C	Irrigation 110C
7:30 am	REGISTRATION				
8:00 am – 9:00 am	James Cassidy SOIL! What it is and How it Works CEU	Steve Gould Glyphosate: Fact vs. Fiction CEU, PRC	Matthew Taylor The Importance of Having Written Contracts	Steve Love Making the Sale: Successful Marketing Techniques for Native Plants	David Ferron Proper Filtration for Drip in the Landscape: New Drip Technology
9:00 am – 9:15 am		BREAK			
9:15 am – 10:15 am		Kevin Gallagher Terrestrial Weed Control in Aquatic Sites PRC	Neal Glatt The New Way to Communicate in Business: How to Do Business in 2020 CEU	Paul Wait Backflow Prevention in Irrigation	
10:15 am – 10:30 am		BREAK			
10:30 am – 11:30 am		Jon Atkins Improving Spray Application Performance with Spray Solution Conditioning, Surfactants & Adjuvants CEU, PRC	Neal Glatt Achieving Excellence Through Strengths-Based Leadership CEU	Bruce Nelson Electrical Troubleshooting of Faults in Irrigation Systems, Clock to Solenoid	
11:30 am – 1:00 pm	LUNCH & LEARN Come to hear what's new in the industry, exchange ideas 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 in 110 A ISA Arborist Certification Exam in 110 D INLA Written Certification Exams (CNP and CPD) in 110 C				
5:00 pm – 7:00 pm	GREEN INDUSTRY GATHERING - WILD, WILD WEST 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 17

Friday Jan. 17	Tree Care Room 130	Bugs and Weeds 110 A & B	Landscape Contractors 120 A & B	Innovative Retail 120 C	Business & Technology 110 C	Growers 110 D
8:00 am	REGISTRATION					
8:30 am – 9:30 am	Kris Bachtell Diversity & Inclusion are Critically Important to Treed Landscapes as Well CEU	Daniel Sandoval ISDA Pest Test Recap & Worker Protection CEU, PRC	Chuck Bowen State of the Industry Report: High-Level Trends Impacting the Market	Ruth Clausen Proven Winners: Create a Picture Perfect Garden Book signing	Brent Oetken Six Keys to Simplify Running Your Business CEU	Bob Reggear New Marketing Tools & More - So Damn Good It Sold the Farm!
9:30 am – 9:45 am	BREAK				BREAK	
9:45 am – 10:45 am	Natalie Turley Migratory Birds in Tree Care CEU	Tom Gritzmacher Right Product, Right Timing: Understanding New Tools & Technology CEU, PRC	Lisa Port Landscape Luminosity: Creating Gardens with Brilliance, Sparkle, and Glow	Chuck Bowen How to Find (and Keep) the Best People for Your Landscaping Business	Dr. Robert Tripepi, Dr. Stephen Love, & Dr. James Woodhall Current Research and Results	
11:00 am – 2:00 pm	<p>Join us for the</p> <h2>IDAHO HORTICULTURE EXPO TRADE SHOW</h2> <p>Featuring the latest in products and technology</p>					

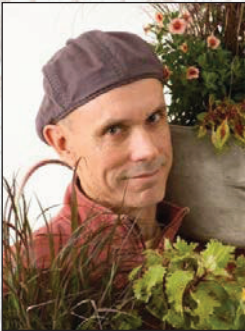


Speaker Highlights:



Gary Watson is currently Lead Scientist in Arboriculture at the Morton Arboretum. His primary research interest is in understanding how to maintain a healthy balance between the crown and the root system of trees on difficult urban landscape sites. Gary

has received the Award for Arboricultural Research and Richard W. Harris Author's Citation Award from the International Society of Arboriculture. He is a Past President of the International Society of Arboriculture, the Arboricultural Research and Education Academy and the Illinois Arborist Association. Gary is also the organizer of The Landscape Below Ground Conferences and author of *The Practical Science of Planting Trees*.



Don Engebretson is a Minnesota-based landscape designer and nationally known garden writer. His design-build company, Renegade Gardener Landscaping, became known across the Twin Cities for creative, unique plantings and high-end custom stonework.

Don has presented his humorous and insightful views on landscape design at nursery trade, university extension and consumer gardening events across the US and Canada since 1999.



