

## Presenting CNYSNLA's 2012 Education Day Speakers ...



### **Keynote Presentation:**

**Greg Frank, Ted Collins Associates**

#### **Presentation Title: What Computers Should Tell You**

Greg Frank is a Past President of the New York State Nursery and Landscape Association, the New York State Nurseryman's Foundation, the Genesee Finger Lakes Nursery and Landscape Association, and the New York State Arborists. He also served as a Board of Director for the International Society of Arboriculture and the American Nursery and Landscape Association. Presently Greg is the American Nursery and Landscape Association Senator for New York.

**Ray Francis and Leo LaCroix, Belgard Hardscapes**

#### **Presentation Title: Retaining Wall Construction / Anchorplex**

Ray Francis is currently Sales Manager for Belgard Hardscapes in Upstate NY and Western PA. He has worked in the Hardscape industry for over 23 years. He is an ICPI and NCMA instructor. He also provides PICP and SRW education to Architects, Engineers and the ASLA. He is always available for hardscape installation questions and to continue to educate the general public. Leo LaCroix is presently employed with Belgard Hardscapes as a sales representative. He has worked in the Landscape Hard goods industry for 16 years. He is an ICPI level 1 and 2 instructor for interlocking concrete paver installers. He is also a PICP (permeable interlocking concrete paver) level 1 instructor for paver installers. He is an Instructor for the NCMA level 1 retaining wall installation class as well.

**Scott Stewart, Unilock, Inc.**

#### **Presentation Title: Permeable Pavement: Why We Need Them and How to Fit Them into Residential Design**

Scott Stewart is a Territory Manager for Unilock covering a large portion of NY State. Scott has been with Unilock for 20 years, with experience in Rochester, Syracuse, Utica, Binghamton, Albany, and Southern PA regions. He has experience in landscape construction with paving stones and segmental retaining walls in both the commercial and residential areas.

**Jim Jensen, Eastern Regional Manager, Nufarm Americas, Inc.**

#### **Presentation Title: Optimizing Post Emergent Weed Control**

This presentation will explore individual active ingredients and their key performance characteristics to improve matching product selection to expected performance. Considerations and strategies both prior to and during application to maximize effectiveness will also be discussed along with herbicide safety, longevity and breakdown. Mr. Jensen has worked in the fields of nutrient management and plant protection chemistry for over 28 years. His experience includes sales, marketing and product development work with multi-national chemical manufacturing, and fertilizer blender / formulators in the agricultural, turf, nursery and ornamental industries. He holds a B.S. degree in Agricultural Business Administration from California Polytechnic State University, San Luis Obispo, 1981. Specific professional experience includes: **Agricultural Markets:** 6 years in sales and product management for Elanco and PPG Industries in the growth regulator and pre-emergent herbicide product categories. **Turf & Specialty Markets:** 22 years in sales, marketing and product management for Ringer Inc., Lesco/JDL, Eco Soil Systems, Knox Fertilizer and Nufarm Americas, Inc.. Areas of work experience include herbicides (pre and post), fertilizers (including combination products and organics), insecticides, growth regulators, biological remediation and growth enhancement products. Contact information: **Nufarm Americas, Inc., 138 Red Oak Ct., Honey Brook, PA 19344, 484-988-1678, [jim.jensen@us.nufarm.com](mailto:jim.jensen@us.nufarm.com).**

**Neil Hendrickson, Ph.D., Bartlett Tree Research Laboratories (Northeast)**

#### **Presentation Title: Recent Weather Extremes and Their Effect on Insect and Disease Populations**

Neil's degrees are all in forestry: BS, Cook College/Rutgers, Masters', Forest Science from the University of New Hampshire, PhD in Forest Ecology and Silviculture from Yale School of Forestry and Environmental Studies. He spent several years as a faculty member in the graduate program in resource management at Simon Fraser University, British Columbia. For the last 23 years, he has been a practicing arborist, 13 years with Bartlett. As Northeast Technical Rep for the R.A. Bartlett Tree Research Laboratories in Charlotte, NC, he conducts research, provides technical support for Bartlett throughout the country and internationally, and does numerous lectures and workshops for the green industry and other groups. He is a Certified Arborist, NJ Certified Tree Expert, and member of the Society of American Foresters.

**Dr. A. Martin Petrovic, Professor of Turfgrass Science, Cornell University Department of Horticulture**

**Presentation Description:** How to comply with the new fertilizer law for turf; getting the most out of your fertilizer dollar; green lawns-clean water how to have both.

**Donald J. Nelson, NYS Department of Environmental Conservation, Bureau of Pesticides Mgmt.**

**Presentation Title: DEC Rules and Regulations Update**

Donald has been employed by the NYS DEC since 2000, and has served in his current position as Pesticide Control Specialist 2 (PCS 2) since 2007. His duties include: Regional supervising PCS, in charge of supervision of Regional PCS staff; review and coordinate regional compliance and enforcement activities; provide outreach with regard to NYS Laws and Regulations dealing with pesticides. Attendees will learn current DEC pesticide regulations and requirements. Sections of regulations covered to include ECL Article 33 and 6 NYCRR Part 325 Rules and Regulations (607-753-3095).

