

THE 2009 TURFGRASS & LANDSCAPE DESIGN • BUILD • MAINTAIN EXPO

2009 Turfgrass & Landscape Expo Press Release

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FOR IMMEDIATE RELEASE

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**NOVEMBER 4th and 5th
LONG BEACH CONVENTION CENTER**

**More Than 40 Accredited Seminars in Secluded Rooms
Take Advantage of Early Bird Registration with Reduced Seminar Costs
Reserve Your Seat Now!**

Mark your calendar for the first Wednesday and Thursday in November and make your plans today to attend the premier turfgrass and landscape show in the West. Pre-registration is already at record levels and with over 49 years of experience and continued growth, the 2009 Turfgrass and Landscape Expo will be bigger and better than ever!

Now located at the Long Beach Convention Center, more than 40 seminars will be given in secluded rooms with opportunities for attendees to earn PAPA, CLT, ISA and APLD Credits, while learning about the latest trends and practices that drive the industry. Seminar seating is limited so reserve your seat today by pre-registering at LandscapeOnline.com and take advantage of early bird registration with reduced seminar costs.

- “Alternative Power Controllers”

Rick Heenan, November 4th at 8:30 am

Will define alternative power controllers and give the history and background of these controllers. Mr. Heenan will also explain important considerations when installing these controllers. He will define battery powered, solar powered and ambient powered controllers.

- “Playground Design for Contractors (2APLD-CEU)”

Tom Norquist, November 4th at 8:30 am (2 Hours)

Review’s the best practice principles of designing outdoor environments that motivate children to move more, explore nature, increase interactions, and develop an appreciation of the world around them.

- “Poor Practices in Landscape Management”

Donald Bottger, November 4th at 8:30 am

A comprehensive discussion of what not to do in maintaining landscapes including poor Arboricultural, Irrigation, Pest control and Safety Practices.

- “Stencils for Concrete”

Todd Rose, November 4th 8:30 am

Will demonstrate and discuss the advantages of stenciled decorative concrete in landscape design applications.

- “2 wire Install: Landscape & Sports Fields”

Mark Faris, November 4th 9:30 am

The course will cover: What are 2Wire controllers, the history and background of 2Wire applications, what is new in this technology, installation, maintenance, and troubleshooting.

- “Cost Effective Turf Management”

Dave Barlow, November 4th 9:30 am

This presentation will address the different aspects of turf maintenance from basic mowing to choosing the proper nutrition with an emphasis on cost effectiveness and environmental stewardship.

- “Using Beneficial Insects as Alternatives to Chemicals” (1APLD-CEU)

Steve Hazzard, November 4th 9:30 am

Steve will discuss when it is practical to use beneficial insects to fight common pest problems. This will include the principles of Integrated Pest Management (IPM).

- “Selecting Sustainable California Natives” (1APLD-CEU)

Debbie Evans, November 4th 9:30 am

Learning the basics of proper plant selection, appropriate planting and smart maintenance practices will guarantee beautiful and low-water use landscapes.

- “R.I.S.E. Waterfall Design Challenge” (2APLD-CEU)

Rick Bartel, November 4th 10:30 am (2 Hours)

Illustrating the importance of a diversified portfolio for a sustainable and profitable business foundation in today’s market utilizing the phenomenal and industry popular R.I.S.E. Method of naturalistic water feature design.

- “Root Zone Water Management” (1APLD-CEU)

Brad Adams, November 4th 10:30 am

This seminar will focus on soil moisture measurement techniques and commercially available products for root zone water management. We will also offer tips on managing residential and commercial landscapes for maximum conservation while maintaining healthy landscapes.

- “ Rodent/Weed Control Strategies” (PAPA)

Mike Ventura, November 4th 10:30 am

Mike Ventura will be presenting a seminar dealing with topics such the role of grubs and mole management, trapping strategies, weed control using ground cover, Gazania’s, Star jasmine, Japanese honeysuckle, Creeping red fescue, Hypericum.

- “Design/Build: Maximize Benefits and Opportunities”

Daniel Wilson, November 4th 10:30 am (2 Hours)

Gain insight on how to work with natural landscapes and their associated plants and animals from an expert with 15 years experience.

- “Sustainable Landscape Design” (1APLD-CEU)

Alrie Middlebrook, November 4th 10:30 am

Discusses 35 ways to garden for the 21st century and eco-garden practices.

- “Irrigation Audit Strategies”

Nina Colasurdo, November 4th 11:30 am

Tips designed to increase audit efficiency and organize yourself for a successful field audit.

- “Integrated Pest Management in Turfgrass” (PAPA)

Bill Baker, November 4th 11:30 am

This presentation addresses an integrated approach to pest control in turf. It covers the several tools and options available to the turf manager that serve as alternatives to using registered pesticides.

- “Best Conditions for Palm Varieties” (1 APLD-CEU)

Reuben Ellis, November 4th 11:30 am

This seminar shows how the finest palm landscapes are based on one simple principle: creating and maintaining the best possible growing conditions.

- “Drought Management, H2O Conservation for Turfgrass” (1 APLD-CEU)

Terry Vassey, November 4th 12:30 pm

The presentation will focus on issues facing the turfgrass, golf course and sports field industry as it relates the use, quality, and availability of water for the future.

- “Regarding Trees in Turf” (ISA)

Susan Sims, November 4th 12:30 pm

Trees in turf, why they’re rarely a happy combination. What can be done to make them happier, water and fertilization issues.

