

**NEW YORK  
GREENGRASS ASSOCIATION**

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EMPIRE STATE  
**GREEN INDUSTRY SHOW**

**January 7-9, 2009**

Rochester Riverside  
Convention Center

Rochester, New York

# WELCOME

Welcome to the 2009 Empire State Green Industry Show which combines the conference and trade shows of the New York State Turfgrass Association, New York State Nursery and Landscape Association, Inc., and New York State Arborists – ISA Chapter, Inc.

This is a year of fresh starts with a new show date and a new theme, "Go Green, Grow Green!"

As many businesses heed the call to "Go Green," the horticultural industry also looks for ways to "Grow Green." The Empire State Green Industry Show continues to provide outstanding education on best management practices which ultimately promotes economic and environmental sustainability in the green industry.

We hope the move to January will better accommodate the scheduling needs of green industry professionals who may have found November a challenging time to attend. Every year we work diligently to bring you the best in educational programming as well as opportunities to network with key industry vendors and this year is no exception. Don't miss the opening reception of the trade show following the last educational session of the day on Wednesday at 4:15 p.m.

For an interesting and enjoyable way to learn more about the issues that matter to you, be sure to register for the Wednesday lunch "round table discussions" and/or "breakfast with NYSDEC" on Friday morning. These forums, which are back by popular demand, give participants the opportunity to meet with experts and exchange ideas with their colleagues.

Thank you for making the 2009 Empire State Green Industry Show part of your strategy to enhance your education, further your career, and improve your business.

We look forward to seeing you at the show!

## KEY SPEAKERS



**Suzanne Wainwright-Evans, Owner**  
*Buglady Consulting*

Suzanne's entertaining presentations on utilizing beneficial insects in the landscape come alive through her beautiful photography and passion for the subjects that she teaches. Don't miss the opportunity to learn from this much sought-after speaker, accomplished consultant and celebrated author.



**John Ball, Ph.D., Professor of Forestry**  
*South Dakota State University*

Dr. Ball is the definitive authority on all aspects of tree care. This popular speaker and industry writer is back to conduct informative sessions on transplanting, diagnostics, plant health care and IPM, marketing techniques, tree risk liability and arborist safety.



**Clark Throssell, Ph.D., Director of Research**  
*Golf Course Superintendents Association of America*

Dr. Throssell, GCSAA's liaison to the turfgrass scientific community, will report on the information gathered from the GCSAA Environmental Profiles. This series of golf industry surveys was conducted to provide national data on the property features, management practices and inputs associated with golf courses.



**Steve LeGros, Sports Field Consultant**  
*Turf & dirt Inc.*

Steve LeGros, an award-winning sports field consultant with over 22 years of experience in the industry, will provide information on planning and preparing for a Little League World Series. Steve received the Professional Soccer Field of the Year Award for his work at Hersheypark Stadium and STMA's Dick Ericson Award for raising the level of professionalism in the industry.

# GENERAL SHOW INFORMATION

## Recertification Credits

*NYSDEC pesticide recertification credits, ISA continuing education units, STMA continuing education units and CNLP credits — each session lists the categories and credits/units available for attendance.* Pesticide recertification credits are available from MA, PA, RI and VT. *Continuing education units* and education points are available from GCSAA and PGMS. NYS Recreation and Park Society *continuing education units* can be obtained by contacting Rachel LaMarre at (518) 584-0321, ext. 14.

## NYSDEC Credit Procedures

To qualify for NYSDEC credits, please obtain a NYSDEC credit certificate at the registration desk. Present your certification card and sign the roster as you enter each session. Your credit certificate will be stamped at the end of each session. It is your responsibility to be present during the entire session to receive full credit.

Certified pesticide applicators must be recertified in each category or subcategory every six years. Continuing education credits must be obtained in more than one calendar year and must consist of at least 25% category-specific training for each category of certification.

## GCSAA Education Points

This year, the program has been approved for education points. The following points are available: Wednesday, January 7 - .65; Thursday, January 8 - .60; and Friday, January 9 - .50. To receive points, submit the event approval code for each day to the GCSAA headquarters within 30 days of the event.

## Turf Bowl

This is a student competition to test students' turfgrass knowledge. Pre-register individuals and teams with David Chinery at (518) 272-4210 by Monday, December 15.

## Special Needs

Any attendee having special needs should attach a separate sheet to their conference registration form providing details.

## ~~NYSA Reception and Annual Live Tree Fund Auction~~

~~The Live Tree Fund Auction (supporting tree research throughout the world) and reception will take place from 5:00 – 9:00 pm on Thursday, January 8, at the Hyatt Regency Hotel. To pre-register, obtain more information, or donate items contact David Hayner – NYSA at (845) 855-0225.~~

## NYSNLA Annual Dinner and Auction

To pre-register or for more information on the Annual Membership Dinner and Nurserymen's Foundation Live & Silent Auction on Tuesday, January 6, 2009, at the Clarion Riverside Hotel, contact Kim Tiberia at (518) 694-4430.

## ISA Exam

The ISA Exam will be held on Wednesday, January 7 from 1:00 - 4:00 pm in the Cascades, pre-registration is required. Registration for the ISA exam is ONLY available through ISA at <http://www.isa-arbor.com/certification/certification.aspx>.