**Trooper Karl Brenon, New York State Police Troop D, Commercial Vehicle Enforcement Unit**

**Presentation Title: Commercial Vehicle Safety/DOT Updates**

Trooper Brenon's presentation will include Vehicle Marking; Driver Licensing; Safety Equipment; Definitions; Inspection Procedures; Hazardous Materials. He has served 21 years as a Trooper, involved in commercial vehicle enforcement for over 15 years. His training includes North American Standard Truck Inspection; Basic Hazardous Materials Inspection; Cargo Inspection; Enhanced Radioactive Materials Inspection; and Scales Repair and Maintenance. Attendees will gain a better understanding of required vehicle markings, licensing, safety equipment, definitions, inspection procedures and hazardous materials handling.

**Ronald Williams, OSHA, Department of Labor**

**Presentation Title: OSHA Update and Top Ten Hazards in the Landscape Industry**

Ronald Williams is the new Compliance Assistance Specialist for the Syracuse Area OSHA Office. Before becoming the CAS he was the Assistant Area Director at the SYAO overseeing Safety and Health inspections for over fifteen years. Before becoming an AAD he was an OSHA Safety Compliance Officer and he inspected hundreds of Construction Jobsites and Manufacturing Facilities. Mr. Williams supports his community by serving as an Assistant Chief with Belgium-Cold Springs Volunteer Fire Department.

**Douglas P. Duval, Sensenig's Landscape Supply**

**Presentation Title: Instant Profits - Just Add Water**

Description: Adding a profit to your business has never been so easy...Just Add Water. Seriously, it's that easy, so come join us as we discuss the tips and tricks that will help you successfully add water features, and PROFIT, to your business for 2012. Doug Duval is a lifelong water feature fanatic and is the head of pond sales and training at Sensenig's Landscape Supply in Geneva, NY. He has a degree in Landscape Architecture from Cornell University and has 15 years of professional experience installing, maintaining, and selling water features.

**Tim Boebel, Wayside Garden Center**

**Presentation Title: Hydrangeas in the North - Getting Blooms in the Colder Climates**

Tim will cover all of the hardy hydrangea species and their growing requirements unique to zones 3 through 6, with the main focus being on the macrophylla species and the method he has developed for getting them to bloom where they suffer significant dieback each winter. After earning a Bachelor of Science Degree in English Secondary Education from Buffalo State College in 1989, Tim found summer work at a garden center and never looked back. He has worked in the retail horticulture industry at the management level since 1989, in New York and Virginia. He has been Nursery Manager at Wayside Garden Center since 1997. After finding that everywhere he worked people had trouble getting blooms on their (macrophylla) hydrangeas, and that there was no real solution to this problem, he started filling his yard with hydrangeas and experimenting on them. He now has over 300 cultivars in his gardens (in Bloomfield, NY) and has come up with a method that really works. He's also figured out many new methods for growing the other hardy hydrangea species as well. In 2011, he published a book, 'Hydrangeas in the North,' in which he shares all of his findings.

**Michael D. Mahanna, Master Gardener**

**Presentation Title: Pruning Techniques of Trees and Shrubs**

Description: The Good, The Bad and The Ugly of Pruning Cuts and Timing of Your Pruning to Enhance Flowering. Michael's background includes the following: Studies in Landscape Design Morrisville State College; Twenty year career; as a Horticulturist and Arborist for Hamilton College; Member and Certified Arborist NY-0225a with the International Society of Arboriculture; Board member New York State Urban and Community Forestry Council; Horticultural Educator; Cornell Cooperative Extension of Onondaga County; Master Gardener Cornell Cooperative Extension of Oneida County; New York State Certified Pesticide Applicator; Owner of The How-to Gardener a Design, Tree Care, and Consulting company; Featured Speaker for numerous garden clubs and organizations on various gardening topics.

**Donald J. Leopold, Ph.D., Department of Environmental and Forest Biology, SUNY ESF**

**Presentation Title: Woody Plants for the Winter Garden**

After Don Leopold earned his Ph.D. in forest ecology from Purdue University in 1984, he joined the Department of Environmental and Forest Biology in August 1985. He has taught dendrology every year since. In 1998 he was promoted to Distinguished Teaching Professor; in 1999, he was awarded the first SUNY ESF College Foundation Award for Exceptional Achievement in teaching. In 2004, he was given the SUNY Research Foundation Excellence in the Pursuit of Knowledge award, and in 2007 received the SUNY Chancellor's Award for Excellence in Faculty Service. Don was selected to be Chair of his Department in February 2006.

Don has published 6 books; four are major treatments of trees in North America. His fifth book, *Native Plants of the Northeast: A Guide for Gardening and Conservation* (Timber Press, Portland, OR) was given the Garden Writers Association Silver Media Award for excellence in horticultural writings. In August 2009, he received the New York State Nursery and Landscape Association George L. Good Gold Medal of Horticulture Award for outstanding contributions to horticulture in the state of New York.

