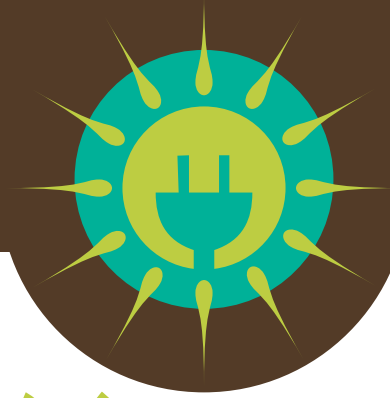


BEST REGIONAL SHOW IN THE ROCKY MOUNTAIN WEST

PROGREEN EXPO

POWER UP YOUR BUSINESS!



650 BOOTHS
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SCHEDULE

TUESDAY, FEBRUARY 7

Seminars, 9:00 am-5:00 pm

WEDNESDAY, FEBRUARY 8

Seminars, 8:00 am-5:00 pm
Trade Show 9:00 am-4:30 pm

THURSDAY, FEBRUARY 9

Seminars, 8:00 am-5:00 am
Trade Show, 9:00 am-4:30 pm

FRIDAY, FEBRUARY 10

Seminars, 8:00 am-1:00 pm
Trade Show, 9:00 am-1:00 pm

POWER UP YOUR BUSINESS! WITH PROGREEN EXPO!

INNOVATION!

Think about it. Change is everywhere. Minute by minute in all walks of life, change is a constant, inevitable. When you manage change, you embrace it. The world then becomes an exciting place in your desire to know what comes next!

(Author Unknown)

**PROGREEN EXPO IS YOUR CHANCE TO GET ONE (OR MORE)
NEW IDEAS THAT COULD CHANGE THE COURSE
OR PROFITABILITY OF YOUR BUSINESS.**

THIS YEAR THE CLASSES COVER:

- ◆ Trends and Opportunities
- ◆ Business Success and Professional Growth
- ◆ Sustainable Solutions
- ◆ Best Industry Practices and Knowledge

Presenting Partners:



In Cooperation With:



LOG ONTO WWW.PROGREENEXPO.COM TO FIND FEATURED NATIONAL SPEAKERS, AND VIDEO TESTIMONIALS OF BUSINESS PEOPLE JUST LIKE YOU ABOUT WHY THEY FIND PROGREEN EXPO AN INVALUABLE RESOURCE.

NATIONALLY KNOWN SPEAKERS



IAN BALDWIN

For over 28 years, Ian has consulted for companies in North America and Europe on garden center design, layout, marketing, merchandising, "retail detail", strategic planning and the financial criteria necessary for a profitable operation. Ian is a featured speaker at many nursery and garden center meetings throughout the year. *Wednesday, February 8 Class #50, 9:30-11:00 AM, Re-inventing Retail* | *Class #51, 3:45-5:15 PM, Merchandising is Really Silent Selling*



BRIDGET K. BEHE, PH.D.

Bridget Behe is a Professor of Horticulture at Michigan State University. She teaches classes and conducts research on marketing horticultural products, both edible and ornamental. Bridget has conducted over 75 consumer & market research projects, written more than 500 publications in the trade press and peer-reviewed journals. *Tuesday, February 7 Class #1, 9:00-10:00 AM, You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, Preferences for Local, Organic, and Sustainably-produced Ornamental Plants* | *Class #3, 11:30 AM-12:30 PM, Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers*



ROBERT CLEMENTS

Business owners: would you like to get past the purpose of your life being to serve your business? If so, Bob Clements will help you turn things around so that the business exists to serve your life. That will free you up to work on your business – not just in it! His message for owners is compelling, passionate and humorous. Learn from his experience as an attorney, E-Myth business consultant and hands-on business man. *Wednesday, February 8 Class #49, 9:00-11:00 AM, Creating a Business that Works FOR You, Not Just BECAUSE of You* | *Class # 40, 1:30-3:30 PM, Five Key Strategies for Creating a Sustainable, Competitive Advantage*



JULIAN DUNSTER, PH.D.

Dr. Julian Dunster is recognized as one of the leading authorities on risk assessment along with various other arboricultural topics. He has spoken at many state, national, and international conferences. Julian is the principal at Dunster and Associates Environmental Consultants, Ltd. and is an ISA Certified Arborist, ASCA Registered Consulting Arborist, and a PNWISA Certified Tree Risk Assessor.

Thursday, February 9 Class #67, 8:00-9:00 AM, Documenting Evidence – The Do's and Don'ts | *Class #70, 1:30-2:30 PM, Understanding Risk and Its Components* | *Class #71, 2:45-3:45 PM, Professional Practices – Ethics, Professionalism, Record Keeping*



CHARLES HALL, PH.D.

Returning to ProGreen 2012 by popular demand, Dr. Hall will discuss tactics to maximize survival and profit during the Great Recession. Are you wondering how you can position yourself to survive the current economy? Are you wondering why your sales are still down even though consumer spending has recovered? This session is essential for growers, retailers and landscape service providers who want to maximize profits. Come join the discussion and gain the tools to increase success. *Thursday, February 9 Class #93, 1:30-3:00 PM, Tactics for Survival and Maximizing Profit* | *Friday, February 10 Class #96b, 8:00-9:30 AM, Tactics for Survival and Maximizing Profit*



KEVIN KEHOE

Running a contracting business has never been more challenging. Declining prices, labor issues and increasing costs have created a perfect storm within the landscape industry. Kevin Kehoe, as a landscape industry consultant, works nation-wide with contractors to help them survive the storm. Whether you need to increase profits, grow revenues, acquire companies or plan an exit strategy, Kehoe's strategies shared during ProGreen can help you start moving forward to achieve those goals. *Thursday, February 9 Class #80, 9:15-10:45 AM, Selling More in a Crowded, Competitive Market* | *Class #82, 1:30-3:15 PM, The New Normal*



PETER KONJOIAN

Peter is the co-owner of Konjoian's Greenhouses and president of Konjoian's Floricultural Education Services (KFES). One of his passions lies in speaking about profitability and helping his fellow growers understand more about profit margins. Peter will present his latest research into the area of profitability management and lead a discussion focusing whether it is more profitable to sell out of a crop and turn a few customers away or grow extra to ensure that every customer who wants a plant gets one. *Wednesday, February 8 Class #39, 1:30-3:00 PM, Analyzing Opposing Profitability Strategies: Sell Out or Grow Long?*



BRAD LANCASTER

By harvesting and redirecting rain and gray water, Brad Lancaster applied his training to turn his Tucson landscape into a bountiful oasis. His innovations captivated neighbors who soon followed suit, making their residential area a shaded and productive prototype for sustainable water use in arid climates. Through books and lectures, he inspires people to think about what can happen when you know how to use the water you have. If you missed Lancaster the last time he was at ProGreen, you won't want to miss him this year! *Friday, February 10 Class 94, 8:00-9:00 AM, Turning Drains into Sponges and Water Scarcity into Water Abundance* | *Class 96, 10:30-11:30 AM, Turning Drains into Sponges and Water Scarcity into Water Abundance*



GORDON MANN

Gordon Mann is a consulting arborist and urban forester living in Auburn, CA. For 30 years he served the public managing the urban forest in Brookfield, IL, San Mateo, CA, and culminating as Public Works Superintendent and City Arborist in Redwood City, CA. He supported 28 agencies leading the Greenprint urban forest initiative with the Sacramento Tree Foundation. He helped tree owners care for their trees working with a progressive tree-care company in Sacramento, CA. *Thursday, February 9, Class #69, 10:30-11:30 AM, Sidewalks and Trees – Infrastructure – Living Together Side by Side* | *Friday, February 10 Class #100, 9:15-10:00 AM, Planting Standards and Specifications for Long Term Tree Growth*



KIM SORVIG

Kim Sorvig is a noted landscape architect, design critic and environmental author. His expertise spans the spectrum of creating sustainable landscapes – from the design qualities that bring meaning and beauty to the built environment to the nuts and bolts of what it takes to install a truly sustainable landscape. More than 28 years of creating, teaching and writing about interpretive and sustainable places have made him world renown. He is Contributing Editor of *Landscape Architecture* magazine and co-author of *Sustainable Landscape*. *Thursday, February 9 Class #61, 10:30 AM-12:00 PM, Can Sustainability Save Landscape Firms from Economic Free-Fall?*



SPECIAL EVENTS

WEDNESDAY, FEBRUARY 8

ALL WELCOME! VIP INDUSTRY BREAKFAST

SPEAKER: IAN BALDWIN

"A Glass Half Full – Why Everyone Should Read the National Gardening Survey"



Ian Baldwin is a veteran trainer and garden center and nursery consultant with 30+ years in the retail garden, home and outdoor living industry. Ian's NGS data shows a dramatic need to reach out to new demographics, but promises huge opportunities!

Denver Athletic Club
1325 Glenarm Place
(Across from the Convention Center)

Registration: 7:15 am
Breakfast: 7:30 am
Presentation: 7:45-8:30 am

Individual Ticket: \$35.00
Corporate Table: \$350.00 (10 seats)
Sponsor Table: \$375.00 (10 seats-
includes introduction & signage)

Call 303-756-1079 or go to www.progreenexpo.com and download registration form to fax to 303-341-0282

ASSOCIATED LANDSCAPE CONTRACTORS OF COLORADO

EXCELLENCE IN LANDSCAPE AWARD DINNER AND PRESENTATION

Denver Center for the Performing Arts
Sewell Grand Ballroom
14TH & Curtis Streets
Denver, CO
6:30 pm

For more information, contact
Jerrie Dansky at 303-757-5611.

THURSDAY, FEBRUARY 9

CNGA INDUSTRY CELEBRATION (FORMERLY THE ANNUAL BANQUET)

5:00 pm-9:00 pm
The Ritz-Carlton
1881 Curtis Street
Denver, CO

Happy Hour: 5:00 pm-6:00 pm
Dinner & Awards: 6:00 pm

Visit the CNGA website,
www.coloradonga.org/industry-celebration for more details.

GREENCO FOUNDATION BOOKSTORE

GOING OUT OF BUSINESS

It is with mixed emotions that GreenCO Foundation announces a "Going out of Business" firesale for the bookstore that occurs during ProGreen Expo in 2012. Due to extreme lack of sales over the past 2-3 years and in order to unload inventory, MOST books will be offered at a 40-50% reduced price sale. Speaker author books and any new books available will be at the regular price. Hours will be Tuesday, Wednesday and Thursday from 8 a.m. to 5:00 p.m., and Friday from 8:00 a.m. to noon. As has been the history for the past 10 plus years, profits from the bookstore sales will support research projects that benefit the entire green industry.

PROGREEN EXPO THANKS ALL OF ITS WONDERFUL VOLUNTEERS FOR THEIR TEAMWORK AND TALENT ON THEIR WORK ON THE 2012 PROGREEN!!

MANAGEMENT TEAM

Debi Borden-Miller
Stan Brown
Kristen Fefes, ALCC
Wayne Fisher
Scott Grimes
Sharon Harris, CNGA
Betsy Kelson
Chris Perry
Chuck Perry
Les Ratekin
Charlotte Rose, GCC
Eric Schultz
Tom Sunderland
Jim Wilson

EXHIBITOR COMMITTEE

Stan Brown
Jerry Dottavio
Tom Epting
Lowell Kaufhold
John Parrish
Chuck Perry
Jim Wilson

SEMINAR PLANNING

Russ Adsit, FASLA
Diane Badertscher
Debi Borden-Miller
Troy Cobb
Karigene Burke
Jerrie Dansky
Ray Daugherty
Tom Epting
Becky Hammond
Michelle Heronema
Betsy Kelson
James Klett, Ph.D.
Tim LaPointe
Rob Layton, FASLA, CPRP
Dan Lee
Cindy McCord
Harriett McMillan
Emily Perkins





HOTEL AND TRANSPORTATION

HOTEL INFORMATION

A special group rate has been arranged with the following hotels for those attending the ProGreen EXPO **February 7-10, 2012**. Each hotel will be holding a block of rooms UNTIL Tuesday, January 17, 2012. After that time, if the block of rooms has been taken, neither the special rate nor additional rooms may be available. Please make your reservations early and make them directly with the hotel. Mention that you are attending ProGreen EXPO to receive the special rate. Parking rates are listed as of October 3, 2011, and are subject to change.

COMFORT INN DOWNTOWN (ACROSS FROM BROWN PALACE)

401 – 17th St., Denver, CO 80202
Ph: 303-296-0400/1-800-237-7431

Single/Double \$119.00
Parking: \$22.00 valet overnight
Free breakfast and wireless
4 blocks from Convention Center

HILTON GARDEN INN

1400 Welton St., Denver, CO 80202
Ph: 303-603-8000/1-800-HILTONS
Fx: 303-825-2255

Single/Double \$143.00
Parking: \$18.00 valet overnight

Free wireless
Special breakfast rates:
\$6 continental Or \$10 buffet
Across street from Convention Center

RESIDENCE INN BY MARRIOTT

2777 Zuni St., Denver, CO 80211
Ph: 1-888-526-7135/303-458-5318
F: 303-433-0182

Studio: \$119/Penthouse: \$159
Includes parking, free shuttle to Center,
Breakfast, and wireless
1 ½ miles from Convention Center

PARKING AND BUS/LIGHT RAIL SERVICE

ELITCH'S

Park at Elitch's for \$10 per day and ride the shuttle bus to the Convention Center. The shuttle will run on the hour and half hour from 6:30 am to 5:30 pm, Tuesday through Friday.

COLORADO CONVENTION CENTER

There are 1,000 spaces in the adjoining Center garage to the Colorado Convention Center. Rates are as follows:

Park up to 8 hours - \$12.00
Park up to 18 hours - \$17.00
Park up to 12 hours - \$15.00
Park up to 24 hours - \$25.00

(These prices are current as of October 2011, and may be subject to change.)

The garage has designated three reserved parking stalls for Hybrid, E85 or Electric Vehicles for up to 8 hours of FREE parking. These are first-come, first-served, and are located on level P1. Enter the parking garage via North-bound Speer Boulevard, just after Stout Street and before Champa Street.

CROWNE PLAZA

1450 Glenarm Place, Denver CO 80202
Ph: 1-877-692-6161/F: 303-592-7985

Single \$132 – Double \$152.00
(Includes full breakfast buffet and overnight parking and wireless)
2 blocks from Convention Center

NEW THIS YEAR!! MAGNOLIA HOTEL

818 – 17th St., Denver, CO 80202
Ph: 1-888-915-1110
Single \$149/Double \$159

Free breakfast and wireless
Parking: \$26.00 valet overnight
4 blocks from Convention Center

BUS/LIGHT RAIL SERVICE

Should attendees wish to ride the bus to the Center, RTD bus service is available from almost anywhere in the metropolitan Denver area. RTD light rail stops at the Colorado Convention Center. During peak hours it runs approximately every 10 minutes.

For information on bus or light rail service, including schedules and Park and Ride locations, call 303-299-6000 or visit www.rtd-denver.com. Be sure to have exact change – drivers do not make change.

For attendees coming from Colorado Springs or Monument, call 1-877-425-3739 for information on the Front Range Express bus service.



CLASSES BY CATEGORY

Below is a quick preview of all the sessions by category at the 2012 ProGreen EXPO. Session descriptions begin on page 10.

BEST INDUSTRY PRACTICES AND KNOWLEDGE

These topics stretch across the industry and have been researched and proven to be effective and outstanding in their results. Become known as someone (including all of your staff) who is an expert in your field.

GREENCO BMPS – SAFETY – HORTICULTURE – CERTIFICATION – TECHNICAL

2 Roses for the Front Range

Tuesday, Feb 7 10:15-11:15 AM Room 501-503

5 Two Wire Troubleshooting

Tuesday, Feb 7 1:30-3:30 PM Room 505-507

6 BMP – Landscape Installation and Erosion and Sediment Control: Best Management Practices (BMP) Implementation

Tuesday, Feb 7 3:45-4:45 PM Room 505-507

7 ISA Arborist Certification Training

Tuesday, Feb 7 9:00 AM-12:00 PM Room 504

9 Woody Plant Identification Workshop

Tuesday, Feb 7 9:00 AM-12:00 PM Room 702-706

10 BMP – Identifying and Managing Common Ornamental Plant Diseases

Tuesday, Feb 7 9:00-10:00 AM Room 708-712

11 Common Colorado Spiders

Tuesday, Feb 7 10:15-11:15 AM Room 708-712

12 BMP – Science of Planting Trees

Tuesday, Feb 7 11:30 AM-12:30 PM Room 708-712

13 BMP – Structural Training of Young Shade Trees

Tuesday, Feb 7 1:30-2:30 PM Room 708-712

14 BMP – Weed ID and Control

Tuesday, Feb 7 2:45-3:45 PM Room 708-712

16 Exploring the Complexities of Label Language

Tuesday, Feb 7 11:30 AM-12:30 PM Room 601-603

17 What's New for Future Labeling?

Tuesday, Feb 7 1:30-2:00 PM Room 601-603

18 Pollinators: What Applicators Can Do to Protect Them During Lawn & Landscape Applications

Tuesday, Feb 7 2:15-2:45 PM Room 601-603

19 How to Speak to the Public about the Benefits of Pesticides

Tuesday, Feb 7 3:15-3:45 PM Room 601-603

20 What You Don't Know About PR and DU Can Kill Your Schedule

Tuesday, Feb 7 9:00-10:00 AM Room 605

24 Registration for Landscape Professionals in the Town of Castle Rock

Tuesday, Feb 7 9:00-10:30 AM Room 607

25 GreenCO Best Management Practices for Water Conservation and Water Quality Protection in Colorado – Moving Towards Sustainability

