

IDAHO HORTICULTURE EXPO, Wednesday, Jan. 20, 2010

<i>Room Location:</i>	<i>In the Waters</i>	<i>Cottonwoods/Firs</i>	<i>Pines/Willows</i>	<i>Summit</i>
Wed. Jan. 20	Landscape & Irrigation Contractors	Retail	A.M. - Maintenance/ Applicators and Turf P.M. - Business/ Marketing	Arborist and Nursery Growers
7:00 a.m.	Registration -----			
8:30-9:45	Rain Water Harvesting Capture, Filter, Reuse Dave Kelly and Lisa Sweet Aquascapes, Inc. St. Charles, IL	Discovering the Plant Select Program Pat Hayward Plant Select Fort Collins, CO	Maintenance / Applicators Understanding Scale Insects On Trees And Shrubs Mike Stafford Simplot, Caldwell, ID PLRC	Planting Specifications Haven't Changed in the Last 5 Years, Right? Dr. Ed Gilman Florida State University Gainesville, FL CEU
9:45-10:00	BREAK	BREAK	BREAK	BREAK
10:00-11:00	Rain Water Harvesting Capture, Filter, Reuse continues	Botanic Garden Grown; Getting Great Plants into the Hands of Gardeners Mike Bone Denver Botanical Garden Denver, CO	Safety With Pesticide Use: Label Restrictions Bob Spencer ISDA - Boise, ID PLRC	Root Growth In Urban and Suburban Landscapes: and Producing Good Roots on Field Grown and Container Root Systems Dr. Ed Gilman Florida State University Gainesville, FL CEU
11:00-12:00		Container Garden Designs For Today & Tomorrow Kerstin Ouellet Pen and Petal Inc. Encinitas, CA	ID and Control Of Grass and Broadleaf Weeds In Nurseries & Turf Mike Stafford Simplot Partners Caldwell, ID PLRC	
12:00-1:30pm	LUNCH	LUNCH	LUNCH	LUNCH and <i>Book Signing</i>
1:30-2:30	Bidding Features To Make The Sale Dave Kelly and Lisa Sweet Aquascapes, Inc. St. Charles, IL	Enhancing Backyard Wildlife Habitats: <i>Build It And They Will Come</i> Susan Ziebarth MK Nature Center Boise, ID	Business / Marketing Building A Crisis Communication Plan Kerstin Ouellet Pen & Petal Encinitas, CA	Production Shade Tree Pruning - It's Not Just For Growers Dr. Ed Gilman Florida State University Gainesville, FL CEU
2:30-2:45	BREAK	BREAK	BREAK	BREAK
2:45-4:00	Selling, Marketing and Promoting Water Features Dave Kelly and Lisa Sweet Aquascapes, Inc. St. Charles, IL	Phreatophytes, Xerophytes, and Succulents – Oh My! <i>Understanding Drought Tolerance of Plants</i> Dr. Bob Tripepi U of I, Moscow, ID	Green Industry Marketing Demystified Kerstin Ouellet Pen & Petal Encinitas, CA	Pruning Types: New Research May Change Everything, Or Nothing Dr. Ed Gilman Florida State University Gainesville, FL CEU
4:00-5:00	Enhancing Your Professionalism Ann Bates INLA Idaho Falls, ID	Retailing Native Plants: Those You Have and Those You Should Dr. Steve Love U of I, Aberdeen ID	Marketing: Is Yours Social or Anti-Social? Leah Clark - Idaho Preferred John Drake - Drake Cooper Boise, ID	
2:00-6:00	INLA Scholarship Silent Auction in the Meadows			
4:00-5:30	INLA Certification Exam — Plant Identification <i>meet at Reg. Desk prior to testing</i>			
5:00-6:00	9th Annual Idaho Arborist Association Meeting <i>in the Summit</i>			