- “Selling to The Discerning Buyer & Positioning Yourself to Sell” (1 APLD-CEU)

Eric Triplett, November 4th 12:30 pm

Learn marketing tactics and sales techniques to win over today’s Discerning Buyers.

- “Sports Park Pest Management Program” (PAPA)

Mike Ventura, November 4th 12:30 pm

Mike Ventura will be presenting a seminar dealing with topics such as identity pest management zones, planters, tree wells, ground cover and slope pest management.

- “Synthetic Turf In Playing Fields”

Darren Gill, November 4th 12:30 pm

Understanding the composition of artificial turf and how it is the new standard for safety; from the professional athlete to children in the backyard.

- “Troubleshooting Electric Irrigation Systems”

Richard Daigle, November 5th 8:30 am

This introductory class is one of the 10 basic courses needed for the basic irrigator technical irrigation certification. The class teaches technicians the general skills of troubleshooting an electrical irrigation system through the use of basic electrical equipment.

- “Sports Field Maintenance: Angel Stadium”

Barney Lopas, November 5th 8:30 am

This course will cover baseball infield installation and maintenance, along with building the mounds and maintaining them.

- “Buffalograss: Turf Choices” (1APLD-CEU)

Tom Hawkins/Wayne Thorson, November 5th 9:30 am

Wayne Thorson and Tom Hawkins will provide a brief overview of the history of buffalograss, the only turfgrass native to North America, and discuss the reasons for the poor performance often experienced with older cultivars.

- “Irrigation Maintenance Process”

Bruce Wilson, November 5th 9:30 am

Participants will be given an over view of processes used successfully to manage important functions that contribute to overall company success and profitability. Break out sessions will foster an exchange of ideas and experience in confronting these issues.

- “Insurance Workers Compensation 101

Terry Mahlman, November 5th 9:30 am

This seminar will provide the attendee with a general overview of the California Workers’ Compensation system, along with key tips and strategies on how to organize your office and to manage the claims process.

- “Cultivation & Thatch Management on Golf Greens”

Terry Vasey, November 5th 9:30 am

This presentation is designed to provide the golf course superintendent with the strategies to manage and control excessive thatch production and accumulation in golf greens.

- “Why Hardscape Contractors Need Softscape Design”

Victoria Bowles, November 5th 9:30

This seminar focuses on how softscape designers can make the hardscape contractor’s job

easier, less time consuming, and provide for more efficient use of irrigation. Also, tips on how to be more plant specific for each planting area and defining climate zone requirements for individual projects.

- “Designing Outdoor Room” (1APLD-CEU)

Yvonne English, November 5th 10:30 am

Yvonne will present her process for defining outdoor rooms, how she creates the ceilings, walls and floors of those rooms and how they can be furnished.

- “Soil Testing and Disease Diagnosis”

Paul Santos/Jason Gihring, November 5th 10:30 am

Save money and gain insight into different fertility testing programs that monitor soil nutrients and pH management.

- “Add Hydroseeding To Your Bottom Line”

James Lincoln, November 5th 10:30 am

Covers benefits of high value hydro-mulching. Contractor benefits include: less labor, easier, faster, and more profitable than laying sod.

- “Selecting Sustainables” (1APLD-CEU)

Debbie Evans, November 5th 10:30 am

Debbie Evans will be giving an introduction about how to convert water-waste landscapes into sustainable native gardens.

- “Stormwater Pollution Controls” (2APLD-CEU)

David Franklin, November 5th 10:30 am (2 Hours)

The seminar will focus on activities of landscape contractors and explain CWA requirements, the penalties for non-compliance, and pollutants in stormwater runoff, installation, and regulations.

- “Sponsored Composting Workshop by CIWMB” (No Charge)

B. Baker/D. Aslam/Dr. D. Crohn/D. Noble, November 5th 11:30 am (2 Hours)

Workshop instructors will promote the benefits of compost and provide practical tools and information on how to use compost effectively for landscape and environmental enhancement.

- “Eco-Friendly Practices to Reduce Cost and Gain Productivity”

Robert Ohannesian, November 5th 11:30 am

The overall goal of the course is to introduce crew supervisors to methods of measuring costs associated with these practices and showing solutions that offer rapid return on investment which are effective at addressing the pressing environmental issues of our industry.

- “Available Turfgrass Varieties for California’s Landscapes”

Ben Koehler/John Marman, November 5th 11:30 am

This presentation will give you a good base knowledge of the vast array of available turfgrass varieties in California and a list of resources to utilize when selecting a variety for a project.

- “Dealing With Tree-Roots in the Urban Environment”

Ruben Green, November 5th 11:30 am

A practical session discussing tree root architecture, root damage in the urban setting and root pruning practices.

- “Basic and Beneficial Insect ID” (PAPA, ISA)

Susan Sims, November 5th 12:30 pm

Offers tips on what to look for to determine insect infestations in trees.

- “Low Voltage Lighting Techniques”

Sam Barker Jr. & Sr., November 5th 12:30 pm

Topics like Basic Transformer training and information, the numerous options for transformers, as well as understanding voltage drop will be the focus of the discussion.

- “Design Outdoor Lighting for the Dark Sky” (1APLD-CEU)

Lara J. Cordell/Yvonne English, November 5th 12:30 pm

They will provide an outdoor lighting design overview, then present design considerations to minimize light pollution and preserve more of our night sky.

- “Labor Laws: Re Wages and Penalties”

Jacquelyn Thorp, November 5th 12:30 pm

This presentation looks at the five laws that every HR Manager needs to know...and often overlooks.

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