

# 2012 WINTER LAWN CARE CONFERENCE

PRESENTED BY :



massachusetts association  
of lawn care professionals

IN PARTNERSHIP WITH :

UMass  
Extension  
CENTER FOR AGRICULTURE

WEDNESDAY, JANUARY 18, 2012

(SNOW DATE : THURSDAY, JANUARY 19)



366 Main St. (Rt. 20) Sturbridge, Massachusetts  
sturbridgehosthotel.com



A great opportunity for everyone in the Lawn Care Industry.

Take advantage of the less hectic off season to attend timely business and technical seminars, network with fellow professionals and visit with a host of exhibitors offering a range of products and services.

Lawn Care Professionals, Sports Turf Managers, Landscapers, Municipal and Institutional Groundskeepers, Green Industry business owners and managers are all invited.

## Conference Highlights :

- An event held exclusively for professionals in *Lawn Care* and other related *Green Industry* businesses, located in a spacious, convenient venue.
- A *Business Seminar*, for owners, managers and others featuring timely business information and hospitality suite luncheon - 2 Pesticide Credits have been requested for all New England States.
- Popular *Technical Seminar*, with talks on agronomics and other pertinent topics, with 5 *Pesticide Credits* available for all New England states.
- Optional on-site *Lunch Buffet* available for *Technical Seminar* participants (*Pre-Registration Required*).
- *Vendor Exhibition Area* featuring a variety of products and services.
- Post-Conference *Trade Show Reception* with cash bar, and a free *Trade Show Raffle* with great door prizes.



## MARQUEE SPONSORS



## PLATINUM SPONSOR



## GOLD SPONSOR



# 2012 W L C C CONFERENCE AGENDA

## **BUSINESS SEMINAR :**

- 7:30 - 8:00 Registration / Continental Breakfast
- 8:00 Welcome / Opening Remarks
- Talk #1 Communicating Effectively About Pesticide Safety & Usage - Mr. Tim Maniscalco, Manager of State Affairs, R I S E
- Talk #2 Internet Marketing Explained - Creating Your Internet Marketing Plan for 2012 - Mr. Paul Vecchione, Yellowbook .com
- BREAK** Coffee Station, Vendor Exhibition Room
- Talk #3 Pesticide Regulations Update for Owners and Managers - Ms. Taryn LaScola, MA Department of Agricultural Resources
- LUNCH** Business Hospitality Suite (Adjacent to Conference Room) **VISIT WITH VENDORS** - Elite Vendor Room
- Talk #4 The Value of Soil Testing In Turf Management - Dr. John Spargo , UMASS Soil & Plant Tissue Testing Lab
- Talk #5 Explaining the EPA's Pesticides General Permit (PGP) - Mr. George Papadopoulos, US Environmental Protection Agency
- 3:00 Awarding of Pesticide Re-certification Credits 2 CONTACT HOURS **have been requested** for CATEGORY 37 (TURF) AND 00 (LICENSED APPLICATOR), NEW ENGLAND STATES **ONLY**
- 3:00 - 4:00 **TRADE SHOW RECEPTION** - Vendor Exhibition Room ( Cash Bar, Raffle Drawing for Door Prizes )
- 4:00 Adjourn Until 2013

## **TECHNICAL SEMINAR :**

- 7:30 - 8:15 Registration / Continental Breakfast
- 8:15 Welcome / Opening Remarks
- Talk #1 Managing Soil pH: Selecting and Using Liming Materials Effectively - Dr. John Spargo , UMASS Soil & Plant Tissue Testing Lab
- BREAK** Coffee Station, Elite Vendor Room
- Talk #2 Understanding & Learning From Herbicide Failures - Mr. Randall Prostak, UMASS Extension
- Talk #3 Turf Damaging Insects: Sensible and Economical Use of Management Materials - Dr. Steve Alm, URI
- LUNCH** On your own, or **On-Site Buffet** (Pre-Registration Required), - **VISIT VENDOR EXHIBITION AREA**
- Talk #4 Meeting the Challenges of Pesticide Restrictions on School Grounds - Victoria Wallace, UConn Cooperative Extension
- Talk #5 MA Pesticide Regulations Update - Ms. Taryn LaScola, MA Department of Agricultural Resources
- Talk #6 What You Need to Know About Handling Pesticides - Ms. Taryn LaScola, MA Department of Agricultural Resources
- 3:15 **Awarding of Pesticide and Professional Certification Credits** - Pesticide recertification credits have been approved for all New England States. Attendees may choose the following : **EITHER** 5 contact hours for category **37** (TURF) or **00** (LICENSED APPLICATOR) -**OR-** 3 contact hours in category **37** plus 2 in category **36** (SHADE TREE & ORNAMENTAL). CEUs have been requested for the following professional certifications: CSFM, MCH, MCLP. See [www.umassturf.org](http://www.umassturf.org) for details.
- 3:15 - 4:00 **TRADE SHOW RECEPTION** - Vendor Exhibition Room ( Cash Bar, Raffle Drawing for Door Prizes )
- 4:00 Adjourn Until 2013