Jourdan Cole is a digital media manager and content creator for Garden Media Group, a women-owned and run public relations firm specializing in the home and garden industry. She is a millennial plant parent and volunteers as a Penn State Master Gardener in her free

time. Her goal is to convince people that brown thumbs can, in fact, be turned green.



James Cassidy has been an Instructor of Soil Science at Oregon State University for over 14 years. The introductory class now has over 200 students each term and is very popular. James is also the faculty advisor for the wildly popular OSU Organic Growers Club - OSU's student

farm. Coming from a non-traditional background (music industry for over 35 years) he is passionate about soil and is popular with students because of his dynamic speaking style. The student farm project has over 300 student volunteers on its list-serve and continues to grow. The farm cultivates over 50 different fruit and vegetable crops and is just beginning its 20th season.



Neal Glatt CSP, ASM is a managing partner with GrowTheBench.com. In his career as a snow contractor, Neal joined Case Snow Management, Inc. as an Account Executive in 2010. The company owned a single pick-up truck and had annual revenues

of less than \$1 million. Leading the sales effort and serving as part of the leadership team, Neal helped the company exceed \$40 million in annual sales before beginning his own coaching practice in 2017. During that time, Neal discovered the power of focusing on strengths and the ability of strong leadership to influence amazing results. His passion is to help other people also find fulfillment and success in life. He is a Certified Strengths Coach through Gallup and a John Maxwell Certified Coach, Speaker, and Trainer.

Neal earned his Bachelor of Arts Degrees in Marketing and Spanish from Northern Michigan University. Learn more about Neal at www.NealGlatt.com.

Seminar Descriptions - Wednesday, Jan. 15

8:00-9:00 am

So What is Boring about Bark Beetles?, Tom Gritzmacher, Nutrien Ag Solutions

Bark beetles and boring insects can be a serious concern of shade and amenity trees when discovered. This presentation will discuss some of the more common bark beetles and boring insects that may be found in the urban forests.

Identification and Control of Grass Weeds in Turf, Patrick Sherer, Simplot Partners

Pat will discuss the various grassy weeds that can be found in turfgrass areas. Identifying characteristics and control measures will be emphasized including pre and post emergent strategies.

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

We will discuss how to determine legal operating weight, how to properly register trucks for weight at the county or state, and what to expect at an inspection or weight station.

GMO's Today: Fact vs. Fiction, Jennifer Moss, Moss Greenhouses

GMO's are a large part of the agriculture world. It is a complicated science that many people think fear and not fact. In this seminar we will explore fact versus fiction when it comes to biotechnology and how it is in our day to day lives. We will explore the history, how it is affecting our industry and the new things that are coming around the corner. We will arm you with the knowledge to run a successful garden center in the age of biotechnology and be the best resource to your customers.

Pesticide Applicator Licenses Explained, Daniel Sandavol, ISDA

This presentation will cover the licensing requirements for a commercial, professional applicator. In addition, this presentation will cover what to expect during an inspection, record keeping requirements, and pesticide storage laws/recommendations.

9:30-10:30 am

Tree A.D.D. - Abiotic Disorders and Deficiencies and Using IPMs, Korey Lofy, Arborjet

Living in the Western States can be a challenging environment for our urban forests. With non-native trees, invasive pests, and extreme weather conditions, it is difficult to stay focused. Modern tree healthcare requires a number of different tools and considerations to manage our existing canopy. During this presentation, you will learn about some of these non-living stress factors, pests that will follow, and the most effective treatments to manage these problems in our urban forests. We will cover proper chemical treatment options, timing, and plant growth regulators.

The Role of IPM in Managing Pesticide Resistance in Nurseries, Frank Santiago, Corteva

This session will focus on the role IPM has in managing pesticide resistance in nursery settings. We will cover the PAMS (Prevention, Avoidance, Monitoring & Suppression) of IPM, how pesticide resistance develops, how pesticide rotation can offset resistance and the role of new pesticides in managing resistance.

Marketing/Social Media that Gets Engagement, Mason Day, GrowIt

Marketing is the trench where the budget battle is won or lost. Let's discuss the best platforms and techniques for getting you the biggest ROI on your marketing dollars!

