

**NEW YORK  
GREENGRASS ASSOCIATION**  
PO Box 612, Latham, New York 12110

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(518) 783-1258 Fax  
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**Comprehensive Professional Development Program  
Exclusively for the Green Industry**

**Recertification Credits Available for:  
NYSDEC, MA, PA, RI, VT, GCSAA, SIMA,  
PGMS, NYSPRS, ISA, STMA and CNLP**

EMPIRE STATE  
GREEN INDUSTRY SHOW

**Today's Challenges...  
Tomorrow's Opportunities.**

**January 12-14, 2010**  
**Rochester Riverside Convention Center**  
**Rochester, New York**

# WELCOME

Welcome to the **2010 Empire State Green Industry Show, Today's Challenges... Tomorrow's Opportunities**, which combines the conferences 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.

Many challenges face our industry today. In addition to coping with agronomic issues, green industry professionals must also confront economic difficulties and environmental concerns. However, savvy professionals know that the key to success is to transform these challenges into opportunities. The 2010 Empire State Green Industry Show is the place to do just that!

This show offers innovative education sessions presented by the most qualified experts in the industry, opportunities to buy from leading green industry businesses at our trade show, round table luncheon discussions, updates on New York State Department of Environmental Conservation regulations and the chance to mingle with like-minded individuals in all green industry fields.

Thank you for making the 2010 Empire State Green Industry Show part of your strategy to tackle these challenges by enhancing your education, furthering your career, and improving your business.

***We look forward to seeing you at the show!***

## KEY SPEAKERS



**George Hudler, Ph.D., Chair, Department of Plant Pathology and Plant-Microbe Biology and Director of the Northeast Plant Diagnostic Network**  
*Cornell University*



**Gregory Hoover, Ornamental Extension Entomologist**  
*Pennsylvania State University*

Dr. George Hudler and Gregory Hoover have teamed up again to bring you four definitive presentations on plant diseases and insect damage. Together, they will discuss damage to woody plants and foliage, twig blights and dieback, and the A to Z's of making an accurate diagnosis.



**Daniel Potter, Ph.D., Professor of Entomology**  
*University of Kentucky*

If you are in the business of maintaining high-quality turf, you won't want to miss Dr. Daniel Potter's sessions on insect control for golf course professionals and how to manage the top five insect pests affecting sports fields. Dr. Potter captivates audiences with his innovate style at scientific and green industry conferences throughout the world.



**Frank Rossi, Ph.D., Associate Professor of Turfgrass Science and New York Extension Turfgrass Specialist**  
*Cornell University*

Dr. Frank Rossi, an expert on turfgrass, will present seven educational discussions covering a variety of topics including soil management, the care of sports and golf turf, dollar spot, late season nitrogen fertilization, and reduced risk and organic disease management programs.



**Richard Weir, III, Horticultural Consultant/Educator**  
*Horticulture Solutions, Inc.*

Richard Weir, an expert on shrub pruning, will present a two part program that will dispel the myths about the proper time to prune, describe how a properly pruned shrub can remain in-scale with its surroundings and still look natural, and explain how overgrown shrubs can be renewed through a practice called rejuvenation. Don't miss Richard's pruning demonstration during the trade show!

## 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. Continuing education credits are offered by SIMA for Certified Snow Professionals. Certified Park & Recreation Professionals (CPRP) should contact the NYS Recreation and Park Society at (703) 858-4732 to request credit equivalency.

### NYSDEC Credit Procedures

To qualify for NYSDEC credits, please obtain a NYSDEC credit certificate at the registration desk or NYSDEC Booth. Present your certification license 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 three years. Continuing education credits must consist of at least 25% category-specific training for each category of certification.

### GCSAA Education Points

The program has been approved for education points. The following points are available: Tuesday, January 12 - .65; Wednesday, January 13 - .85; and Thursday, January 14 - .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 competition to test students' turfgrass knowledge. Pre-register individuals and teams with David Chinery at (518) 272-4210 by Friday, December 18.

### NYSNLA Annual Dinner and Auction

To pre-register or for more information on the Annual Membership Reception and Nurserymen's Foundation Auction on Wednesday, January 13, 2010, at the Radisson Hotel Rochester Riverside, contact Kim Tiberia at (518) 694-4430.

### ISA Exam

The ISA Exam will be held on Tuesday, January 12 from 1:00 - 5:00 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>.

### Job Board

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

### Special Needs

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

# LIVE ON THE TRADE SHOW FLOOR

## DEMONSTRATIONS

Tuesday,  
January 12, 2010

4:30 - 5:00 pm  
**Logo Painting and  
Striping**

Wednesday,  
January 13, 2010

9:45 - 10:15 am  
**Tree Identification  
and Landscape Value**

3:00 - 3:30 pm  
**Shrub Pruning**

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.