# LIVE ON THE TRADE SHOW FLOOR

## DEMONSTRATIONS

Thursday,  
January 8, 2009

9:45 - 10:15 am

### Weed Identification

*Cornell University  
NYS IPM Booth*

9:45 - 10:15 am

### Tree Pruning

*The Care of Trees*

3:00 - 3:30 pm

### Insect Identification

*Cornell Plant  
Disease Diagnostic  
Clinic Booth*

**If you're interested  
in exhibiting at this  
year's show contact  
Jill Cyr at the  
ESGIS show office  
(800) 873-8873 or  
jill@nysta.org for  
pricing and availability.**

## 2007/2009 ESGIS EXHIBITORS

<i>Advanced Sprayer &amp; Water Technologies LLC</i>	<i>Hopewell Nursery, Inc.</i>	<i>Rich's Sports Fields Inc.</i>
<i>Aer-Core, Inc.</i>	<i>Horticultural Associates of Rochester, Inc.</i>	<i>S &amp; G Flowers/ Syngenta Seeds, Inc.</i>
<i>Aer-Way Advanced Aeration Systems</i>	<i>Hunter Industries</i>	<i>S.V. Moffett Company, Inc.</i>
<i>Altec Industries</i>	<i>John Deere Golf/LESCO</i>	<i>Sam Dell Dodge</i>
<i>American Native Plants</i>	<i>John Deere Landscapes</i>	<i>Saratoga Sod Farm, Inc.</i>
<i>Andersons Golf Products</i>	<i>KPM Exceptional Distributors, Inc.</i>	<i>Satch Sales, Inc.</i>
<i>Andre &amp; Son, Inc.</i>	<i>Kepner Equipment, Inc.</i>	<i>Schichtel's Nursery</i>
<i>Arbor Care, Inc.</i>	<i>Lakeland Equipment</i>	<i>Seago International</i>
<i>Atlantic Irrigation Specialties, Inc.</i>	<i>Lakeside Sod Supply Company, Inc.</i>	<i>Sensenig's Landscape Supply</i>
<i>Atlas Hardscapes</i>	<i>Mar-Co Clay Products, Inc.</i>	<i>Sheridan Nurseries</i>
<i>Ballard Construction</i>	<i>Matrix Turf Solutions, LLC</i>	<i>Sky High Turf Farms</i>
<i>Barenbrug USA, Inc.</i>	<i>McConnellsville Sands &amp; Material, Inc.</i>	<i>Standard Golf Company</i>
<i>Batavia Turf, LLC</i>	<i>Millstone Golf &amp; Turf Products, Inc.</i>	<i>Stephenson Equipment</i>
<i>Bayer Environmental Science</i>	<i>Moon Nurseries</i>	<i>SYNATEK</i>
<i>Belgard Hardscapes</i>	<i>New York Golf Magazine/Divot Communications</i>	<i>Syngenta Professional Products</i>
<i>Bob Beck Garden Supplies</i>	<i>New York Pottery</i>	<i>Therrien et Fils Technical Equipment</i>
<i>Cazenovia Equipment Company, Inc.</i>	<i>Nelson Tree Service, Inc.</i>	<i>Trackman</i>
<i>Curb Appeal Property Services</i>	<i>Northern Nurseries of New York, Inc.</i>	<i>Tree Care Industry Association</i>
<i>D.A. Spencer Natural Stone Water Sculptures</i>	<i>Ontrac Equipment Corporation</i>	<i>Tru-Turf Equipment</i>
<i>Elam Sand &amp; Gravel Corporation</i>	<i>The Page Seed Company</i>	<i>Turf Magazine/Moose River Publishing</i>
<i>The F.A. Bartlett Tree Expert Co.</i>	<i>Partac Peat Corporation</i>	<i>TurfMaker Corp.</i>
<i>Faery's Golf &amp; Landscaping, Inc.</i>	<i>PAYCHEX INC.</i>	<i>UAP Professional Products</i>
<i>Farm Family Casualty Insurance Co.</i>	<i>Payment Processing Consultants, Inc.</i>	<i>Unilock, Inc.</i>
<i>Ferris Industries, Inc./ Snapper Pro</i>	<i>Phoenix Environmental Care</i>	<i>Urban Forestry, LLC</i>
<i>The Flanders Group</i>	<i>Pinelands Nursery &amp; Supply</i>	<i>Vermitechnology Unlimited</i>
<i>Golfco International Incorporated</i>	<i>Preferred Seed Company, Inc.</i>	<i>Weaver Golf &amp; Turf Solutions</i>
<i>Grassland Equipment &amp; Irrigation Corporation, Inc.</i>	<i>Princeton Nurseries</i>	<i>WeCare Organics, LLC</i>
<i>Greenleaf Supply</i>	<i>Progressive Turf Equipment</i>	<i>Wetzel, Inc.</i>
<i>Gregson-Clark Spraying Equipment</i>	<i>RPM Ecosystems</i>	<i>Willoway Nurseries, Inc.</i>
<i>Helena Chemical Company</i>	<i>Rain Bird Services Corp.</i>	<i>Wilson Hardware</i>
	<i>Rainbow Treecare Scientific</i>	<i>WinField Solutions LLC</i>
	<i>Richard D. Smith &amp; Company, Inc.</i>	<i>Wolbert &amp; Master, Inc.</i>

### NYS DEC Credit Codes

- 3A Ornamentals, Shade Trees and Turf
- 3B Turf
- 5A Aquatic Vegetation Control
- 9 Regulatory Pest Control
- 10 Demonstration and Research Pest Control
- 25 Nursery, Ornamentals and Turf
- CORE

### GCSAA Education Points

<i>Wednesday, January 7</i>	<i>.65</i>
<i>Thursday, January 8</i>	<i>.60</i>
<i>Friday, January 9</i>	<i>.50</i>

**2009 Special - Buy 3 Trade Show Only  
Passes and get the 4th Pass FREE!**

**Looking to hire a recent graduate?  
Bring along a job description and  
post it on our job board.**

# 2009 ESGIS SCHEDULE

## Tuesday, January 6, 2009

- 9:00 am - 5:00 pm NYSNLA Board of Director's Meeting and Leadership Forum, *Clarion Riverside Hotel*  
1:00 - 5:00 pm NYSA Board of Director's Meeting, *Hyatt Regency Hotel*  
3:00 - 5:00 pm Registration Desk Open for Exhibitors  
7:00 pm NYSNLA Annual Membership Dinner and Nurserymen's Foundation Live and Silent Auction, *Clarion Riverside Hotel*