**Bob Luckenbaugh, Techo-Bloc**

**Presentation Title: Using Technology for the Professional Sales Call**

Bob was born and raised in Syracuse. After graduating from the University of Tampa, he found his way back home and never looked back. Bob began his career with Techo-Bloc in August 2009 and is responsible for servicing Upstate NY. In the recent years he has become ICPI & NCMA Certified, instructed seminars, worked on numerous jobsites and displays, and most importantly, met a lot of new friends. Bob truly enjoys what he does and looks forward to the years to come.

**Dick Gilmore, Cambridge Pavers**

**Presentation Title: Creating Outdoor Living Rooms with Cambridge Designed Pre-Packaged, Pre-Cut Kits.**

Description: Outdoor Living is a trend which has been sweeping America over the past twenty years and is just now getting tremendous media coverage, because of the soft housing market. Consumers are unable to sell their homes; therefore, they come to the resolve to extend their indoor living to the outdoors to entertain family and friends. This can start with a 100 ft. patio and be added to year after year with Seating Walls, Kitchens, Fireplaces, Pergolas and Pavilions and more. Come receive installation instructions and cost and pricing information for the build of each of these 25 kits which has been gathered from contractors from Maine to North Carolina. Add margins to your bottom line; not with product sales, but with chargeable labor hours.

Dick Gilmore is a Territory Manager for Cambridge Pavers, Inc. covering Upstate New York and Vermont. Dick has over 13 years dedicated to the hardscapes industry, is ICPI certified, and has advanced knowledge of the manufacturing & installation of paving stone & retaining walls along with snow melt & permeable paver systems. Dick has also spent the past 17 years as a full-time Deputy Fire Chief & building inspector.

**Maureen Baringer, President, Baringer & Associates, LLC**

**Presentation Title: Don't Just Stand There! Turning Trade Show Traffic to Business!**

A dynamic presentation on how to creatively design, promote, and manage your trade show booth or display to maximize your time and investment. Specific topics will include booth content, pre and post show marketing and promotion, display incentives, greeting the potential customer, and portraying your brand! Attendees will leave with practical tips useful for all business types!

Maureen Baringer is President of Baringer & Associates, LLC an events, promotions, and public relations firm established in 1995, with offices in Syracuse and Cortland. She produces the CNY In Bloom Trade Show with the CNYSNLA. Baringer has also coordinated trade shows and expos for Chambers of Commerce and businesses throughout New York State. Baringer holds a Bachelor of Science degree from SUNY Cortland and has served as an Adjunct Instructor at Ithaca College, SUNY Cortland, and Tompkins Cortland Community College.

**Brenda J. Erikson, Chuck Hafner's Garden Center**

**Presentation Title: Updating Your Landscapes by Utilizing Perennials**

Brenda J. Erikson is a Certified Nursery and Landscape Professional (CNLP) and Certified Arborist with the International Society of Arboriculture (ISA), with twenty-five years experience in the "green industry." Presently, over a decade as Nursery Sales Associate with Chuck Hafner's Garden Center and Farmer's Market. Previously, Interior Plant Technician; New York State Certified Commercial Pesticide Applicator for Ornamentals, Turf and Interior Landscapes; Owner/Manager of 'Farmer in the Del' produce and plant market.

Brenda is an annual volunteer for the New York State Nursery and Landscape Association and the New York State ISA booths at the Great New York State Fair, and active with the Central New York Spring Flower Show, CNY in Bloom.

**Duncan Fuller, Cast Lighting, Sales - (New England, NY (excluding Long Island) & Eastern Canada)**

**Presentation Title: Introduction to LEDs and Landscape Lighting**

Duncan comes to CAST with over 22 years sales and support experience. His prior work focused on helping companies grow through strategic partnerships. With an MBA from Babson College, he specializes in entrepreneurship and marketing. In addition; he brings the technical expertise learned through over 3,000 hours of electrical apprenticeship.

**Lisa DeVeau, Completely Organized Inc.**

**Presentation Title: 7 Secrets of a Highly Organized Professional**

It's no secret that as a professional you are more likely to be successful if you are organized. Organized professionals are good time managers, and therefore able to take advantage of more opportunities. In my 11 years in business, I have had the opportunity to meet many successful professionals. I have listened to their stories and watched them work. The presentation will focus on the top seven secrets of the highly organized professional

**Kimberly Green, Occupational Therapist, Green Rehabilitation and Injury Management**

**Presentation Title: Body Mechanics and Ergonomic Safety Training**

This presentation is an overview of anatomy, correct postures and correct body mechanics, as well as adaptive techniques and tools that can be used to decrease injury and facilitate a safer working environment for the employee(s).

Kimberly Cannon Green, OTR/L, a graduate of Washington University, is a Licensed Occupational Therapist. She is the owner of Green Rehabilitation & Injury Management in Fayetteville, New York.