



Education Day & Trade Show

Tuesday, February 11, 2020

Double Tree Hotel

1111 Jefferson Road | Rochester, NY 14623

The Professional Landscape & Nursery Trades
Genesee-Finger Lakes Region #5

This year's program features these speakers and seminars:

C.L. Fornari (Keynote Speaker): Pruning for professionals; Plants that please clients and customers - ➔ **Bonnie Guckin & Mike Goodnick**: Plant this, not that: five over-used shrubs and Mike Goodnick's alternatives - ➔ **Elizabeth Lamb**: Developing beneficial habitat; Invasion of the plant snatchers: Spotted lanternfly, Asian jumping worms and Box moth - ➔ **Tim Boebel**: New Directions for Hydrangeas in the Northern Landscape - ➔ **Brian Eshenaur**: Landscape Pest Management Updates: The latest on Emerald Ash Borer, Oak Wilt and other important tree and shrub problems. - ➔ **Brent Conley**: Why I love low-voltage LED lighting and why you should too. - ➔ **Mahlon Stoltzfus**: EASYJoint The all-weather paving joint solution. "Rain or Shine it Goes in Fine" - ➔ **Omar Buker, ZachMersch, Mike Baum**: The Future of Autonomous Mowers & Battery Equipment - ➔ **Tim Cansdale**: NYS DOT mock inspection - ➔ **Mike Mamo, Mike Robinson, Jack Bryant**: Show me the money! Creating and presenting athletic field maintenance budget plans

Visit plantgflx.com for more information on these speakers and seminars.

Don't miss this full day of ornamental horticulture and related seminars with continuing education and recertification credits available for:

- ➔ Certified Nursery and Landscape Professionals
- ➔ Interlocking Concrete Paver Installers
- ➔ Landscape Architects
- ➔ Commercial Pesticide Applicators

QUESTIONS?

PROGRAM OR HORTICULTURE INQUIRIES Contact office@plantgflx.com

SPORTS TRACK INQUIRIES Contact Katie Berger: katie@bataviaturf.com

SPONSORSHIPS & EXHIBIT SPACE AVAILABLE

Find all the details online: plantgflx.com/education-day

2019 Participating Sponsors & Exhibitors

American Equipment*	First Turf & Ornamental	Nicolock
Atlantic Irrigation*	GardenScape	NYS DEC
Attica Packing	Grasslands Equipment &	NYSNLA
Bailey Nursery	Irrigation	Nutrien*
Batavia Turf*	Great Lakes Athletic Fields	Page Seed*
Belgard Oldcastle	Keystone Hardscape by CST	Preferred Seed*
Brighton Securities	Lakeside Sod Supply Co.	Rinox Pavers
Brodner Equipment*	Northern Nurseries	Seedway
CFS Irrigation Supply	Finger Lakes Mulch & Soil*	Skyworks
Chestnut Ridge Nursery	Sensenig's Landscape Supply	The Flanders Group
Cornell Cooperative	MTE Turf Equipment	Techo Bloc
Extension Monroe County	Solutions*	Upstate Gardeners' Journal
Dig Safely NY	SiteOne Landscape Supply*	Value Turf
Edgewood Nursery	Lawley Insurance	We Find Plants
Excel Lawn Care*	Milton Cat	Weckesser Brick Company
Finch Turf	M & K Turf	*Sponsor

PLANT GFLX
6995 Groveland Hill Rd.
Groveland, NY 14462



The Professional Landscape & Nursery Trades
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PRESENTS OUR ANNUAL Education Day & Trade Show

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Kick off another "green season" and seize this opportunity for:

Professional Development



Earning Recertification Credits



Strengthening Your Network



SPONSORED BY



REGISTER TODAY!