## Wednesday, January 7, 2009

- 7:00 am - 4:30 pm Registration Desk Open  
7:00 - 9:00 am Coffee compliments of VisitRochester, *Galleria*  
8:00 - 10:00 am EDUCATION SESSIONS  
10:15 am - 12:00 noon EDUCATION SESSIONS  
12:00 noon - 1:30 pm Round Table Discussions with Lunch, *Clarion Riverside Hotel*  
1:30 - 2:30 pm EDUCATION SESSIONS  
1:00 - 5:00 pm ISA Exam, *Cascades*  
2:45 - 4:15 pm EDUCATION SESSIONS  
4:15 - 7:00 pm **TRADE SHOW RECEPTION**, *Trade Show*  
7:00 pm NYSTA Board of Directors and New York Turfgrass Foundation Dinner (by invitation), *Hyatt Regency Hotel*

## Thursday, January 8, 2009

- 6:00 am - 4:30 pm Registration Desk Open  
6:30 - 8:00 am EARLY BIRD EDUCATION SESSIONS  
8:00 am - 4:00 pm **TRADE SHOW HOURS**  
8:15 - 9:15 am EDUCATION SESSIONS  
9:00 - 11:00 am Coffee compliments of VisitRochester, *Trade Show*  
9:30 am Institutional & University Grounds Managers Meeting, *Highland DEFG*  
9:45 - 10:15 am *Weed Identification Demonstration - Cornell University, NYS IPM Booth*  
9:45 - 10:15 am *Tree Pruning Demonstration - Trade Show*  
10:00 am - 4:00 pm Turf Bowl, *Cascades*  
11:00 am - 12:00 noon EDUCATION SESSIONS  
11:30 am - 1:30 pm **TRADE SHOW LUNCH**  
11:30 am - 1:00 pm NYSTA Past President's Luncheon  
1:00 - 2:30 pm EDUCATION SESSIONS  
2:45 - 3:15 pm NYSTA Annual Meeting, *Highland BCHJ*  
3:00 - 3:30 pm *Insect Identification Demonstration - Cornell Plant Disease Diagnostic Clinic Booth*  
3:30 - 4:30 pm EDUCATION SESSIONS  
5:00 - 9:00 pm NYSA Reception and Annual Live Tree Fund Auction, *Hyatt Regency Hotel*  
5:00 - 6:30 pm NYSTA President's Reception (by invitation), *Clarion Riverside Hotel*

## Friday, January 9, 2009

- 6:00 am - 1:00 pm Registration Desk Open  
6:30 - 8:00 am Breakfast with NYSDEC - Panel Discussion, *Clarion Riverside Hotel*  
7:00 - 8:00 am EARLY BIRD EDUCATION SESSIONS  
8:15 - 10:15 am EDUCATION SESSIONS  
10:30 am - 12:30 pm EDUCATION SESSION

## Wednesday, January 7, 2009 - AM Education Sessions [8:00 - 10:00 am]

GOLF TURF		SPORTS TURF		NURSERY/LANDSCAPE		ARBORICULTURE	
LILAC BALLROOM NORTH		HIGHLAND ROOMS BCHJ		HIGHLAND ROOMS DEFG		LILAC BALLROOM SOUTH	
<b>Environment – Part 1</b> <i>DEC Credits: 3A, 3B, 10, 25 = 0.75</i> <i>CNLP Credits: 2</i>		<b>Sports Turf Management</b> <i>DEC Credits: 3A, 3B, 10 = 1.00</i> <i>STMA CEUs: .2</i>		<b>Sustainable Landscaping</b> <i>ISA CEUs: 2</i> <i>CNLP Credits: 2</i>		<b>Plant Health Care - IPM</b> <i>DEC Credits: 3A, 10, 25 = 2.00</i> <i>ISA CEUs: 2</i> <i>CNLP Credits: 2</i>	
<b>Climate Change: Is It Real and What Will It Mean for the Golf Industry?</b> Art DeGaetano, Ph.D., Cornell University		<b>Sports Turf Management, Part 1</b> Frank Rossi, Ph.D., Cornell University		<b>Year-Round Interest in the Sustainable Landscape Plan</b> Mobeew Weinstein, The New York Botanical Garden		<b>PHC, IPM, What is the Difference and Why Does it Matter?</b> John Ball, Ph.D., South Dakota State University	
<b>What is Your Golf Course Carbon Footprint?</b> Bob Portmess, Cornell University				<b>Design, Implementation and Maintenance of Sustainable Landscapes</b> James Diermeier, CGM/CNP, The New York Botanical Garden			
<b>What Have We Learned From the GCSAA Environmental Profiles?</b> Clark Throssell, Ph.D., Golf Course Superintendents Association of America							

## BREAK [10:00 - 10:15 am]

## Wednesday, January 7, 2009 - AM Education Sessions [10:15 am - 12:00 noon]

GOLF TURF		SPORTS TURF		NURSERY/LANDSCAPE		ARBORICULTURE	
LILAC BALLROOM NORTH		HIGHLAND ROOMS BCHJ		HIGHLAND ROOMS DEFG		LILAC BALLROOM SOUTH	
<b>Environment – Part 2</b> <i>DEC Credits: 3A, 3B, 10 = 0.75</i> <i>CNLP Credits: 1.75</i>		<b>Sports Turf Management</b> <i>DEC Credits: 3A, 3B, 10 = 1.00</i> <i>STMA CEUs: .175</i>		<b>Great Flowering Landscape Shrubs</b> <i>DEC Credits: 3A, 10, 25 = 1.00</i> <i>ISA CEUs: 1.5</i> <i>CNLP Credits: 1.75</i>		<b>Insect &amp; Disease Update</b> <i>DEC Credits: 3A, 3B, 9, 10, 25 = 1.75</i> <i>ISA CEUs: 1.5</i> <i>CNLP Credits: 1.75</i>	
<b>Naturalistic Golf Course Design: The Case of Sebonack Golf Club</b> Bradley Klein, Golfweek Magazine		<b>Sports Turf Management, Part 2</b> Frank Rossi, Ph.D., Cornell University		<b>Great Flowering Landscape Shrubs</b> Vincent Simeone, Planting Fields Arboretum		<b>Insect and Disease Update and Management</b> George Hudler, Ph.D., Cornell University and Gregory Hoover, Pennsylvania State University	
<b>An Organic Approach to Golf Course Management</b> Jeff Carlson, CGCS, The Vineyard Golf Club						<b>Practical Diagnosis of Turf Insect Pests</b> Daniel Peck, Ph.D., NYSAES, Cornell University	