The Future of Retail: Utilizing Bricks and Clicks, Trends, Data and Marketing Perspective, Jourdan Cole, Garden Media Trends

This is more of a "why" and "what" presentation. The "how" would be marketing tips. Today's consumers want distinctive experiences, seamless service and meaningful interactions with the brands they value. Online ordering and subscription services have already disrupted the industry. As storefronts shift to community hubs for everything from plant swaps to cooking lessons, the need to think strategically and use distinctive marketing to boost both in-store and online traffic is greater than ever. This talk explores the trends and data shaping the future of the retail experience.

Landscape Crime Scene Investigation, Ariel Agenbroad, UI Extension, Ada County

When you are called upon to diagnose plant problems in the landscape, it can often feel like detective work! You analyze the scene, ask questions, look for signs or symptoms, and try to track down the "perpetrators." In this session, we'll take a look at the basics of surveying a landscape with issues and how to systematically evaluate and identify the "root" causes. You'll have the chance to hone your own skills and learn how to focus in on what you need to do to find solutions.



**Green Collar College for Entry Level
in to the Green Industry**

Wednesday, January 15th
8:00 am - 4:30 pm

Seminar Descriptions - Wednesday, Jan. 15

continued from previous page

10:45-11:45 am

How Technology & Math Help in Preserving Veteran Trees
Christopher Rippey, Rippey Arboriculture, LLC

What is a veteran tree and can math and technology help in preserving them? This talk will explore many new technologies and investigate if we can utilize them to make better and more defensible choices in preserving veteran trees.

Idaho's Most Wanted - Top 10 Pest Edition, Korey Lofy, Arborjet
Right now our nation is under attack and many insects are seeking refuge in Idaho's Urban Forests. During this presentation, you will learn about our 'Top 10 Most Wanted Pests in Idaho,' and the most effective treatments to manage them. We will cover proper chemical treatment options, treatment timing, and cultural practices as we dive deeper into a true Integrated Pest Management (IPM) approach for urban forest management.

Landscaping for Birds, Bees, and Butterflies, Don Engebretson, The Renegade Gardener

Demand among homeowners for pollinator and wildlife habitat gardens is increasing. Don presents the best plants and design tips to create an essential sanctuary for pollinators as well as our larger feathered friends. Includes valuable handouts with details on the best native pollinator perennials for Idaho, trees and shrubs for bird habitat plus best local resources for plants and information.

Cultivating Parents and Kids as New Plant Lovers, Jourdan Cole, Garden Media Trends

Caring for nature roots people to the earth. While insects are rapidly disappearing and temperatures are rising, we are buried in technology. About 1 in 4 Americans spend almost their entire days indoors without going outside. Children spend, on average, less than 1 hour per day outside. This presentation explores how communities and professionals can come together to nurture nature and encourage parents to grow an appreciation for plants with their families.

Identification, Biology and Ecology of Troublesome Weeds in Horticulture, Dr. Don Morishita, UI Retired

The keys to controlling weeds include being able to identify the plants and understanding the biology and ecology of the plants. Knowing plant family characteristics can be an invaluable tool for correctly identifying weedy plants.

1:00-2:00 pm

Avoiding Deforestation By Design™: The Essentials of Tree Planting and Pruning, John Palmer, PlantCare Landscape & Arboricultural Services

If planting and pruning trees is so easy, why do so many die long before they should? From roots to stems, there is so much to know. This session will teach you how to become a Tree Doctor, and avoid being a Tree Undertaker.

How to Talk to Your Consumers about Their "Bug" Questions: No One Knows It All!, Dr. Arash Rashed, U of I Entomology

We may frequently come across pest related concerns that follow establishment of new landscapes, gardens or orchards. Consumer questions may include, but are not limited to, identification of the pest, its origin, biology and potential damage, as well as effective management options. This presentation will review steps to be taken and introduce available resources to address those questions.

Design Secrets to Beautiful Landscapes, Don Engebretson, The Renegade Gardener

In this photo-filled presentation Don shows the five basic elements always present in residential landscapes chosen by national magazines for publication. His own landscaping examples and those of others will help cement the principles in your mind.