Tuesday, Feb 7 12:30-3:45 PM Room 607

26 CGG – Greenhouse Botany and Plant Physiology

Tuesday, Feb 7 9:00-10:45 AM Room 703

27 CGG – Greenhouse Water, Media, and Nutrition

Tuesday, Feb 7 11:00 AM-12:45 PM Room 703

28 CGG – Greenhouse Heating and Cooling

Tuesday, Feb 7 1:30-2:30 PM Room 703

29 CGG – Greenhouse Plant Diseases Class and Lab

Tuesday, Feb 7 2:45-5:00 PM Room 703

30 Are You Using Unusual Woody Plants in Your Designs?

Wednesday, Feb 8 9:15-10:15 AM Room 501-503

31 New Annuals & Best Performing Perennials from 2011 CSU Plant Trials

Wednesday, Feb 8 1:30-2:30 PM Room 501-503

36 Western Flower Thrips: Have We Reached an Impasse?

Wednesday, Feb 8 8:00-9:00 AM Room 702-706

37 Soil Savvy: Understanding and Using Organic Amendments

Wednesday, Feb 8 9:15-10:45 AM Room 702-706

38 BMP – Soil Savvy: Best Management Practices for Successful Front Range Gardening

Wednesday, Feb 8 11:00 AM-12:00 PM Room 702-706

41 BMP – Turf Maintenance in Large Areas

Wednesday, Feb 8 10:30-11:30 AM Room 708-712

42 New and Improved Varieties of Turf

Wednesday, Feb 8 1:30-2:30 PM Room 708-712

43 New Herbicides for Turf

Wednesday, Feb 8 2:45-3:45 PM Room 708-712

44 Forest Pest Control

Wednesday, Feb 8 8:00-9:00 AM Room 601-603

45 What's New in Pesticide Formulations

Wednesday, Feb 8 9:15-9:45 AM Room 601-603

46 Organic...What Does that REALLY Mean?

Wednesday, Feb 8 10:00-10:30 AM Room 601-603

47 Successful Right-of-Way Programs

Wednesday, Feb 8 10:45-11:45 AM Room 601-603

52 ISA Arborist Certification Training

Wednesday, Feb 8 8:30 AM-12:30 PM Room 504

57 CGG – Greenhouse Pesticide Laws and Regulations

Wednesday, Feb 8 8:00-9:00 AM Room 703

58 CGG – Greenhouse Basic Plant Propagation

Wednesday, Feb 8 9:15-11:00 AM Room 703

59 CGG – Greenhouse Insect Pests Class and Lab

Wednesday, Feb 8 1:30-3:15 PM Room 703

60 CGG – Greenhouse Pesticide Classification, Uses, and Impacts

Wednesday, Feb 8 3:30-4:30 PM Room 703

64 Slip, Trip & Fall Prevention

Thursday, Feb 9 8:00-9:00 AM Room 504

65 Roadway Work Zone Safety

Thursday, Feb 9 9:15-10:15 AM Room 504

66 Back Injury Prevention and Proper Lifting

Thursday, Feb 9 10:30-11:45 AM Room 504

69 Sidewalks and Trees – Infrastructure – Living Together Side by Side

Thursday, Feb 9 10:30-11:30 AM Room 705-711

72 Tree Climbing

Thursday, Feb 9 4:00-5:30 PM Room 705-711

73 Vernalization in Production of Herbaceous Perennials

Thursday, Feb 9 8:00-9:00 AM Room 505-507

74 Staging Perennials for a Gorgeous Finish

Thursday, Feb 9 9:15 - 10:15 AM Room 505-507

75 Perennial Production Scheduling & Inventory Management

Thursday, Feb 9 10:30-11:30 AM Room 505-507

76 Interior Pest Control

Thursday, Feb 9 8:00-9:00 AM Room 601-603





CLASSES BY CATEGORY (CONTINUED)

BEST INDUSTRY PRACTICES AND KNOWLEDGE (CONTINUED)

77 Plant Select® New Plants

Thursday, Feb 9 9:15-10:15 AM Room 601-603

78 Advances in Potted Flower Bulb Production

Thursday, Feb 9 10:30 AM-12:00 PM Room 601-603

79 Real Turf/Artificial Turf: A Case Study of Glendale's Tale of Two Parks

Thursday, Feb 9 8:00-9:00 AM Room 605

81 The Best Way to Work with HOAs

Thursday, Feb 9 11:00 AM-12:00 PM Room 605

98 Colorado State University Research Updates

Friday, Feb 10 8:00-10:00 AM Room 505-507

99 Plant Select® in the Landscape – Design Inspiration and Real Life Lessons

Friday, Feb 10 10:15-11:15 AM Room 505-507

100 Planting Standards and Specifications for Long Term Tree Growth

Friday, Feb 10 9:15-10:15 AM Room 702-706

102 Why Do Microorganisms Matter to Plants? Research Perspectives on Soil Microbial Ecology and Mycorrhizae

Friday, Feb 10 8:30-10:00 AM Room 708-712

103 Reducing Your Electric Power Consumption Using Variable-Frequency Drive Controllers on Your Exhaust Fans

Friday, Feb 10 10:30-11:30 AM Room 708-712

BUSINESS SUCCESS AND PROFESSIONAL GROWTH

Business is improving, but are you using the many resources available that can help you move your company forward and expand your professional development? These classes will do just that – even just one new idea can change your business goals, your branding and therefore your profits!

MARKETING – SUPERVISORY SKILLS – MANAGEMENT – LEADERSHIP – CERTIFICATION

1 You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, Preferences for Local, Organic, and Sustainably-produced Ornamental Plants

Tuesday, Feb 7 9:00-10:00 AM Room 501-503

3 Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers

Tuesday, Feb 7 11:30 AM-12:30 PM Room 501-503

7 ISA Arborist Certification Training

Tuesday, Feb 7 9:00 AM-12:00 PM Room 504

8 Landscape Industry Certified Technician Test Overview

Tuesday, Feb 7 1:30-2:30 PM Room 504

10 BMP – Identifying and Managing Common Ornamental Plant Diseases

Tuesday, Feb 7 9:00-10:00 AM Room 708-712

11 Common Colorado Spiders

Tuesday, Feb 7 10:15-11:15 AM Room 708-712

14 BMP – Weed ID and Control

Tuesday, Feb 7 2:45-3:45 PM Room 708-712

15 Colorado Certified Nursery Professionals Introductory Seminar

Tuesday, Feb 7 9:00-11:00 AM Room 601-603

16 Exploring the Complexities of Label Language

Tuesday, Feb 7 11:30 AM-12:30 PM Room 601-603

17 What's New for Future Labeling?

Tuesday, Feb 7 1:30-2:00 PM Room 601-603

18 Pollinators: What Applicators Can Do to Protect Them During Lawn & Landscape Applications

Tuesday, Feb 7 2:15-2:45 PM Room 601-603

19 How to Speak to the Public about the Benefits of Pesticides

Tuesday, Feb 7 3:15-3:45 PM Room 601-603

39 Analyzing Opposing Profitability Strategies: Sell Out or Grow Long?

Wednesday, Feb 8 1:30-3:00 PM Room 702-706

43 New Herbicides for Turf

Wednesday, Feb 8 2:45-3:45 PM Room 708-712

44 Forest Pest Control

Wednesday, Feb 8 8:00-9:00 AM Room 601-603

45 What's New in Pesticide Formulations

Wednesday, Feb 8 9:15-9:45 AM Room 601-603

46 Organic...What Does that REALLY Mean?

Wednesday, Feb 8 10:00-10:30 AM Room 601-603

47 Successful Right-of-Way Programs

Wednesday, Feb 8 10:45-11:45 AM Room 601-603

48 Creating a Business that Works FOR You, Not Just BECAUSE of You

Wednesday, Feb 8 9:00-11:00 AM Room 605

50 Re-inventing Retail

Wednesday, Feb 8 9:30-11:00 AM Room 705-711

51 Merchandising is Really Silent Selling

Wednesday, Feb 8 3:45-5:15 PM Room 705-711

52 ISA Arborist Certification Training

Wednesday, Feb 8 8:30 AM-12:30 PM Room 504

53 Social Marketing Crash Course

Wednesday, Feb 8 9:00-10:30 AM Room 607

55 Social Media is the New Village Square – Where Do You Fit In?

Wednesday, Feb 8 1:30-2:30 PM Room 607

63 Landscape Architecture Licensure – An Update

Thursday, Feb 9 2:45-3:45 PM Room 501-503

67 Documenting Evidence – The Do's & Don'ts

Thursday, Feb 9 8:00-9:00 AM Room 705-711

70 Understanding Risk and Its Components

Thursday, Feb 9 1:30-2:30 PM Room 705-711

71 Professional Practices – Ethics, Professionalism, Record Keeping

Thursday, Feb 9 2:45-3:45 PM Room 705-711

76 Interior Pest Control

Thursday, Feb 9 8:00-9:00 AM Room 601-603



CLASSES BY CATEGORY (CONTINUED)

Below is a quick preview of all the sessions by category at the 2012 ProGreen EXPO. Session descriptions begin on page 10.

BUSINESS SUCCESS AND PROFESSIONAL GROWTH (CONTINUED)

80 Selling More in a Crowded/Competitive Market

Thursday, Feb 9 9:15-10:45 AM Room 605

81 The Best Way to Work with HOAs

Thursday, Feb 9 11:00 AM-12:00 PM Room 605

82 The New Normal

Thursday, Feb 9 1:30-3:15 PM Room 605

90 Handling Customer Complaints – Ignore or Not to Ignore, That is the Question

Thursday, Feb 9 8:00-9:00 AM Room 607

91 Truth in Advertising – I Can Advertise

What I Want, I'm Paying for It – True or False

Thursday, Feb 9 9:15-10:15 AM Room 607

92 Power of Influencing: Influencing is a Mindset!

Thursday, Feb 9 10:30-11:30 AM Room 607

93 Tactics for Survival and Maximizing Profit

Thursday, Feb 9 1:30-3:00 PM Room 607

96b Tactics for Survival and Maximizing Profit

Friday, Feb 10 8:00-9:30 AM Room 605

97 Maximizing Off-Season Traffic and Sales with Fairy Gardening

Friday, Feb 10 10:30-11:30 AM Room 605

SPANISH

4 Two Wire Troubleshooting Basics – Spanish

Tuesday, Feb 7 9:00-11:00 AM Room 505-507

21 Turf Maintenance – Spanish

Tuesday, Feb 7 11:15 AM-12:15 PM Room 605

22 Irrigation Technology and Scheduling – Spanish

Tuesday, Feb 7 1:30-2:30 PM Room 605

23 Erosion Control – Spanish

Tuesday, Feb 7 2:45-3:45 PM Room 605

32 Slip, Trip & Fall Prevention – Spanish

Wednesday, Feb 8 8:00-9:00 AM Room 505-507

33 OSHA's Top Ten for the Green Industry – Spanish

Wednesday, Feb 8 9:15-10:15 AM Room 505-507

SUSTAINABLE SOLUTIONS

Your clients and vendors are becoming quite sophisticated about sustainability. If you match their knowledge, suggest new angles, you will position yourself and your business as an expert in this area.

HORTICULTURE – DESIGN – BUSINESS PRACTICES

6 BMP – Landscape Installation and Erosion and Sediment Control: Best Management Practices (BMP) Implementation

Tuesday, Feb 7 3:45-4:45 PM Room 505-507

34 A New Irrigation Standard: How Policymakers are Shaping the Future of Landscape Water Use

Wednesday, Feb 8 1:30-2:30 PM Room 505-507

35 Agricultural Water Use: Opportunities for Nurseries and Greenhouses

Wednesday, Feb 8 2:45-3:45 PM Room 505-507

49 Five Key Strategies for Creating a Sustainable, Competitive Advantage

Wednesday, Feb 8 1:30-3:30 PM Room 605

61 Can Sustainability Save Landscape Firms from Economic Free-Fall?

Thursday, Feb 9 10:30 AM-12:00 PM Room 501-503

62 Creating Healthy Communities through Active Access: Safe Routes to Play

Thursday, Feb 9 1:30-2:30 PM Room 501-503

68 Planning for Wildfires in Parks and Open Spaces

Thursday, Feb 9 9:15-10:15 AM Room 705-711

94 Turning Drains into Sponges and Water Scarcity into Water Abundance

Friday, Feb 10 8:00-9:00 AM Room 501-503

95 Sustainable Landscaping Toolbox

Friday, Feb 10 9:15-10:15 AM Room 501-503

96a Turning Drains into Sponges and Water Scarcity into Water Abundance

Friday, Feb 10 10:30-11:30 AM Room 501-503

TRENDS AND OPPORTUNITIES

Give your business a jump start over your competitors – dive into new industry topics and educate yourself on trends to come. Position your business to capitalize on this information and increase your client base and your profitability!

MARKETING – URBAN AGRICULTURE – RESEARCH – TECHNOLOGY

1 You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, Preferences for Local, Organic, and Sustainably-produced Ornamental Plants

Tuesday, Feb 7 9:00-10:00 AM Room 501-503

3 Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers

Tuesday, Feb 7 11:30 AM-12:30 PM Room 501-503

34 A New Irrigation Standard: How Policymakers are Shaping the Future of Landscape Water Use

Wednesday, Feb 8 1:30-2:30 PM Room 505-507





TRENDS AND OPPORTUNITIES (CONTINUED)

35 Agricultural Water Use: Opportunities for Nurseries and Greenhouses

Wednesday, Feb 8 2:45-3:45 PM Room 505-507

38 BMP – Soil Savvy: Best Management Practices for Successful Front Range Gardening

Wednesday, Feb 8 11:00 AM-12:00 PM Room 702-706

39 Analyzing Opposing Profitability Strategies: Sell Out or Grow Long?

Wednesday, Feb 8 1:30-3:00 PM Room 702-706

40 Three Season Vegetable Gardening

Wednesday, Feb 8 3:15-4:45 PM Room 702-706

48 Creating a Business that Works FOR You, Not Just BECAUSE of You

Wednesday, Feb 8 9:00-11:00 AM Room 605

49 Five Key Strategies for Creating a Sustainable Competitive Advantage

Wednesday, Feb 8 1:30-3:30 PM Room 605

50 Re-inventing Retail

Wednesday, Feb 8 9:30-11:00 AM Room 705-711

51 Merchandising is Really Silent Selling

Wednesday, Feb 8 3:45-5:15 PM Room 705-711

53 Social Marketing Crash Course

Wednesday, Feb 8 9:00-10:30 AM Room 607

55 Social Media is the New Village Square – Where Do You Fit In?

Wednesday, Feb 8 1:30-2:30 PM Room 607

56 The New Rules of Relationship Marketing

Wednesday, Feb 8 2:45-3:45 PM Room 607

61 Can Sustainability Save Landscape Firms from Economic Free-Fall?

Thursday, Feb 9 10:30 AM-12:00 PM Room 501-503

62 Creating Healthy Communities through Active Access: Safe Routes to Play

Thursday, Feb 9 1:30-2:30 PM Room 501-503

67 Documenting Evidence – The Do's & Don'ts

Thursday, Feb 9 8:00-9:00 AM Room 705-711

70 Understanding Risk and Its Components

Thursday, Feb 9 1:30-2:30 PM Room 705-711

80 Selling More in a Crowded/Competitive Market

Thursday, Feb 9 9:15-10:45 AM Room 605

82 The New Normal

Thursday, Feb 9 1:30-3:15 PM Room 605

83 Destination Garden Center: The Food Element

Thursday, Feb 9 8:00-10:00 AM Room 702-706

84 Understanding Post Patents & Generics in the Marketplace

Thursday, Feb 9 11:00 AM-12:00 PM Room 702-706

85 Aquaponic Gardening: How to Grow Fish and Vegetables Together

Thursday, Feb 9 8:00-10:00 AM Room 708-712

86 Hydroponic Greenhouse Vegetable Growing Systems

Thursday, Feb 9 10:15-11:15 AM Room 708-712

87 Tools Needed to Grow & Protect Your Hydroponic Crop

Thursday, Feb 9 11:30 AM - 12:30 PM Room 708-712

88 Colorado Small Fruit Overview

Thursday, Feb 9 1:30-3:00 PM Room 708-712

89 Edibles & Medicinals in Your Landscape

Thursday, Feb 9 3:15-4:45 PM Room 708-712

93 Tactics for Survival and Maximizing Profit

Thursday, Feb 9 1:30-3:00 PM Room 607

94 Turning Drains into Sponges and Water Scarcity into Water Abundance

Friday, Feb 10 8:00-9:00 AM Room 501-503

96a Turning Drains into Sponges and Water Scarcity into Water Abundance

Friday, Feb 10 10:30-11:30 AM Room 501-503

96b Tactics for Survival and Maximizing Profit

Friday, Feb 10 8:00-9:30 AM Room 605

97 Maximizing Off-Season Traffic and Sales with Fairy Gardening

Friday, Feb 10 10:30-11:30 AM Room 605

101 The Collaboration Continues – “Beyond the Wire Basket; Tree Planting Standards”

Friday, Feb 10 10:30-11:30 AM Room 702-706

103 Reducing Your Electric Power Consumption Using Variable-Frequency Drive Controllers on Your Exhaust Fans

Friday, Feb 10 10:30-11:30 AM Room 708-712

104 Agriburbia

Friday, Feb 10 8:00-9:00 AM Room 705-711

105 Chickens Invading Backyards All Across America: Learn the Fundamentals of Coops, Chicken-keeping and Goats

Friday, Feb 10 9:15-10:15 AM Room 705-711

106 The Denver Urban Truck Farm: An Educational Tool for Growing Food in the City

Friday, Feb 10 10:30-11:30 AM Room 705-711

107 Urban Agriculture Panel

Friday, Feb 10 11:45 AM-12:45 PM Room 705-711



CLASSES BY TOPIC

Below is a quick preview of all the sessions by topic at the 2012 ProGreen EXPO. Session descriptions begin on page 10.