## LUNCH [12:00 noon - 1:30 pm] Lunch on your own.

## ROUND TABLE DISCUSSIONS (with lunch served)

CLARION RIVERSIDE HOTEL

### Round Table Discussions [12:00 noon - 1:30 pm]

*DEC Credits: pending • CNLP Credits: 1.5*

Come join us for a unique learning experience. Back by popular demand, we are offering a round table luncheon with the facilitators listed below. This is an excellent opportunity to discuss topics and exchange ideas with your colleagues.

To register for this session, please select which discussion you would like to participate in and indicate the lecture number on the registration form. Please indicate an alternative session in case your initial selection is no longer available. These sessions are filled on a first come, first served basis. Send your registration in early to be part of this round table luncheon. There is a \$20 fee for the required lunch portion of this program.

- Fertilizing on a Shoe String Budget, What Can You Cut Out?**  
Dr. Marty Petrovic, Cornell University
- De-icing Materials, Liquids and Solids, Bulk/Bagged Material**  
David Cook, Innovative Municipal U.S., Inc.
- What are "Soft" Pesticides?**  
Jennifer Grant, Ph.D., Cornell University, IPM Program
- Superior Varieties of Flowering Trees and Shrubs**  
Vincent Simeone, Planting Fields Arboretum
- Biological Control**  
Suzanne Wainright-Evans, Buglady Consulting, Inc.
- Equipment Options (Rent vs. Purchase)**  
Jim Hornung, Jr., Elbers Landscape Service, Inc.
- Opportunities for Reducing Pesticide Use on Turf**  
Daniel Schied, University of Rochester
- Fuel Tank Inspections**  
Michael Maiffei, CGCS, Back O' Beyond, Inc.
- Climate Change**  
Art DeGaetano, Ph.D., Cornell University
- Feasibility of Organic Golf Management Approach**  
Jeff Carlsson, CGCS, The Vineyard Golf Club
- Solving Nursery and Landscape Tree and Shrub Problems**  
Brian Eshenaur, Cornell University Extension, IPM Program
- Business Strategies to Deal With the Current Economic State**  
Kim Tiberia, NYS Nursery and Landscape Association
- Labor Issues: H2a, Wages, Competition for Workers, Ideas on How to Reduce Labor**  
Tom Suffoletto, Concord Nurseries, Inc.
- Pest Management Issues in the Landscape**  
Rick Harper and Gerry Giordano, Cornell Cooperative Extension of Westchester County
- Marketing the 'Green' in Green Industry Products**  
Betsy Lamb, Ph.D., Cornell University, IPM Program
- Communities and Utilities CAN Work Together... Fact or Fiction?**  
Brian Skinner, National Grid
- Your Crew Leaders Need the Proper Tools to Do the Right Job.**  
Gregory Frank, Ted Collins Associates, LTD

## Wednesday, January 7, 2009 - PM Education Sessions [1:30 - 2:30 pm]

GOLF TURF	SPORTS TURF	NURSERY/LANDSCAPE	ARBORICULTURE	ARBORICULTURE
LILAC BALLROOM NORTH	HIGHLAND ROOMS BCHJ	HIGHLAND ROOMS DEFG	LILAC BALLROOM SOUTH	HIGHLAND ROOMS AK
<b>Environment – Part 3</b> DEC Credits: 3A, 3B, 10, 25 = 1.00 STMA CEUs: .1 CNLP Credits: 1	<b>Baseball/Softball</b> DEC Credits: 3A, 3B, 10 = 0.50 STMA CEUs: .1	<b>Greener Pesticide Choices</b> DEC Credits: 3A, 10, 25 = 1.00 ISA CEUs: 1 CNLP Credits: 1	<b>Tree Risk Assessment and the Law</b> ISA CEUs: 1 CNLP Credits: 1	<b>Utility</b> ISA CEUs: 1 CNLP Credits: 1
<b>Progressive Disease Management: Runoff, Resistance and Alternatives</b> Paul Vincelli, Ph.D., University of Kentucky	<b>Developing a Sports Turf Maintenance/Renovation Calendar to Justify Your Budget Requests</b> Daniel Schied and Christopher Shockley, University of Rochester	<b>Greener Pesticide Choices for Landscapers</b> Suzanne Wainright-Evans, Buglady Consulting, Inc.	<b>Tree Risk and the Law</b> John Ball, Ph.D., South Dakota State University	<b>The Role of Line Construction on Tree Outage Performance</b> Kenneth Finch, Utility Consultant

## BREAK [2:30 - 2:45 pm]

## Wednesday, January 7, 2009 - PM Education Sessions [2:45 - 4:15 pm]

GOLF TURF	SPORTS TURF	NURSERY/LANDSCAPE	ARBORICULTURE	ARBORICULTURE
LILAC BALLROOM NORTH	HIGHLAND ROOMS BCHJ	HIGHLAND ROOMS DEFG	LILAC BALLROOM SOUTH	HIGHLAND ROOMS AK
<b>Environment – Part 4</b> DEC Credits: 25 = 0.75; 3A, 3B, 10 = 1.50 CNLP Credits: 1.5	<b>Baseball</b> STMA CEUs: .15	<b>Beneficials In the Landscape</b> DEC Credits: 3A, 10, 25 = 1.50 ISA CEUs: 1.5 CNLP Credits: 1.5	<b>Plant Diagnostics</b> DEC Credits: 3A, 10 = 1.00 ISA CEUs: 1.5 CNLP Credits: 1.5	<b>Utility</b> ISA CEUs: 1.5 CNLP Credits: 1.5
<b>Progressive Insect Management: Stewarding the Beneficials In Your Turf</b> Daniel Peck, Ph.D., NYSAES, Cornell University	<b>Little League World Series Planning, Preparation and Support</b> Steve LeGros, Turf & dirt Inc.	<b>Beneficials In the Landscape: How to Recognize and Get the Most Out of Them</b> Suzanne Wainright-Evans, Buglady Consulting, Inc.	<b>Diagnosing Plant Problems</b> John Ball, Ph.D., South Dakota State University	<b>Hazard Tree Identification – Assigning Priorities</b> Kenneth Finch, Utility Consultant
<b>Intentional Environmentally Compatible Golf</b> Frank Rossi, Ph.D., Cornell University				

