Try these solutions to enjoy your flowers and make the world a happier, more beautiful place. Pesticide credit requested.

As a small business, social media is overwhelming and how to get results—all with a limited amount of time and resources. In this session we’ll provide a recipe for social media that saves time and gets results to grow your business.

Learn about flower bulbs that naturally resist attacks by deer, rabbits, squirrels, voles and insects. Find out how to make edible bulbs like illies, tulips and crocus more pest-resistant with an assortment of remedies that make bulbs or leaves taste or smell bad to foraging pests. Thwart “bulb monsters” and keep them at bay by creating physical barriers. Try these solutions to enjoy your flowers and make the world a happier, more beautiful place. Pesticide credit requested.

PERENNIALS: Keeping them healthy. Discover which perennials are less work while making your clients smile. Book signing available.

At Sylvan Nursery, Inc., we have a rare opportunity to take the Plant I.D. Challenge for an MCH recertification credit from 8:00am–10:00am. Plant I.D. Demo will open to all attendees at 10:00am and run until 2:00pm for hands-on education.

Coffee, tea, fresh fruit, and breakfast bars available for all registrants.

**SESSION A 8:30am–9:30am**

A Simple Recipe for Social Media Success • Susan Finn, Chief Connector, Rise Above Noise • Barn Classroom A

As a small business, social media is overwhelming and often feels like you’re just spinning your wheels. You have to figure out where to be, how to be engaging, and how to get results—all with a limited amount of time and resources. In this session we’ll provide a recipe for social media that saves time and gets results to grow your business.

Pest Resistant Bulbs • Brent Heath of Brent & Becky’s • Barn Classroom B

Learn about flower bulbs that naturally resist attacks by deer, rabbits, squirrels, voles and insects. Find out how to make edible bulbs like illies, tulips and crocus more pest-resistant with an assortment of remedies that make bulbs or leaves taste or smell bad to foraging pests. Thwart “bulb monsters” and keep them at bay by creating physical barriers. Try these solutions to enjoy your flowers and make the world a happier, more beautiful place. Pesticide credit requested.

**SESSION B 10:00am–11:00am**

Hydrangeas Pest and Disease Control • Mal Condon, the Hydrangea Guy • Barn Classroom A

Walk the Sylvan Nursery, Inc. gardens with Mal Condon, Heritage's Hydrangea Curator to learn about the pests and disease issues that most commonly affect hydrangeas. Learn how Heritage uses a more sustainable approach to control pest problems and how you can utilize these same practices within your systems. Pesticide credit requested.

Perennial Bed Maintenance For Pros • C.L. Fornari, The Garden Lady • Barn Classroom B

Our clients often think that perennials are “plant and forget” but we know better. Hear how to keep your customers’ flower gardens looking their best as C.L. gives “the need to do, the nice to do, and the nuts to do” about these plants. Learn how to manage weeds, deal with plants that are ugly after flowering, and keep soils fertile and healthy. Discover which perennials are less work while making your clients smile. Book signing available.

**SESSION C 11:30am–12:30pm**

Non-native Shrubs in the Urban Environment • Mandy Bayer, Assistant Professor, UMass Extension • Barn Classroom A

The use of non-native plants in urban landscapes is looked at less favorably because of the belief that non-native plants do not support biodiversity and are less sustainable in the landscape. We will discuss the assumed benefits and shortcomings of non-native and native plants in the landscape. Factors other than nativity that influence plant sustainability in the landscape will also be considered.

Storm Water Management • Trevor Smith of LandEscapes • Barn Classroom B

Water manages to be both, the stuff of mystery, and of our daily routine. We use it to cook, wash dishes, and brush our teeth, but very few can stand on the beach and not lose themselves watching breakers roll in. In the face of climate change, water is becoming more of an issue: we either have too much, too little, and never when we really need it. Water bans, flooding, and erosion have become common. Get reacquainted with water and learn simple methods to capture and reuse or slow stormwater runoff. We will discuss rain harvesting, permeable pavements, green roofs and rain gardens.