The Unexpected Meanings of Flowers, Monique Evancic, SeedPlayLove.com

Flowers are prolific - you'll find them blooming in trees, shrubs, and supermarket buckets. They stimulate the senses with their beauty and fragrance, but on a deeper level, flowers often serve as our emotional proxy, expressing feelings we can't. On a physiological level, flowers have been described as "the pets of the plant world" because of their unique ability to reduce stress and elevate mood. Come along as we unearth the vanishing story of the language of flowers hailing back to Victorian England and reclaim their use as a powerful communication device and life-enhancement.

Pesticide Safety 101: Live Long and Prosper, Iris Mayes, UI Extension, Northern District

In this one-hour workshop, we will nerd out on pesticide safety reviewing the top ten actions you can take to prevent chemical exposure while working with pesticides. Please bring some of your own ideas to share. We will discuss work-day and post-work habits to keep you and your family healthy with a few compelling stories from the field.

2:15-3:15 pm

What's New in the Landscape Below Ground, Gary Watson, The Morton Arboretum

The Landscape Below Ground IV conference marked 25 years since the first was held in 1993. Over 50 researchers and practitioners from North America, Europe, Asia and Down Under contributed their recent work. Highlights of the current developments, along with some historical perspective, on tree root development on urban sites will be presented. Topics include Managing Urban Soils, Root Development and Management, Anchorage & Stability, Planting Site Design, Tree Roots and the Built Environment, Tree Production, Planting and Establishment.

Continued Next Page

Seminar Descriptions - Wednesday, Jan. 15

continued from previous page

Understanding "Pesticide Trespassing" & the Power of a Pesticide Molecule, Kevin Gallagher

Kevin will break this talk into 4 segments:

1. Public awareness: Never forget that your equipment/vehicle has a company name and contact info. Never assume you are NOT being watched.
2. Label interpretation: Take label ambiguity out of the guessing game by contacting Colorado Department of Ag for interpretation.
3. The power of an herbicide/insecticide molecule: The rate per total volume or area size has huge range rates. Kevin will demonstrate how effective an herbicide/insecticide can be on a targeted pest regardless of total volume.
4. Drift awareness: The importance of droplet size is underestimated by most applicators. Kevin will compare large and small droplet sizes and show the power of an herbicide/insecticide molecule and its drift potential. Drift potential can turn into a legal case for "pesticide trespassing".

Pursue professional certification to validate your expertise and increase your value to employers and customers.

How Technology is Impacting Landscaping, Lisa Fiore, Landscape Hub

The Green Industry has long been considered a slow-moving industry. However, technology is now rapidly changing that trend. Affordable and accessible tech applications, innovative software platforms, digitization, ecommerce, and robotics are all providing solutions to an industry burdened with massive inefficiencies. Tech is helping us in sales, marketing, operations, productivity, finance, HR, and logistics. In this presentation, we will explore general tech trends and discuss how they are (and will) impacting the green industry.

Houseplants: The Plant Parent Movement, Jennifer Moss, Moss Greenhouses

We will follow the trend of houseplants to your own garden center and help you make it yours. Houseplants aren't a new thing and more than a few of us think of grandma and her African Violet she love so much. They are back in the spotlight again and boy are we excited! We will explore history, trends, education, selection and how to make it work for you and your business.

Urban Insect Pest Identification, Brad Stokes, UI Extension, Southern District

Brad will cover some of the common insect pests found in the urban environment and discuss how to deal with them.

3:30-4:30 pm

The Practical Science Behind Planting Trees Large and Small, Gary Watson, The Morton Arboretum

Tree planting best practices must be based on sound science, and complimented by practical experience, to insure success. The Practical Science of Planting Trees, published by the International Society of Arboriculture, interprets 639 scientific publications into a form that can be used by practitioners. While most of the research uses small trees out of practicality, the information can be applied to moving large mature trees.

Know Your Numbers: How to Manage Pesticide Resistance, Ronda Hirnyck, UI Extension

This presentation will review pesticide resistance and how it develops. We will discuss management practices, including pesticide labeling information to help prevent pesticide resistance.

Basic Irrigation Design, Chad Schouse & Steve Eglinton, Pipeco

An overview of water requirements, head spacing, and pipe sizing.