## TRADE SHOW RECEPTION [4:15 - 7:00 pm]

- Sponsored by Grassland Equipment and Irrigation Corporation, Inc.



**Thursday, January 8, 2009 - Early Bird Sessions [6:30 - 8:00 am]**

**TURFGRASS**

LILAC BALLROOM SOUTH

**Cornell Research Updates**

*DEC Credits: 3A, 3B, 10 = 1.30 • STMA CEUs: .15 • CNLP Credits: 1.5*

**Are Pesticides for More Than Looks? A Preliminary Look.**

Mark Slavens, Cornell University

**Reduced Chemical Golf Turf Management Manual**

Bob Fortmess, Cornell University

**Potassium Fertilization of Turfgrasses: What We Don't Know**

Dave Moody, Cornell University

**Assessing the Environmental Effects on Annual Bluegrass Weevil**

Masanori Seto, Cornell University

**BREAK [8:00 - 8:15 am]**

**Thursday, January 8, 2009 - AM Education Sessions [8:15 - 9:15 am]**

**GOLF TURF**

LILAC BALLROOM NORTH

**Diagnostics**

*DEC Credits: 3A, 3B, 10, 25 = 1.00  
CNLP Credits: 1*

**Diagnostic Basics**

Paul Vincelli, Ph.D., University of Kentucky

**SPORTS TURF**

HIGHLAND ROOMS BCHJ

**Synthetic Turf**

*STMA CEUs: .1  
CNLP Credits: 1*

**Out With the Old, In With the New:**

**Synthetic Turf Removal, Recycling and Replacement**

Robert Sanderson, Sodexo Campus Services at Nazareth College

**COFFEE BREAK & TRADE SHOW [9:15 - 11:00 am]**

**WEED IDENTIFICATION DEMONSTRATION [9:45 - 10:15 am] CNLP Credits: .5 • STMA CEUs: .05 • DEC Credits: 3A, 3B, 10, 25 = 0.50 - NYS IPM Booth**