BUSINESS MANAGEMENT

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- 39 Analyzing Opposing Profitability Strategies: Sell Out or Grow Long?
- 48 Creating a Business that Works FOR You, Not Just BECAUSE of You
- 49 Five Key Strategies for Creating a Sustainable, Competitive Advantage
- 67 Documenting Evidence – The Do's & Don'ts
- 70 Understanding Risk and Its Components
- 71 Professional Practices – Ethics, Professionalism, Record Keeping
- 81 The Best Way to Work with HOAs
- 82 The New Normal
- 90 Handling Customer Complaints – Ignore or Not to Ignore, That is the Question
- 91 Truth in Advertising – I Can Advertise What I Want, I'm Paying for It – True or False
- 93 Tactics for Survival and Maximizing Profit
- 96b Tactics for Survival and Maximizing Profit

DESIGN

- 99 Plant Select® in the Landscape – Design Inspiration and Real Life Lessons

HORTICULTURE

- 2 Roses for the Front Range
- 7 ISA Arborist Certification Training
- 9 Woody Plant Identification Workshop
- 10 BMP – Identifying and Managing Common Ornamental Plant Diseases
- 12 BMP – Science of Planting Trees
- 13 BMP – Structural Training of Young Trees
- 30 Are You Using Unusual Woody Plants in Your Designs?
- 31 New Annuals & Best Performing Perennials from 2011 CSU Plant Trials
- 36 Western Flower Thrips: Have We Reached an Impasse?
- 37 Soil Savvy: Understanding and Using Organic Amendments
- 38 BMP – Soil Savvy: Best Management Practices for Successful Front Range Gardening
- 40 Three Season Vegetable Gardening
- 41 BMP – Turf Maintenance in Large Areas
- 42 New and Improved Varieties of Turf
- 52 ISA Arborist Certification Training
- 69 Sidewalks and Trees – Infrastructure – Living Together Side by Side
- 72 Tree Climbing
- 73 Vernalization in Production of Herbaceous Perennials
- 74 Staging Perennials for a Gorgeous Finish
- 75 Perennial Production Scheduling & Inventory Management
- 77 Plant Select® New Plants
- 78 Advances in Potted Flower Bulb Production
- 85 Aquaponic Gardening: How to Grow Fish and Vegetables Together
- 86 Hydroponic Greenhouse Vegetable Growing Systems
- 87 Tools Needed to Grow & Protect Your Hydroponic Crop
- 88 Colorado Small Fruit Overview
- 89 Edibles & Medicines in Your Landscape
- 100 Planting Standards and Specifications for Long Term Tree Growth
- 101 The Collaboration Continues – “Beyond the Wire Basket; Tree Planting Standards”
- 102 Why Do Microorganisms Matter to Plants? Research Perspectives on Soil Microbial Ecology and Mycorrhizae
- 104 Agriburbia
- 105 Chickens Invading Backyards All Across America: Learn the Fundamentals of Coops, Chicken-keeping and Goats
- 106 The Denver Urban Truck Farm: An Educational Tool for Growing Food in the City
- 107 Urban Agriculture Panel

IRRIGATION/WATER MANAGEMENT

- 20 What You Don't Know About PR and DU Can Kill Your Schedule
- 25 GreenCO Best Management Practices for Water Conservation and Water Quality Protection in Colorado - Moving Towards Sustainability
- 34 A New Irrigation Standard: How Policymakers are Shaping the Future of Landscape Water Use
- 35 Agricultural Water Use: Opportunities for Nurseries and Greenhouses



MARKETING/SALES/BRANDING

- 1 You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, Preferences for Local, Organic, and Sustainably-produced Ornamental Plants
- 3 Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers
- 50 Re-inventing Retail
- 51 Merchandising is Really Silent Selling
- 53 Social Marketing Crash Course
- 55 Social Media is the New Village Square – Where Do You Fit In?
- 56 The New Rules of Relationship Marketing
- 80 Selling More in a Crowded/Competitive Market
- 83 Destination Garden Center: The Food Element
- 92 Power of Influencing: Influencing is a Mindset!
- 97 Maximizing Off-Season Traffic and Sales with Fairy Gardening

PESTICIDE

- 10 BMP – Identifying and Managing Common Ornamental Plant Diseases
- 11 Common Colorado Spiders
- 14 BMP – Weed ID and Control
- 16 Exploring the Complexities of Label Language
- 17 What's New for Future Labeling?
- 18 Pollinators: What Applicators Can Do to Protect Them During Lawn & Landscape Applications
- 19 How to Speak to the Public about the Benefits of Pesticides
- 43 New Herbicides for Turf
- 44 Forest Pest Control
- 45 What's New in Pesticide Formulations
- 46 Organic...What Does that REALLY Mean?
- 47 Successful Right-of-Way Programs
- 76 Interior Pest Control
- 84 Understanding Post Patents & Generics in the Marketplace

RESEARCH

- 98 Colorado State University Research Updates

SAFETY

- 64 Slip, Trip & Fall Prevention
- 65 Roadway Work Zone Safety
- 66 Back Injury Prevention and Proper Lifting

SPANISH

- 4 Two Wire Troubleshooting Basics
- 21 Turf Maintenance
- 22 Irrigation Technology and Scheduling
- 23 Erosion Control – Spanish
- 32 Slip, Trip & Fall Prevention
- 33 OSHA's Top Ten for the Green Industry

SUSTAINABILITY

- 61 Can Sustainability Save Landscape Firms from Economic Free-Fall?
- 62 Creating Healthy Communities through Active Access: Safe Routes to Play
- 68 Planning for Wildfires in Parks and Open Spaces
- 94 Turning Drains into Sponges and Water Scarcity into Water Abundance
- 95 Sustainable Landscaping Toolbox
- 96a Turning Drains into Sponges and Water Scarcity into Water Abundance

TECHNICAL/PRODUCTION

- 5 Two Wire Troubleshooting
- 6 BMP – Landscape Installation and Erosion and Sediment Control: Best Management Practices (BMP) Implementation
- 8 Landscape Industry Certified Technician Test Overview
- 15 Colorado Certified Nursery Professionals Introductory Seminar
- 26 CGG – Greenhouse Botany and Plant Physiology
- 27 CGG – Greenhouse Water, Media, and Nutrition
- 28 CGG – Greenhouse Heating and Cooling
- 29 CGG – Greenhouse Plant Diseases and Lab
- 57 CGG – Greenhouse Pesticide Laws and Regulations
- 58 CGG – Greenhouse Basic Plant Propagation
- 59 CGG – Greenhouse Insect Pests and Lab
- 60 CGG – Greenhouse Pesticide Classification, Uses, and Impacts
- 63 Landscape Architecture Licensure – An Update
- 79 Real Turf/Artificial Turf: A Case Study of Glendale's Tale of Two Parks
- 84 Understanding Post Patents & Generics in the Marketplace
- 103 Reducing Your Electric Power Consumption Using Variable-Frequency Drive Controllers on Your Exhaust Fans



PROGREEN SEMINARS TUESDAY, FEBRUARY 7

DAY AT A GLANCE

9:00 AM

1 You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, Preferences for Local, Organic, and Sustainably-produced Ornamental Plants
Room 501-503

4 Two Wire Troubleshooting Basics – Spanish
Room 505-507

7 ISA Arborist Certification Training
Room 504

9 Woody Plant Identification Workshop
Room 702-706

10 BMP – Identifying and Managing Common Ornamental Plant Diseases
Room 708-712

15 Colorado Certified Nursery Professionals Introductory Seminar
Room 601-603

20 What You Don't Know About PR and DU Can Kill Your Schedule
Room 605

24 Registration for Landscape Professionals in the Town of Castle Rock
Room 607

26 CGG – Greenhouse Botany and Plant Physiology
Room 703

10:15 AM

2 Roses for the Front Range
Room 501-503

11 Common Colorado Spiders
Room 708-712

11:00 AM

27 CGG – Greenhouse Water, Media, and Nutrition
Room 703

11:15 AM

21 Turf Maintenance – Spanish
Room 605

11:30 AM

3 Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers
Room 501-503

12 BMP – Science of Planting Trees
Room 708-712

16 Exploring the Complexities of Label Language
Room 601-603

12:30 PM

25 GreenCO Best Management Practices for Water Conservation and Water Quality Protection in Colorado – Moving Towards Sustainability
Room 607

1:30 PM

5 Two Wire Troubleshooting
Room 505-507

8 Landscape Industry Certified Technician Test Overview
Room 504

13 BMP – Structural Training of Young Shade Trees
Room 708-712

1:30 PM (CONTINUED)

17 What's New for Future Labeling?
Room 601-603

22 Irrigation Technology and Scheduling – Spanish
Room 605

28 CGG – Greenhouse Heating and Cooling
Room 703

2:15 PM

18 Pollinators: What Applicators Can Do to Protect Them During Lawn & Landscape Applications
Room 601-603

2:45 PM

14 BMP – Weed ID and Control
Room 708-712

23 Erosion Control – Spanish
Room 605

29 CGG – Greenhouse Plant Diseases Class and Lab
Room 703

3:15 PM

19 How to Speak to the Public about the Benefits of Pesticides
Room 601-603

3:45 PM

6 BMP – Landscape Installation and Erosion and Sediment Control: Best Management Practices (BMP) Implementation
Room 505-507

1 YOU'RE GOING TO DO WHAT WITH THAT? RESEARCH-BASED PERSPECTIVES ON CONSUMERS, THEIR PERCEPTIONS OF THE ENVIRONMENT, RECYCLING BEHAVIORS AND ATTITUDES, PREFERENCES FOR LOCAL, ORGANIC, AND SUSTAINABLY-PRODUCED ORNAMENTAL PLANTS

9:00-10:00 AM Room 501-503
Intermediate/Advanced Class

While organic food production continues to grow and gain market share, the horticulture industry still wonders where consumers stand on various production methods: local, organic, sustainable, and conventional. Recent consumer research shows diverse consumer preferences for these various production methods, relating them to eco-friendly attitudes and behaviors. This session will help you understand which messages are relevant to which types of consumers for you to adapt to your marketing messages.
Bridget Behe, Ph.D., Michigan State University, East Lansing, MI

2 ROSES FOR THE FRONT RANGE

10:15-11:15 AM Room 501-503

Beginner/Intermediate Class

Geared towards the beginner to intermediate audience, this session will focus on shrub rose varieties and usages for the Front Range.
Kent Broome, Bailey Nurseries, Inc., St. Paul, MN

3 USING 21ST CENTURY COMMUNICATION TOOLS (QR CODES, E-MAIL MARKETING, SOCIAL MEDIA AND WEBSITES) TO GET OR STAY RELEVANT WITH YOUR CUSTOMERS

11:30 AM-12:30 PM Room 501-503

Intermediate/Advanced Class

Venture into newer communication forums and learn how to effectively communicate with your customers using 21st Century communication means to get or stay relevant with your customer base. This session will discuss how QR codes (Quick Response), websites, email, advertisements (traditional), and social media all fit into the "big picture"

of communication and prepare your business to venture into those newer communication forums.

Bridget Behe, Ph.D., Michigan State University, East Lansing, MI

4 TWO WIRE TROUBLESHOOTING BASICS – SPANISH

9:00-11:00 AM Room 505-507

Beginner Class

What do you know about two-wire irrigation systems, how decoders work and how to troubleshoot problems in the field? If you're not an expert in two-wire systems, come to this class to learn the troubleshooting techniques and what you should know about fault messages-plus the basics of operating a voltmeter. What you learn attending this class will save you time in the field!

Mike Madewell, Hunter Industries, San Marcos, CA





5 TWO WIRE TROUBLESHOOTING

1:30-3:30 PM Room 505-507

Beginner/Intermediate Class

What do you know about two-wire irrigation systems, how decoders work and how to troubleshoot problems in the field? If you're not an expert in two-wire systems, come to this class to learn the troubleshooting techniques and what you should know about fault messages-plus the basics of operating a voltmeter. What you learn attending this class will save you time in the field!

Mike Madewell, Hunter Industries, San Marcos, CA

6 BMP – LANDSCAPE INSTALLATION AND EROSION AND SEDIMENT CONTROL: BEST MANAGEMENT PRACTICES (BMP) IMPLEMENTATION

3:45-4:45 PM Room 505-507

Beginner/Intermediate/Advanced Class

In this session we will discuss the how and why of BMP implementation. For example, we will touch on regulations that impact landscape work, why we implement BMPs and how they are implemented in accordance with the most common specifications. Learning objectives include: (1) understanding regulations; (2) having overview of the permit and stormwater plan; (3) knowing how BMPs are utilized in erosion vs. sediment control; (4) understanding the BMP specifications and (5) knowing how to install accordingly.

Chris Heilbrun, Summit Services Group, Parker, CO

7 ISA ARBORIST CERTIFICATION TRAINING

9:00 AM-12:00 PM Room 504

Beginner/Intermediate Class

This seminar will help prepare students for the ISA Arborist Certification Test by providing information about urban forestry, tree protection, risk management, insect and disease diagnosis*, and tree biology. Individuals who want additional information before taking the test will find this seminar a valuable means of preparation. Others who just want to increase their arboricultural knowledge will find all or parts of this class valuable.

*This portion of the session fulfills one core credit in Pest Management – Category 207 – Ornamental Pest Control.
Kathleen Alexander, City of Boulder, Boulder, CO | Ralph Zentz, City of Fort Collins, Fort Collins, CO

8 LANDSCAPE INDUSTRY CERTIFIED TECHNICIAN TEST OVERVIEW

1:30-2:30 PM Room 504

Beginner/Intermediate Class

This overview class is designed for those interested in the Landscape Industry Certified Technician test. Learn how

to study for the hands-on and written portions of the test, how to avoid common mistakes and how you will be evaluated. In separate break-out sessions, you will be provided with information on the five areas of certification: Irrigation, Softscape Installation, Hardscape Installation, Turf Maintenance and Ornamental Maintenance.
ALCC Certification Committee, Denver, CO

9 WOODY PLANT IDENTIFICATION WORKSHOP

9:00 AM-12:00 PM Room 702-706

Intermediate Class

Basic identification hints for woody landscape plants on various certification study lists (CNGA, ALCC & ISA). Plant samples and photos from all seasons will be used with a hands-on approach to aid in the learning process.

James Klett, Ph.D., Colorado State University, Fort Collins, CO | Robert Cox, CSU Arapahoe County Extension, Littleton, CO | Alison Stoven O'Connor, CSU Larimer County Extension, Fort Collins, CO

10 BMP – IDENTIFYING AND MANAGING COMMON ORNAMENTAL PLANT DISEASES

9:00-10:00 AM Room 708-712

Beginner/Intermediate Class

Learn where to look for and identify common diseases of woody and herbaceous landscape plants. The disease pyramid concept will be taught and utilized as the cornerstone of the disease management thought process. There is more than one way to skin a cat and the same goes for disease management. This session fulfills one core credit in Pest Management – Category 207 – Ornamental Pest Control.
Curtis Utley, CSU Extension Jefferson County, Golden, CO

11 COMMON COLORADO SPIDERS

10:15-11:15 AM Room 708-712

Intermediate Class

Get to know some of the most beneficial – and misunderstood – arthropods in our homes and landscapes. From fang to silk, spiders are an important part of our ecological web. Familiarize yourself with their biology, behavior, myths and facts of the more common species along the Front Range. This session fulfills one core credit in Pest Management – Category 207 – Ornamental Pest Control.
Carol O'Meara, CSU Boulder County Extension, Longmont, CO

12 BMP – SCIENCE OF PLANTING TREES

11:30 AM-12:30 PM Room 708-712

Intermediate Class

Research is clarifying many of the standard tree planting techniques, including planting depth, width of hole, removing root ball wrappings, amending back fill, and post planting care. This class looks at the science behind tree planting techniques.
David Whiting, Colorado State University, Fort Collins, CO

13 BMP – STRUCTURAL TRAINING OF YOUNG SHADE TREES

1:30-2:30 PM Room 708-712

Intermediate Class

Structural training of young shade trees creates trees resilient to wind and snow loading. It is easy to do with a basic understanding of what the structurally ideal tree would look like and training of trees, to the extent possible, to approach the preferred structure.
David Whiting, Colorado State University, Fort Collins, CO

14 BMP – WEED ID AND CONTROL

2:45-3:45 PM Room 708-712

Intermediate Class

This class will cover the basics of weed ID and control. Attendees will learn how to understand weed life cycles and use them to better control weeds, and the pros and cons of different control methods. We will also cover how to recognize common landscape weeds, including some noxious weeds. This session fulfills one core credit in Pest Management – Category 206 – Turf Pest Control.

Irene Shonle, CSU Gilpin County Extension, Blackhawk, CO

15 COLORADO CERTIFIED NURSERY PROFESSIONALS INTRODUCTORY SEMINAR

9:00-11:00 AM Room 601-603

Intermediate Class

Introduction and synopsis of the Colorado Certified Nursery Professional classes. An overview of each class; perennials, shrubs, trees and landscape design.
Keith Williamson, Little Valley Wholesale Nursery, Brighton, CO

16 EXPLORING THE COMPLEXITIES OF LABEL LANGUAGE

11:30 AM-12:30 PM Room 601-603

Intermediate Class

Pesticide labels are becoming more complex, longer, and contain higher expectations for users. Applicators are expected to live up to instructions on the label or face legal consequences. Attend this 1 hour session to explore several labels and decipher what the 'language' really means. This session fulfills two core credits in Laws and Regulations.
Thia Walker, Colorado State University, Fort Collins, CO



PROGREEN SEMINARS TUESDAY, FEBRUARY 7

17 WHAT'S NEW FOR FUTURE LABELING?

1:30-2:00 PM Room 601-603

Intermediate Class

Thia Walker will discuss the history behind and the possibility for labels or Web distributed labeling and what it means for applicator safety. This session fulfills one core credit in Applicator Safety.
Thia Walker, Colorado State University, Fort Collins, CO

18 POLLINATORS: WHAT APPLICATORS CAN DO TO PROTECT THEM DURING LAWN & LANDSCAPE APPLICATIONS

2:15-2:45 PM Room 601-603

Intermediate Class

Thia Walker will discuss native and domestic honeybees as pollinators and provide suggestions on how to work with local bee keepers to protect pollinators from pesticide applications. This session fulfills one core credit in Environmental Protection.
Thia Walker, Colorado State University, Fort Collins, CO

19 HOW TO SPEAK TO THE PUBLIC ABOUT THE BENEFITS OF PESTICIDES

3:15-3:45 PM Room 601-603

Intermediate Class

Thia Walker will offer some suggestions on how to interact and have a dialogue with the public on pesticide benefits and risks so consumers can make informed decisions. This session fulfills one core credit in Public Safety.
Thia Walker, Colorado State University, Fort Collins, CO

20 WHAT YOU DON'T KNOW ABOUT PR AND DU CAN KILL YOUR SCHEDULE

9:00-10:00 AM Room 605

Intermediate Class

To run irrigation schedules that are water efficient, you have to understand precipitation rates and distribution uniformities as well as how they relate to current irrigation application technologies. In this session, we will help you learn more about application/precipitation rates and then, how to use them with new technology to create irrigation schedules that conserve water while ensuring healthy landscapes.
Justin Hamula, Hunter Industries/FX Luminaire, Salt Lake City, UT

21 TURF MAINTENANCE – SPANISH

11:15 AM-12:15 PM Room 605

Beginner Class

Healthy, properly maintained turf can reduce stormwater runoff rates and volumes, sediment and pollutant loads, reduce heat island effects and provide other environmental benefits. Discussion

will include how to plan, properly install and maintain practical turf areas.

Pablo Garcia-Chevesich, Ph.D., University of Arizona, Tucson, AZ

22 IRRIGATION TECHNOLOGY AND SCHEDULING – SPANISH

1:30-2:30 PM Room 605

Intermediate Class

If you need a better understanding of precipitation rates and distribution uniformities, this class is for you. Learn how these critical concepts interface with current irrigation technologies in the market today. To help you properly and efficiently utilize these technologies, we will cover typical precipitation rates and distribution uniformities to determine proper irrigation schedules that conserve water and provide for healthy landscapes.

