

## Green Industry Winter Forum Education

Day 1: February 26, 2019

Best Western Royal Plaza Hotel & Trade Center • Marlborough, Massachusetts

Walk-ins welcome—Job Fair: free admission • Winter Forum education: registration fee required

### Registration required for all programs, walk-ins welcome

- 8AM Registration Opens**
- 9AM–Noon First Aid Certification Course** Receive first aid certification and participate in group questions & discussions as well as practical reviews. Each student will also earn a two-year American Heart Association card. Stand alone fee of \$55 per two-year certificate, registration for the Winter Forum is not required. **Presented by In A Heartbeat**
- 9AM–Noon MCH Exam** Take the challenge! Stand alone fee of \$55 member/\$75 non-member, registration for the Winter Forum is not required. **Presented by the MCH Board**

### Dreams: Job Fair free admission

- 1PM Job Fair & Trade Show Opens**
- 1–5PM Essentials of Plant I.D.** Hands-on education with the MCH Board plant geeks! Thinking of taking a certification exam or just need a refresher? This is a perfect time to dig deeper into simple tricks of identification from the Pro's! Located on the show floor. **Presented by the MCH Board**

### Solutions: Winter Forum Education register early for discounts • 2 MCH credits

- 1PM Ecological Pollinator Conservation** Wild pollinators have declined in abundance, diversity, and geographic distribution at an alarming rate over recent years. These declines pose a significant threat to ecosystem health and biodiversity, yet we currently lack critical ecological information needed to develop effective conservation and restoration strategies for threatened species. The 'Beecology Project' aims to fill this gap by recruiting citizen scientists from across the region to digitally collect and submit ecological data on native pollinator species using our freely available smartphone and web apps. **Pesticide credit requested • Speaker: Dr. Robert J. Gegear, Assistant Professor, WPI**
- 1PM Heirloom and Native Plants—A Living History** An illustrated talk that brings to life the unique and living history of plants that have a defining presence in our region. It explores the significance of heirloom/open-pollinated plants and gives voice to the history they keep alive. For those interested in gardens that inspire a sense of time and place, and those working to bring the hottest plants into the marketplace... this talk will foster a better understanding of the most tried and true plants and our role in preservation. **Speaker: John Forti**
- 2:30PM Creating Sustainability—Sustainable Design and Maintenance** Darrah will share the successes and challenges of a highly used, busy urban park. The Greenway is one of Boston's only organically managed parks, comprised of a mix of design styles and approaches. The Greenway has many areas devoted to native and pollinator plants, along with a diverse collection of shrubs, trees and spring flowering bulbs. Darrah will discuss design intent and the details of plant selection, focusing on what has succeeded and where adjustments were required. Fitting all these pieces together to create a vibrant, healthy, beautiful environment in the midst of downtown Boston takes thoughtful ingenuity, collaboration, and a serious commitment to sustainable values. **Speaker: Darrah Cole**
- 2:30PM Sustainable Landscaping** Vickie will provide attendees with a greater understanding of the value of sustainable landscaping. Learn about growing degree days and how they are used to target germination of grassy weeds and emergence of insect pests. Understand how weather stations can support pest management decisions and how weather stations can be used to enhance cultural management practices of turfgrass. **Pesticide credit requested • Speaker: Vickie Wallace is an Extension Educator and Program Director of Sustainable Turf and Landscape Program at UConn**
- 4PM Interpreting Bark** In addition to providing aesthetic beauty, the shapes, textures, colors and other often nuanced details of bark offer a host of information about native trees. Michael will explain how we can use bark characteristics to identify tree species all-year-around, to understand the ecological niches that they have evolved to grow in, and to recognize signs of each tree's history of interactions with other organisms and environmental conditions such as infections, infestations, and structural damage, as detailed in his book, *Bark: A Field Guide to Trees in the Northeast*. **Speaker: Michael Wojtech, Naturalist, Writer, and Educator • Book signing**
- 5:30–7:30PM After Hours Meet & Greet with Our Speakers** Winter Forum attendees & Job Fair exhibitors are invited to join together for pizza, salad & beverages for an evening of networking and professional celebration. A brief award ceremony will be held recognizing those colleagues who have held the Massachusetts Certified Horticulturist (MCH) designation for 30 years or more. **Join us for the fun!**



