

Green Industry Winter Forum Education & Trade Show

Best Western Royal Plaza Hotel & Trade Center • Marlborough, Massachusetts

Day 1: February 12, 2025

Registration required for all programs, walk-ins welcome

7:30AM Registration and Setup Opens for Vendors & Sponsors
10AM 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

- 11AM QuickBooks for Landscape Pros 101** Learn about QuickBooks Online business accounting software in this introduction. We will discuss general features, including invoicing, expense tracking, profitability reporting and other features to help you run your business more efficiently. **Speaker: Ed Jaworski, Siegel Solutions, Inc. • Location: Seminar**
- 12PM Trade Show Opens**
- 12-4PM MCH Plant & Tool I.D. Presented by the MCH Board**
- 12PM Badass Trees for Piss Poor Places** The trees in this talk are survivors. They laugh at incorrect planting technique, scoff at mulch volcanoes, mock bad pruning cuts, and smirk at poor maintenance practices. They ask for poor soil and they taunt droughts. Sure, some of the usual suspects but many are trees you probably don't know or didn't realize. This talk uses some of the subjects to go sideways and discuss and even challenge tree selection concepts. Enjoy this romp through trees so ornery they'll resist the worst that is hurled at them and be there to shade your children's, children's children. **Speaker: Scott Beuerlein, Cincinnati Zoo & Botanical Garden • Location: Salon C, D & E**
- 12PM 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 in the green industry including nursery, greenhouse and landscape. **Speaker: Laurie Manning, Pesticide Inspector II, Massachusetts WPS Coordinator, Massachusetts Department of Agricultural Resources • Location: Salon A & B • Pesticide credits requested**
- 1:30PM The Future of Beech Trees: Addressing Beech Leaf Disease and Other Threats** This session will explore the various threats facing beech trees, including phytophthora, beech bark disease, wood decay pathogens, foliar-feeding arthropods, and the emerging issue of beech leaf disease. We will delve into the history, life cycle, and symptoms of the nematode responsible for beech leaf disease, as well as its impact on tree health. Current management strategies will be reviewed, alongside findings from recent research trials, providing valuable insights for landscape professionals dealing with these challenges in beech tree care and preservation. **Speaker: Beth Brantley, Ph.D., Bartlett Tree Research Laboratories • Location: Salon A & B • Pesticide credits requested**
- 1:30PM Wine and Chocolate in the Garden** Wine and chocolate aren't just indulgent treats—they can also enhance your garden design. Join Deborah Trickett, owner of The Captured Garden, as she explores the impact of deep, rich tones in the landscape. In this session, Deborah will highlight her favorite wine and chocolate-colored plants, demonstrating how these hues can add drama and sophistication to both garden beds and containers. Learn how to incorporate these striking colors into your designs for a bold, refined aesthetic, and discover how these plants can elevate the overall mood and texture of your outdoor spaces. **Speaker: Deborah Trickett, MCH, MCLP, The Captured Garden • Location: Salon C, D & E**
- 2:45PM Phenology: Nature's Timely Indicators** Understanding the role of phenology (the study of seasonal changes in plants and animals) in predicting climate change and guiding plant care will add another tool to your professional arsenal. The bloom sequence of flowering plants is subject to environmental triggers such as extremes in temperature, such as heat and cold, as well as soil moisture and drought. Landscape Horticulturist Warren Leach will examine some characteristics of woody plants and herbaceous perennials that show resilience to erratic climate extremes. He will also illustrate planting techniques and floriferous landscapes that can withstand meteorological fluctuations successfully. **Speaker: Warren Leach, Tranquil Lake Nursery • Location: Salon C, D & E**
- 2:45PM Women in Horticulture: Challenges and Opportunities** This session will celebrate the role of women in horticulture and landscaping, focusing on leadership, innovation, and career development. Join us for an engaged discussion on challenges and opportunities for women in horticulture and be ready to participate! **Speaker: Beth Brantley, Ph.D., Bartlett Tree Research Laboratories • Location: Salon A & B**
- 2:45PM QuickBooks for Landscape Pros 102** In this second session of QuickBooks Online business accounting software we will dig a bit deeper into the "how to" of the special features for contractors, including the job center, job costing, progress billing, and other features to make you more efficient and get the most out of this accounting software. **Speaker: Ed Jaworski, Siegel Solutions, Inc. • Location: Seminar**
- 4:45-6PM Social and Networking**

Register online by January 31, 2025 for the best attendee rates!

Visit mnlA.com/winter-forum to learn more or to register as an attendee, sponsor or vendor.

Green Industry Winter Forum Education & Trade Show

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Day 2: February 13, 2025

Registration required for all programs, walk-ins welcome

7:30AM **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*

7:30–8:45AM **MNLA Annual Meeting Breakfast** Location: Salon C, D & E

8AM **Trade Show Opens**

8AM–2PM **MCH Plant & Tool I.D. Presented by the MCH Board**

9AM **Embracing the Winter Garden: Design Ideas** Winter gardens offer a unique opportunity to create low maintenance, yet vibrant landscapes that provide year-round interest. With no weeding, watering, or dead heading required, the winter season allows for a peaceful, yet visually striking garden. In this session, landscape horticulturist Warren Leach, author of *Plants for the Winter Garden* (Timber Press), will showcase garden designs that celebrate winter's beauty. He will share planting ideas that highlight colorful berries, twigs, stems, and even winter-blooming flowers, offering practical design tips to bring life and cheer to your landscapes during the colder months. Warren will also sign copies of his new book, providing additional insights for creating stunning winter gardens.
Speaker: Warren Leach, Tranquil Lake Nursery • Location: Salon A & B