## 2009 ESGIS EXHIBITORS

ATC	Finger Lakes Community College	Paul Smith's College
Aerial Lift, Inc. of Connecticut	The Flanders Group	Phoenix Environmental Care
Agrium Advanced Technologies	Franke's Nursery LLC	Pinelands Nursery
Air-Spade (A division of Guardair Corporation)	Grassland Equipment & Irrigation Corporation, Inc.	Preferred Seed Company, Inc.
Alfred University	Greenleaf Supply	Professional Turf Services, Inc.
Altec Industries	Gregson-Clark Spraying Equipment	Rain Bird Services Corp.
Andersons Golf Products	Helena Chemical Company	Rainbow Treecare Scientific
Andre & Son, Inc.	Horticultural Associates of Rochester, Inc.	The Robert Baker Companies/ Medford Nursery
Aquatrols Corporation of America	Hutcheson Sand & Mixes	S.V. Moffett Company, Inc.
Arbor Care, Inc.	JRM Products	SUNY Cobleskill
Atlantic Irrigation Specialties, Inc.	John Deere Landscapes	SUNY Delhi
Atlas Hardscapes	Lakeland Equipment	Saratoga Sod Farm, Inc.
Ballard Sports	Lakeside Sod Supply Company, Inc.	Satch Sales, Inc.
Batavia Turf, LLC	LEAD New York Program	Sensenig's Landscape Supply
Bayer Environmental Science	Lebanon Turf Products	Signlanguage, Inc.
Beck's Garden Supplies, LLC	Liquid Fence Company, Inc.	Sky High Turf Farms
Belgard Hardscapes	Mar-Co Clay Products, Inc.	Snow & Ice Management Association, Inc.
Blue Ridge Peat Farms, Inc.	Matrix Turf Solutions, LLC	Speed Roller
Bobcat of the Finger Lakes	McConnellsville Sands & Material, Inc.	Standard Golf Company
Cambridge Paving Stones with Armortec	Millstone Golf & Turf Products, Inc.	Syngenta Professional Products
Castle Products	Nelson Tree Service, Inc.	Techo-Bloc
Cazenovia Equipment Company, Inc.	New York Farm Viability Institute, Inc.	Turf Magazine/ Moose River Publishing
Coldwater Pond Nursery	New York State Department of Agriculture and Markets	Turflite, Inc.
Compostwerks, LLC	New York State Department of Environmental Conservation	Unilock, Inc.
Cornell Pesticide Management Education Program	New York State Department of Environmental Conservation, Division of Lands and Forests	Urban Forestry, LLC
Cornell Plant Disease Diagnostic Clinic	New York State Flower Industries	Value Turf LLC
Cornell University, NYS IPM Program	Northern Nurseries, Inc.	Weaver Golf & Turf Solutions
Elam Sand & Gravel Corporation	Ontrac Equipment Corporation	WeCare Organics, LLC
Faery's Golf & Landscape, Inc.	The Page Seed Company	WinField Solutions, LLC
Farm Family Casualty Insurance Company		Wolbert & Master, Inc.

### NYS DEC Credit Codes

- 2 Forest Pest Control
- 3A Ornamentals, Shade Trees and Turf
- 3B Turf
- 5A Aquatic Vegetation Control
- 6A Rights-of-Way Vegetation Control
- 9 Regulatory Pest Control
- 10 Demonstration and Research Pest Control
- 25 Nursery, Ornamentals and Turf
- 41 Aquatic Pest Control

### GCSAA Education Points

Tuesday, January 12	.65
Wednesday, January 13	.85
Thursday, January 14	.50

**2010 Special - Buy 3 Trade  
Show Only Passes and get the  
4th Pass FREE!**

# 2010 ESGIS SCHEDULE

## Monday, January 11, 2010

- 8:00 am - 5:00 pm NYSA Board of Director's Meeting,  
*Hyatt Regency Hotel, Wilmorite Room*
- 3:00 - 5:00 pm Registration Desk Open for Exhibitors

## Tuesday, January 12, 2010

- 6:30 - 8:30 am Coffee compliments of VisitRochester, *Galleria*
- 7:00 am - 4:30 pm Registration Desk Open
- 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,  
*Radisson Hotel Rochester Riverside*
- 1:30 - 2:30 pm EDUCATION SESSIONS
- 1:00 - 5:00 pm ISA Exam, *Cascades*