23 LANDSCAPE INSTALLATION AND EROSION AND SEDIMENT CONTROL – SPANISH

2:45-3:45 PM Room 605

Beginner Class

Minimize erosion and control sediment leaving the construction site during landscape installation and provide proper care of the landscape during installation.
Pablo Garcia-Chevesich, Ph.D., University of Arizona, Tucson, AZ

24 REGISTRATION FOR LANDSCAPE PROFESSIONALS IN THE TOWN OF CASTLE ROCK

9:00-10:30 AM Room 607

Beginner/Intermediate/Advanced Class

Green industry professionals, including designers, installers, and maintenance contractors, performing commercial work in the Town of Castle Rock are required to be registered with the Town. This session will outline the Town's new Landscape and Irrigation Performance Standards and Criteria that will go into effect in 2012. Some changes are significant. Whether this is your first year of registration, or you're a returning contractor, attend this seminar and learn the significant changes in the town's landscape requirements. There is a separate \$35 fee for this workshop. The fee covers additional materials and testing. Visit www.crgov.com to sign up. The purchase of a 1-day ProGreen pass is required in addition to the cost of the class registration fee.
Rick Schultz, Town of Castle Rock, Castle Rock, CO | Billie Owens, Town of Castle Rock, Castle Rock, CO | Ruth Stadler, Town of Castle Rock, Castle Rock, CO | Kyle Sipes, Town of Castle Rock, Castle Rock, CO

25 GREENCO BEST MANAGEMENT PRACTICES FOR WATER CONSERVATION AND WATER QUALITY PROTECTION IN COLORADO – MOVING TOWARDS SUSTAINABILITY

12:30-3:45 PM Room 607

Beginner/Intermediate/Advanced Class

With an overview on GreenCO's BMP manual, learn about the newest improvements to the Green Industry Best Management Practices (BMPs) for the conservation and protection of water quality with an emerging ethic of working towards sustainable landscaping practices. BMPs include a variety of design, installation, maintenance, grower and retail practices relevant to the Green Industry and the public that we serve. This training course is required to take the BMP exam and to earn the BMP Training Certificate. Attendees must purchase at least a one-day ProGreen pass to attend and pay an additional fee for this class. See registration form for details.
Keith Williamson, Little Valley Wholesale Nursery, Brighton, CO

26 CGG – GREENHOUSE BOTANY AND PLANT PHYSIOLOGY

9:00-10:45 AM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course deals with the classification (how and why plants are grouped into different families), anatomy (all the plant parts), physiology (how plant processes work), morphology (physical characteristics of plants), and factors that influence plant growth.
Mike Bone, Denver Botanic Gardens, Denver, CO

27 CGG – GREENHOUSE WATER, MEDIA, AND NUTRITION

11:00 AM-12:45 PM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course demonstrates the inter-relationship of water, media, and nutrition as they function together for proper plant growth. This will be a hands-on session examining soil amendments and their testing, the ins and outs of fertilizer calculations and how to read soil and water tests.
Jeannine Kwolek, Lakewood, CO

28 CGG – GREENHOUSE HEATING AND COOLING

1:30-2:30 PM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course covers the importance of correct greenhouse environment and how that can affect plants' growth. An overview of equipment and its uses as well as heating and cooling calculations will be discussed.
Dan Gerace, Welby Gardens, Denver, CO

29 CGG – GREENHOUSE PLANT DISEASES CLASS AND LAB

2:45-5:00 PM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course covers identification and management of common diseases (viruses, bacteria, and fungi) found in the greenhouse. Examples of plant symptoms and signs, microscope images, and demonstrations of how to sample will be included.
Curtis Utley, CSU Jefferson County Extension, Golden, CO



EXHIBITOR LIST

The companies highlighted in blue will be offering "Show Specials" at ProGreen EXPO 2012.

COMPANY	BOOTHS	COMPANY	BOOTHS	COMPANY	BOOTHS
A. M. Leonard, Inc.	303	Ditch Witch of the Rockies	2001	Montana Trees, Inc.	717
A1 Organics	1613	Don Marjama Nursery Co Inc.	1826	Montrose Alpine Nursery	1633
Acme Landscape Edging	1634	Eason Horticultural Resources	1331	Mountain States Wholesale Nursery	1730
Alameda Wholesale Nursery, Inc.	521	Estes Inc.	1334	Nature's Enhancement, Inc.	935
Allied Hort Sales, Inc.	719	Ewing Irrigation Products	1311	Netafim USA	307
Allied Recycled Aggregates	527	FX Luminaire, Inc.	1604	Northwest Shade Trees	404
Ally Sales	911	Fisher Farms, LLC	1221	Oregon Pride Nursery, Inc.	831
Alpha Nursery, Inc.	1821	Five Star Turf	420	Organix Supply, Inc.	809
Alpha One Inc.	1825	Fort Collins Wholesale Nursery	1921	PRO Landscape by Drafix Software	630
Alta Nursery, Inc.	1027	Four Seasons Nursery	2022	Palisade Greenhouse	1235
American Clay Works	1701	Front Range Community College	1932	Pavestone	815
American Pride Co-Op	1709	Frontier Fertilizer & Chemical Co.	1033	Pawnee Buttes Seed, Inc.	1808
Anderson Injectors	2126	Frontier Truck Equipment	1801	Pennhill Farms, Inc.	1131
Arbor Valley Nursery	1511	G. R. Marolt & Associates	327	Pineae Greenhouses, Inc.	1133
Arborjet	410	Gard'N-Wise Distributors	709	Pioneer Sand Company, Inc.	1809
Arkansas Valley Seeds	612	Glacier Nursery, Inc.	535	Plantright, LLC	1931
Arrowhead Ornamentals, LLC	522	Gold Hill Nursery	732	Potestio Brothers Equipment	821
Athens Stonecasting, Inc.	311	Golf & Sport Solutions	633	Prime Materials	941
BBBseed	1234	Golf Enviro Systems	1029	Quartzite Mountain Nursery	1721
Bailey Nurseries, Inc.	1926	Grass's Turf Farms, Inc.	515	Recreation Plus, Ltd.	1129
Ball Horticultural Company	1828	Grasshopper Company	1433	Renewable Fiber, Inc.	801
Baxter Wholesale Nursery, Inc.	221	Green Earth Environmental	420	RepMasters, Inc.	915
Beaver Valley Supply Co., Inc.	1103	Green Spot, Inc.	1623	Revive, Inc.	1232
Belgard Hardscapes	216	Greenleaf Nursery Company	1041	Rivendell Distribution & Sod Farm, Inc.	1825
Big Bend Stone	901	GrowersWest	430	Ryan Creek Nursery	833
Bighorn Landscape Materials	1606	Gulley Greenhouse	1715	Sand Creek Wholesale Nursery	1732
Bittersweet Turf Farms	1034	H2O-Loc	1927	Sanders Wholesale Nursery, Inc.	525
Bizon Nursery Co.	841	Hale & Hines Nursery, Inc.	341	Sandpoint Ranch Tree Farm, Inc.	934
Bluebird Nursery, Inc.	1814	Harding Nursery	1621	Sester Farms, Inc.	426
Bobcat of the Rockies	1321	Hash Tree Company, LLC	909	Siloam Stone, Inc.	631
Boral Best Block	2121	Hermes Nursery, Inc.	432	Silver Sage Garden Centers	741
Borgert Products Inc.	701	High Caliper Growing	1440	Simple Pleasures	940
Botany Lane Greenhouse	1430	Hines Growers LLC	1225	Simplot Partners	1831
Bowman Construction Supply, Inc.	1318	HisTREE.net Inc.	626	Soil Mender Products	220
Brentano's Tree Farm	835	Hollandia Nursery, Modesto CA	617	Southwest Farms, Inc.	1922
Britton Nursery, Inc.	1934	Honnen Equipment Company	821	Southwest Soils	1809
Bron & Sons Nursery Co. Ltd.	2021	Horizon	1121	Stihl Inc.	2108
CPS Distributors, Inc.	1021	Hunter Industries	1601	Sun Gro Horticulture	1631
CSI	740	Idagold Nursery	1722	Sunland Nursery Company	1626
Caretree	1040	Inman InterWest Inc.	829	T. H. Belcher Nursery, Inc.	1824
Carlton Plants L.L.C.	734	Irrigation & Green Industry	1829	TSW Nursery Sales	1930
Cash Flow Management, Inc.	429	Iseli Nursery, Inc.	1529	Terra Automated Systems	1527
Cedar Creek Timber Corp.	641	J & J Nursery	1727	The Dillon Company	1521
Center Greenhouse, Inc.	1411	J I R D O N Lawn, Garden & Turf Management	1823	The Gas Connection, Inc.	2025
Central Bag and Burlap Co.	528	J. Frank Schmidt & Son Co.	402	The Pottery Patch	2101
Ceramo Co Inc	509	JRT Inc.	640	Timberscapes	1832
Chatfield Time Rentals & Sales Inc.	423	James Nursery Company	1517	Transwest GMC-ISUZU	929
Circle D Farms	1816	Jayker Wholesale Nursery, Inc.	635	Triple M Recreation	1541
City of Thornton	624	John Deere Landscapes - Green Tech	840	True Pump & Equipment, Inc.	1915
Clayton Tree Farm	1935	John Deere Landscapes	821	Turf Master Sod Farm LLC	211
Cliffy View Nursery	1717	Johnson Auto Plaza/Chrysler		USDA Animal Plant Health Inspection Service	2032
Colorado Equipment LLC	821	Kankakee Nursery Co.	1920	Universal Tractor Co.	1600
Colorado Machinery	401	Keller-Lowry Insurance, Inc.	1834	Valley Grown Nursery	1731
Colorado Tree Coalition	324	Kois Brothers Equipment Co., Inc.	1115	Van Bloem Gardens	1031
CounterPoint - Advanced Retail Management Systems	1929	Kraemer's Nursery, Inc.	217	Van's Equipment Company	501
Country Lane Wholesale Nursery	1925	L.L. Johnson Distributing Co.	1201	Village Nurseries	1628
Creekside Nursery	526	Layton Truck Equipment Co.	413	Vista Professional Outdoor Lighting	1835
D'Barro Pottery	2125	Leo Gentry Wholesale Nursery	2015	Wagner Equipment Co.	621, 721
DBC Irrigation Supply	601	Liquid Fence Co.	534	Walker Manufacturing Company	2109
DPM, Inc Nursery Jaws	2120	Little Valley Wholesale Nursery	421	Walnut Creek Tree Farm	1630
DWF Growers Supply	1415	Loda Enterprises Inc.	928	Warne Chemical & Equipment Co.	1209
DaLor Enterprises	1635	Loma Vista Nursery	314	Webb Landscape & Nursery Inc.	1724
Dakota Tree Transplanter	308	Loren Rutz, Inc.	616	Weeks Wholesale Rose Grower, Inc.	632
Daniels Nursery	434	Mac Equipment Inc.	1011	Welby Gardens/Hardy Boy Plants	1003
Davey Tree	1127	Made in the Schade	617	West Texas Plants	901
Dawn Industries Inc.	201	Mark Liepold Nursery	427	White River Trees	731
DeWitt Company	1723	McHutchison Horticultural	2009	Woods Site & PlayScapes, Inc.	2221
Deep Fork Tree Farm	1627	McKay Nursery Company	524		
Denver Pottery Company	1815	Miramar Wholesale Nurseries	435		
Direct Landscape Supply, Inc.	2205				

As of September 30, 2011



TUESDAY FEBRUARY 7, 2012

	ROOM 501-503	ROOM 505-507	ROOM 504	ROOM 702-706	ROOM 708-712	ROOM 601-603	ROOM 605	ROOM 607	ROOM 703
8:00 AM	CERTIFIED GREENHOUSE GROWERS (CGG) SEMINARS Tuesday, February 7, 2012 9:00 am-5:00 pm/Room 703 For more information and to register: Call CNGA at 303-758-6672 or 888-758-6672 or visit www.coloradonga.org Fees: See Training & Certification Pages for fees & class information.								
8:30 AM									
9:00 AM									
9:30 AM									
10:00 AM	1 You're Going to Do What with That? Research-based Perspectives on Consumers, Their Perceptions of the Environment, Recycling Behaviors and Attitudes, and Sustainably-produced Ornamental Plants Bridget Behe, Ph.D. 9:00-10:00	4 Two Wire Troubleshooting Basics Spanish Mike Madewell 9:00-11:00	7 ISA Arborist Certification Training Urban Forestry/Tree Protection/Risk Management Kathleen Alexander Insect and Disease Diagnosis* Kathleen Alexander Tree Biology Ralph Zentz 9:00-12:00 *Category 207-Ornamental Pest Control	9 Woody Plant Identification Workshop James Klett, Ph.D. Robert Cox Alison Stoven O'Connor 9:00-12:00	10 BMP – Identifying and Managing Common Ornamental Plant Diseases Curtis Utley 9:00-10:00 Category 207 Ornamental Pest Control	15 Colorado Certified Nursery Professionals Introductory Seminar Keith Williamson 9:00-11:00	20 What You Don't Know About PR and DU Can Kill Your Schedule Justin Hamula 9:00-10:00	24 Registration for Landscape Professionals in the Town of Castle Rock Rick Schultz Billie Owens Ruth Stadler Kyle Sipes 9:00-10:30 The purchase of a 1-day ProGreen pass is required in addition to the cost of the class registration fee.	26 CGG – Greenhouse Botany and Plant Physiology Mike Bone 9:00-10:45
10:30 AM	2 Roses for the Front Range Kent Broome 10:15-11:15				11 Common Colorado Spiders Carol O'Meara 10:15-11:15 Category 207 Ornamental Pest Control				
11:00 AM									27 CGG – Greenhouse Water, Media and Nutrition Jeannine Kwolek 11:00-12:45
11:30 AM							21 Turf Maintenance Spanish Pablo Garcia-Chevesich, Ph.D. 11:15-12:15		
12:00 PM	3 Using 21st Century Communication Tools (QR Codes, E-mail Marketing, Social Media and Websites) to Get or Stay Relevant with Your Customers Bridget Behe, Ph.D. 11:30-12:30				12 BMP – Science of Planting Trees David Whiting 11:30-12:30	16 Exploring the Complexities of Label Language Thia Walker 11:30-12:30 Laws and Regulations			
12:30 PM								25 GreenCO Best Management Practices for Water Conservation and Water Quality Protection in Colorado – Moving toward Sustainability Keith Williamson 12:30-3:45 The purchase of a 1-day ProGreen pass is required in addition to the cost of the class registration fee.	
1:00 PM									
1:30 PM									
2:00 PM		5 Two Wire Troubleshooting Mike Madewell 1:30-3:30	8 Landscape Industry Certified Technician Test Overview ALCC Certification Committee 1:30-2:30		13 BMP – Structural Training of Young Shade Trees David Whiting 1:30-2:30	17 What's New for Future Labeling? Thia Walker 1:30-2:00 Applicator Safety	22 Irrigation Technology and Scheduling Spanish 1:30-2:30		28 CGG – Greenhouse Heating and Cooling Dan Gerace 1:30-2:30
2:30 PM						18 Pollinators: What Applicators Can Do to Protect Them During Lawn & Landscape Applications Thia Walker 2:15-2:45 Environmental Protection			
3:00 PM					14 BMP – Weed ID & Control Irene Shonle 2:45-3:45 Category 206 - Turf Pest Control		23 Erosion Control Spanish Pablo Garcia-Chevesich, Ph.D. 2:45-3:45		29 CGG – Greenhouse Plant Diseases Class and Lab Curtis Utley 2:45-5:00
3:30 PM						19 How to Speak to the Public about the Benefits of Pesticides Thia Walker 3:15-3:45 Public Safety			
4:00 PM		6 BMP – Landscape Installation and Erosion and Sediment Control: Best Management Practices (BMP) Implementation Chris Heilbrun 3:45-4:45							

COLORADO CERTIFIED NURSERY PROFESSIONALS (CCNP) EXAM

Tuesday, February 7, 2012
9:00 am-1:00 pm/Room 606

**For more information:
Call CNGA at 303-758-6672**

Fees:
 \$75/CNGA Members
 \$150/GreenCO Members
 \$300/Non-Members



THURSDAY FEBRUARY 9, 2012

	ROOM 501-503	ROOM 504	ROOM 705-711	ROOM 505-507	ROOM 601-603	ROOM 605	ROOM 702-706	ROOM 708-712	ROOM 607
	TRADE SHOW OPEN 9:00 am-4:30 pm								
8:00 AM									
8:30 AM		64 Slip, Trip & Fall Prevention Michael Hayden 8:00-9:00	67 Documenting Evidence – The Do's and Don'ts Julian Dunster, Ph.D. 8:00-9:00	73 Vernalization in Production of Herbaceous Perennials John Wilson 8:00-9:00	76 Interior Pest Control Karen Panter, Ph.D. 8:00-9:00 Category 307 Interior Plant Pest Control	79 Real Turf/Artificial Turf: A Case Study of Glendale's Tale of Two Parks Josh Bertrand 8:00-9:00	83 Destination Garden Center: The Food Element Jeff Warschauer 8:00-10:00	85 Aquaponic Gardening: How to Grow Fish and Vegetables Together Sylvia Bernstein 8:00-10:00	90 Handling Customer Complaints – Ignore or Not to Ignore, That is the Question Dale Mingilton 8:00-9:00
9:00 AM									
9:30 AM		65 Roadway Work Zone Safety Lane McKnight, CSP Dave Nelson 9:15-10:15	68 Planning for Wildfires in Parks and Open Spaces Keith Worley 9:15-10:15	74 Staging Perennials for a Gorgeous Finish Kirby Thompson Al Britton 9:15-10:15	77 Plant Select® New Plants Gene Praelin Panayoti Kelaidis James Klett, Ph.D. 9:15-10:15	80 Selling More in a Crowded/Competitive Market Kevin Kehoe 9:15-10:45			91 Truth in Advertising – I Can Advertise What I Want, I'm Paying for It – True or False Dale Mingilton 9:15-10:15
10:00 AM									
10:30 AM								86 Hydroponic Greenhouse Vegetable Growing Systems Mike Morton 10:15-11:15	
11:00 AM	61 Can Sustainability Save Landscape Firms from Economic Free-Fall? Kim Sorvig 10:30-12:00	66 Back Injury Prevention and Proper Lifting Michael Hayden 10:30-11:45	69 Sidewalks and Trees – Infrastructure – Living Together Side by Side Gordon Mann 10:30-11:30	75 Perennial Production Scheduling & Inventory Management Ron Arpin 10:30-11:30	78 Advances in Potted Flower Bulb Production William Miller 10:30-12:00				92 Power of Influencing: Influencing is a Mindset! Patrick Lagutaris 10:30-11:30
11:30 AM						81 The Best Way to Work with HOAs Chris Herron, CMCA® Brian TarHark, PCAM® Rana Valentine-Yoksh, PCAM® 11:00-12:00	84 Understanding Post Patents & Generics in the Marketplace Arden Bull 11:00-12:00 Pesticides & Their Families		
12:00 PM								87 Tools Needed to Grow & Protect Your Hydroponic Crop Mike Morton 11:30-12:30	
12:30 PM	CERTIFIED GREENHOUSE GROWERS (CGG) EXAM Thursday, February 9, 2012 9:00 am-1:00 pm in Room 703 Fees: See Training & Certification Pages for fees & class information.								
1:00 PM	PLANT ID LAB 8:00 am-5:00 pm Room 701								
1:30 PM									
2:00 PM	62 Creating Healthy Communities Through Active Access: Safe Routes to Play Anne Miller 1:30-2:30		70 Understanding Risk and Its Components Julian Dunster, Ph.D. 1:30-2:30			82 The New Normal Kevin Kehoe 1:30-3:15		88 Colorado Small Fruit Overview Joel Reich 1:30-3:00	93 Tactics for Survival and Maximizing Profit Charles Hall, Ph.D. 1:30-3:00
2:30 PM									
3:00 PM	63 Landscape Architecture Licensure – An Update Russ Adsit, FASLA 2:45-3:45		71 Professional Practices Ethics, Professionalism, Record Keeping Julian Dunster, Ph.D. 2:45-3:45						
3:30 PM								89 Edibles & Medicinals in Your Landscape Ebi Kondo Gary Meis 3:15-4:45	
4:00 PM									
4:30 PM			72 Tree Climbing Chad Delzell 4:00-5:30						
	ISA ARBORIST CERTIFICATION EXAM Thursday, February 9, 2012 5:00 pm-9:00 pm/ Room 504 Fees: \$150/ISA and Chapter Member (must be a member of both). \$250/Non-member Test applications MUST be submitted by Tuesday, January 25, 2012, to ISA International Office. For more information call: 888-474-8733 or visit www.isa-arbor.com								



