



THE TENNESSEE NURSERY &
LANDSCAPE ASSOCIATION, INC.

*Hard Working People Representing
Hard Working People in the Green Industry*



TNLA WINTER EDUCATION & EXHIBITS

February 20 – 21, 2012

Music Road Convention Center

303 Henderson Chapel Road | Pigeon Forge, TN 37863 (Traffic Light #1)

Room rates will be \$72 for Standard Rooms \$77 for Suites

Call 800-429-7700 to make reservations for either hotel. Make your reservations by January 19, 2012.

Important Notices: Lunch on Monday is included for those who have pre-registered. Lunch will not be included for those registering on-site. Credit cards will not be accepted for on-site registration.

6 PESTICIDE RECERTIFICATION POINTS • 3 TCNP POINTS AVAILABLE

MONDAY, FEBRUARY 20

7:00 a.m. – 8:00 a.m. | Registration



8:00 a.m. – 8:15 a.m.

WELCOME & ANNOUNCEMENTS

John Watson, *TNLA President*, with Dr. Douglas Airhart, *Tennessee Tech University and TNLA Education Chair*

KEYNOTE PRESENTATIONS



8:15 a.m. – 9:45 a.m.

A1. New Rules for Marketing, Sales and Winning in Your Landscape and Garden Center Business

Presenter: Mr. Tony Bass, *Bass Consulting, Fort Valley, GA*



9:45 a.m. – 10:30 a.m.

A2. Flora and Fauna as Only Don Can Explain

Presenter: Mr. Don Shadow, *Shadow Nursery, Winchester, TN*

10:30 a.m. – 11:00 a.m. | Break with Tradeshow Exhibitors

MORNING EDUCATION SESSIONS

Concurrent Sessions B

Moderator: Dr. Douglas Airhart

11:00 a.m. – 11:45 a.m.

B1. Organic Production and Pest Control**

Presenter: Mr. Randy Dodson, *Tennessee Tech University*



11:45 a.m. – 12:15 p.m.

B2. Grades and Standards for Tennessee Trees

Presenter: Dr. Douglas Airhart, *Tennessee Tech University*

Concurrent Sessions C

Moderator: Mr. Mark Halcomb

11:00 a.m. – 11:45 a.m.

C1. The Regal Boxwoods

Presenter: Mr. Dale Skaggs, *Dixon Gallery & Gardens*



11:45 a.m. – 12:15 p.m.

C2. The Best of the University of Tennessee Gardens

Presenter: Mr. James Newburn, *University of Tennessee Gardens*

12:15 p.m. – 1:45 p.m. | Awards Luncheon and Visit Tradeshow

AFTERNOON SESSIONS

Concurrent Sessions B

Moderator: Dr. Douglas Airhart

1:45 p.m. – 2:30 p.m.

B3. Hot Topics on Ornamental Diseases**

Presenter: Dr. Alan Windham, *The University of Tennessee*



2:30 p.m. – 3:15 p.m.

B4. Hot Topics on Ornamental Insects**

Presenter: Dr. Frank Hale, *The University of Tennessee*

Concurrent Sessions C

Moderator: Mr. Mark Halcomb

1:45 p.m. – 2:30 p.m.

C3. Espionage: Scouting and Other Covert IPM Operations**

Presenter: Dr. Amy Fulcher, *The University of Tennessee*



2:30 p.m. – 3:15 p.m.

C4. Yellow Flowering Magnolias: Which One Is Best?

Presenter: Dr. Donna Fare, *U.S. National Arboretum*

3:15 p.m. – 3:45 p.m. | Break with Tradeshow Exhibitors

FINAL AFTERNOON SESSIONS



3:45 p.m. – 4:00 p.m.

A3. High School Program Advisory Committees

Presenter: Mr. Mike Blankenship, *North Knox FFA Advisor, Knox County Schools*



4:00 p.m. – 4:45 p.m.

A4. Green Roofs

Presenter: Mr. Scott McGaughy, *Landscape Support Services*

TUESDAY, FEBRUARY 21

6:30 a.m. – 8:00 a.m. | Continental Breakfast at the Music Road Hotel and Music Road Inn

EDUCATION SESSIONS

Concurrent Sessions B

Moderator: Dr. Douglas Airhart
8:45 a.m. – 9:30 a.m.