## 2:30 - 6:00 pm TRADE SHOW RECEPTION

- 2:45 - 4:15 pm EDUCATION SESSIONS
- 4:30 - 5:00 pm *Logo Painting and Striping Demonstration - Trade Show*
- 7:00 pm NYSTA Board of Directors and New York Turfgrass  
Foundation Dinner (by invitation), *Hyatt Regency Hotel*

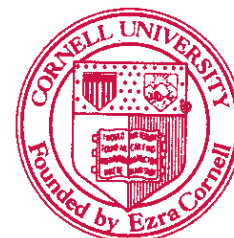
## Wednesday, January 13, 2010

- 6:00 am - 5:00 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 AK*
- 9:45 - 10:15 am *Tree Identification & Landscape Value 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 AK*
- 3:00 - 3:30 pm *Shrub Pruning Demonstration - Trade Show*
- 3:30 - 4:30 pm EDUCATION SESSIONS
- 5:00 - 8:00 pm EDUCATION SESSION
- 6:00 pm NYSNLA Membership Reception and Nurserymen's  
Foundation Auction, *Radisson Hotel Rochester Riverside*

## Thursday, January 14, 2010

- 6:00 am - 1:00 pm Registration Desk Open
- 7:00 - 8:00 am EARLY BIRD EDUCATION SESSION
- 8:15 - 10:15 am EDUCATION SESSIONS
- 9:00 am - 3:00 pm NYSNLA Board of Director's Meeting and  
Leadership Forum, *Radisson Hotel Rochester Riverside*
- 10:30 am - 12:30 pm EDUCATION SESSION

## Program Supported by:



## Tuesday, January 12, 2010 - AM Education Sessions [8:00 - 10:00 am]

GOLF TURF		SPORTS TURF		ARBORICULTURE/NURSERY/LANDSCAPE	
LILAC BALLROOM NORTH		HIGHLAND ROOMS AK		LILAC BALLROOM SOUTH	
<b>Insects</b> <i>DEC Credits: 3a, 3b, 10 = 2.00 each</i> <i>CNLP Credits: 2</i>		<b>Dormant Seeding and Soil Management</b> <i>DEC Credits: 3a, 3b, 10 = 1.50 each</i> <i>STMA CEUs: .2</i> <i>CNLP Credits: 2</i>		<b>Insect and Disease Update – Part 1</b> <i>DEC Credits: 2, 3a, 9, 10, 25 = 2.00 each</i> <i>ISA CEUs: 2.00</i> <i>CNLP Credits: 2</i>	
<b>Cutting Edge Insect Control for Golf Course Professionals</b> Daniel Potter, Ph.D., University of Kentucky		<b>Managing Soil Fertility to Reduce Pest Problems</b> Frank Rossi, Ph.D., Cornell University		<b>Insect and Disease Update</b> George Hudler, Ph.D., Cornell University and Gregory Hoover, Pennsylvania State University	
<b>Dormant Seeding on Sports Fields</b> Joseph Potrikus, CSFM, Greener World Landscape Maintenance, LLC					

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

## Tuesday, January 12, 2010 - AM Education Sessions [10:15 am - 12:00 noon]

GOLF TURF		SPORTS TURF		ARBORICULTURE/NURSERY/LANDSCAPE		ARBORICULTURE	
LILAC BALLROOM NORTH		HIGHLAND ROOMS AK		LILAC BALLROOM SOUTH		HIGHLAND ROOMS DG	
<b>Dollar Spot Management</b> <i>DEC Credits: 3a, 3b, 10, 25 = 1.75 each</i> <i>CNLP Credits: 1.75</i>		<b>Insects</b> <i>DEC Credits: 3a, 3b, 10, 25 = 1.75 each</i> <i>STMA CEUs: .175</i> <i>CNLP Credits: 1.75</i>		<b>Insect and Disease Update – Part 2</b> <i>DEC Credits: 2, 3a, 9, 10, 25 = 1.75 each</i> <i>ISA CEUs: 1.75</i> <i>CNLP Credits: 1.75</i>		<b>Utility</b> <i>DEC Credits: 6a = 1.50</i> <i>ISA CEUs: 1.75</i> <i>CNLP Credits: 1.75</i>	
<b>Dollar Spot Biology and Ecology</b> Alex Ellram, Ph.D., SUNY Cobleskill		<b>Top 5 Insect Pests of Sports Fields and How to Manage Them</b> Daniel Potter, Ph.D., University of Kentucky		<b>Insect and Disease Update</b> George Hudler, Ph.D., Cornell University and Gregory Hoover, Pennsylvania State University		<b>Sustainability as a Guiding Principle for Vegetation Management of Rights-of-Way</b> Christopher Nowak, Ph.D., State University of New York College of Environmental Science and Forestry	
<b>Cultural and Reduced Risk Management of Dollar Spot</b> Frank Rossi, Ph.D., Cornell University							

## LUNCH [12:00 noon - 1:30 pm]

Lunch on your own.