FRIDAY FEBRUARY 10, 2012

	ROOM 501-503	ROOM 605	ROOM 505-507	ROOM 702-706	ROOM 708-712	ROOM 705-711
8:00 AM			TRADE SHOW OPEN 9:00 am-1:00 pm			
8:30 AM	94 Turning Drains into Sponges and Water Scarcity into Water Abundance Brad Lancaster 8:00-9:00	96B Tactics for Survival and Maximizing Profit Charles Hall, Ph.D. 8:00-9:30	98 Colorado State University Research Updates James Klett, Ph.D. David Staats Eric Hammond William Jacobi, Ph.D. Alison Stoven O'Connor Harrison Hughes, Ph.D. Ronda Koski Matthew Schreiner 8:00-10:00		102 Why Do Microorganisms Matter to Plants? Research Perspectives on Soil Microbial Ecology and Mycorrhizae James Meadow 8:30-10:00	104 Agriburbia Matthew C. (Quint) Redmond 8:00-9:00
9:00 AM						
9:30 AM	95 Sustainable Landscaping Toolbox Robert Grover 9:15-10:15			100 Planting Standards and Specifications for Long Term Tree Growth Gordon Mann 9:15-10:15		105 Chickens Invading Backyards All Across America: Learn the Fundamentals of Coops, Chicken-keeping and Goats James Bertini 9:15-10:15
10:00 AM						
10:30 AM			99 Plant Select® in the Landscape – Design Inspiration and Real Life Lessons Pat Hayward Tanya Fisher Curtis Manning Carla Anderson Tonya Dunn Shalene Hiller 10:15-11:15			
11:00 AM	96A Turning Drains into Sponges and Water Scarcity into Water Abundance Brad Lancaster 10:30-11:30	97 Maximizing Off-Season Traffic and Sales with Fairy Gardening Emily Sorenson Jeff Sorenson 10:30-11:30		101 The Collaboration Continues: "Beyond the Wire Basket; Tree Planting Standards" James Klett, Ph.D. & Panel 10:30-11:30	103 Reducing Your Electric Power Consumption Using Variable-Frequency Drive Controllers on Your Exhaust Fans Steven Newman, Ph.D. Matthew Schreiner 10:30-11:30	106 The Denver Urban Truck Farm: An Educational Tool for Growing Food in the City Ryan Sotirakis Ashleigh Quillen 10:30-11:30
11:30 AM						
12:00 PM						107 Urban Agriculture Panel Rob Layton, FASLA, CPRP Matthew C. (Quint) Redmond James Bertini Ryan Sotirakis 11:45-12:45
12:30 PM						
1:00 PM						
1:30 PM						
2:00 PM						
2:30 PM						
3:00 PM						
3:30 PM						
4:00 PM						
4:30 PM						



TRAINING AND CERTIFICATION

RECERTIFICATION OR CEUS

For recertification credits or continuing education credits for CNGA's certification programs and GCC's Professional Gardener Certification and Recertification program, all classes offered at ProGreen EXPO will be accepted. For Continuing Education Units (CEUs) for the Landscape Industry Certified Technician or other PLANET certifications, please refer to <http://www.landcarenetwork.org/cms/certification/recert/ceu.html>.

LANDSCAPE INDUSTRY CERTIFIED TECHNICIAN TEST

WRITTEN TESTS

Wednesday and Thursday
February 8-9, 2012
7:45-11:00 am
Check in at Room 610-612

PARTIAL HANDS-ON TESTING

Wednesday and Thursday
February 8-9, 2012
1:00-4:00 pm

FEE STRUCTURE:

\$50: Written tests only
\$50: Hands-on tests only
\$85: Combination of written and hands-on tests

The Landscape Industry Certified Technician Test is an international testing program consisting of both written and practical problems. The test is administered by the Associated Landscape Contractors of Colorado (ALCC), which seeks to recognize proficiency in the landscape workforce, upgrade the status of the landscape professional and provide the public with a means of identifying qualified landscape professionals.

You must register with ALCC for testing. Registration deadline is Friday, January 13, 2012. For more information, visit ALCC's website www.alcc.com or call 303 757-5611. Don't miss your first chance of the year to get started on earning your certification or to finish up your written tests and get some partial hands-on testing done!

OTHER PLANET CERTIFICATIONS

**FEBRUARY 7, 2012, 1-5 PM
ROOM 610-612**

Stand out from your competitors and enhance your personal credentials – become Landscape Industry Certified through PLANET. PLANET offers a variety of certification programs designed to compliment your expertise and instill consumer confidence. You must register with PLANET for testing at ProGreen.

To register for testing and/or for study materials, visit www.landcarenetwork.org. For more information, call 800-395-2522. Exam registration deadline is Monday, January 30, 2012

EXAMS OFFERED

- ✦ Landscape Industry Certified Manager (CLP)
- ✦ Landscape Industry Certified Interior Technician (CLTI)
- ✦ Landscape Industry Certified Horticultural Technician (COLP)
- ✦ Landscape Industry Certified Lawn Care Technician (CTP-CSL)
- ✦ Landscape Industry Certified Lawn Care Technician-National – NEW exam.

ISA ARBORIST CERTIFICATION EXAM

**THURSDAY, FEBRUARY 9, 2012
5:00 PM-9:00 PM, ROOM 504**

Fee: \$150: ISA and Chapter Member
(must be a member of both)
\$250: Non-member

Test applications MUST be submitted by Tuesday, January 25, 2012, to ISA International Office. For more information call: 888-472-8733 or visit www.isa-arbor.com





BEST REGIONAL SHOW IN THE

COLORADO DEPARTMENT OF AGRICULTURE CONTINUING EDUCATION CREDITS FOR COMMERCIAL PESTICIDE APPLICATORS

Class numbers 7, 10, 11, 14, 16, 17, 18, 19, 43, 44, 45, 46, 47, 76 and 84 offered at ProGreen qualify for CPA CEUs. Check the schedule for details. CEU forms will be handed out at the classes and available in the Registration Area in Lobby D. Verifying signatures must be obtained at the end of each class.

COLORADO CERTIFIED NURSERY PROFESSIONALS EXAM

**TUESDAY, FEBRUARY 7, 2012
9:00 AM-1:00 PM, ROOM 606**

Fee: \$75: CNGA Member
\$150: GreenCO Member
\$300: Non-Member

Registration and completion of an application form with CNGA is required to take this exam. For more information, call 303-758-6672 or 888-758-6672 or visit www.coloradonga.org.

PLANT I.D. LAB

**WEDNESDAY, FEBRUARY 8,
AND THURSDAY, FEBRUARY 9
8:00 AM-5:00 PM, ROOM 701**

If you are studying Plant I.D. for any of the certification tests, this lab will help you prepare. Feel free to stop in at any time to review and study.

CERTIFIED GREENHOUSE GROWER SEMINARS & EXAM

Exam: Thursday, February 9, 2012, 9:00 am-1:00 pm in Room 703

Class #'s 26, 27, 28, 29, 57, 58, 59 and 60 in Room 703

CNGA MEMBERS:

Manual: \$30, Exam & Certification \$120,
Package deal: \$110 (manual & exam/certification)

NON-MEMBERS:

Manual: \$60, Exam & Certification \$240,
Package deal not offered.

The Certified Greenhouse Grower (CGG) training seminars and exam are offered at least once each year for those wanting to increase their knowledge of greenhouse growing. Earning a certification designation illustrates a higher level of professionalism that benefits the individual and the company for whom they work.

Specific guidelines apply. Please read carefully.



PROGREEN EXPO

POWER UP YOUR BUSINESS!

FOR THOSE GOING FOR CERTIFICATION:

- Pre-registration and payment with CNGA is *required* for this option.
- To sit for the exam, attendance at all of the preparatory seminars is required.
- This program is offered as a package and the registration fee covers the seminars, exam and upon passage a personalized certificate and name badge.

FOR THOSE FURTHERING THEIR KNOWLEDGE:

- Attendance at the seminars for the sole purpose of furthering your education is provided at no additional charge above the ProGreen registration fee.
- Individuals who may later wish to sit for the exam will be required to attend the seminars again.
- Preferential seating for Certification students.

For more information or to register, call CNGA at 303-758-6672 or 888-758-6672 or visit www.coloradonga.org.

2012 PROGREEN EXPO CLASSES ELIGIBLE FOR ISA CEUS

Class numbers 7, 9, 12, 13, 30, 38, 44, 45, 46, 52, 53, 55, 68, 69, 70, 71, 72, 98, 100, 101, 102 offered at ProGreen qualify for ISA CEUs. Check the schedule for details

GREENCO BEST MANAGEMENT PRACTICES TRAINING, CLASSES AND TESTING

GreenCO's BMPs are quickly becoming a statewide standard for water conservation and sustainable landscapes. The BMPs include a variety of design, installation, maintenance, grower and retail practices relevant to the Green Industry and the public. In 2012, ProGreen EXPO will again hold BMP training and the BMP exam on Tuesday, February 7. And for the first time this year, several hands-on, how-to classes will be held that teach specific practices within the BMPs. Check the full schedule to get the exam times and class specifics. GreenCO BMP classes at ProGreen are class numbers 10, 12, 13, 14, 38, and 41.

For more information on the BMPs and to download the BMP manual, visit <http://greenco.org/best-management-practices.html>

PROGREEN SEMINARS WEDNESDAY, FEBRUARY 8

DAY AT A GLANCE

8:00 AM

32 Slip, Trip & Fall Prevention – Spanish
Room 505-507

36 Western Flower Thrips: Have We Reached an Impasse?
Room 702-706

44 Forest Pest Control
601-603

57 CGG – Greenhouse Pesticide Laws and Regulations
Room 703

8:30 AM

52 ISA Arborist Certification Training
Room 504

9:00 AM

48 Creating a Business that Works FOR You, Not Just BECAUSE of You
Room 605

53 Social Marketing Crash Course
Room 607

9:15 AM

30 Are You Using Unusual Woody Plants in Your Designs?
Room 501-503

33 OSHA's Top Ten for the Green Industry – Spanish
Room 505-507

37 Soil Savvy: Understanding and Using Organic Amendments
Room 702-706

45 What's New in Pesticide Formulations
Room 601-603

58 CGG – Greenhouse Basic Plant Propagation
Room 703

9:30 AM

50 Re-inventing Retail
Room 705-711

10:00 AM

46 Organic...What Does that REALLY Mean?
Room 601-603

10:30 AM

41 BMP – Turf Maintenance in Large Areas
Room 708-712

10:45 AM

47 Successful Right-of-Way Programs
Room 601-603

11:00 AM

38 BMP – Soil Savvy: Best Management Practices for Successful Front Range Gardening
Room 702-706

1:30 PM

31 New Annuals & Best Performing Perennials from 2011 CSU Plant Trials
Room 501-503

34 A New Irrigation Standard: How Policymakers are Shaping the Future of Landscape Water Use
Room 505-507

39 Analyzing Opposing Profitability Strategies: Sell Out or Grow Long?
Room 702-706

1:30 PM (CONTINUED)

42 New and Improved Varieties of Turf
Room 708-712

49 Five Key Strategies for Creating a Sustainable, Competitive Advantage
Room 605

55 Social Media is the New Village Square – Where Do You Fit In?
Room 607

59 CGG – Greenhouse Insect Pests Class and Lab
Room 703

2:45 PM

35 Agricultural Water Use: Opportunities for Nurseries and Greenhouses
Room 505-507

43 New Herbicides for Turf
Room 708-712

56 The New Rules of Relationship Marketing
Room 607

3:15 PM

40 Three Season Vegetable Gardening
Room 702-706

3:30 PM

60 CGG – Greenhouse Pesticide Classification, Uses, and Impacts
Room 703

3:45 PM

51 Merchandising is Really Silent Selling
Room 705-711

30 ARE YOU USING UNUSUAL WOODY PLANTS IN YOUR DESIGNS?

9:15-10:15 AM Room 501-503

Intermediate Class

Need something unusual to create interest in your landscape designs? Then consider incorporating the many underused woody landscape plants. These under-appreciated plants offer distinct ornamental and seasonal features that might add new interest you've been seeking.

James Klett, Ph.D., Colorado State University, Fort Collins, CO | Robert Cox, CSU Arapahoe County Extension, Littleton, CO

31 NEW ANNUALS & BEST PERFORMING PERENNIALS FROM 2011 CSU PLANT TRIALS

1:30-2:30 PM Room 501-503

Intermediate Class

What should you be growing and planting in 2012? See what industry and other experts rated as top picks at the 2011 Colorado State University's Annual & Perennial Trials. We will discuss the Best of Annuals and Top Performers Perennials in many different categories.

James Klett, Ph. D., Colorado State University, Fort Collins, CO | David Staats, Colorado State University, Fort Collins, CO | Jaelyn Salts, Colorado State University, Fort Collins, CO

32 SLIP, TRIP & FALL PREVENTION – SPANISH

8:00-9:00 AM Room 505-507

Beginner/Intermediate/Advanced Class

Approximately 300,000 U.S. employees are disabled each year as a result of slip, trip and fall accidents. In Colorado, slips, trips and falls are almost always the number one cause of employee injuries. These claims can be costly for employers, as well as painful and debilitating for the injured worker. We will discuss what do we know about most of these injuries and how can we prevent them from happening.

Xavier Gonzalez, Pinnacle Assurance, Denver, CO



33 OSHA'S TOP 10 FOR THE GREEN INDUSTRY - SPANISH
9:15-10:15 AM Room 505-507

Beginner/Intermediate/Advanced Class

This year many Colorado businesses, possibly yours, will receive a visit from OSHA. Many of these visits will result in citations and fines. In this session, we will cover the hazards that are most likely to be cited in your landscape, nursery, production or retail operation, and how you can address them before OSHA shows up on your doorstep.

Xavier Gonzalez, Pinnacle Assurance, Denver, CO

34 A NEW IRRIGATION STANDARD: HOW POLICYMAKERS ARE SHAPING THE FUTURE OF LANDSCAPE WATER USE
1:30-2:30 PM Room 505-507

Beginner/Intermediate/Advanced Class

WaterSense, International Green Construction Code, LEED, ASHRAE, IAPMO Green Supplement, sprinkler standards, Federal Energy Management Program, legislation and regulations – what does it all mean for the future of the landscape irrigation industry? Can these be a business opportunity or will you be regulated out of business? John Farner of the Irrigation Association will be discussing the current trends relating to efforts to regulate landscape irrigation and the efforts of the industry in response to these efforts.

John Farner, Irrigation Association, Falls Church, VA

35 AGRICULTURAL WATER USE: OPPORTUNITIES FOR NURSERIES AND GREENHOUSES
2:45-3:45 PM Room 505-507

Beginner Class

Agricultural production is under intense scrutiny regarding water use. John Farner of the Irrigation Association will be discussing some of the issues and trends regarding nursery and greenhouse irrigation, including opportunities available for nursery and greenhouse producers relating to irrigation technologies.

John Farner, Irrigation Association, Falls Church, VA

36 WESTERN FLOWER THRIPS: HAVE WE REACHED AN IMPASSE?
8:00-9:00 AM Room 702-706

Intermediate Class

Are western flower thrips causing you undo problems to the point that you will try almost anything to deal with this "horrible" insect pest? Well, this presentation is just for you because Ray will address "everything" associated with western flower thrips including biology, scouting, cultural and physical controls, pest control materials, and biological control. In addition, issues associated with resistance management will be discussed thoroughly as well as the results from recent studies. Be prepared to be "bugged."

Ray Cloyd, Kansas State University, Manhattan, KS

37 SOIL SAVVY: UNDERSTANDING AND USING ORGANIC AMENDMENTS
9:15-10:45 AM Room 702-706

Intermediate/Advanced Class

Adding organic matter to the soil is an important component of soil management and successful Front Range gardening. However, the quality of commercially available organic amendments varies widely in terms of salinity level, pH, and nutrient content, and over-amending with a poor-quality product is detrimental to plant and soil health. This presentation discusses the different types of organic amendments commercially available and the criteria for evaluating the quality of an organic amendment. Quality data for plant-based and manure-based composts will be presented.

Jean Reeder, Ph.D., Jean Reeder Consulting, Windsor, CO

38 BMP – SOIL SAVVY: BEST MANAGEMENT PRACTICES FOR SUCCESSFUL FRONT RANGE GARDENING
11:00 AM-12:00 PM Room 702-706

Soil is the most fundamental component of a healthy landscape, yet it is the resource we usually know the least about and often tend to ignore in establishing and managing landscapes. This presentation discusses incorporating knowledge of soil properties into the development of best management practices for maintaining healthy soil as well as healthy plants.

Jean Reeder, Ph.D., Jean Reeder Consulting, Windsor, CO

39 ANALYZING OPPOSING PROFITABILITY STRATEGIES: SELL OUT OR GROW LONG?
1:30-3:00 PM Room 702-706

Intermediate Class

Is it more profitable to sell out of a crop and turn a few customers away or grow extra to ensure that every customer who wants a plant gets one? When margins were healthy, the argument in favor of satisfying market demand, even if it meant dumping the excess production, worked very well. Today, however, the landscape has changed for most growers and retailers. Peter will present his latest research into this area of profitability management and lead a discussion focusing on which strategy is best and when. Contrary to popular belief, sometimes the best action for one's overall profitability is to occasionally run out of certain crops. Come join the discussion of which crops belong in which category.

Peter Konjoian, Ph.D., Konjoian's Floriculture Education Services, Inc.

40 THREE SEASON VEGETABLE GARDENING
3:15-4:45 PM Room 702-706

Intermediate/Advanced Class

More people today are getting back to growing their own vegetables. In this climate, that can be very challenging. Come learn how to properly prepare the soil, build raised beds using the bio-intensive planting methods, planting varieties that are proven winners, proper spacing and many three season tips to get your season off to a great start. This presentation is designed for both the landscape professional and the backyard gardener.