B5. Insect CSI: Is It a Mystery?***

Presenter: Mr. David Cook,
The University of Tennessee



9:30a.m. – 10:15a.m.

B6. Turf Weeds and Controls***

Presenter: Mr. Mitchell Mote,
The University of Tennessee

Concurrent Sessions C

Moderator: Mr. Mark Halcomb
8:45 a.m. – 9:30 a.m.



C5. Best Management Practices for Landscapes/Pests***

Presenter: Ms. Karla Kean,
The University of Tennessee



9:30a.m. – 10:15a.m.

C6. Pesticide Regulations — the Top 10 Violations***

Presenter: Mr. Phil Hurst, Pesticide Inspector,
TN Dept. of Agriculture

10:15 a.m. – 10:45 a.m. | Break with Tradeshow Exhibitors

CLOSING PRESENTATIONS



10:45 a.m. – 11:30 a.m.

A5. Superior Selections of Heat-Tolerant Conifers

Presenter: Mr. Jason Reeves,
The University of Tennessee



11:30 a.m. – 12:15 p.m.

A6. Trees: Transcendent to Troublesome — Choosing Pest-Resistant Winners***

Presenter: Ms. Carol Reese,
The University of Tennessee

PESTICIDE RECERTIFICATION POINTS

One pesticide recertification point in C3, C10 and C12 has been assigned to the educational session with *** after the title. Six credits may be obtained by attending six of the nine sessions. Since three are concurrent sessions, you must choose the session you will attend (only one point can be earned per time slot).

OUR KEYNOTE SPEAKERS



An entrepreneur and landscape industry expert, **Tony Bass** founded Bass Custom Landscapes in 1987 after his graduation from the University of Georgia. Growing his business to a multi-million-dollar firm in central GA, he sold the company in June 2006 and retired at 41 years old.

Tony has been awarded two U.S. Patents for equipment he and his father engineered to master efficiency in his landscape company. In 1998, the inventions lead to the start of Super Lawn Truck, Inc., a manufacturing company. The Super Lawn Truck system is currently used in landscape companies and government agencies in 42 states and Canada.

Tony's seven books include *The Money Making Secrets of a Multi-Million \$ Landscape Contractor* and *The E-Myth Landscape Contractor: Why Most Landscaping Companies Don't Work & What To Do About It*, released in 2011. He has also produced a series of audio and video training programs for landscaping entrepreneurs, and he has delivered 200+ seminars to more than 20,000 green-industry professionals, teaching his principles of business success.



Long-time TNLA member, past president and 2008 TNLA Hall of Fame inductee **Don Shadow**, owner of Shadow Nursery in Winchester, TN, has traveled throughout the United States and many parts of the world, acquiring plants that have become an important part of horticulture throughout many areas of the country. He focuses on species and cultivars that he describes as "new and useful."

This past July at the OFA Short Course in Columbus, Ohio, Don was recognized with two HILA (Horticultural Industries Leadership Awards) honors presented by the GIE Horticultural Group. First, he was named the winner of the Leadership Award for the state of Tennessee (one winner for each state was chosen). He also received the Industry Development Award.



THE TENNESSEE NURSERY &
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P.O. Box 57 • McMinnville, TN 37111

*This project is funded under an agreement
with the Tennessee Department of Agriculture.*



www.picktnproducts.org

Monday, February 20, 2012

8:00 a.m. – 4:45 p.m.

Tuesday, February 21, 2012

8:45 a.m. – 12:15 p.m.

— EXHIBITORS —

Classic Groundcovers, Inc.....Athens, GA	Kinsey Gardens Inc..... Knoxville, TN
Ditch Witch of Tennessee.....Lavergne, TN	Landscape Support Services Murfreesboro, TN
Ewing IrrigationMurfreesboro, TN	Mize Farm & Garden..... Johnson City, TN
Griffin Greenhouse & Nursery Supplies Knoxville, TN	Randall Walker Farms Morrison, TN
H & H Farms Machine Co., Inc.Monroe, NC	Riverbend Nurseries.....Thompsons Station, TN
Hancock Horticultural Services, Inc.Kodak, TN	Samara FarmsNashville, TN
Heather Farms Nursery, Inc..... Morrison, TN	Tennessee Department of Agriculture.....Nashville, TN
J.G. Supplies Seymour, TN	Wood NurseryMcMinnville, TN

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