## ROUND TABLE DISCUSSIONS (with lunch served)

RADISSON RIVERSIDE HOTEL

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

*DEC Credits: Round Table Discussions: 1 (3a, 10, 25 = 1.00 each), 2 (3a, 3b, 10, 25 = 1.00 each), 4 (3a, 3b, 10 = 1.00 each), 5 (3a, 3b, 10 = 0.50 each), 6 (3a, 3b, 10 = 0.50 each), 9 (3a, 10, 25 = 1.00 each), 10 (3a, 3b, 10, 25 = 1.00 each), 11 (6a = 1.00), 12 (2, 3a, 6a, 9, 10, 25 = 1.00 each), 13 (2, 3a, 6a, 9, 10, 25 = 1.00 each)*  
*CNLP Credits: 1 (All Round Table Discussions) • STMA CEUs: .1 (Round Table Discussions: 1, 2, 3, 5, 6, 8, 9, 10, 11, 12) • ISA CEUs: .5 (Round Table Discussions: 9, 11, 12, 13)*

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 the discussion you would like to participate in and indicate the corresponding number below on the registration form. Please indicate an alternative discussion in case your initial selection is no longer available as they 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.

- Weed Control Ideas in the Landscape and Nursery: Strategies for Reducing Herbicide Treatments,** Brian Eshenaur, Cornell University Extension, NYS IPM Program
- Turfgrass Disease Management,** Alex Ellram, Ph.D., SUNY Cobleskill
- Winter Injury,** James Skorulski, USGA Green Section
- Customer Professionalism and How to Improve Your Bottom Line**  
Thomas Mitchell, Mitchell Landscaping, Inc.
- Spraying Trees: The Right Equipment, The Best Techniques**  
Brian Sayers, The Tree Doctor
- “IPM”, “Organic”, “Sustainable”: Buzzwords or Reality for Turfgrass Management?,** Ben McGraw, Ph.D., SUNY Delhi

4. **Reduced-risk Golf Course Management**, Jennifer Grant, Ph.D., NYS IPM Program
5. **Athletic Field Planning and Construction to Maximize Plant Health and Reduce Pesticide Use**, Robert Sanderson, Sodexo Campus Services at Nazareth College
6. **Overseeding Sports Fields, Rough Diamonds to Shining Gems** Walt Nelson, Cornell Cooperative Extension of Monroe County
7. **Ideas to Retain Employees** Stephanie Mallozzi, Cornell Cooperative Extension of Dutchess County
11. **Sustainability as a Guiding Principle for Vegetation Management of Rights-of-Way**, Christopher Nowak, Ph.D., State University of New York College of Environmental Science and Forestry
12. **Emerald Ash Borer Update**, Kennoth Carnes, New York State Department of Agriculture & Markets
13. **Invasive Exotics, The Firewood Connection - NYS Firewood Regulations** John Gibbs, New York State Department of Environmental Conservation, Region 8

**Tuesday, January 12, 2010 - PM Education Sessions [1:30 - 2:30 pm]**

<b>GOLF TURF</b>	<b>SPORTS TURF</b>	<b>ARBORICULTURE NURSERY/LANDSCAPE</b>	<b>ARBORICULTURE</b>
LILAC BALLROOM NORTH	HIGHLAND ROOMS AK	LILAC BALLROOM SOUTH	HIGHLAND ROOMS DG
<b>Winter Injury</b> <i>CNLP Credits: 1</i>  <b>Managing Winter Injury on Annual Bluegrass Turf</b> James Ross, Prairie Turfgrass Research Centre	<b>IPM</b> <i>DEC Credits: 3a, 3b, 10 = 1.00 each</i> <i>STMA CEUs: .1</i> <i>CNLP Credits: 1</i>  <b>IPM Elements for Sports Turf</b> Jennifer Grant, Ph.D., Cornell University, NYS IPM Program and Walt Nelson, Cornell Cooperative Extension of Monroe County	<b>Insect and Disease Update – Part 3</b> <i>DEC Credits: 2, 3a, 9, 10, 25 = 1.00 each</i> <i>ISA CEUs: 1.00</i> <i>CNLP Credits: 1</i>  <b>Insect and Disease Update</b> George Hudler, Ph.D., Cornell University and Gregory Hoover, Pennsylvania State University	<b>Utility</b> <i>DEC Credits: 6a = 1.00</i> <i>ISA CEUs: 1.00</i> <i>CNLP Credits: 1</i>  <b>Promoting Ground Cover Species That Resist Tree Invasion of Rights-of-Way</b> Timothy Chick, Paul Smith's College

