

Green Industry Winter Forum Education & Trade Show

Sheraton Framingham Hotel & Conference Center • Framingham, Massachusetts

Day 1: February 14, 2024

Registration required for all programs, walk-ins welcome

Registration for all attendees is located in the lobby next to Grand South.

- 7:30AM Registration for Odyssey of Leaders Program will be held in the Worcester room.
- 8:30AM Registration and Setup Opens for Vendors & Sponsors
- 12PM Attendee Registration Opens

Solutions: Winter Forum Education register early for discounts • 3 MCH credits when attending both days, 1 MCH credit available for single day attendance

- 12-1PM **MCH Plant I.D. Quiz** Must score 70 or better to receive 1 MCH credit. Presented by the MCH Board • Location: Commons 2
- 12PM **Trade Show Opens** Location: Grand South
- 1PM **MCH Plant & Tool I.D.** Presented by the MCH Board • Location: Commons 2
- 1PM **Nature's Best Hope** Recent headlines about global insect declines and three billion fewer birds in North America are a bleak reality check about how ineffective our current landscape designs have been at sustaining the plants and animals that sustain us. To create landscapes that enhance local ecosystems rather than degrade them, we must 1) remove the invasives on our property and 2) add the native plant communities that sustain food webs, sequester carbon, maintain diverse native bee communities, and manage our watersheds. If we do this in half of the area now in lawn, we can create Homegrown National Park, a network of viable habitats throughout the U.S. that will provide vital corridors connecting the few natural areas that remain. **Speaker: Doug Tallamy, Ph.D., University of Delaware Professor of Agriculture in the Department of Entomology and Wildlife Ecology • 1 pesticide credit for: 25, 26, 29, 32, 35, 36, 37 CORE (L) & Dealer • Location: Grand North**
- 1PM **Pesticide Laws & Regulations** This session will cover new things that have come up in the Pesticide Program, trends the program is seeing while weaving in the laws and regulations that are applicable to the issues. **Speaker: Taryn LaScola, Director of Crop and Pest Services for the Massachusetts Department of Agricultural Resources • 1 pesticide credit for: any, CORE (L) & Dealer • Location: Ashland**
- 2PM **Beyond the Booth Presentation** Redesigning the Plastic Plant Container Dilemma **Speaker: Marie Chieppo, author • Sponsored by Sustainableplantpots.org • Location: Commons 1**
- 2:30PM **Droughts? Water Bans? Water Conservation? Really?** Learn about regulations in the Commonwealth in place for water conservation. Join us as we look into the madness behind the confusing town and state water restrictions. More importantly, learn how you can help your customers conform to these regulations, save money, improve your profitability and have a positive environmental impact! **Speaker: Brutus Cantoreggi, Director of the Department of Public Works in Franklin, Massachusetts • Location: Worcester**
- 2:30PM **Climate Change in New England** Climate in the northeastern US has shifted remarkably over the past few decades, with notable impacts on ecosystems and society. Trends include warmer and shorter winters, fewer days with continuous snow cover, changes in leaf out dates and chilling periods, and dramatic swings in precipitation and drought. How will the climate choices we make today affect native plants in the future? This talk will provide an overview of climate trends past and future, based on historical observations and future climate model projections. **Speaker: Elizabeth Burakowski, Ph.D., Institute for the Study of Earth Oceans and Space • Location: Grand North**
- 3PM **Beyond the Booth Presentation** DOT: Do you need to comply? **Speaker: Sergeant Jon Bates, former state police officer • Sponsored by Webber & Grinnell Insurance Group • Location: Commons 1**
- 3:30PM **You Are the Pro!** Take this opportunity to learn from the experts within our industry. YOU! Our round table discussions will range from labor, human resources, water bans, certifications, CDL training, native plants, plant shortages, quarantines, new introductions, plus... everything is on the table! You are the expert in your own business. Be dynamic and authentic as we join our round table of professionals to dig deeper into our successes and failures as we explore new ideas and opportunities in 2024 & beyond! **Speaker: Cheryl Goar Koury, CAE, True Colors Certified Facilitator • Location: Grand Central**
- 3:30-5:30PM **Reception and Networking** Location: Grand North & Grand Central

Thank you to our event sponsors!