Larry Stebbins, Pikes Peak Urban Gardens, Colorado Springs, CO

41 BMP – TURF MAINTENANCE IN LARGE AREAS
10:30-11:30 AM Room 708-712

Intermediate/Advanced Class

The use of BMPs for the maintenance of large turf areas will be discussed: fertility, mowing, irrigation and pest management. BMPs will be presented in the context of using them to reduce maintenance costs and reducing the potential for expensive pest and turf decline problems.

Tony Koski, Ph.D., Colorado State University, Fort Collins, CO





42 NEW AND IMPROVED VARIETIES OF TURF

1:30-2:30 PM Room 708-712
Intermediate/Advanced Class

Knowing about recent breeding advances in traditional grasses used for lawns could help you save the day for your customers by putting the right grass in the right place. What's new in bluegrasses, fescues and ryegrasses and lesser used species? Attend this seminar by CSU's turfgrass expert, and learn what's more drought, salt, shade and heat tolerant than the most commonly used turfgrasses.
Tony Koski, Ph.D., Colorado State University, Fort Collins, CO

43 NEW HERBICIDES FOR TURF

2:45-3:45 PM Room 708-712
Intermediate/Advanced Class

The latest developments in turf herbicides will be presented. Knowledge of the newest herbicide technology can make weed management in lawns more effective in terms of both cost effectiveness and maximized weed control. This session fulfills one core credit in Pest Management – Category 206 – Turf Pest Control.
Tony Koski, Ph.D., Colorado State University, Fort Collins, CO

44 FOREST PEST CONTROL

8:00-9:00 AM Room 601-603
Intermediate Class

Forest pests are a concern for many landowners and land managers in the state of Colorado. Increasing activity of forest pest in our urban and community forest make it essential that we understand the pest control strategies best suited to each pest. We will discuss silvicultural, chemical, pheromone and other forms of prevention for bark beetles and defoliators. Attendees will earn one core credit in Pest Management – Category 106 – Forest Pest Control.
Sky Stephens, Colorado State Forest Service, Fort Collins, CO

45 WHAT'S NEW IN PESTICIDE FORMULATIONS

9:15-9:45 AM Room 601-603
Intermediate Class

Thia Walker will discuss some of the newer formulations available and how formulations choices can impact applicator safety and equipment longevity. This session fulfills one core credit in Use of Pesticides.
Thia Walker, Colorado State University, Fort Collins, CO

46 ORGANIC...WHAT DOES THAT REALLY MEAN?

10:00-10:30 AM Room 601-603
Intermediate Class

Thia Walker will discuss what it means to be 'organic' and how organic doesn't necessarily mean 'pesticide-free'. This session fulfills one core credit in Pesticides & Their Families.
Thia Walker, Colorado State University, Fort Collins, CO

47 SUCCESSFUL RIGHT-OF-WAY PROGRAMS

10:45-11:45 AM Room 601-603
Intermediate/Advanced Class

Talk will be broken down into 4 sections.
1. Label Considerations/Interpretation.
2. Herbicide Versatility.
3. Factors Affecting Herbicide Performance.
4. Herbicide Resistant Weeds.

This session fulfills one core credit in Pest Management – Category 109 – Industrial and Right-of-Way.
Kevin Gallagher, Van Diest Supply Company, Fort Collins, CO

48 CREATING A BUSINESS THAT WORKS FOR YOU, NOT JUST BECAUSE OF YOU

9:00-11:00 AM Room 605

Beginner/Intermediate/Advanced Class
Most businesses are not started by entrepreneurs – but simply jobs created by their owners. In other words, they are self-employment. Business owners fatally assume that because they know the technical work of a business and how to produce what it sells, that they can start, build and operate a successful business. This is often NOT the case.

Discover the essential personalities that must be alive and functioning in your business for it to succeed. By looking at these personalities in terms of time, money and work, you will gain a better understanding of your role as the company owner and how to create a business that works even when you're NOT there. You'll also learn how to regain control over your time, and the difference between delegating and abdicating in your business.
Robert Clements, E-Myth Benchmark, Des Moines, IA

49 FIVE KEY STRATEGIES FOR CREATING A SUSTAINABLE, COMPETITIVE ADVANTAGE

1:30-3:30 PM Room 605

Beginner/Intermediate/Advanced Class
Have you ever wondered how really successful businesses got there? Are your competitors beating you at your own game? Do you know your customers?

Attend this seminar and learn key strategies to find opportunities and create your own competitive advantage in a way that it is sustainable. The critical strategy in business today is not just about surviving the economic storm; it's about using it to one's advantage and emerging stronger than ever.
Robert Clements, E-Myth Benchmark, Des Moines, IA

50 RE-INVENTING RETAIL

9:30-11:00 AM Room 705-711
Intermediate Class

Ian takes his NGS data and questions how everything we do in today's garden retails fits (or doesn't fit!) the consumers' needs in the next ten years. Ian will provide a questionnaire to test yourself how you stack up with those leading retailers who are thriving in the new market reality.
Ian Baldwin, Elk Grove, CA

51 MERCHANDISING IS REALLY SILENT SELLING

3:45-5:15 PM Room 705-711
Intermediate Class

With rising labor costs, disappearing horticultural skills and a consumer trained by the big box stores to "go it alone", merchandising has to attract customers, stop them, tempt them to get involved, explain the product, answer their questions and doubts and make the sale – all in a few seconds without a word being said! Ian will show just how the successful garden retailers are doing it.
Ian Baldwin, Elk Grove, CA

52 ISA ARBORIST CERTIFICATION TRAINING

8:30 AM-12:30 PM Room 504
Beginner/Intermediate Class

This seminar will help prepare students to prepare for the ISA Arborist Certification Test and become more knowledgeable in the areas of tree nutrition and fertilization, soils, tree planting and establishment, and tree identification. Individuals who want additional information before taking the test will find this seminar a valuable means of preparation. Others who just want to increase their arboricultural knowledge will find all or parts of this class valuable.
Steve Geist, Swingle Lawn, Tree, & Landscape Care, Denver, CO | Tim Buchanan, City of Fort Collins, Fort Collins, CO | Rob Davis, City & County of Denver, Denver, CO | Dave Sexton, City of Fort Collins, Fort Collins, CO



53 SOCIAL MARKETING CRASH COURSE

9:00-10:30 AM Room 607

Intermediate Class

Social marketing can be the best thing that ever happened to your green industry business. But Facebook, YouTube, and LinkedIn can eat you alive with hours of unproductive time squandered online. And who has the time or the patience to put it all together? You can tackle social networking and viral marketing without losing your mind! In this crash course, learn about powerful tools and techniques to help you be a social marketer with minimum time commitment. Learn the tricks-of-the-trade and how to engage real prospects like never before.

You will learn: how to go from being "just another vendor" to "the trusted expert;" about viral marketing-what you can do and what you absolutely can't do; how to set your Twitter and Facebook accounts on virtual autopilot; and finally, how to avoid the "kiss of death" for your online efforts.

Jon Goldman, Brand Launcher, Baltimore, MD

54 TACTICS FOR SURVIVAL AND MAXIMIZING PROFIT

10:45 AM-12:15 PM Room 607

Beginner/Intermediate/Advanced Class

In the wake of the Great Recession, many green industry firms find themselves asking how they can position themselves to survive the next one. This session will discuss the tactics that growers, landscape service providers, and retailers can utilize to maximize not only the likelihood of survival but of maximizing profit as well. Some serious soul-searching is needed going into 2012 and this session promises to deliver the serious discussion to make it happen!

Charles Hall, Ph.D., Texas A & M University, College Station, TX

55 SOCIAL MEDIA IS THE NEW VILLAGE SQUARE – WHERE DO YOU FIT IN?

1:30-2:30 PM Room 607

Beginner/Intermediate Class

Trey will discuss how social media has taken the place of the village square and main street. If you're not there, how will you know what your customers are saying? We will discuss the various social media outlets, and which ones are right for you. Trey Pitsenberger is The Blogging Nurseryman, and a leader in the horticultural social media world. His blog, founded in 2005, was the first in

the world dealing with the horticultural business. Trey is also the founder of "Garden Centers, Nurseries, and New Media," an 1800 member LinkedIn group. Trey also founded "Independent Nurseries and Garden Centers", a Facebook group which now has over 300 of the most forward thinking garden centers from around the world.

Trey Pitsenberger, The Golden Gecko Garden Center, Garden Valley, CA

56 THE NEW RULES OF RELATIONSHIP MARKETING

2:45-3:45 PM Room 607

Intermediate Class

Yesterday's marketing doesn't cut it today. The new buyer is distracted, jaded and doesn't believe a word you say-and he knows where to find what you sell for 10% less. In this challenging environment, the secret lies in relationship marketing-cultivating connections with your customers that last for life. Marketing expert Jon Goldman will share his eye-opening perspective on what's working, what's not and what you need to start doing now. Learn: why most business-to-business marketing fails miserably; the RIGHT way to conduct high-stakes referral marketing; how to stop ignoring your best prospects; and the simple strategy that brought in nearly \$750,000 in sales, but cost only \$4,800.

Jon Goldman, Brand Launcher, Baltimore, MD

57 CGG – GREENHOUSE PESTICIDE LAWS AND REGULATIONS

8:00-9:00 AM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course explains the rules and regulations for private applicators applying pesticides in the greenhouse. The Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), Record Keeping, Worker Protection Standard (WPS), Pesticide Label, MSDS, and the Hazards and Safety associated with Pesticides. This class does fulfill continuing education of the private pesticide applicator license from the Colorado Department of Agriculture.

Kim Crowther, Tagawa Greenhouse Enterprises, Brighton, CO

58 CGG – GREENHOUSE BASIC PLANT PROPAGATION

9:15-11:00 AM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this is a hands-on course covering practical aspects of seed and vegetative propagation. Discussion and demonstrations of germination requirements, proper environment, and how to take cuttings will be included.

Kim Crowther, Tagawa Greenhouse Enterprises, Brighton, CO

59 CGG – GREENHOUSE INSECT PESTS CLASS AND LAB

1:30-3:15 PM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course will help with the identification and management of insect pests common in the greenhouse. How to identify live pests and pests on sticky cards with and without magnification, as well as plant damage will be included.

Dan Gerace, Welby Gardens, Denver, CO

60 CGG – GREENHOUSE PESTICIDE CLASSIFICATION, USES, AND IMPACTS

3:30-4:30 PM Room 703

Beginner Class

Part of the Certified Greenhouse Grower Track, this course will cover pesticide classification and formulation, environmental impact and pest resistance, application and safety equipment along with calibration calculations. This class does fulfill continuing education of the private pesticide applicator license from the Colorado Department of Agriculture.

Dan Gerace, Welby Gardens, Denver, CO





PROGREEN SEMINARS THURSDAY, FEBRUARY 9

DAY AT A GLANCE

8:00 AM

64 Slip, Trip & Fall Prevention
Room 504

67 Documenting Evidence – The Do’s & Don’ts
Room 705-711

73 Vernalization in Production of Herbaceous Perennials
Room 505-507

76 Interior Pest Control
Room 601-603

79 Real Turf/Artificial Turf: A Case Study of Glendale’s Tale of Two Parks
Room 605

83 Destination Garden Center: The Food Element
Room 702-706

85 Aquaponic Gardening: How to Grow Fish and Vegetables Together
Room 708-712

90 Handling Customer Complaints – Ignore or Not to Ignore, That is the Question
Room 607

9:15 AM

65 Roadway Work Zone Safety
Room 504

68 Planning for Wildfires in Parks and Open Spaces
Room 705-711

74 Staging Perennials for a Gorgeous Finish
Room 505-507

77 Plant Select® New Plants
Room 601-603

80 Selling More in a Crowded/Competitive Market
Room 605

9:15 AM (CONTINUED)

91 Truth in Advertising – I Can Advertise What I Want, I’m Paying for It – True or False
Room 607

10:15 AM

86 Hydroponic Greenhouse Vegetable Growing Systems
Room 708-712

10:30 AM

61 Can Sustainability Save Landscape Firms from Economic Free-Fall?
Room 501-503

66 Back Injury Prevention and Proper Lifting
Room 504

69 Sidewalks and Trees – Infrastructure – Living Together Side by Side
Room 705-711

75 Perennial Production Scheduling & Inventory Management
Room 505-507

78 Advances in Potted Flower Bulb Production
Room 601-603

92 Power of Influencing: Influencing is a Mindset!
Room 607

11:00 AM

81 The Best Way to Work with HOAs
Room 605

84 Understanding Post Patents & Generics in the Marketplace
Room 702-706

11:30 AM

87 Tools Needed to Grow & Protect Your Hydroponic Crop
Room 708-712

1:30 PM

62 Creating Healthy Communities through Active Access: Safe Routes to Play
Room 501-503

70 Understanding Risk and Its Components
Room 705-711

82 The New Normal
Room 605

88 Colorado Small Fruit Overview
Room 708-712

93 Tactics for Survival and Maximizing Profit
Room 607

2:45 PM

63 Landscape Architecture Licensure – An Update
Room 501-503

71 Professional Practices – Ethics, Professionalism, Record Keeping
Room 705-711

3:15 PM

89 Edibles & Medicinals in Your Landscape
Room 708-712

4:00 PM

72 Tree Climbing
Room 705-711

61 CAN SUSTAINABILITY SAVE LANDSCAPE FIRMS FROM ECONOMIC FREE-FALL?

10:30 AM-12:00 PM Room 501-503

Beginner/Intermediate/Advanced Class

The current economy has hurt many landscape firms, designers and builders. Many of the causes of this economic demise were closely linked to how we use and abuse land. Interestingly, those firms which have fared at least a little better seem to be ones that had already committed to sustainable practices, or that did so in response to losing conventional business. Learn from these half-dozen examples of landscape firms that have prospered by focusing on land restoration design, resource-conserving landscapes and other sustainable concepts. Also learn the speaker’s “best guesses” regarding the future of our landscape professions.

Kim Sorvig, University of New Mexico, Santa Fe, NM

62 CREATING HEALTHY COMMUNITIES THROUGH ACTIVE ACCESS: SAFE ROUTES TO PLAY

1:30-2:30 PM Room 501-503

This session will explore the effects of the built environment on an individual’s choice to be physically active and explore related research and case studies showing a link between access to trails and health benefits. We will also discuss the components of a community assessment tool focused on determining active access for children to community play spaces.

Anne Miller, GreenPlay, Lafayette, CO

63 LANDSCAPE ARCHITECTURE LICENSURE – AN UPDATE

2:45-3:45 PM Room 501-503

Beginner/Intermediate/Advanced Class

A panel of representatives from the State Board and others will present an introductory presentation and question & answer period.

Russ Adsit, FASLA, International Erosion Control Association, Denver, CO



64 SLIP, TRIP & FALL PREVENTION

8:00-9:00 AM Room 504

Beginner/Intermediate/Advanced Class

Approximately 300,000 U.S. employees are disabled each year as a result of slips, trips and falls. In Colorado, these accidents are almost always the number one cause of employee injuries. Claims can be costly for employers as well as painful and debilitating for the injured worker. These accidents can be prevented by learning how to avoid these types of mishaps and the injuries that result.

Michael Hayden, Pinnacle Assurance, Denver, CO

65 ROADWAY WORK ZONE SAFETY

9:15-10:15 AM Room 504

Beginner/Intermediate/Advanced Class

Colorado OSHA officials are currently targeting work activities on and near roadway work zones. Do you know what laws OSHA is enforcing to protect workers and the public? If your crews engage in construction, maintenance or tree trimming operations in or near public roadways, they will want to learn about safety standards for temporary traffic control and personal protective equipment. Other topics as they pertain to roadway work zone safety will also be discussed.

Lane McKnight, CSP, Pinnacle Assurance, Denver, CO | Dave Nelson, OSHA, Denver, CO

66 BACK INJURY PREVENTION AND PROPER LIFTING

10:30-11:45 AM Room 504

Intermediate Class

Back injuries are the most costly injury suffered in the workplace. For the employee with an injured back, a long recovery may be ahead. Here, prevention is the key. Learn the importance of safe lifting and what you can do to keep your back in good working order throughout your career and life.

Michael Hayden, Pinnacle Assurance, Denver, CO

67 DOCUMENTING EVIDENCE – THE DO'S & DON'TS

8:00-9:00 AM Room 705-711

Intermediate/Advanced Class

What is evidence? How to describe and document it so that it will be accepted in court. What should be done and how, as well as what to avoid doing so that the evidence remains valid. Discussion will include physical evidence as well as photographs.

Julian Dunster, Ph.D., Dunster & Associates Ltd., Victoria, BC, Canada

68 PLANNING FOR WILDFIRES IN PARKS AND OPEN SPACES

9:15-10:15 AM Room 705-711

Intermediate Class

Urban and suburban areas are not immune from the threat of wildfires. The presentation will cover how parks and open space managers and planners can address areas abutting homes and communities. Basic wildfire principles will be covered in the context of actual case studies.

Keith Worley, NFPA, Firewise Communities/USA, Larkspur, CO

69 SIDEWALKS AND TREES – INFRASTRUCTURE – LIVING TOGETHER SIDE BY SIDE

10:30-11:30 AM Room 705-711

Intermediate/Advanced Class

Trees are infrastructure, provide benefits, and have value to the community. This session will discuss causes of the conflict., strategies for reducing the conflict, designs for success, transitional approaches to solutions.

Gordon Mann, Mann Made Resources, Auburn, CA

70 UNDERSTANDING RISK AND ITS COMPONENTS

1:30-2:30 PM Room 705-711

Intermediate/Advanced Class

Risk assessment is a big part of due diligence. The session will review the ISA Best Management Practices guide and discuss key aspects of risk assessment and risk management. The PNWISA Certified Tree Risk Assessor program, and the forthcoming ISA Qualified Tree Risk Assessor course will be discussed as well.

Julian Dunster, Ph.D., Dunster & Associates Ltd., Victoria, BC, Canada

71 PROFESSIONAL PRACTICES – ETHICS, PROFESSIONALISM, RECORD KEEPING

2:45-3:45 PM Room 705-711

Intermediate/Advanced Class

The session will review the concepts underlying professionalism, how to deal with ethical issues, and how to maintain a clear record of what took place in case your work is questioned later on.

Julian Dunster, Ph.D., Dunster & Associates Ltd., Victoria, BC, Canada

72 TREE CLIMBING

4:00-5:30 PM Room 705-711

Beginner/Intermediate Class

Chad Delzell.

73 VERNALIZATION IN PRODUCTION OF HERBACEOUS PERENNIALS

8:00-9:00 AM Room 505-507

Intermediate/Advanced Class

Will cover basics in vernalization of perennials. Will discuss results and techniques with different genera and species of perennials.