Creating a Kickass Marketing Plan, Mason Day, GrowIt

Creating a marketing plan can be a daunting task, but is extremely necessary for marketing success. Let's break things down and turn this nightmare of a task into a dream come true.

The Pesticide Applicator's Responsibility in Reducing Herbicide Drift, Kimberly Tate, UI Extension, Southern District

This presentation will discuss the importance of pesticide applicator responsibility in protecting our environment by reducing pesticide drift. Applicators will learn about drift mediation and how to protect our native pollinators and water resources. Review of pesticide label reading practices will be covered so applicators find appropriate pesticide labeling instructions to avoid drift.

Idaho Arborists Green Drinks

Wednesday, January 15th at 5:00 pm

Please join the Treasure Valley Canopy Network (www.tv-canopy.net) and local arborists and friends for an informal "Idaho Arborists Green Drinks" event. We'll meet at The Cellar, located in the basement of the Red Feather Lounge at 246 N 8th Street in Boise. There will be one or two brief presentations followed by 1 complimentary drink and light appetizers courtesy of TV Canopy Network, Bittercreek Alehouse and event sponsors. We look forward to seeing you there! **Space for this event is limited to 30 participants, so please RSVP to coordinator@tvcanopy.net to reserve your spot!**

Seminar Descriptions - Thursday, Jan. 16

8:00-11:30 am

SOIL! What it is and How it Works, James Cassidy, Oregon State University

It's ALL about SOIL! Most people only have a vague idea of what soil is let alone how it actually works. You will learn more than you ever thought possible from this lecture. The reason you are alive, what nutrients are, how soil stores water and nutrients. The fundamentals that ALL humans on the planet Earth should know!

8:00-9:00 am

Glyphosate: Fact vs. Fiction, Steve Gould, Bayer

1. How does Roundup work in the plant and environment
 - + Role of surfactant in Roundup on weed control
 - + Role of glyphosate in Roundup on Weed control
 - + Toxicology and environmental factors of Roundup Herbicide
2. Glyphosate today, understanding it and explaining it
 - + Roundup Brand Formulation differences and where they fit in your program
 - + Safety of Roundup Brands as it pertains to workers and the public
 - + Talking to the public about pesticides and the risks
3. Roundup developments in the news
 - + Litigation update

The Importance of Having Written Contracts, Matthew Taylor, Taylor Law Offices

Written contracts in the business world seem like common sense, however, many small business owners are still relying on handshake deals and taking people upon their word. STOP DOING THAT! Matthew Taylor will teach you how to protect your business in order to sustain long-term growth.

Making the Sale: Successful Marketing Techniques for Native Plants, Dr. Stephen Love, Aberdeen R & E Center

Native plants commonly have horticultural characteristics that create challenges for attracting customers at the point of sale. An added challenge is lack of customer familiarity with regard to specific native plant products. Dr. Love will present ideas designed to overcome these challenges and to allow retailers to take advantage of growing consumer interest in native plants and sustainable landscapes.

Proper Filtration for Drip in the Landscape, New Drip Technology, David Ferron, Netafim USA

Idaho irrigation water changes throughout the year depending on source and season. During the presentation we will discuss what proper filtration is and why filtration is important. The topic will cover both manual and automatic filtration. We will discuss tips and investment requirements for a long-lasting system. We will also discuss new drip technology that will help a subsurface system last longer.

Explore the Best Little Show in the West for green industry products, services and equipment.

Find what you need to improve your company's performance.

9:15-10:15 am

Terrestrial Weed Control in Aquatic Sites, Kevin Gallagher

This presentation will have 3 segments:

- Applicator awareness: Factors that help an applicator decide when to apply aquatically approved herbicides.
- Examples of weed establishment in aquatic sites that are in terrestrial settings: Weed establishment also includes brush control. I will give examples of typical aquatic sites in both urban and rural environments where weeds congregate.
- Discussion on all the herbicides labelled for aquatic sites and all their restrictions: A review of all the aquatically approved herbicides and what their restrictions are such as irrigation, swimming, human and livestock consumption, etc.