**TREE PRUNING DEMONSTRATION [9:45 - 10:15 am] CNLP Credits: .5**

**Thursday, January 8, 2009 - AM Education Sessions [11:00 am - 12:00 noon]**

**GOLF TURF**

LILAC BALLROOM NORTH

**USGA Update**

*DEC Credits: 3A, 3B, 10 = 1.00*

**USGA Year In Review**

Adam Moeller, United States Golf Association, Northeast Region

**SPORTS TURF**

HIGHLAND ROOMS BCHJ

**Synthetic Turf**

*STMA CEUs: .1  
CNLP Credits: 1*

**Safe or Not? Synthetic Turf and Health Issues**

Robert Sanderson, Sodexo Campus Services at Nazareth College

**LUNCH & TRADE SHOW [11:30 am - 1:30 pm]**

**NURSERY/LANDSCAPE/ARBORICULTURE**

HIGHLAND ROOMS BCHJ

**Successful Business Strategies**

*ISA CEUs: 1.5 • CNLP Credits: 1.5*

**Plants Don't Pay Us, People Do!**

John Ball, Ph.D., South Dakota State University

**NURSERY/LANDSCAPE**

HIGHLAND ROOMS DEFG

**Great Landscape Evergreens**

*DEC Credits: 3A, 10, 25 = 0.50  
ISA CEUs: 1  
CNLP Credits: 1*

**Great Landscape Evergreens**

Vincent Simeone, Planting Fields Arboretum

**ARBORICULTURE**

LILAC BALLROOM SOUTH

**Safety**

*ISA CEUs: 1  
CNLP Credits: 1*

**Arborist Safety: What You Don't Know Can Kill You!**

John Ball, Ph.D., South Dakota State University

**NURSERY/LANDSCAPE**

HIGHLAND ROOMS DEFG

**Container Gardening**

*CNLP Credits: 1*

**Four Seasons of Container Gardening**

Donna Moramarco, CNLP, Martin Viette Nurseries

**ARBORICULTURE**

LILAC BALLROOM SOUTH

**Planting Techniques**

*DEC Credits: 3A, 10, 25 = 0.50  
ISA CEUs: 1  
CNLP Credits: 1*

**Transplanting: The Foundation of Plant Health Care**

John Ball, Ph.D., South Dakota State University

<b>GOLF TURF</b> LILAC BALLROOM NORTH	<b>SPORTS TURF</b> HIGHLAND ROOMS BCHJ	<b>NURSERY/LANDSCAPE</b> HIGHLAND ROOMS DEFG	<b>ARBORICULTURE</b> LILAC BALLROOM SOUTH	<b>DIAGNOSTIC LAB</b> HIGHLAND ROOMS AK
<b>Cutting Costs on Fairways and Bunkers</b> <i>Maintenance Down the Middle</i> James Skorulski, United States Golf Association, Green Section, Northeast Region	<b>Snow Removal</b> STMA CEUs: .15 CNLP Credits: 1.5 <i>Communicating Your Snow Removal Plans and Progress</i> Daniel Schied, University of Rochester <i>Ice Melting Options: Is Treated Salt Right for You?</i> David Cook, Innovative Municipal U.S., Inc.	<b>Problems With Hemlock</b> DEC Credits: 3A, 9, 10, 25 = 1.50 ISA CEUs: 1.5 CNLP Credits: 1.5 <i>Pests of Eastern Hemlock</i> Rick Harper, Cornell Cooperative Extension of Westchester County	<b>Soils and Roots</b> DEC Credits: 3A, 10, 25 = 1.50 ISA CEUs: 1.5 CNLP Credits: 1.5 <b>Getting Your Trees Off to a Good Start: Paying Attention to Soils and Roots</b> Nina Bassuk, Ph.D., Cornell University	<b>Diseases</b> Limited to first 25 registrants. DEC Credits: 3A, 3B, 9, 10, 25 = 1.50 STMA CEUs: .15 CNLP Credits: 1.5 <b>Hands-On Identification of Common Turfgrass Pathogens</b> Karen Snover-Clift, Cornell University, Plant Disease Diagnostic Clinic

**BREAK & TRADE SHOW [2:30 - 3:30 pm]**

**INSECT IDENTIFICATION DEMONSTRATION [3:00 - 3:30 pm]** CNLP Credits: .5 • STMA CEUs: .05 • DEC Credits: 3A, 9, 10, 25 = 0.50  
- Cornell Plant Disease Diagnostic Clinic Booth

**Thursday, January 8, 2009 - PM Education Sessions [3:30 - 4:30 pm]**

<b>GOLF TURF</b> LILAC BALLROOM NORTH	<b>SPORTS TURF</b> HIGHLAND ROOMS BCHJ	<b>NURSERY/LANDSCAPE</b> HIGHLAND ROOMS DEFG	<b>ARBORICULTURE</b> LILAC BALLROOM SOUTH	<b>DIAGNOSTIC LAB</b> HIGHLAND ROOMS AK
<b>Nutrient Management</b> DEC Credits: 3A, 3B, 10 = 0.50 CNLP Credits: 1 <b>Adding Precision to Your Nutrient Management Program</b> Marty Petrovic, Ph.D., Cornell University	<b>Snow Removal</b> STMA CEUs: .1 CNLP Credits: 1 <i>Panel Discussion: Snow Removal: Route Planning and Record Keeping</i> Jim Hornung, Jr., CSP, Elbers Landscape Service, Inc. and Rick Kier, CNP, CSP, Pro Scapes Inc.	<b>Weed Control</b> DEC Credits: 3A, 10, 25 = 1.00 ISA CEUs: 1 CNLP Credits: 1 <i>Innovative Weed Management Techniques In the Nursery and Landscape</i> Brian Eshenaur, Cornell University Extension, IPM Program	<b>Organics and Fertilization</b> DEC Credits: 3A, 10, 25 = 0.50 ISA CEUs: 1 CNLP Credits: 1 <b>Soil Biology As It Relates to Tree Nutrition</b> Rex Bastian, Ph.D., The Care of Trees	<b>Diseases [3:00 - 4:30 pm]</b> Limited to first 25 registrants. DEC Credits: 3A, 3B, 9, 10, 25 = 1.50 STMA CEUs: .15 CNLP Credits: 1.5 <b>Hands-On Identification of Common Turfgrass Pathogens</b> Karen Snover-Clift, Cornell University, Plant Disease Diagnostic Clinic

**THANK YOU TO OUR SPONSORS!**



## Friday, January 9, 2009 - Early Bird Sessions

### GOLF TURF/SPORTS TURF

LILAC BALLROOM NORTH

#### Grant Research Updates (7:00 - 8:00 am)

DEC Credits: 9 = 0.50; 3A, 3B, 10, 25 = 1.00 • STMA CEUs: .1 • CNLP Credits: 1

#### Late Season Fertility and Snow Mold

Frank Rossi, Ph.D., Cornell University

#### European Crane Fly Update

Daniel Peck, Ph.D., NYSAES, Cornell University

#### TracTurf Implementation

Jennifer Grant, Ph.D., Cornell University, IPM Program

#### NYSDEC Panel Discussion and Breakfast (6:30 - 8:00 am • \$15 fee)

DEC Credits: CORE = 1.50 • ISA CEUs: 1  
STMA CEUs: .15 • CNLP Credits: 1.5

#### Neighbor Notification, Lawn Care Contract Implementation and Fuel Tank Inspections

Edward Hambach, Michael Nierenberg and Tim Walsh, NYSDEC, Bureau of Pesticides Management

Get the personalized education you deserve. Come have breakfast with the New York State Department of Environmental Conservation. Get your questions answered by three of the area's NYSDEC representatives on Neighbor Notification, Lawn Care Contract Implementation and Fuel Tank Inspections. Please indicate on your registration form if you would like to attend this innovative educational panel discussion.

There is a \$15 fee for the required breakfast portion of this program.

## BREAK [8:00 - 8:15 am]

## Friday, January 9, 2009 - AM Education Sessions [8:15 - 10:15 am]

### GOLF TURF

LILAC BALLROOM NORTH

#### Bethpage Update

DEC Credits: 3A, 3B, 10 = 2.00

#### The Bethpage Project; What Happened? Where Are We? Where to Next?

Jennifer Grant, Ph.D., Cornell University, IPM Program and Frank Rossi, Ph.D., Cornell University

### SPORTS TURF

LILAC BALLROOM SOUTH

#### Round Table Discussions

(40 minutes at each table)

DEC Credits: 3A, 3B, 10 = 1.25

STMA CEUs: .15

CNLP Credits: 2

#### Preventive vs. Reactive Turfgrass Management

Steve LeGros, Turf & dirt Inc.