Green Industry Winter Forum Education & Trade Show
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Day 2: February 15, 2024

Registration required for all programs, walk-ins welcome

- 7:30AM **Attendee Registration Opens** Location: Lobby next to Grand South
 9:30AM **High School Student Registration Opens** Location: Middlesex East & West (lower level)

Solutions: Winter Forum Education register early for discounts • 3 MCH credits when attending both days, 1 MCH credit available for single day attendance

- 8–10AM **MNLA Annual Meeting Breakfast & Homegrown National Park: Building Networks for Life Keynote Presentation** Our parks, preserves, and remaining wildlands—no matter how grand in scale—are too small and separated from one another to sustain the native trees, plants, insects, and animals on which our ecosystems depend. Take an in-depth look at how we can practice conservation outside of wildlands, where we live, work, shop, and farm. **Speaker: Doug Tallamy, Ph.D., University of Delaware Professor of Agriculture in the Department of Entomology and Wildlife Ecology • Location: Grand North & Grand Central**
- 8AM–3PM **MCH Plant & Tool I.D. Presented by the MCH Board • Location: Commons 2**
- 8AM **Trade Show Opens** Location: Grand South
- 10AM **Beyond the Booth Presentation** A special showcase of training courses for landscape and fine gardening companies that include hybrid modules on beginner through advanced pruning and other horticultural topics. In Jen's Beyond the Booth session, she'll help you crack the code about hydrangea pruning! **Speaker: Jen Kettell, Radiant Leaf Consulting • Location: Commons 1**
- 10:30AM **Box Tree Moth: A New Pest Impacting Boxwood Shrubs** This past summer, a new pest was found in Massachusetts: the box tree moth (*Cydalima perspectalis*). This invasive species almost exclusively feeds on boxwoods, and can destroy entire hedges if left untreated. Learn how to recognize all the life stages of this pest, see the damage it can do to boxwoods, and hear the latest about federal and state regulations that could impact your business. **Speaker: Jennifer Forman Orth, Ph.D., Massachusetts Department of Agricultural Resources • 1 pesticide credit for: 25, 26, 29, 32, 35, 36, 37 CORE (L) & Dealer • Location: Ashland**
- 10:30AM **Now & Then: Designing in 2024 for the Future** Trevor Smith will take you past the scary numbers and the heartbreaking photographs and break out what sorts of things you can actually do about climate change in your landscape practice and design. He will discuss the plant-soil connection, the importance of biodiversity and overall how native plants help the climate via hydrology, habitat, and restoring carbon cycling. The choices we make today have a great impact on tomorrow. Choose wisely. **Speaker: Trevor Smith, Design and Education Manager at Weston Nurseries • Location: Worcester**
- 11:30AM **Beyond the Booth Presentation** Battery/New vs. Gas/Traditional Comparison **Sponsored by Milwaukee Tool • Location: Commons 1**
- 11:30AM **Lunch on your own** Concessions available for purchase. **Location: Grand Central**
- 12:30PM **The Effect of Climate Change on Disease in our Managed Landscapes** We expect climate change to make growing conditions more stressful for many trees and shrubs in our managed landscapes. So how do we adapt to ensure our plants can better resist disease in the future? This talk will focus on how a changing climate can create abiotic stress for woody plants, how common and destructive pathogens benefit from that stress, and how we may intervene. **Speaker: Nicholas Brazee, Ph.D. • 1 pesticide credit for: 25, 26, 29, 32, 35, 36, 37 CORE (L) & Dealer • Location: Ashland**
- 12:30PM **Gardening in a Changing Climate** New Englanders are proudly resilient. While gardeners can't solve the climate crisis, we can make our gardens more sustainable and better prepared for what lies ahead. We can choose native plants that are better adapted to the region's weather extremes. We can favor biological diversity when selecting plants so that we're not dependent on the survival of a limited plant palette. We can incorporate rain gardens and other design features in our landscapes to slow stormwater and limit flooding. And we can make climate-friendly choices to reduce our environmental impact, like reducing our lawns and transitioning to battery-powered landscape equipment. **Speaker: Mark Richardson, Director of Horticulture for New England Botanic Garden at Tower Hill • Location: Worcester**
- 1:30PM **Beyond the Booth Presentation** Massachusetts Plant Palette **Speaker: Rachael Belisle-Toler, Town of Ipswich Water Resources Manager • Location: Commons 1**
- 2PM **A Passion for Conifers** Conifers are the quintessentially misunderstood plant in the garden. Rather than being the blobs of the past, let's take an in-depth look at what interesting cultivars of conifers can offer to modern gardens. Much more unique, versatile and arresting than you might think—come get jazzed about conifers! In addition to their shapely forms, they offer drought tolerance in our new climate. Christie Dustman is a long time member and the Northeast Vice President of the American Conifer Society so her love and passion for conifers might be catchy. **Speaker: Christie Dustman, APLD, MCH, MCLP • Location: Ashland**
- 2PM **Native Plants & Gardens for Climate Change** The rapidly changing climate will deeply affect our gardens and the broader landscapes beyond. What impact will these changes have on native plants and how does knowledge of these challenges inform our decisions as garden makers and growers? This talk will explore what is happening currently as well as present a vision for a future that seeks to preserve the natural and cultural heritage of the Northeast. **Speaker: Uli Lorimer, Director of Horticulture for Native Plant Trust • Location: Worcester**