John Wilson, Welby Gardens, Denver, CO

74 STAGING PERENNIALS FOR A GORGEOUS FINISH

9:15 - 10:15 AM Room 505-507

Intermediate/Advanced Class

Join us for a friendly discussion about how to successfully grow beautiful finished container perennials in the very harsh Colorado environment. This session is intended specifically for those who work in the professional nursery and greenhouse growing industry. Topics for the discussion will include production scheduling, potting soil tips, protecting your perennials, understanding plant personalities, managing plant growth and overwintering secrets.

Kirby Thompson, Britton Nursery, Inc., Colorado Springs, CO | Al Britton, Britton Nursery, Inc., Colorado Springs, CO

75 PERENNIAL PRODUCTION SCHEDULING & INVENTORY MANAGEMENT

10:30-11:30 AM Room 505-507

Intermediate/Advanced Class

How production software can schedule perennial crops from plug, open seed flat, or bare root, to a finished flat, number one container, or a number five container. Attendees will be introduced to the information the software requires to accomplish production scheduling for multiple sizes from propagation to finished material.

Ron Arpin, Little Valley Wholesale Nursery, Brighton, CO

76 INTERIOR PEST CONTROL

8:00-9:00 AM Room 601-603

Beginner/Intermediate Class

This talk will center on specific diseases and insect pests of plants in interiorscape situations. We'll discuss some management strategies and pesticide options labeled for this unique environment. This session fulfills one core credit in Interior Plant Pest Control – Category 307.

Karen Panter, Ph.D., University of Wyoming, Laramie, WY



77 PLANT SELECT® NEW PLANTS

9:15-10:15 AM Room 601-603

Intermediate Class

Plant Select®, a Colorado non-profit corporation, is a plant introduction and recommendation program between Colorado State University, Denver Botanic Gardens, and Green Industries of Colorado. Plant Select® identifies and promotes adaptable plants that are under appreciated or unknown by the general public. Find out the 2012 and probable 2013 recommendations and introductions. **James Klett, Ph.D., Colorado State University, Fort Collins, CO | Panayoti Kelaidis, Denver Botanic Gardens, Denver, CO | Gene Pielin, Gulley Greenhouse, Fort Collins, CO**

78 ADVANCES IN POTTED FLOWER BULB PRODUCTION

10:30 AM-12:00 PM Room 601-603

Intermediate/Advanced Class

In this talk, Bill will highlight some of the advances that have been made in production techniques for potted bulb crops. New information will be presented on height control of the major spring bulb crops, including Topflor pre-plant dips for hyacinth and narcissus, as well as Topflor and Piccolo drenches on tulips. Bill will also highlight the newest Cornell research on Florel drenches for height control on spring bulbs. Selected work on potted hybrid lily height control with pre-plant bulb dips, and Florel (sprays or drenches) will also be presented. Finally, he will highlight the website of the Flower Bulb Research Program, which has forcing information for literally hundreds of cultivars of flower bulbs. **William Miller, Cornell University, Ithaca, NY**

79 REAL TURF/ARTIFICIAL TURF: A CASE STUDY OF GLENDALE'S TALE OF TWO PARKS

8:00-9:00 AM Room 605

Beginner/Intermediate/Advanced Class

This 20/20 hindsight review will detail the decision-making process used by the community, city staff and city council to select surfaces used in two City parks: one a natural grass surface and the other a synthetic surface. Learn from their cost benefit analysis, health benefit analysis, pros/cons of each type of surface, political agendas that were involved and other aspects of the selection process. Also learn about the unexpected benefits/consequences, current maintenance practices compared to typical "recommended" practices and how each surface has held up over the past 5 years. The presentation

will conclude with the city's wish list for "next time" and what the future holds for the two surfaces in Glendale.

Josh Bertrand, City of Glendale, Glendale, CO

80 SELLING MORE IN A CROWDED/COMPETITIVE MARKET

9:15-10:45 AM Room 605

Beginner/Intermediate/Advanced Class

Pricing competitively, getting more active, setting higher sales goals, simplifying your proposition – these topics and more will be discussed in this presentation by Kevin Kehoe, well known industry expert and speaker, who has worked with successful landscape companies around the country. **Kevin Kehoe, Kehoe & Co., Laguna Niguel, CA**

81 THE BEST WAY TO WORK WITH HOAS

11:00 AM-12:00 PM Room 605

Intermediate/Advanced Class

In this panel discussion, three HOA experts will share how to: win and keep business with HOAs; how to get a competitive advantage in the bidding process; the five top, common misconceptions between an HOA and contractor; how to meet expectations and avoid miscommunication. They will also help you understand the needs and differences among various types of communities-single-family residential vs. multi-family residential vs. metropolitan districts. The session will end with a Q&A session with the audience.

Chris Herron, CMCA®, Westwind Management Group, Aurora, CO | Brian TerHark, PCAM®, Westwind Management Group, Aurora, CO | Rana Valentine-Yoksh, PCAM®, Westwind Management Group, Aurora, CO

82 THE NEW NORMAL

1:30-3:15 PM Room 605

Beginner/Intermediate/Advanced Class

Many of the old ways of pricing really no longer apply. In fact, they actually reduce competitiveness and profitability. Learn about "real world" strategies being employed by contractors that are working to produce both increased sales and profits.

Kevin Kehoe, Kehoe & Co., Laguna Niguel, CA

83 DESTINATION GARDEN CENTER: THE FOOD ELEMENT

8:00-10:00 AM Room 702-706

Beginner/Intermediate/Advanced Class

Needing to make money after spring? Have you been asking yourself, "How can we increase the times our customers visit our store"? Then don't miss this session! Food is one of the fastest growing product categories in retail garden centers. Year-round incremental sales are essential to your bottom line! Jeff and his guest(s) will share new opportunities in food that will also include food and equipment vendors. Jeff will share both technical and financial information including facility requirements. Don't miss this session. Come learn about produce, bakery, dairy, beef, poultry, specialty foods, café and sustainable programs such as CSA – (Community Supported Agriculture).

Jeff Warschauer, Nexus Corporation, Henryville, PA

84 UNDERSTANDING POST PATENTS & GENERICS IN THE MARKETPLACE

11:00 AM-12:00 PM Room 702-706

Advanced/Intermediate Class

Are you using post patent/generic chemicals in your current spray programs? Come and learn the latest on how these products are gaining acceptance across the country and saving money for growers in all growing spectrums. How are they produced? Where are they produced? Are they "tested" before they enter the marketplace? Are post patents the "same" as the original branded product? Are Active and Inert ingredients the same? Are they "safe" to use on my crop? Come with your questions for an interesting and exciting hour of the latest on "generics." This session fulfills one core credit in Pesticides & Their Families.

Arden Bull, Nufarm Americas, Inc., Troy, NY

85 AQUAPONIC GARDENING: HOW TO GROW FISH AND VEGETABLES TOGETHER

8:00-10:00 AM Room 708-712

Advanced Class

Aquaponics is a new way of growing plants organically and dirt-free using fish waste as plant food. It is weed-free, and requires no watering or fertilizing or back straining labor. In this class, you will learn how aquaponics works, and the basics of setting up and successfully operating an Aquaponics system.

Sylvia Bernstein, The Aquaponic Source, Boulder, CO



86 HYDROPONIC GREENHOUSE VEGETABLE GROWING SYSTEMS

10:15-11:15 AM Room 708-712

Advanced Class

Discussing the different hydroponic systems used to grow tomatoes, cucumbers, peppers, herbs, and lettuce. Most systems use automated watering systems, fertilizer injectors and complete hydroponic fertilizers to feed the plants. Also, discussion of the different growing medias used to raise the plants. Question & Answer time will be provided.

Mike Morton, Hydro-Gardens, Colorado Springs, CO

87 TOOLS NEEDED TO GROW & PROTECT YOUR HYDROPONIC CROP

11:30 AM-12:30 PM Room 708-712

Advanced Class

Discussion of various tools and pieces of equipment needed to monitor and grow a hydroponic crop. Also, discussion on how to keep your crop safe from contaminants and possible sabotage from "seed to sale". Question & Answer time will be provided.

Mike Morton, Hydro-Gardens, Colorado Springs, CO

88 COLORADO SMALL FRUIT OVERVIEW

1:30-3:00 PM Room 708-712

Intermediate Class

While Colorado presents some challenges for growers of small fruits, it is not hard to have great success. In this 90 minute presentation, Mr. Reich will cover the possibilities for growing this exciting group of crops, focusing on raspberries, blackberries and blueberries. Topics covered will include: cultivar selection, pruning, harvest scheduling and overall management. A variety of photos and experiences from Mr. Reich's trial plots in Longmont will be shared.

Joel Reich, CSU Boulder County Extension, Longmont, CO

89 EDIBLES & MEDICINALS IN YOUR LANDSCAPE

3:15-4:45 PM Room 708-712

Intermediate/Advanced Class

Gary – A little on the wild side! We will be looking at other uses for ornamental plants that can be grown in your landscapes and gardens. You probably are growing some of these attractive plants that have the added benefit of their edibility and/or their medicinal uses. Many of these plants were utilized by ancient civilizations. Still many others were brought over to this country by our forefathers. Another large group of edible and medicinal plants are native to North America and were widely used by Native Americans in their daily lives.

Ebi – This session will also discuss the basics of vegetable gardening practices, such as cultivation of soil, fertilization, watering and other care aspects, and introduction of vegetables (cool season, warm season), which we can easily grow in Colorado. Also, ornamental garden plants will be introduced as companion to the vegetable garden.

Gary Meis, Country Lane Wholesale Nursery, Franktown, CO | Ebi Kondo, Denver Botanic Gardens, Denver, CO

90 HANDLING CUSTOMER COMPLAINTS – IGNORE OR NOT TO IGNORE, THAT IS THE QUESTION

8:00-9:00 AM Room 607

Beginner/Intermediate/Advanced Class

Discussion regarding consumer/business expectations of your business to respond to a complaint. Included in the conversation: what is a good contract; training at the office for staff; and when to respond to the customer.

Dale Mingilton, Denver/Boulder Better Business Bureau, Denver, CO

91 TRUTH IN ADVERTISING – I CAN ADVERTISE WHAT I WANT, I'M PAYING FOR IT – TRUE OR FALSE

9:15-10:15 AM Room 607

Beginner/Intermediate/Advanced Class

This workshop will focus on ensuring your advertising not only meets the advertising standards, but will also include examples of the good, the bad and the loss of customer credibility types of advertising.

Dale Mingilton, Denver/Boulder Better Business Bureau, Denver, CO

92 POWER OF INFLUENCING: INFLUENCING IS A MINDSET!

10:30-11:30 AM Room 607

Beginner/Intermediate/Advanced Class

Join Patrick Lagutaris of PCL Leadership and Vistage Chair for an interactive discussion of down to earth skills leaders can master to elevate influencing skills for today's workforce.

Patrick Lagutaris, PCL Leadership, Boulder, CO

93 TACTICS FOR SURVIVAL AND MAXIMIZING PROFIT

1:30-3:00 PM Room 607

Beginner/Intermediate/Advanced Class

In the wake of the Great Recession, many green industry firms find themselves asking how they can position themselves to survive the next one. This session will discuss the tactics that growers, landscape service providers, and retailers can utilize to maximize not only the likelihood of survival but of maximizing profit as well. Some serious soul-searching is needed going into 2012 and this session promises to deliver the serious discussion to make it happen!

Charles Hall, Ph.D., Texas A & M University, College Station, TX





PROGREEN SEMINARS FRIDAY, FEBRUARY 10

DAY AT A GLANCE

8:00 AM

94 Turning Drains into Sponges and Water Scarcity into Water Abundance
Room 501-503

96b Tactics for Survival and Maximizing Profit
Room 605

98 Colorado State University Research Updates
Room 505-507

104 Agriburbia
Room 705-711

8:30 AM

102 Why Do Microorganisms Matter to Plants? Research Perspectives on Soil Microbial Ecology and Mycorrhizae
Room 708-712

9:15 AM

95 Sustainable Landscaping Toolbox
Room 501-503

100 Planting Standards and Specifications for Long Term Tree Growth
Room 702-706

105 Chickens Invading Backyards All Across America: Learn the Fundamentals of Coops, Chicken-keeping and Goats
Room 705-711

10:15 AM

99 Plant Select® in the Landscape – Design Inspiration and Real Life Lessons
Room 505-507

10:30 AM

96a Turning Drains into Sponges and Water Scarcity into Water Abundance
Room 501-503

10:30 AM (CONTINUED)

97 Maximizing Off-Season Traffic and Sales with Fairy Gardening
Room 605

101 The Collaboration Continues – “Beyond the Wire Basket; Tree Planting Standards”
Room 702-706

103 Reducing Your Electric Power Consumption Using Variable-Frequency Drive Controllers on Your Exhaust Fans
Room 708-712

106 The Denver Urban Truck Farm: An Educational Tool for Growing Food in the City
Room 705-711

11:45 AM

107 Urban Agriculture Panel
Room 705-711

94 TURNING DRAINS INTO SPONGES AND WATER SCARCITY INTO WATER ABUNDANCE

8:00-9:00 AM Room 501-503

Beginner/Intermediate/Advanced Class

What are the eight universal principles of water harvesting that along with simple strategies could turn water scarcity into water abundance? Learn how these principles could empower you to create integrated water-sustainable landscapes for your own home and throughout your community. Even though rainwater harvesting is not currently legal in Colorado, knowing these principles could help position your firm on the forefront of water managing strategies in the future. More than giving the how-tos of rainwater and greywater harvesting, this session will challenge your assumptions about water use and sustainable practices.

Brad Lancaster, HarvestingRainwater.com, Tucson, AZ

95 SUSTAINABLE LANDSCAPING TOOLBOX

9:15-10:15 AM Room 501-503

Beginner/Intermediate/Advanced Class

Sustainability is not a fad; it's the future of our industry. If you want to be more sustainable, but don't know where to start, this session is for you. From his experience as a pioneer in the sustainable landscape movement, Bob Grover will share ideas and tools to meet your customers' expectations and your own desire to become a more sustainable landscape provider. Learn how to: establish this culture in your company; reduce chemical usage, emissions, and your carbon footprint; conserve water and save your customers money; and integrate sustainable elements into new and existing landscapes.

Robert Grover, Pacific Landscape Management, Hillsboro, OR

96A TURNING DRAINS INTO SPONGES AND WATER SCARCITY INTO WATER ABUNDANCE

10:30-11:30 AM Room 501-503

Beginner/Intermediate/Advanced Class

What are the eight universal principles of water harvesting that along with simple strategies could turn water scarcity into water abundance? Learn how these principles could empower you to create integrated water-sustainable landscapes for your own home and throughout your community. Even though rainwater harvesting is not currently legal in Colorado, knowing these principles could help position your firm on the forefront of water managing strategies in the future. More than giving the how-tos of rainwater and greywater harvesting, this session will challenge your assumptions about water use and sustainable practices.

Brad Lancaster, HarvestingRainwater.com, Tucson, AZ

97 MAXIMIZING OFF-SEASON TRAFFIC AND SALES WITH FAIRY GARDENING

10:30-11:30 AM Room 605

Intermediate Class

Learn the ins and outs of adding a Fairy Gardening niche to your current product offering. In this session, we'll talk about selecting products, creating retail displays, driving traffic with classes and events, plus planting and caring for Fairy Gardens and Fairy Flowers. If you are new to Fairy Gardening or looking for ways to take your miniature garden department to the next level, this is a session you won't want to miss.

Jeff & Emily Sorenson, Fairy Gardening, Inc., Loveland, CO

98 COLORADO STATE UNIVERSITY RESEARCH UPDATES

8:00-10:00 AM Room 505-507

Beginner/Intermediate Class

Each year CSU conducts valuable research that can make our industry better. Here's your opportunity to hear from CSU researchers about superior woody plants, multi-site woody plant evaluations, woody plant disease and invasive organism update, a review of development on the insect front, herbaceous plant weed control research, small fruit update, and nursery tree production systems.

James Klett, Ph.D., Colorado State University, Fort Collins, CO | David Staats, Colorado State University, Fort Collins, CO | Eric Hammond, Colorado State University, Fort Collins, CO | William Jacobi, Ph.D., Colorado State University, Fort Collins, CO | Matthew Schreiner, Colorado State University, Fort Collins, CO | Alison Stoven O'Connor, CSU Larimer County Extension, Fort Collins, CO | Harrison Hughes, Ph.D., Colorado State University, Fort Collins, CO | Ronda Koski, Colorado State University, Fort Collins, CO

99 PLANT SELECT® IN THE LANDSCAPE – DESIGN INSPIRATION AND REAL LIFE LESSONS

10:15-11:15 AM Room 505-507

Intermediate Class

Looking for inspiration? Yearning for new plant design combinations? Want to hear real life stories about garden performance? Join this group of experienced, landscape design/build professionals as they share their insights and experiences with Plant Select® winning plants. Plant Select®, a collaborative effort with Colorado State



University, Denver Botanic Gardens, and local growers, has introduced more than 100 plants to the region during the past 16 years. This is a great opportunity to be inspired by some of the state's great garden designers.

Pat Hayward, Plant Select®, Fort Collins, CO | Tanya Fisher, Colorado Vista Landscape Design, Inc., Windsor, CO | Curtis Manning, Arcadia Design Group, Centennial, CO | Carla Anderson, Landscape Architect, Cascade, CO | Tonya Dunn, Garden Thyme, Inc., Fort Collins, CO | Shalene Hiller, City of Westminster, Westminster, CO

100 PLANTING STANDARDS AND SPECIFICATIONS FOR LONG TERM TREE GROWTH

9:15-10:15 AM Room 702-706
Intermediate/Advanced Class

This class will discuss the meaning of standards and specifications, introduce A300 and other industry standards and specifications for growing trees, purchasing trees, and tree planting. The steps of using A300 standards and writing specifications, BMPs for proper planting and follow-up maintenance will also be included.

Gordon Mann, Mann Made Resources, Auburn, CA

101 THE COLLABORATION CONTINUES – “BEYOND THE WIRE BASKET; TREE PLANTING STANDARDS”

10:30-11:30 AM Room 702-706

Industry professionals from four green industry groups and Colorado State University will present their collective recommendations on tree planting standards for successful, healthy, and long-term viable trees in the landscape. Using sources from six organizations, the group identified seven topics to be considered: pre-planting practices, planting depth, size and shape of the hole, structural root depth, soil amendments, the wire basket, staking, and post-planting care. The organizations participating on the committee are the Colorado Tree Coalition, ASLA, CNGA, ALCC, and CSU.

Dr. Jim Klett will facilitate the panel of three representatives as they discuss the process and present the standard they developed that intended to become a Best Management Practice for the industry.