IDAHO HORTICULTURE EXPO, Thursday, Jan. 21, 2010

<i>Room Location:</i>	<i>Payette</i>	<i>Pines/Willows</i>	<i>Cottonwoods/Firs</i>	<i>Summit</i>									
Thursday Jan. 21	Nursery Growers	Landscape Contractors and Retail	Irrigation & Landscape Contractors and Turf Growers	Arborist and Maintenance/ Applicators									
7:00 a.m.	Registration -----												
7:00-7:45	Committee Meetings <i>in the Snake</i> -----												
7:45-8:00	BREAK	BREAK	BREAK	BREAK									
8:00-9:00	Setting Up Internships That Work Panel led by Ariel Agenbroad U of I, Caldwell, ID	What's Hot in Perennials Stephanie Cohen Collegeville, PA	Conservation Products on the Market Today Jim Moyer Irrigation Design Meridian, ID	Ash Lilac Borer ID and Control Dr. Jeff Brennan Crop Production Services Caldwell, ID PLRC/CEU									
9:00-9:15	BREAK	BREAK & <i>Book Signing</i>	BREAK	BREAK									
9:15-10:00	Shipping, Licensing and Developing Marketing Opportunities ID Dept of Ag Representatives Boise, ID and Industry Growers N. Idaho	Designing with Native Perennials Stephanie Cohen Collegeville, PA <i>Followed by Book Signing</i>	Green Tech: Responsible Water Management and Conservation Clyde Lingo The Cutting Edge Lawn Co Garden City, ID	Electrical Safety & Awareness Dave Toland Idaho Power Boise, ID CEU									
10:00-11:00		The New Urban Backyard Farmer: Meeting Customer Needs For A "Growing" Trend Urban Farmers Panel Treasure Valley		Water Re-Use and the Affects on Trees Dr. Dave Kopec U of AZ Tucson, AZ CEU									
11:30-1:00	INLA Luncheon <i>in the Waters</i> Come join us for a delicious luncheon : • Gold Medal of Horticulture Award • Member Benefits Updates • Scholarship Awards • Election of Officers		Spanish-Speaking Seminars <i>presented in Spanish in the Firs</i> 1-5 pm <i>Presented by Chris Weaver, OLCA CLT State Chairman</i>										
1 - 2 pm	City Forester's Meeting in the Willows		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1:00-2:15</td> <td style="text-align: center;">Irrigation Training</td> </tr> <tr> <td style="text-align: center;">2:15-2:30</td> <td style="text-align: center;">Break</td> </tr> <tr> <td style="text-align: center;">2:30-3:45</td> <td style="text-align: center;">Maintenance Training</td> </tr> <tr> <td style="text-align: center;">3:45-4:00</td> <td style="text-align: center;">Break</td> </tr> <tr> <td style="text-align: center;">4:00- 5:00</td> <td style="text-align: center;">Installation Training</td> </tr> </table>	1:00-2:15	Irrigation Training	2:15-2:30	Break	2:30-3:45	Maintenance Training	3:45-4:00	Break	4:00- 5:00	Installation Training
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3:45-4:00	Break												
4:00- 5:00	Installation Training												
Trade Show 1:00-5:00 pm in the Exhibition Hall 150+ Booth Trade Show featuring the latest in products and technology													
1:30 - 3:30 pm Special Presentation for High School Horticulture Students <i>In the Cottonwoods ... Stephanie Cohen Presenter</i>													
1 - 4 pm	Idaho Chemical Applicator License Exams <i>in the Pines S.</i>												
2 - 5 pm	PLANET Written Exams (CLP, COLP, CTP-CSL, CTP AND CLT) and INLA Certification Exam Written Portion, <i>in the Pines N.</i>												
INLA Scholarship Silent Auction concludes in the Meadow at 7 pm													
5:00-7:00 pm	Green Industry Gathering <i>in The Meadows (lobby)</i> Come join your friends and associates for a fun time in the Meadows for networking, silent auction, raffle items, food & fun ! <i>Sponsored by Oregon Valley Greenhouses, OBC Northwest & Master Nursery Garden Center</i>												

IDAHO HORTICULTURE EXPO, Friday, Jan. 22, 2010

<i>Location:</i>	<i>Payette</i>	<i>Cottonwoods/Firs</i>	<i>Pines/Willows</i>	<i>Salmon/Snake</i>	<i>Summit</i>
Friday Jan. 22	Turf Growers	Landscape Contractors	Retail/ Marketing Growers	Maintenance/ Applicators	Arborist
6:30 a.m.	Registration -----				
7:00-7:45	Turfgrass Growers Meeting <i>in the Payette</i> -----				
7:45-8:00	BREAK	BREAK	BREAK	BREAK	BREAK
8:00-9:00	Drought Resistance In Turfgrass Dr. Dave Kopec Univ. of AZ Tucson, AZ	Surviving, Thriving and Selling In A Slow Economy Wayne Volz Profits Unlimited Louisville, KY <i>in the Glen</i>		Invasive Insect Threats to Watch Out For in Idaho Ben Simko ISDA Boise, ID PLRC	Tree Growth and Siting: The Good, The Bad and The Ugly Paula Peper Center for Urban Forest Research, PSW Research Station USDA Forest Service Davis, CA CEU
9:00-9:50	Saltgrass Potential for the Rocky Mtn. Region Dr. Dave Kopec Univ. of AZ Tucson, AZ	Wayne Volz Profits Unlimited Louisville, KY <i>in the Glen</i>		How to Make Pre-Emergent Weed Control Work Bill Miller DOW Chemical Pendleton, OR PLRC	Paula Peper Center for Urban Forest Research, PSW Research Station USDA Forest Service Davis, CA CEU
9:50-10:00	BREAK	BREAK		BREAK	BREAK
10:00-11:00	WaterSense & LEED Implications for the Rocky Mtn. Region Dr. Kelly Kopp Utah State Univ. Logan, UT	Service Agreements & More Wayne Volz Profits Unlimited Louisville, KY <i>in the Cottonwoods & Firs</i>	Fanatics to Fatalists: Who Cares About Eco-Trends and Who Doesn't? Dr. Bridget Behe Mich State University East Lansing, MI <i>in the Pines & Willows</i>	Filth Fly Biology & Control Nathan Hill Univar Nampa, ID PLRC	The Impacts On Trees From Long-Term Use Of Salt Dr. WR Jacobi Colo. State Univ. Fort Collins, CO CEU
11:00-12:00	Establishing Grasses for Pasture and Wildlife Habitat Tim Prather Univ. of Idaho Moscow, ID	Snow and Ice Management Wayne Volz Profits Unlimited Louisville, KY <i>in the Cottonwoods & Firs</i>	New Ways or Old Habits? Marketing to the Post-Recession Consumer Dr. Bridget Behe Mich State University East Lansing, MI <i>in the Pines & Willows</i>	Spider Barrier & Spider Control Dr. Jeff Brennan Crop Production Services Caldwell, ID PLRC	Protecting Trees During Construction Dr. WR Jacobi Colo. State Univ. Fort Collins, CO CEU
12:00-4:00	<h2 style="color: #800040;">Idaho Horticulture Expo Trade Show</h2> <p style="text-align: center;">150+ booths featuring the latest in products and technology located in the Exhibition Hall, Boise Center on the Grove</p> <p style="text-align: center;">Thursday 1:00 — 5:00 p.m. Friday 12:00 — 4:00 p.m.</p>				
Trade Show Exhibition Hall					