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

**Tuesday, January 12, 2010 - PM Education Sessions [2:45 - 4:15 pm]**

<b>GOLF TURF</b>	<b>SPORTS TURF</b>	<b>ARBORICULTURE/NURSERY/LANDSCAPE</b>
LILAC BALLROOM NORTH	HIGHLAND ROOMS AK	LILAC BALLROOM SOUTH
<b>Winter Protection</b> <i>CNLP Credits: 1.5</i>  <b>Winter Protection Options</b> James Ross, Prairie Turfgrass Research Centre and James Skorulski, United States Golf Association	<b>Environmental Turf Craft</b> <i>DEC Credits: 3a, 3b, 10, 25 = 1.50 each</i> <i>STMA CEUs: .15</i> <i>CNLP Credits: 1.5</i>  <b>Environmental Turf Craft</b> Frank Rossi, Ph.D., Cornell University	<b>Insect and Disease Update – Part 4</b> <i>DEC Credits: 2, 3a, 9, 10, 25 = 1.50 each</i> <i>ISA CEUs: 1.50</i> <i>CNLP Credits: 1.5</i>  <b>Insect and Disease Update</b> George Hudler, Ph.D., Cornell University and Gregory Hoover, Pennsylvania State University

**TRADE SHOW RECEPTION**

**[2:30 - 6:00 pm]**

*- Sponsored by Grassland Equipment and Irrigation Corporation, Inc.*



## Wednesday, January 13, 2010 - Early Bird Sessions

### TURFGRASS (6:30 - 8:00 am)

LILAC BALLROOM SOUTH

#### Cornell Research Updates

DEC Credits: 3a, 3b, 10, 25 = 1.25 each • STMA CEUs: .15 • CNLP Credits: 1.5

#### Reduced Risk and Organic Disease Management Programs

Frank Rossi, Ph.D., Cornell University

#### The Effect of K Fertility on Over-wintering Annual Bluegrass

Dave Moody, Cornell University

#### Developing the Elements of IPM Programs

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

#### Soil Nutrient Analysis; What the Cornell University Research Says

Marty Petrovic, Ph.D., Cornell University

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

## Wednesday, January 13, 2010 - AM Education Sessions [8:15 - 9:15 am]

### GOLF TURF/ SPORTS TURF/LAWN CARE

LILAC BALLROOM NORTH

#### Soil Testing

DEC Credits: 3a, 3b, 10, 25 = 0.50  
STMA CEUs: .1  
CNLP Credits: 1

#### Basics of Soil Testing

Marty Petrovic, Ph.D., Cornell University

### ARBORICULTURE

LILAC BALLROOM SOUTH

#### Arborist Safety

ISA CEUs: 1.00  
CNLP Credits: 1

#### Arborist Safety: What Happened in 2009

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

### NURSERY/LANDSCAPE

HIGHLAND ROOMS BCHJ

#### Trees and Ornamentals

ISA CEUs: 1.00  
CNLP Credits: 1

#### Understanding Trees from the Ground Down

Taryn Bauerle, Ph.D., Cornell University

### LAWN CARE

HIGHLAND ROOMS AK

#### IPM

DEC Credits: 3a, 3b, 10, 25 = 1.00 each  
CNLP Credits: 1

#### IPM Elements for Lawns

Jennifer Grant, Ph.D., Cornell University,  
NYS IPM Program and Wait Nelson,  
Cornell Cooperative Extension of  
Monroe County

### DIAGNOSTIC LAB

HIGHLAND ROOMS EF

#### Insects

[8:15 - 9:45 am]  
Limited to first 30 registrants.  
DEC Credits: 3a, 3b, 10, 25 = 1.50 each  
STMA CEUs: .15  
CNLP Credits: 1

#### Insect Diagnostic Workshop: Expand Your Opportunities to Resolve Insect Pest Issues in Turf

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

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

### TREE IDENTIFICATION AND LANDSCAPE VALUE DEMONSTRATION [9:45 - 10:15 am] Birgitta Brophy, RLA and Kathy Gillooley, SUNY Delhi