The New Way to Communicate in Business: How to do Business in 2020, Neal Glatt, Grow the Bench

Business communication continues to evolve at an unbelievable rate. In just 25 years, we've seen the evolution from landlines to pager codes to cell phones to smart phones to the cloud. Where are we headed next? How does the next generation prefer to communicate? What are the implications for business in 2020 and beyond?

In this session, Neal will walk attendees through the communication changes and cultural shifts that drive them in the past, present, and future. Most importantly, attendees will learn how to more effectively communicate with customers and employees to improve every key business metric and utilize better communication to thrive.

Backflow Prevention in Irrigation, Paul Wait, Zurn

Irrigation systems need backflow prevention. This specialized class provides answers to many contractor questions by exploring backflow basics, codes, lead laws, cross connections and all types of testable backflow preventers installed on irrigation systems. Attendees learn detailed operation of RP and PVB backflow preventers, system related issues and basic troubleshooting. A review of approved installation requirements is explained while considering specific factors like line flushing, winterization, drainage, theft prevention, testing and maintenance.

Continued Next Page

Seminar Descriptions - Thursday, Jan. 16 continued from previous page

10:30-11:30 am

Improving Spray Application Performance with Spray Solution Conditioning, Surfactants & Adjuvants, Jon Atkins, Simplot
This discussion will cover the potential issues associated with pesticide/fertilizer spray solutions and the various types of spray adjuvants that address the causes and help improve performance. The scope of discussion will include the impact of water PH, surface tension, droplet placement, spray drift and other issues associated with spray solution performance. We will also cover the characteristics of spray adjuvant components/products and the contribution provided in solving spray solution performance issues.

Achieving Excellence Through Strengths-Based Leadership, Neal Glatt, Grow the Bench
We are on the verge of a management revolution. Over 50 years of research shows that when managers focus on what people do right instead of what they do wrong, employee engagement increases 15% leading to sales jumping up to 19.3% and profitability improving by over 29%. Fortune 100 companies have radically changed their methods of traditional performance management to capitalize on amazing results of strengths-based leadership. In this session, Neal will share the best kept secret in employee management and teach attendees how to lead organizations in a way that leverages natural strengths. Using the concrete, step-by-step methods presented in this session, attendees can immediately see a difference in their businesses. Instead of simply preventing failures, this method of strengths-based leadership enables organizations to achieve excellence. Further, employees who focus on strengths are three times more likely to report having an excellent quality of life and six times as likely to be engaged in their job. Finally, businesses can implement a change in approach that employees will be happy to participate in and desire."

Electrical Troubleshooting of Faults in Irrigation Systems, Clock to Solenoid, Bruce Nelson, Armada Technologies
Electrical faults in irrigation systems can be time consuming and difficult to locate without the right tools. This class will address the basic as well as advanced techniques for solving these problems. As the class is free form, bring your questions/problems and the discussion can focus on audience driven sub-topics.

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. 17

8:30-9:30 am

Diversity & Inclusion are Critically Important to Treed Landscapes as Well, Kris Bachtell, The Morton Arboritum
The world's climate is changing rapidly and new pests and diseases continue to be recognized as a threat. Strong tree Diversity and the Inclusion of new tree selections is our best protection to help avoid catastrophic losses and to build healthier treed communities. From a veteran horticulturist, learn how low tree diversity impacted landscapes in the past and modern strategies grow healthier trees for a greener future.

ISDA Pest Test Recap & Worker Protections Improvements, Daniel Sandoval, ISDA
Daniel will be speaking on the upcoming changes of federal certification rules and how they apply to Idaho licensing. In addition, he will be discussing the WPS requirements to keep in mind for businesses who are venturing into greenhouses, nurseries and Ag chemical applications.

State of the Industry Report: High-Level Trends Impacting the Market, Chuck Bowen, OPEI
In this presentation, Chuck will offer up the most important trends and changes coming down the pike that landscape contractors must pay attention to, as well as how they can best take advantage of new developments in the market to grow in 2020 and beyond.

Six Keys to Simplify Running Your Business, Brent Oetken, Profit Creek, LLC
Has running your business become more complicated? In this session we'll look at how to simplify the complexity of running your business and how to get what you really want. Specifically we'll look at ways to harmonize the six key components of your business and provide you with tools you can use.