## Green Industry Winter Forum Education

Day 2: February 27, 2019

### Registration required for all programs, walk-ins welcome

7AM Registration Opens for Job Fair

#### Dreams: Job Fair *free admission*

9AM Job Fair & Trade Show Opens

9AM–Noon **Essentials of Plant I.D.** Hands-on education with the MCH Board plant geeks! Thinking of taking a certification exam or just need a refresher? This is a perfect time to dig deeper into simple tricks of identification from the Pro's! Located on the show floor. Presented by the MCH Board

#### Solutions: Winter Forum Education *register early for discounts • 2 MCH credits*

7:30AM Registration Opens for Winter Forum education

8AM **Labor Solutions Breakfast** Join us for a continental breakfast with John Terhesh. Develop an authentic workplace culture. A culture designed to develop and maintain a strong working department crew. Learn how to assess your company's strengths and weaknesses in regards to attracting and retaining new employees. In this session you will take away techniques to attract, interview and hire new employees. Speaker: John Terhesh, Willowway Nursery



9:30AM **Small Space—Big Impact: Suburban Landscape Design** As more and more people opt for smaller living spaces the need for exceptional urban garden and container design is much more evident. Learn from three of the best urban garden designers in the greater Boston area on how to make a "Big Impact" in a small location. Speakers: Deborah Trickett, Kerry Preston and Karen Howard

11AM **How to Make Your Life Easier with Native Plants** Garden design can be difficult at times, whether you're trying to landscape an area under a dense pine canopy or help your customer grow the perfect tomato in a dry summer there are endless challenges to overcome. What if it were easier? What if there were plants that thrived under the pine trees, or on the sandy roadsides or could even take the place of all that wasted space we call lawn? What if you could grow beautiful, ecologically beneficial plants that evolved to deal with any problems that the New England landscape throws your way? Join Dan Jaffe of the New England Wild Flower Society to learn how to make your life easier with native plants. Speaker: Dan Jaffe



Noon **MNLA Annual Meeting & Luncheon** Celebrate your association by attending the MNLA Annual Meeting Luncheon where we will award Governor Charles Baker with MNLA's most prestigious award... the Henry S. Gillet Environmental Leadership Award!

### REGISTRATION FORM

I will be attending the event on:  February 26 only  February 27 only  February 26 & 27

COMPANY NAME \_\_\_\_\_

FIRST NAME/LAST NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

\*This ticket option is available to MNLA members only.

Visit [mnlA.com/job-fair-2019](http://mnlA.com/job-fair-2019) to register online, to view pricing for exhibitors as well as teachers/students or to download this form as a pdf.

Overnight rooms available within the block in the amount of \$129. Includes full buffet breakfast, cut off date is January 27, 2019. Call (508) 460-0700 for more information.

Mail registration form to: Massachusetts Nursery and Landscape Association, Inc. P.O. Box 387, Conway, MA 01341

### TICKET OPTIONS *all pricing is per person*

Checks should be made payable to MNLA.

#### Early bird registration on or before January 10, 2019:

- All access 2-day registration \_\_\_\_\_ x \$160
- MNLA member/MCH 1-day pricing \_\_\_\_\_ x \$95
- Non-member 1-day pricing \_\_\_\_\_ x \$115
- February 26 First Aid Certification \_\_\_\_\_ x \$55
- February 27 Annual Meeting only\* \_\_\_\_\_ x \$50

#### Regular registration on or before February 10, 2019:

- All access 2-day registration \_\_\_\_\_ x \$160
- MNLA member/MCH 1-day pricing \_\_\_\_\_ x \$105
- Non-member 1-day pricing \_\_\_\_\_ x \$125
- February 26 First Aid Certification \_\_\_\_\_ x \$55
- February 27 Annual Meeting only\* \_\_\_\_\_ x \$50

#### Late/walk-in registration after February 10, 2019:

- All access 2-day registration \_\_\_\_\_ x \$175
- MNLA member/MCH 1-day pricing \_\_\_\_\_ x \$115
- Non-member 1-day pricing \_\_\_\_\_ x \$135
- February 26 First Aid Certification \_\_\_\_\_ x \$55
- February 27 Annual Meeting only\* \_\_\_\_\_ x \$50

TOTAL ENCLOSED: \_\_\_\_\_