CNLP Credits: .5 • DEC Credits: 3a, 6a, 10, 25 = 0.50 each

## Wednesday, January 13, 2010 - AM Education Sessions [11:00 am - 12:00 noon]

### GOLF TURF/ SPORTS TURF/LAWN CARE

LILAC BALLROOM NORTH

#### Soil Fertility

DEC Credits: 3a, 3b, 10, 25 = 0.50 each  
STMA CEUs: .1  
CNLP Credits: 1

#### Using Soil Tests to Develop a Fertility Program for your Soil-based Surfaces

Marty Petrovic, Ph.D., Cornell University

### ARBORICULTURE

LILAC BALLROOM SOUTH

#### Pruning

ISA CEUs: 1.00  
CNLP Credits: 1

#### Small Tree and Shrub Pruning – Small Doesn't Mean Small Profits!

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

### NURSERY/LANDSCAPE

HIGHLAND ROOMS BCHJ

#### Trees and Ornamentals

DEC Credits: 3a, 10, 25 = 0.50 each  
ISA CEUs: 1.00  
CNLP Credits: 1

#### The Best Woody Plants for Upstate New York

Vincent Simone, Planting Fields Arboretum State Historic Park

### SNOW & ICE MANAGEMENT

HIGHLAND ROOMS DG

#### Ice Control

CNLP Credits: 1

#### Introduction to Liquids: Deicing and Anti-icing

John Parker, CSP, Taconic Maintenance / Magic Salt

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

## Wednesday, January 13, 2010 - PM Education Sessions [1:00 - 2:30 pm]

<b>GOLF TURF</b> LILAC BALLROOM NORTH	<b>SPORTS TURF</b> HIGHLAND ROOMS AK	<b>ARBORICULTURE</b> LILAC BALLROOM SOUTH	<b>NURSERY/LANDSCAPE</b> HIGHLAND ROOMS BCHJ	<b>SNOW &amp; ICE MANAGEMENT</b> HIGHLAND ROOMS DG
<b>Fertility</b> <i>DEC Credits: 3a, 3b, 10 = 0.50 each</i> <i>CNLP Credits: 1.5</i>	<b>Soil Management</b> <i>DEC Credits: 3a, 3b, 10, 25 = 1.00 each</i> <i>STMA CEUs: .15</i> <i>CNLP Credits: 1.5</i>	<b>Business</b> <i>ISA CEUs: 1.50</i> <i>CNLP Credits: 1.5</i>	<b>Shrub Pruning</b> <i>DEC Credits: 3a, 10, 25 = 0.50 each</i> <i>ISA CEUs: 1.50</i> <i>CNLP Credits: 1.5</i>	<b>Snow Operations</b> <i>CNLP Credits: 1.5</i>
<b>Progressive Approach to Golf Turf Fertility</b> Frank Rossi, Ph.D., Cornell University	<b>Nutrient Management and Water Quality</b> Mark Slavens, Cornell University	<b>Successful Business Strategies</b> John Ball, Ph.D., South Dakota State University	<b>Shrub Pruning, Part 1</b> Richard Weir, III, Horticulture Solutions, Inc.	<b>Using Containment Plows to Improve Productivity and Operations</b> Mike Holihan, Pro-Tech Manufacturing and Distribution

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

**SHRUB PRUNING DEMONSTRATION [3:00 - 3:30 pm]** Richard Weir, III, Horticulture Solutions, Inc. • *CNLP Credits: .5* • *DEC Credits: 3a, 10, 25 = 0.25 each*

## Wednesday, January 13, 2010 - PM Education Sessions [3:30 - 4:30 pm]

<b>GOLF TURF</b> LILAC BALLROOM NORTH	<b>SPORTS TURF</b> HIGHLAND ROOMS AK	<b>ARBORICULTURE</b> LILAC BALLROOM SOUTH	<b>NURSERY/LANDSCAPE</b> HIGHLAND ROOMS BCHJ	<b>DIAGNOSTIC LAB</b> HIGHLAND ROOMS EF
<b>US Open Preparation</b> <i>CNLP Credits: 1</i>	<b>Cultural Practices</b> <i>DEC Credits: 3a, 3b, 10 = 1.00 each</i> <i>STMA CEUs: .1</i> <i>CNLP Credits: 1</i>	<b>Safety</b> <i>ISA CEUs: 1.00</i> <i>CNLP Credits: 1</i>	<b>Shrub Pruning</b> <i>DEC Credits: 3a, 10, 25 = 0.25 each</i> <i>ISA CEUs: 1.00</i> <i>CNLP Credits: 1</i>	<b>Insects</b> [3:00 - 4:30 pm] <i>Limited to first 30 registrants.</i> <i>DEC Credits: 3a, 3b, 10, 25 = 1.50 each</i> <i>STMA CEUs: .15</i> <i>CNLP Credits: 1</i>
<b>What Can be Learned from a US Open Preparation</b> David Oatis, United States Golf Association and Craig Currier, Bethpage State Park	<b>Cultural Practices for Maximizing Turf Health and Minimizing Pesticide Dependence</b> Alan Dungey, Great Lakes Athletic Fields, Inc.	<b>Tree Risk</b> John Ball, Ph.D., South Dakota State University	<b>Shrub Pruning, Part 2</b> Richard Weir, III, Horticulture Solutions, Inc.	<b>Insect Diagnostic Workshop: Expand Your Opportunities to Resolve Insect Pest Issues in Turf</b> Daniel Peck, Ph.D., NYSAES, Cornell University