**SESSION D 1:00–2:00pm**

Spotting the Spotted Lantern Fly (SLF) • Javier Marin, MDAR Forest Pest Outreach Coordinator • Barn Classroom A

The spotted lanternfly is an invasive insect that is spreading throughout the Northeast and is poised to establish itself in Massachusetts. This pest feeds on over 70 kinds of plants and will affect our economy, environment and communities alike. Awareness is key to early detection and management. Pesticide credit requested.

Designing with Bulbs “Potentials & Possibilities” • Brent Heath of Brent & Becky’s • Barn Classroom B

Brent and Becky’s Flower bulbs lend themselves to endless numbers of design principles that can create spectacular plantings as diverse as a naturalized meadow, to a formal knot garden, and many other designs in between. We will take a trip through a number of beautiful gardens where bulbs are used in many different ways and will discuss labor-saving planting techniques to achieve these designs. We will point out the most effective, long-lasting and long-lived cultivars. With an unsurpassed color spectrum and numerous shapes and sizes, we can help you to envision a successful display. Get your writing pads and pens ready for a host of bulb design ideas.

Hydrangea Plant Selections • Mal Condon, the Hydrangea Guy • Outdoors

Mal Condon, Heritage Museums & Gardens Curator of Hydrangea, will review the major species and share the significant details about climatic influences and plant siting, and what you can do to enhance plant performance. Specific plant selection criteria will also be discussed.

**Tours of Sylvan Nursery, Inc. 8:30am–3:00pm**

Includes educational stops that will showcase operations, plant material, plant handling, inventory management, order & sales processing, solar systems and electric carts. Check mcla.com for updates and to register.
Summer is for vacations and all things fun. For green industry professionals, it’s a great time to take stock and learn about new products, trends, and business solutions.

Get Down to Earth with us on July 25, 2019!

Lunch  11:00am–1:00pm by Clambakes of Massachusetts
"Wicked Good Lobstah..." we will be enjoying steamed 1 1/4 pound lobster, BBQ chicken breast, clams steamed with celery, onion and garlic, grilled vegetable kabobs (vegetarian option), corn on the cob, mixed green salad, fresh rolls and butter and sliced watermelon and pineapple.

Outdoor fun & social
- Interactive education & exhibits 8:00am–3:00pm
- Music at 11:00am
- Hort Olympics begin at 11:00am for fun/laughs & prizes!

Support our Scholarship Program
- MNLA Foundation Silent Auction: You need not be present to win... final bids at 2:00pm.

Places to stay
- Best Western, Dartmouth: 508-717-0424
- Fairfield Inn and Suites, New Bedford: 774-634-2000
- Hampton Inn, Westport: 508-675-8500
- Residence Inn, Dartmouth: 508-984-5858
- Horseneck Beach Campground: 508-636-8817

Where Sylvan Nursery, Inc. is located in southeastern Massachusetts where the climate assures the best possible growing conditions. During the past 50 years the nursery has grown from being a part-time hobby to a business housed on 300 acres in the towns of Dartmouth and Westport.

Why The 2019 Educational Program will be dynamic and innovative. Network and have fun while learning about new products & plants. Participate in Hort Olympics for bragging rights and prizes!

ATTENDEE REGISTRATION FORM

Company

Street Address

City/State/Zip

Phone/Fax   Email

Names of those attending:

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

_______________________________________________________________

Attendee pricing
$89 Member/MCH*  •  $109 Non-member

Register EARLY and save!
Register on or before June 15 and save $30 per registration.
Register on or before July 12 and save $15 per registration.

Please select your business type:
- Landscape construction/design
- Landscape maintenance
- Garden design/maintenance
- Other

*Member rates are only available to MCHs and members in good standing of the Massachusetts Nursery and Landscape Association.

Total enclosed: $

To pay by credit card, register online at mnla.com/dte19 or fill in your information below. Checks should be made payable to MNLA.

Name on card

Credit card #   Exp. date   Security code

Signature

Save even more today!
Become an MNLA member and get a half year for free! Visit mnla.com/benefits to learn more about the benefits of being an MNLA member.

Visit mnla.com/dte19 for more information and to register online.