#### Athletic Field Planning and Construction to Maximize Plant Health and Reduce Pesticide Use

Robert Sanderson, Sodexo Campus Services at Nazareth College

#### Opportunities for Reduced Pesticide Use on Athletic Turf

Daniel Schied, University of Rochester

### ARBORICULTURE

HIGHLAND ROOMS DEFG

#### Tree Pruning

ISA CEUs: 2

CNLP Credits: 2

#### Interpreting the A-300 Pruning Standards, Writing Contracts In Accordance With the Standards and Proper Pruning

Rex Bastian, Ph.D., The Care of Trees

### AQUATICS

HIGHLAND ROOMS BCHJ

#### Pond Management

DEC Credits: 5A = 1.50

#### Earth Pond Aquatics and Weed Management Techniques

Jim Ochterski, Progressive Pond Consulting, Rebecca Schneider, Ph.D., Cornell University and Chuck O'Neill, New York State Sea Grant

## BREAK [10:15 - 10:30 am]

## Friday, January 9, 2009 - AM Education Session [10:30 am - 12:30 pm]

### GENERAL SESSION

LILAC BALLROOM NORTH

#### Regulatory Updates

DEC Credits: CORE = 2.00 • STMA CEUs: .2 • ISA CEUs: 2 • CNLP Credits: 2

#### NYSDEC Regulatory Update

Edward L. Hambach, New York State Department of Environmental Conservation

#### Pesticides and Protecting Your Health

Ronald Gardner, Cornell University, Pesticide Management Education Program

# Empire State Green Industry Show ATTENDEE REGISTRATION FORM

January 7-9, 2009 | Rochester Riverside Convention Center

Please type or  
print clearly.

Special Needs - please  
attach detailed request.

**3-Day Conference Pass** - entitles you entrance into Education Sessions on Wednesday, Thursday and Friday. This pass also includes entrance into the Trade Show and lunch on Thursday for \$160. (On-site cost is \$185.)

BEST BUY!

**\$160**

**1-Day Conference Pass** - entitles you entrance into Education Sessions on Wednesday, Thursday or Friday for \$125. The Wednesday and Thursday passes include entrance into the Trade Show. The Thursday pass also includes lunch. (On-site cost is \$150.)

**\$125**

**Trade Show Only Pass** - entitles you unlimited entry into the Trade Show on Wednesday and/or Thursday for \$40. Lunch is NOT included. Buy 3 Trade Show Only Passes, get one FREE! (On-site cost is \$45.)

**\$40**

Administrative Contact \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

Email \_\_\_\_\_

**PAYMENT INFORMATION**

Check # \_\_\_\_\_ (Please make checks payable to **New York State Turfgrass Association**.)

Charge by:  VISA  MasterCard  AMEX

Name \_\_\_\_\_ Signature \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address \_\_\_\_\_ CIN# \_\_\_\_\_

**ATTENDEES:** (Please make registration selection >>> ) Please specify email address if you would like a confirmation sent by December 17.

Name _____	Email _____
Name _____	Email _____
Name _____	Email _____
Name _____	Email _____
Name _____	Email _____
Name _____	Email _____

Return this completed form and payment by the pre-registration deadline Wednesday, December 17, 2008 to ESGIS via:

**phone**  
518-783-1229  
800-873-8873

**fax**  
518-783-1258

**mail**  
ESGIS, PO Box 612  
Latham, NY 12110

**web site**  
www.nysta.org

**Refund Policy:** Cancellations received prior to the conference will be assessed a \$20 cancellation fee. Refunds WILL NOT be issued for no-shows.

This form may be photocopied. For digital copies of this form and more information on the show go to the Empire State Green Industry Show web site at [www.nysta.org/greenshow2009/attendee/reg.html](http://www.nysta.org/greenshow2009/attendee/reg.html).

**NEW TRADE SHOW ADMITTANCE POLICY -**  
Sales/Manufacturing attendees are not allowed admittance to the trade show floor if they are not representing a paid booth.

- BUSINESS CATEGORY (Please check one):**
- |  |                                      |   |  |
|--|--------------------------------------|---|--|
| <input type="checkbox"/> Arborist          | <input type="checkbox"/> Association | <input type="checkbox"/> Cemetery         | <input type="checkbox"/> Extension           |
| <input type="checkbox"/> Equipment Manager | <input type="checkbox"/> Golf Course | <input type="checkbox"/> Greenhouse       | <input type="checkbox"/> Grounds Maintenance |
| <input type="checkbox"/> Lawn/Landscape    | <input type="checkbox"/> Nursery     | <input type="checkbox"/> Parks/Recreation | <input type="checkbox"/> Sales/Manufacturing |
| <input type="checkbox"/> Schools           | <input type="checkbox"/> Sod Farm    | <input type="checkbox"/> Sports Turf      | <input type="checkbox"/> Student             |
| <input type="checkbox"/> University        | <input type="checkbox"/> Other       |   |  |

Please check the associations you are a member of:		Total Payment	
<input type="checkbox"/> NYS Turfgrass Association	<input type="checkbox"/>	\$	
<input type="checkbox"/> NYS Arborists - ISA Chapter, Inc.	<input type="checkbox"/>	\$	
<input type="checkbox"/> NYS Nursery and Landscape Association	<input type="checkbox"/>	\$	
Round Table Choice #1:	<input type="checkbox"/>	\$	
Round Table Choice #2:	<input type="checkbox"/>	\$	
Wednesday Round Table Lunch - \$20	<input type="checkbox"/>	\$	
Friday Breakfast with NYSDEC - \$15	<input type="checkbox"/>	\$	
Full Time Student (with ID) - FREE	<input type="checkbox"/>	\$	
Full Time Educator/Extension (with ID) - no lunch - \$50	<input type="checkbox"/>	\$	
Trade Show Only - \$40 (Buy 3 get 1 free) (On-site fee is \$45)	<input type="checkbox"/>	\$	
1-Day Wednesday - \$125 (On-site fee is \$150)	<input type="checkbox"/>	\$	
1-Day Thursday - \$125 (On-site fee is \$150)	<input type="checkbox"/>	\$	
1-Day Friday - \$125 (On-site fee is \$150)	<input type="checkbox"/>	\$	
Thursday - Diagnostic Lab (1:00 - 2:30 pm) 25 person maximum	<input type="checkbox"/>	\$	
Thursday - Diagnostic Lab (3:00 - 4:30 pm) 25 person maximum	<input type="checkbox"/>	\$	