## Wednesday, January 13, 2010 - PM Education Sessions [5:00 - 8:00 pm]

<b>GENERAL SESSION</b> LILAC BALLROOM NORTH	
<b>Pesticide CSI</b> <i>DEC Credits: CORE = 0.75; 25 = 1.50; 3a, 3b, 10 = 2.25 each</i> <i>ISA CEUs: 1.00</i> <i>STMA CEUs: .3</i> <i>CNLP Credits: 3</i>	
<b>Environmentally Compatible Pesticide Selection and Use</b> Frank Rossi, Ph.D., Cornell University and Jennifer Grant, Ph.D., Cornell University, NYS IPM Program	
<b>Highlights from the 2009 Monroe County Lawn Care Initiative</b> Edward Hanbach, New York State Department of Environmental Conservation	
<b>Pesticides and Protecting Your Health</b> Ronald Gardner, Pesticide Management Education Program at Cornell University	

Thursday, January 14, 2010 - Early Bird Sessions [7:00 - 8:00 am]

**TURFGRASS**

LILAC BALLROOM NORTH

**Grant Research Updates**

*DEC Credits: 3a, 3b, 10, 25 = 1.00 each • STMA CEUs: .1 • CNLP Credits: 1*

**Late Season Nitrogen Fertilization**

Frank Rossi, Ph.D., Cornell University

**European Crane Fly Update**

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

**Benefits of Turf: Reasons Why Pesticides and Fertilizers Applied to Turf are Not Just for Cosmetic Reasons**

Marty Petrovic, Ph.D., Cornell University

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

Thursday, January 14, 2010 - AM Education Sessions [8:15 - 10:15 am]

**GOLF TURF**

LILAC BALLROOM NORTH

**Weeds and Invasive Plants**

*DEC Credits: 3a, 3b, 10 = 2.00 each*

*STMA CEUs: .2*

*CNLP Credits: 2*

**Managing Weeds and Invasive Plants in Naturalized and High Grass Areas on a Golf Course**

Randy Prostak, University of Massachusetts Extension

**ARBORICULTURE**

HIGHLAND ROOMS AK

**Storm Restoration and Tree Decay**

*DEC Credits: 3a = 0.50*

*ISA CEUs: 2.00*

*CNLP Credits: 2*

**Storm Restoration and Tree Decay**

Christopher Luley, Ph.D., Urban Forestry LLC

**AQUATICS**

HIGHLAND ROOMS DG

**Pond Management**

*DEC Credits: 5a, 4I = 2.00 each*

*CNLP Credits: 2*

**Pond Weed Management**

Rebecca Schneider, Ph.D., Cornell University

**Pond Weed Primer – Identification, Control and Seasonal Tips for Reducing Problems**

Jim Ochterski, Progressive Pond Consulting

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

Thursday, January 14, 2010 - 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: 2.00 • CNLP Credits: 2*

**Regulatory Update and Pesticide Protection**

Edward Hanbach, New York State Department of Environmental Conservation and Ronald Gardner, Pesticide Management Education Program at Cornell University



**THANK YOU TO OUR SPONSORS!**



# 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. Radisson Hotel Rochester Riverside  
*(formerly the 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
5. Frontier Field - trailer parking  
333 N. Plymouth Avenue  
Rochester, NY 14608