ONLINE Register and pay at: plantgflx.com/education-day

BY MAIL Send purchase orders, registration form, and non-refundable check to:
PLANT GFLX, 6995 Groveland Hill Rd, Groveland, NY 14462

NEED AN INVOICE? Contact shar@birchcrestlandscape.com

REGISTRATION FORM

CONTACT INFORMATION

Business Name _____

Street Address _____ City _____ State _____ Zip _____

Phone _____

Contact Name _____ Contact Email _____

List all attendee names: _____

PURCHASE TICKETS

Includes all seminars, continental breakfast, hot buffet lunch and afternoon snack.
Event day registration prices increase by \$20 each.

PLANT GFLX Member.....	_____	x \$75 = \$_____
	PERSONS	
Non-member.....	_____	x \$90 = \$_____
	PERSONS	
5 or more from one business.....	_____	x \$70 = \$_____
	PERSONS	
10 or more from one business.....	_____	x \$65 = \$_____
	PERSONS	
Student with current ID.....	_____	x \$25 = \$_____
	PERSONS	
	TICKETS SUB-TOTAL	\$_____

ADD-ONS

<input type="checkbox"/> I would like to make a donation.....	\$_____
<input type="checkbox"/> I would like to pay my Association membership.....	\$_____
Contact shar@birchcrestlandscape.com for details and pricing	
	ADD-ON SUB-TOTAL \$_____

AMOUNT DUE

No refund for non-participation

Tickets sub-total.....	\$_____
Add-on sub-total.....	\$_____
TOTAL ENCLOSED	\$_____

Education Day & Trade Show Agenda February 11, 2020

GENERAL SESSION			
7:00-8:00	Check-in/registration, trade show, silent auction, continental breakfast		7:00-8:00
8:00-8:30	Welcome by PLANT GFLX President and representatives from lead sponsors		8:00-8:30
HORTICULTURE TRACK		SPORTS TRACK	
8:30-9:30	RM A C.L. Fornari Pruning for professionals	CNLP ISA	Mike Mamo Creating budgets to get what you need
9:30-9:45	Break in trade show area / Silent auction		8:30-9:45
9:45-10:45	RM A Bonnie Guckin & Mike Goodnick Plant this, not that: five over-used shrubs and Mike Goodnick's alternatives	CNLP	Break in tradeshow area / Silent auction
10:45-11:00	Break in trade show area / Silent auction		9:45-10:00
11:00-12:00	RM A Elizabeth Lamb Developing beneficial habitat	CNLP DEC	Mike Robinson Industry updates, budgeting for problems and setting maintenance priorities
	RM B Tim Bobel New Directions for Hydrangeas in the Northern Landscape	CNLP	Jack Bryant Seed for athletic fields vs. common areas
	RM C Mahlon Stoltzfus EASYJoint—The all-weather paving joint solution. "Rain or Shine it Goes in Fine".	ICPI	Mike Mamo, Mike Robinson & Jack Bryant Share their experience with creating yearly budgets for athletic field maintenance plans
12:00-1:00	Lunch / Trades how / Silent auction		10:00-10:30
1:00-2:00	RM A Brian Eshenaur Landscape Pest Management Updates: The latest on Emerald Ash Borer, Oak Wilt and other important tree and shrub problems.	CNLP DEC	10:30-11:00
	RM B C.L. Fornari Plants that please clients and customers	CNLP	11:00-11:30
	RM C Omar Buker, Zack Mersch, Mike Baum The Future of Autonomous Mowers & Battery Equipment	CNLP	11:30-12:30
2:00-2:30	Break in trades how area / Silent auction		Lunch / Tradeshow / Silent auction
2:30-3:30	RM A Elizabeth Lamb Invasion of the plant snatchers: Spotted lanternfly, Asian jumping worms and Box moth	CNLP DEC	
	RM B Brent Conley Why I love low-voltage LED lighting and why you should too.	CNLP LAND	
	RM C Tim Cansdale NYS DOT mock inspection	CNLP	
3:30-4:00	Silent auction finalized / Evaluation / Adjourn		

SEMINAR CEU KEY	CNLP Certified Nursery Landscape Professional	DEC NYS Department of Environmental Conservation	ICPI Interlocking Concrete Paving Institute	STMA Sports Turf Management Association	ISA International Society of Arboriculture	LAND Landscape Architect
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The certification credits listed in above agenda have been applied for and are pending. Seminar topics and certification credits are subject to change.