New Marketing Tool & More - So Damn Good it Sold the Farm!, Robert Reggear, Reggear Tree Farms
How to use drones for marketing and inventory. Along with other fun stuff.

8:30-11:30 am

Proven Winners: Create a Picture Perfect Garden, Ruth Rogers Clausen Assoc.
Don't let your customers fret when planning their garden this coming spring. Much of the structure: trees, shrubs, pathways etc. will be in place already, but your customers have the exciting opportunity to browse 2020 catalogs and dream about what gardens may become this year. "No space", they say? ...plan on a display of containers on the deck, too much shade?...look for contrasting textures and colors of foliage, evening parties at their homes?...choose white and pastel colors that shine at dusk. This illustrated talk will address the myriad of winning plants to solve every problem.

Seminar Descriptions - Friday, Jan. 17

continued from previous page

9:45-10:45 am

Dealing with Migratory Birds in Tree Care, Natalie Turley, Idaho Power

Migratory birds, chicks and eggs are protected by the Migratory Bird Treaty Act enacted in 1918. Birds often nest in trees or shrubs that require trimming or removal. This course will identify ways to minimize impacts to native birds. The course will also discuss planting the right tree in the right place to prevent vegetation from contacting power lines and causing power outages.

Right Product, Right Timing: Understanding New Tools & Technology, Tom Gritzmacher, Nutrien Ag Solutions

Several new tools and technologies have been introduced over the last couple of years for pest management in landscape, nursery, and greenhouse. This presentation will discuss several of the newer products and technologies and how they may fit into your operational plan.

Landscape Luminosity: Creating Gardens with Brilliance, Sparkle, and Glow, Lisa Part, Banyon Tree Design

Landscapers in the Pacific Northwest struggle with diminished light and downright darkness for more than nine months of a year. Skies are blanketed with clouds and we live under some of the largest trees on the planet. How is it possible to create a garden that positively glows from within? Luminosity in a garden doesn't have to be hard—you just need to incorporate a few methods to get the job done. By utilizing designer techniques, maximizing seasonal attributes, and of course, exploiting brilliant plant material Lisa will demonstrate the art of creating a year-round, luminous garden.

How to Find (and Keep) the Best People for Your Landscaping Business, Chuck Bowen, OPEI

This presentation offers solutions to the biggest problem facing landscapers - finding good employees. Based on data from industry research, as well as case studies of successful landscapers, this class outlines some simple steps that contractors of any size or revenue level can take to improve their recruiting and hiring process, as well as keep their most talented employees engaged.

Sharpen your skills and expand your knowledge by choosing from more than 55 educational sessions.

Tap into relevant topics that can help you do your job better.

Current Research and Results

Dr. Stephen Love, UI Aberdeen R & E Center, A Never-Ending Supply of Sustainable: The Native Plant Domestication Project, Initiated in 2005, the University of Idaho native plant domestication project is now providing a continuous stream of new and exciting native plant products for the Idaho nursery industry. In this report, Dr. Love will detail the current status of the program and project the future of this unique research project. Included will be descriptions of planned releases of new native plant products.

Dr. James Woodhall, UI Parma Research & Extension Center, Verticillium Wilt in Woody Plants: Diagnosis and Disease, Management Verticillium diseases are some of the most devastating plant diseases affecting numerous species worldwide. They can infect plants ranging from herbaceous annuals to woody perennials. The disease is a serious problem in tree nurseries and often in mature susceptible tree hosts in Idaho. In this talk we discuss how verticillium can be diagnosed, how detection methods can be utilized as part of disease management strategies as well as presenting the latest best management practices to limit the impact and spread of verticillium infection in woody hosts.

Dr. Robert Tripepi, UI, Amendments that may promote the growth of nursery stock produced in containers include biochar and microbial products. The effects of several types of biochar and four liquid bacterial products on the growth of container landscape plants will be presented.

Why Do People Attend the Idaho Horticulture Expo?

“The classes are always beneficial and educational.”

“I like the more practical application information provided.”

“I really enjoyed the event and met so many great new people.”

“The Trade Show made it possible to reconnect with industry professionals in a different environment than typical business.”

“Good conversation opportunities with a wide variety of people in the industry.”