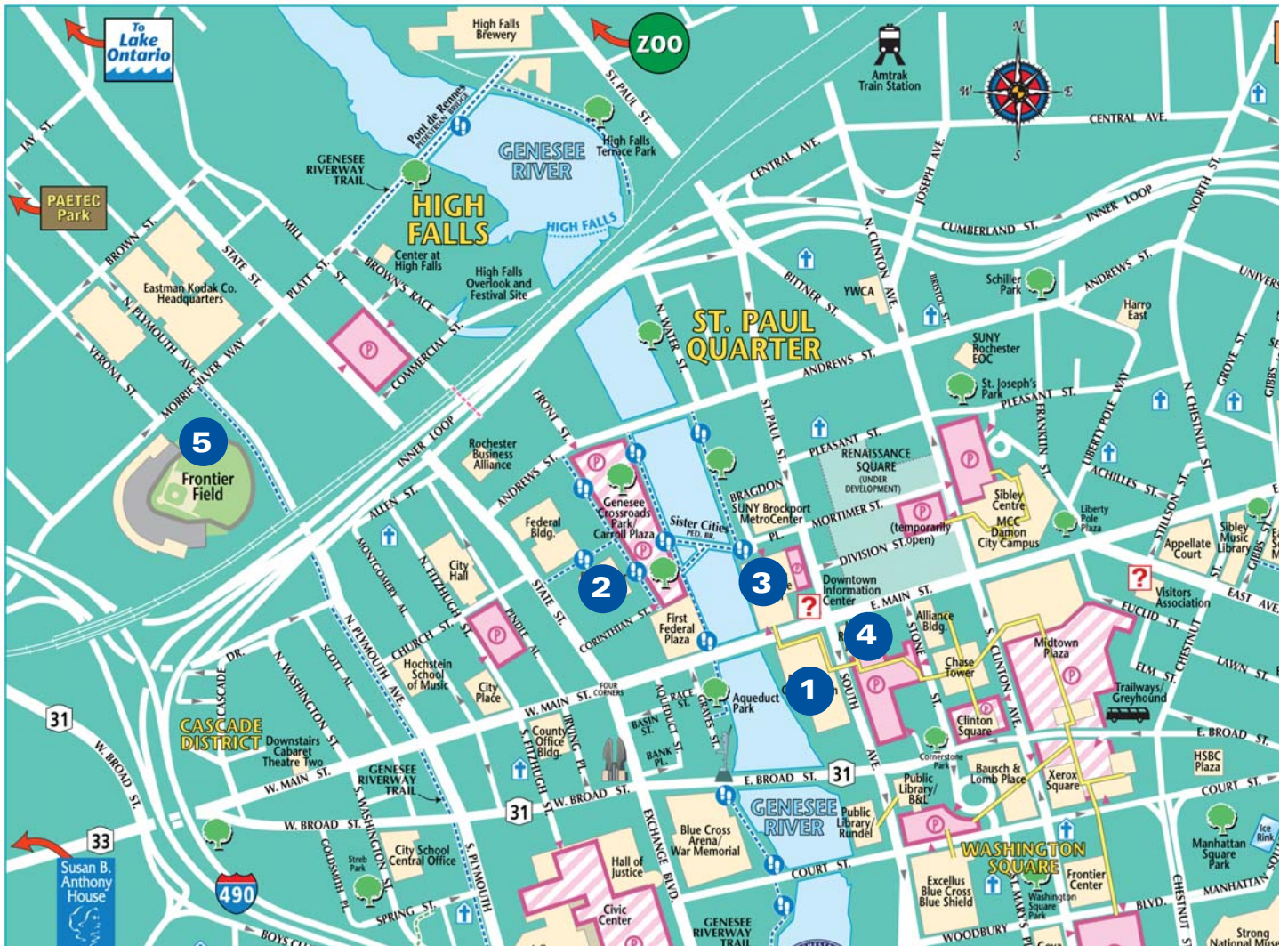
## TO THE ROCHESTER RIVERSIDE CONVENTION CENTER:

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.rccc.com](http://www.rccc.com).*



# 2010 EMPIRE STATE GREEN INDUSTRY SHOW HOTEL RESERVATION FORM

Monday, January 11 - Thursday, January 14  
(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 If you have additional special needs or requests, please inform the hotel.	Arrival Date Departure Date

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 4:00 pm on the day of arrival.

## SELECTING YOUR HOTEL:

Two hotels in Rochester have blocked rooms for the Empire State Green Industry Show. To make hotel reservations, simply return this form directly to the hotel of your choice. The contact information is provided in the boxes below.

Be sure to contact the hotel if you do not receive this form back within one week from the day it is faxed. When this form is returned to you, a confirmation number will be provided in the box below.

If you need assistance, please call the Show office 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

- \$107 Single (King)
- \$107 Double (1 Bed)
- \$107 Double (2 Beds)

Reservation Deadline: Monday, December 28, 2009

Parking: \$4.00 per day maximum

## Radisson Hotel Rochester Riverside

(formerly the 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 28, 2009

Parking: \$3.00 per day

**The hotels are connected to the Rochester Riverside Convention Center via the Skyway.**