102 WHY DO MICROORGANISMS MATTER TO PLANTS? RESEARCH PERSPECTIVES ON SOIL MICROBIAL ECOLOGY AND MYCORRHIZAE

8:30-10:00 AM Room 708-712

Intermediate Class

We tend to treat soil as an empty canvas where plants do what plants do, but virtually all soil is teeming with an unimaginable diversity of microorganisms that are each having some effect on nutrient status, plant health, and a host of other soil-related factors.

Additionally, commercial soil inoculants for mycorrhizal fungi and other beneficial soil microorganisms are now widely available and are increasingly being used in plant production, agriculture, and ecological restoration. But what are they doing, how are they doing it, and do they always help? In this session, James will address these topics from a 'natural systems' perspective by sharing some of the latest findings from cutting edge research into soil microbiology and mycorrhizal ecology.
James Meadow, Montana State University, Bozeman, MT

103 REDUCING YOUR ELECTRIC POWER CONSUMPTION USING VARIABLE-FREQUENCY DRIVE CONTROLLERS ON YOUR EXHAUST FANS

10:30-11:30 AM Room 708-712

Intermediate/Advanced Class

Variable-frequency drive (VFD) is a technology that controls the speed of an electric motor. VFD controllers can be easily added to an existing greenhouse climate control system without major changes. A VFD system varies the speed of the fan by controlling the frequency of the electrical power supplied to the motor. Slower motor speeds when the cooling demand does not require the full cooling capacity of the fan results in greater energy savings. An overview of VFD systems, installation and connecting VFD systems to greenhouse systems and the resulting energy savings will be discussed.

Steven Newman, Ph.D., Colorado State University, Fort Collins, CO | Matthew Schreiner, Colorado State University, Fort Collins, CO

104 AGRIBURBIA

8:00-9:00 AM Room 705-711

Advanced Class

Overview of Suburban and Exurban commercial food production and intensive farming. Topics include why considering food in the landscape is important (other than the obvious reasons), how we will feed ourselves in a resource constrained environment and what considerations should be included when thinking about required infrastructure for the new local food system. This would include irrigation and water supply and planning and zoning issues.

Matthew C. (Quint) Redmond, TSR Agristruction LLC, Golden, CO

105 CHICKENS INVADING BACKYARDS ALL ACROSS AMERICA: LEARN THE FUNDAMENTALS OF COOPS, CHICKEN-KEEPING AND GOATS

9:15-10:15 AM Room 705-711

Intermediate Class

Students will learn (1) About the growing trend of backyard farming and why people are getting backyard chickens, (2) Basics of chickens and chicken-keeping, (3) How chickens fit into the backyard, space requirements, coop requirements, sustainable aspects, (4) Zoning laws and HOA rules that restrict or allow chickens, (5) A few words on goats: what kind people get in cities, how they fit into the backyard, and space requirements.

James Bertini, Denver Urban Homesteading, Denver, CO

106 THE DENVER URBAN TRUCK FARM: AN EDUCATIONAL TOOL FOR GROWING FOOD IN THE CITY

10:30-11:30 AM Room 705-711

Intermediate Class

Inspired by a similar project in Brooklyn, the Denver Urban Truck Farm was started in 2010 by two Landscape Architecture graduate students and highlights the growing trend of urban agriculture in a unique and mobile form. This session will highlight the construction techniques used, but more importantly the educational goals and accomplishments to date. The session will also cover the current urban agriculture movement in Denver, and how we can contribute to the movement as the project continues to evolve.

Ryan Sotirakis, Denver Urban Truck Farm, Denver, CO | Ashleigh Quillen, Denver Urban Truck Farm, Denver, CO

107 URBAN AGRICULTURE PANEL

11:45 AM-12:45 PM Room 705-711

Beginner/Intermediate Class

Urban Agriculture is emerging as one of the most important trends in the Green Industry today. The experts on this panel cover the spectrum of Urban Agriculture from large-scale community-wide planning to keeping poultry in your own backyard, with a bit of guerilla tactics thrown in for good measure. They will provide a general overview of where this trend is headed and answer questions from the audience.

Rob Layton, FASLA, CPRP, Design Concepts, Lafayette, CO | Matthew C. (Quint) Redmond, TSR Agristruction LLC, Golden, CO | James Bertini, Denver Urban Homesteading, Denver, CO | Ryan Sotirakis, Denver Urban Truck Farm, Denver, CO



EN ESPAÑOL SEMINARIOS

EL MARTES, 7 DE FEBRERO

4 DOS CABLES DE SOLUCIÓN DE PROBLEMAS BÁSICOS

9:00-11:00 AM Sala 505-507

Clase de Principiante

¿Lo que saben acerca de sistemas de riego de dos hilos, cómo funcionan los decodificadores y cómo solucionar los problemas en el campo? Si no eres un experto en sistemas de dos hilos, vienen a esta clase para aprender las técnicas de solución de problemas y lo que debe saber acerca de fallas más mensajes de los conceptos básicos de funcionamiento de un voltímetro. Aprenderá que asisten a esta clase le ahorrará tiempo en el campo!

Mike Madewell, Hunter Industries, San Marcos, CA

21 MANTENIMIENTO DE CÉSPED

11:15 AM-12:15 PM Sala 605

Clase de Principiante

Césped sano y bien mantenido puede reducir las tasas de escurrimiento de aguas pluviales y volúmenes, cargas de sedimentos y contaminantes, reducir efectos de Isla de calor y proporcionan otros beneficios ambientales. Discusión incluirá cómo planificar, correctamente instalar y mantener áreas de césped práctico.

Pablo Garcia-Chevesich, Ph.D., University of Arizona, Tucson, AZ

22 LA IRRIGACIÓN PREGUNTAS FRECUENTES PARA EL PAISAJE DISEÑAN 101

1:30-2:30 PM Sala 605

Clase Intermedia

Discutiremos los métodos básicos de irrigación que es utilizado para proporcionar agua a una variedad de tipos de paisaje, de pequeños plantadores a áreas grandes de césped – y todo en medio. En el proceso, conseguirá una vista general de las prácticas de irrigaciones más comunes así como las nuevas y las tecnologías más eficientes ser aplicadas hoy. Nosotros también cubriremos detalles de irrigación, como determinar apropiado corren tiempos y aplicación las tasas para sistemas de irrigación de gota y el uso de microclimas al declarar para el control óptimo de irrigación.

23 INSTALACIÓN PAISAJISTA Y CONTROL DE EROSIÓN Y SEDIMENTOS

2:45-3:45 PM Sala 605

Clase de Principiante

Minimice la erosión y controle los sedimentos dejando el sitio de construcción durante la instalación del jardín y ofreciendo el cuidado adecuado del parquet durante la instalación.

Pablo Garcia-Chevesich, Ph.D., University of Arizona, Tucson, AZ

EL MIÉRCOLES, 8 DE FEBRERO

32 PREVENCIÓN DE RESBALONES TROPEZONES Y CAÍDAS

8:00-9:00 AM Sala 505-507

Clase de Principiante/

Intermedio/Avanzada

Aproximadamente 300,000 trabajadores en los EE.UU. quedan discapacitados cada año a resultado de accidentes de resbalones, tropezones y caídas.

En Colorado los resbalos, tropiezos y caídas casi siempre son la causa número uno de lastimaduras a los empleados.

Estas reclamas pueden ser caras para los empresarios tanto como dolorosas y debilitante para el trabajador lastimado.

¿Qué sabemos tocante la mayoría de estas heridas? Que no tienen que suceder.

Xavier Gonzalez, Pinnacol Assurance, Denver, CO

33 DIEZ MULTAS DE OSHA PARA LA INDUSTRIA VERDE

9:15-10:15 AM Sala 505-507

Clase de Principiante/

Intermedio/Avanzada

Este año en Colorado muchos negocios, tal vez el suyo, recibirán una visita de OSHA. Muchas de estas visitas resultarán en citatorios y multas. En esta sesión, repasaremos los peligros mas probables de ser citados o multados en su vivero, empresa de ajardinar o en su negocio y que puede hacer usted para tratar con ellos antes que OSHA llegue a su puerta.

Xavier Gonzalez, Pinnacol Assurance, Denver, CO



REGISTRATION FORM

FEBRUARY 7-10, 2012 | CALL 720.748.4872 OR 800.397.6665

___ALCC Member ___CCASLA Member ___CNGA Member ___GCC Member ___ISA/RMC Member ___RMSGAG Member ___CALCP Member ___CWMA Member
(Individual Membership) (Individual Membership)

For multiple attendees at the same address, you may attach a list stating which registration pass is requested for each person.

Your Badge Must Be Worn At All Times.

Registrations will be accepted by fax or mail until January 23, 2012. After that date, you must register on-site.

Please Print Legibly

Name: _____

(as you wish it to appear on your ProGreen EXPO badge)

Company: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ e-mail: _____

SAVE! WHEN YOU REGISTER BEFORE JAN. 9, 2012 ! REGISTER ONLINE TODAY! WWW.PROGREENEXPO.COM! | FAX THIS FORM TO PROGREEN EXPO: 303.474.6656 OR MAIL IT WITH PAYMENT TO PROGREEN EXPO REGISTRATION: 7315 E. 5TH AVE. PKWY., DENVER, CO 80230

Full Registration: Access to Exhibit Hall (Wed.-Fri.) & all Seminars for 4 days.

	Before Jan. 9, 2012		After Jan. 9, 2012		
	Early Bird	(2-9)	Over 10	Standard	
Member	\$145	\$135	\$125	\$180	_____
Non-member	\$295	N/A	N/A	\$360	_____

2-Day Pass: Access to Exhibit Hall (Wed.-Fri.) & all Seminars for any 2 days.

Pass must be validated at the beginning of each day.

	Before Jan. 9, 2012		After Jan. 9, 2012		
	Early Bird	(2-9)	Over 10	Standard	
Member	\$130	\$120	\$110	\$150	_____
Non-member	\$260	N/A	N/A	\$300	_____

1-Day Pass: Access to Exhibit Hall (Wed.-Fri.) & all Seminars for any 1 day.

Pass must be validated at the beginning of the one day you attend seminars.

	Before Jan. 9, 2012		After Jan. 9, 2012		
	Early Bird	(2-9)	Over 10	Standard	
Member	\$100	\$90	\$80	\$120	_____
Non-member	\$200	N/A	N/A	\$250	_____

Exhibits Only Pass: Access to Exhibit Hall on Wednesday, Thursday, & Friday.

Before Jan. 9, 2012	After Jan. 9, 2012
Free	\$10 (register at the door)

Students: Full Registration Pass (4 days of classes–Student ID required.) for \$35. _____

GreenCO Best Management Practices Training & Exam

Member (ALCC, CCASLA, CALCP, CNGA, GCC, RMSGAG, ISA, CWMA)	\$75	_____
Non-member	\$150	_____

The purchase of at least a 1 Day Pass is required in addition to the cost of the training.

Payment Must Accompany Registration:

___ Check ___ Money Order
 ___ Credit Card ___ Purchase Order Total Enclosed _____

We will refund the full price of your order as long as you cancel no more than 30 days after placing your order and no less than 30 days before the convention. No refunds will be given for orders that are cancelled later than January 7, 2012. To request a refund call us at 720.748.4872 or email us at maryg@mgmtooffice.com.

**REGISTER ONLINE TODAY!
 WWW.PROGREENEXPO.COM**

Tell Us About Yourself:

Type of business Please check all that apply.

- Arborist
- Commercial Pesticide Applicator
- Garden Center
- Golf Course
- Greenhouse Retail
- Greenhouse Wholesale
- Homeowner Association
- Interiorscape
- Irrigation
- Landscape Architect
- Landscape Construction
- Landscape Design
- Landscape Maintenance
- Municipality
- Nursery Retail
- Nursery Wholesale
- Park/Recreation Dept.
- Private Pesticide Applicator
- School/College
- Street/Highway Department

Your Primary Job Responsibility Is:

- Owner/Partner/General Manager
- Sales/Market Manager
- Purchasing
- Professional/Designer
- Foreman/Crew Supervisor
- Office Manager
- Field Personnel
- Other

If you are involved in the company's purchasing and sales, approximately what is your annual sales volume?

- Under \$100,000
- \$100,000-\$500,000
- \$500,000-\$1,000,000
- \$1 million-\$5 million
- Over \$5 million

Please charge my VISA, Mastercard, or American Express:
 (Please Print Legibly)

Exp. Date _____

Card # _____

Signature _____





ESPAÑOL SOLICITUD DE INSCRIPCIÓN

7-10 DE FEBRERO 2012 | LLAME AL 720.748.4872 Ó AL 800.397.6665

___ Miembro del ALCC ___ Miembro del CCASLA ___ Miembro del CNGA ___ Miembro del GCC ___ Miembro del ISA/RMC ___ Miembro del RMSGA ___ Miembro del CALCP ___ Miembro del CWMA

Para asistentes múltiples con la misma dirección favor de anexar una lista con los nombres y el tipo de pases de inscripción de cada persona.

Debe Tener Puesta Su Identificación en Todo Momento.

Se aceptan inscripciones vía fax o por correo hasta el 23 de enero del 2012. Después de esta fecha, deberá inscribirse en la entrada.

Nombre: _____

(Como desea que aparezca en su pase de identificación de ProGreen EXPO)

Compañía: _____ Dirección: _____

Ciudad: _____ Estado: _____ Código Postal: _____

Teléfono: _____ Fax: _____ e-mail: _____

Escriba con Letra Legible

¡INSCRÍBASE ANTES 9 DE ENERO DEL 2012 Y AHORRE! POR EL INTERNET EN EL WWW.PROGREENEXPO.COM | EVÍE POR FAX ESTA SOLICITUD A PROGREEN EXPO: 303.474.6656 Ó ENVIELA CON SU PAGO POR CORREO A: PROGREEN EXPO REGISTRATION: 7315 E. 5TH AVE. PKWY., DENVER, CO 80230

Inscripción Completa: Acceso a la sala de exposiciones (de miércoles a viernes) y a los seminarios durante los cuatro días.

	Antes del 9 de enero del 2012 <i>Inscripción Temprana con Descuento a Grupos</i>		Después 19 de enero del 2012	
	<u>Inscripción Temprana (2-9)</u>	<u>Más de 10</u>	<u>Estándar</u>	
Miembros	\$145	\$135	\$125	\$180 _____
No Miembro	\$295	N/A	N/A	\$360 _____

**¡INSCRÍBASE HOY POR INTERNET!
WWW.PROGREENEXPO.COM**

Informe Usted Sobre el Tipo de su negocio
Favor de marcar los cuadrito que le corresponde.

- | | |
|--|---|
| <input type="checkbox"/> Arbolista | <input type="checkbox"/> Asociación de Propietarios de Casa |
| <input type="checkbox"/> Jardinería para Construcción | <input type="checkbox"/> Vivero Mayorista |
| <input type="checkbox"/> Centro de Jardinería | <input type="checkbox"/> Jardines Interiores |
| <input type="checkbox"/> Diseño de Jardines | <input type="checkbox"/> Departamento de Parques y Recreación |
| <input type="checkbox"/> Campo de Golf | <input type="checkbox"/> Irrigación |
| <input type="checkbox"/> Mantenimiento de Jardines | <input type="checkbox"/> Escuela/Universidad |
| <input type="checkbox"/> Invernadero Minorista | <input type="checkbox"/> Arquitecto Paisajista |
| <input type="checkbox"/> Municipio | <input type="checkbox"/> Departamento de Calles y Autopistas |
| <input type="checkbox"/> Invernadero Mayorista | <input type="checkbox"/> Aplicador Privado de Pesticidas |
| <input type="checkbox"/> Vivero Minorista | |
| <input type="checkbox"/> Aplicador Comercial de Pesticidas | |

Pase Para 2 Días: Acceso a la sala de exposiciones (de miércoles a viernes) y a todos los seminarios durante 2 días.
El pase deberá ser validado al inicio de cada día.

	Antes del 9 de enero del 2012 <i>Inscripción Temprana con Descuento a Grupos</i>		Después 19 de enero del 2012	
	<u>Inscripción Temprana (2-9)</u>	<u>Más de 10</u>	<u>Estándar</u>	
Miembros	\$130	\$120	\$110	\$150 _____
No Miembro	\$260	N/A	N/A	\$300 _____

Pase Para 1 Día: Acceso a la sala de exposiciones (de miércoles a viernes) y a todos los seminarios durante un día.
El pase debe validarse al inicio del día que decida asistir a los seminarios

	Antes del 9 de enero del 2012 <i>Inscripción Temprana con Descuento a Grupos</i>		Después 19 de enero del 2012	
	<u>Inscripción Temprana (2-9)</u>	<u>Más de 10</u>	<u>Estándar</u>	
Miembros	\$100	\$90	\$80	\$120 _____
No Miembro	\$200	N/A	N/A	\$250 _____

Responsabilidad Principal en su Trabajo:

- | | |
|---|---|
| <input type="checkbox"/> Dueño/Socio/de Obras/ Supervisor de Equipo | <input type="checkbox"/> Ventas/Administrador de Mercados |
| <input type="checkbox"/> Administrador General | <input type="checkbox"/> Personal de Trabajo |
| <input type="checkbox"/> Maestro | <input type="checkbox"/> Compras |
| <input type="checkbox"/> Administrador de Oficina | <input type="checkbox"/> Otro |
| | <input type="checkbox"/> Profesional/Diseñador |

Pase Solamente a la Exposición: Acceso a la sala de exposiciones los días miércoles, jueves y viernes.

Antes del 9 de enero del 2012	Después 19 de enero del 2012
Gratuito	\$10 (inscripción en la entrada)

Estudiantes: Pase de Inscripción Completo (4 días de clases—se requiere identificación del estudiante) por \$35. _____

Si está involucrado en actividades de compra y venta de su empresa, ¿cuál es su volumen de ventas anual?

- | | |
|--|--|
| <input type="checkbox"/> Menos de \$100,000 | <input type="checkbox"/> \$1 millón–\$5 millones |
| <input type="checkbox"/> \$100,000–\$500,000 | <input type="checkbox"/> Más de \$5 millones |
| <input type="checkbox"/> \$500,000–\$1,000,000 | |

Debe adjuntar su forma de pago a la solicitud de inscripción:

_____ Cheque _____ Giro Postal
_____ Tarjeta de Crédito _____ Orden de Compra Monto Total Adjunto _____

Favor de cargarlo a mi VISA, Mastercard o American Express:
(Escriba con Letra Legible)

Fecha de Expiración _____

N° de Tarjeta _____

Firma _____

Reintegraremos el precio sin descuento de su orden siempre que cancele no más de 30 días después de colocar su orden y no menos de 30 días antes de la convención. Ningunos reembolsos serán dados para órdenes que son canceladas luego que el 7 de enero del 2012. Para solicitar una llamada de reembolso nosotros en 720.748.4872 o mandarnos un correo electrónico en maryg@mgmtoffice.com.





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7315 E. 5TH AVENUE PARKWAY
DENVER, COLORADO 80230-6400



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