## **REGISTRATION INFORMATION - (Pre-Registration Deadline is January 14, 2012)**

- BUSINESS SEMINAR - **\$ 130** per person - Includes hosted luncheon in the Hospitality Suite and Trade Show Reception
- TECHNICAL SEMINAR - Cost is **\$90** each for first 2 attendees, **\$80** for each additional attendee from same facility - **Optional** Hot Lunch Buffet served on-site is available for an additional **\$25** per attendee.
- Walk-In Registration is available for an additional **\$10** per attendee (Cash or Check **ONLY**, On-site lunch option is not available for walk-in registrants)

## **The History of the Winter Lawn Care Conference**

In 2006, MALCP expanded its Winter Seminar and created an event specific to those involved in the care of turf, to obtain up to date training and information and an opportunity to meet with vendors. MALCP believes that providing current business and technical information is an important need for its members and others in the lawn care industry. MALCP is committed to those needs by holding the Winter Conference, while at the same time encouraging vendors to participate in the event to stay current and network with attendees.

# 2012 W L C C CONFERENCE REGISTRATION

FOR CREDIT CARD AND ON-LINE REGISTRATION, PLEASE VISIT : [www.malcp.org](http://www.malcp.org) or [www.regonline.com/winterlawncareconference2012](http://www.regonline.com/winterlawncareconference2012)

## Business Seminar Registration

Please sign me up for \_\_\_\_\_ people @ **\$130.00 PP** - Total \$ \_\_\_\_\_ - Check # \_\_\_\_\_ (enclosed) payable to **MALCP / WLCC**

**PO #** (if applicable) \_\_\_\_\_ - Please FAX your PO along with registration form to **781-274-7878** - Do you need to be invoiced? Yes No

NAME \_\_\_\_\_ \* PESTICIDE LICENSE # \_\_\_\_\_ \*CATEGORY 00 37

NAME \_\_\_\_\_ \* PESTICIDE LICENSE # \_\_\_\_\_ \*CATEGORY 00 37

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY / TOWN \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**MAIL TO: MALCP / WLCC - BUSINESS SEMINAR**  
**P O BOX 222**  
**STOW MA 01775**

FOR QUESTIONS OR MORE INFORMATION REGARDING THE **BUSINESS SEMINAR** PLEASE CONTACT:

KAREN CONNELLY - 781-274-7373 ; malcp@yahoo.com

## Technical Seminar Registration

ATTENDEE NAME	PESTICIDE LIC # / STATE *	CATEGORY # *	FEES : ( W / O LUNCH ) ( W / LUNCH )	SUB—TOTAL
1.			___\$90 ___\$115	
2..			___\$90 ___\$115	
3.			___\$80 ___\$105	
4..			___\$80 ___\$105	
5.			___\$80 ___\$105	
6.			___\$80 ___\$105	
<b>GRAND TOTAL</b>				

COMPANY \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY / TOWN \_\_\_\_\_ ZIP \_\_\_\_\_

**Municipalities** may register with a **Purchase Order**, and FAX registration form to **781-274-7878** **PO #** \_\_\_\_\_

Do You Need an Invoice ? Yes No

**MAIL TO: MALCP / WLCC TECHNICAL SEMINAR**  
**P O BOX 222**  
**STOW MA 01775**

FOR QUESTIONS OR MORE INFORMATION REGARDING THE **TECHNICAL SEMINAR** PLEASE CONTACT:

MARY OWEN - 508-892-0382; mowen@umext.umass.edu

**REMEMBER** - Pre-registration Deadline is January 14, 2012 \* Pesticide License # and Category are **required** to receive re-certification credits on the day of the Conference

**In the event of an impending winter storm on January 18** : Please call 508-892-0382 OR 781-274-7373 for instructions.

The snow date for the conference in the event of a postponement is **January 19, 2012.**



Reservations: 1-800-582-3232 Phone: 508-347-7393

[Sturbridgehosthotel.com](http://Sturbridgehosthotel.com)

**Directions to STURBRIDGE HOST HOTEL & CONFERENCE CENTER:**

From the North, East & West, take the Mass Pike ( I - 90 ) to Exit 9, Route 20 West. - From the South, take either Interstate 84 or Route 131 to Route 20 West. The hotel is located less than 1/4 mile from the first set of traffic lights.