C.L. Fornari — Speaker, writer, consultant, gardener
C.L. is a creative gardening expert who transitioned from artist to garden communicator. She has authored eight books, hosts a radio show and podcast, blogs, and runs a consultation service for an independent garden center on Cape Cod.
Seminars: Pruning for professionals; Plants that please clients and customers



Bonnie Guckin — Adjunct instructor NCCC; owner of gardening service
Bonnie is a CNLP has an AAS in Horticulture and a BA in Physical Geography. She has followed her passion in environmental stewardship of the Great Lakes region and is an active advocate for continued education in the green industry.



Mike Goodnick — Head landscape foreman, Draves Arboretum
Mike is a CNLP and ISA Certified Arborist with an AAS in Horticulture. He is passionate about woody plants and pruning—in the resurrection of mismanaged plants and best management practices to maintain plant health.



Elizabeth Lamb — Coordinator for Ornamental Crops, NYS Integrated Pest Management Program
Elizabeth works with greenhouse, nursery, Christmas tree, and landscape professionals to find effective pest management solutions that also protect New York State's people and environment.
Seminars: Developing beneficial habitat; Invasion of the plant snatchers: Spotted lanternfly, Asian jumping worms and Box moth



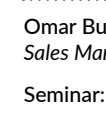
Tim Boebel — Nursery Manager, Wayside Garden Center
Tim has been collecting hydrangeas for nearly 20 years, and is closing in on 500 cultivars in his Bloomfield garden. He has also published two books on the subject: Hydrangeas in the North and Today's Hydrangeas.
Seminar: New Directions for Hydrangeas in the Northern Landscape



Mahlon Stoltzfus — CEO, SHS Distributors
Mahlon has a broad knowledge of what it takes to install a quality hardscape project and the challenges to go with delivering such projects, and is currently involved with distributing cutting edge products to the hardscape industry.
Seminar: EASYJoint—The all-weather paving joint solution. "Rain or Shine it Goes in Fine".



Brian Eshenaur — Senior Extension Associate, NYS Integrated Pest Management Program
Brian has a bachelor's degree in horticulture and a master's in plant pathology.
Seminar: Landscape Pest Management Updates: The latest on Emerald Ash Borer, Oak Wilt and other important tree and shrub problems.



Omar Buker — National Automower Sales Manager, Husqvarna

Zach Mersch — National Sales Manager, Mean Green

Mike Baum — Certified Automower Expert, Brodner Equipment

Seminar: The Future of Autonomous Mowers & Battery Equipment



Brent Conley — President, Outdoor Lighting Perspectives
Brent is an outdoor lighting designer, whose expertise in industrial lighting—especially hazardous area lighting—gives him the unique ability to design, install, troubleshoot and maintain industrial lighting systems.
Seminar: Why I love low-voltage LED lighting and why you should too.

Tim Cansdale — Truck Supervisor, NYSDOT Seminar: NYS DOT mock inspection



Michael Mamo — Director of Facilities, East Irondequoit CSD
Mike had 18 years of experience total as an Assistant Superintendent of Business for two local school districts before his current position as the Director of Facilities.



Mike Robinson — President, Homefield Turf & Athletic Inc.
Mike has been in the athletic and green industry for 35 years. Home Field Turf & Athletics works on all levels of baseball and softball fields from Little Leagues to Big Leagues.



Jack Bryant — Co-owner, Preferred Seed
Jack has 37 years experience in the seed industry. He co-founded Preferred Seed Co. in 1999 with distribution throughout the Northeast retail outlets and the landscape industry.

Sports Track theme: Show me the money! (See Sports Track schedule above for more details.)