# DIRECTIONS AND MAP TO HOTELS AND CONVENTION CENTER

## LEGEND:

1. Rochester Riverside Convention Center  
123 East Main Street  
Rochester, NY 14604  
(585) 232-7200
2. Rochester Plaza Hotel  
70 State Street  
Rochester, NY 14614  
(585) 546-3450
3. Clarion Riverside Hotel  
120 East Main Street  
Rochester, NY 14604  
(585) 546-6400
4. Hyatt Regency Rochester  
125 East Main Street  
Rochester, NY 14604  
(585) 546-1234

## TO THE ROCHESTER RIVERSIDE CONVENTION CENTER:

From East: Thruway to Exit 45 (490 West). 490 West to Rochester. Follow signs to DOWNTOWN. Exit Clinton Avenue. Merge onto Clinton. 3 traffic lights to Broad Street. Left onto Broad. Go through 1 light. Make a right into parking garage. The Convention Center is connected to the garage. (Deliveries from East: Same directions until Clinton, at fifth traffic light turn left onto Mortimer and left onto St. Paul Street. After 1 traffic light, loading dock is on right.)

From West: Thruway to Exit 47 (490 East). 490 East to DOWNTOWN. Exit Inner Loop east (Exit 13), and take St. Paul Street exit. Turn right onto St. Paul. Go through 4 traffic lights, crossing over Main Street. Turn left onto Broad Street, make a u-turn at light and take first right into parking garage. The Convention Center is connected to the garage. (Deliveries from West: The loading dock is on the right, directly across from the parking garage.)

From Southern Tier: 390 North to Rochester. Follow signs to DOWNTOWN (390 North to 490 East). Exit Inner Loop east and St. Paul Street exit (Exit 13). Turn right on St. Paul Street. Go through 4 traffic lights, crossing over Main Street. Turn left onto Broad Street, make a u-turn at light and take first right into parking garage. The Convention Center is connected to the garage.

*Parking is available for attendees in the Rochester Riverside Convention Center garage for a maximum of \$6.75 per day. Additional information is available at [www.rcc.com](http://www.rcc.com).*



# 2009 EMPIRE STATE GREEN INDUSTRY SHOW HOTEL RESERVATION FORM

Tuesday, January 6 - Friday, January 9  
(Please return one form per room. Please print or type.)

*Thank you for choosing an ESGIS hotel*

First Guest: <input type="checkbox"/> Smoking <input type="checkbox"/> Nonsmoking	Second Guest (Same Room):
Name _____	Name _____
Address _____	Address _____
City _____ State _____ Zip _____	City _____ State _____ Zip _____
Phone _____ Fax _____	Phone _____ Fax _____
Email _____	Email _____
Arrival Date _____ Departure Date _____	Arrival Date _____ Departure Date _____
If you have additional special needs or requests, please inform the hotel.	

Check In Time: 3:00 pm (Rooms assigned earlier if available)  
Check Out Time: 12:00 Noon  
In order to guarantee a reservation, all requests must be received by the reservation deadline listed below for each individual hotel.  
All reservations received after the deadline will be accepted based on availability.

### METHOD OF PAYMENT:

In full  One night's deposit

Check # \_\_\_\_\_ (Please make check payable to the hotel where you will be staying.)

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

VISA  MasterCard  Discover  
 American Express  Diners Card  Voucher

Tax Exempt - According to New York State law, in order to use your organization's tax exempt form, the name on the tax exempt form must match the name on the organization's check or credit card. No personal checks, personal credit cards, or cash may be used in conjunction with a tax exempt form. Please plan accordingly.

FOR GUARANTEED RESERVATIONS: I understand that I am liable for one night's room and tax which will be deducted from my deposit or billed through my credit card in the case that I do not cancel before 5:00 pm on the day of arrival.

### SELECTING YOUR HOTEL:

Three hotels in Rochester have blocked rooms for the Empire State Green Industry Show. Each has a separate box below. To make hotel reservations, simply check the type of accommodations you require in the "hotel box" of your choice and return this form directly to them via the contact information that is provided in their box.

Be sure to call the property if you do not receive this form back within one week from the day it is faxed. When this form is returned to you, either a confirmation number will be provided on the line below, or the box indicating that they are "full" will be checked so you can contact another property.

If you need assistance, please call the Show Hotline at (800) 873-8873 or (518) 783-1229.

Confirmation Number (Hotel Use Only):

Hotel to fax directions with confirmation number.

### Hyatt Regency Rochester

125 East Main Street, Rochester, NY 14604  
Tel: (585) 546-1234 | Fax: (585) 546-6777

Daily Room Rates:  
Plus 14% tax, check one  
 \$105 Single (King)  
 \$105 Double (1 Bed)  
 \$105 Double (2 Beds)

Reservation Deadline:

Monday, December 22, 2008

Parking: \$6.75 per day maximum

Sorry, We Are Full

### Clarion Riverside Hotel

120 East Main Street, Rochester, NY 14604  
Tel: (888) 596-6400 | (585) 546-6400  
Fax: (585) 546-3908

Daily Room Rates:  
Plus 14% tax, check one  
 \$92 Single (King)  
 \$102 Double (1 Bed)  
 \$102 Double (2 Beds)

Reservation Deadline:

Monday, December 22, 2008

Parking: \$3.00 per day

Sorry, We Are Full

### Additional Accommodations

Rochester Plaza Hotel (former Crowne Plaza)  
70 State Street, Rochester, NY 14614  
Tel: (585) 546-3450 | Fax: (585) 546-8714

Daily Room Rates:  
Plus 14% tax, check one  
 \$101 Single (King)  
 \$101 Double (2 Queen Beds)

Reservation Deadline:

Monday, December 22, 2008

Parking: Complimentary