9AM **Engaging the Next Generation: Attracting and Retaining Millennials and Gen Z in Your Garden Center** As Millennials and Gen Z reshape the way brands connect with consumers, garden centers have a unique opportunity to become hubs of inspiration, education, and community. Join Jeff O'Brien of Brands in Blooms, for a deep dive into effective branding, immersive experiences, and engagement strategies designed to turn new gardeners into loyal brand advocates. This session will provide actionable insights on how to position your business to thrive in this evolving market, creating lasting relationships with the emerging generations of garden enthusiasts.
Speaker: Jeff O'Brien, MBA, Brands in Blooms • Location: Seminar

10:15AM **The Middle Ground: A Practical Approach to Creating Better, More Sustainable Landscapes** The goal for most landscape professionals is clear: create more inspiring, beautiful gardens and landscapes that support both human enjoyment and a healthy ecosystem. However, the landscape industry is full of conflicting perspectives—some well-informed, others not; some experienced, many less so; and many offering extreme ideas about how to achieve these goals. This session aims to bridge those divides by focusing on practical solutions drawn from various schools of thought, while aligning them with the capabilities of today's green industry infrastructure. By combining the best ideas from different approaches, we will explore how to design landscapes that are not only biodiverse and ecologically sound but also affordable, functional, and maintainable for clients.
Speaker: Scott Beuerlein, Cincinnati Zoo & Botanical Garden • Location: Salon C, D & E

10:15AM **Healthy Soils for High Functioning Landscapes** This presentation will explore how implementing the 2023 Healthy Soils Action Plan (HSAP) can transform our approach to landscape design, installation, and maintenance. We'll discuss the impacts of current development practices on soil health and present practical, evidence-based recommendations for improving soil functions before, during, and after construction. Case studies will highlight successful applications of these practices, demonstrating how they can ultimately contribute to carbon drawdown, healthier soil, and lower cost, less extractive landscapes.
Speaker: Sebastian Gutwein, Regenerative Design Group Cooperative • Location: Seminar

11:15AM **Massachusetts Prohibited and Invasive Plant List Update** Join Jennifer Forman Orth, Ph.D., from the Massachusetts Department of Agricultural Resources, for an important update on the latest changes to the Massachusetts Prohibited Plant List. This session will cover new additions, such as Japanese black pine and Callery/Bradford pear, and discuss proposed changes that could affect which species can be sold and planted in the state. Additionally, we will review plants currently under evaluation by the Massachusetts Invasive Plant Advisory Group, including Chinese silver grass (*Miscanthus sinensis*), and explore their potential for invasiveness. This session is crucial for professionals looking to stay informed about evolving plant regulations in Massachusetts.
Speaker: Jennifer Forman Orth, Ph.D., Massachusetts Department of Agricultural Resources • Location: Salon A & B • Pesticide credits requested

11:15AM **Professional Insights into Trial Gardens in Massachusetts** Join Kerri for a comprehensive overview of the trial garden setup process, from initial planning to sourcing plant material. This session will also present the findings from the 2024 trial garden, with a focus on the performance of new plant varieties in New England's growing conditions. Additionally, we will highlight key trials for 2025, featuring hundreds of upcoming annual and perennial introductions at the Cavicchio trial garden. Gain valuable insights into how these plants are evaluated under real-world conditions and learn how this data informs future plant releases.
Speaker: Kerri Stafford, Cavicchio Greenhouses, Inc. • Location: Seminar

Day 2 agenda continued on next page.

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Green Industry Winter Forum Education & Trade Show *Day 2 continued: February 13, 2025* Best Western Royal Plaza Hotel & Trade Center • Marlborough, Massachusetts

- 12PM** **You are the Pro Luncheon Round Tables** Take this opportunity to learn from the experts within our industry. YOU! Our luncheon 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 for 2025 & beyond! **Location: Salon C, D & E**
- 1:30PM** **Gardening with Native Woody Vines** Have you always believed that Boston ivy is really from Boston? Not so! This Asian vine has traveled far to take residence on many of the city's brownstones, but there are plenty of beautiful native vines that can take residence in your garden. Come explore the ornamental characteristics of climbers like honeysuckle, wisteria, clematis, and some lesser-known North American species. In this lecture, you will learn how vines climb, the support structures needed for each type of vine, best planting practices, and pruning care. **Speaker: Jen Kettell, BCMA, MCH, Radiant Leaf Consulting • Location: Salon C, D & E**
- 1:30PM** **Soil Lab FAQs: Classics and Emerging Trends** Discuss both classic and newly emerging FAQs. Topics will include: assessing soil health, understanding different soil preparations (Mehlich versus Modified Morgan), understanding and managing over-fertilized soils, integrating cover crops, filling and testing raised beds, assessing the impact of Asian jumping worms, testing soil for lead and pesticide runoff and retention. This session will provide valuable insights for pesticide applicators seeking to improve soil management practices and ensure compliance with environmental standards. **Speaker: Sam Corcoran, Ph.D., UMass Extension Soil and Plant Nutrient Testing Lab • Location: Salon A & B • Pesticide credits requested**
- 2:30PM** **MDOT: Safety & Compliance for Landscape Fleets** Join Massachusetts State Police for this educational program focused on ensuring your vehicles meet legal and operational standards. Department of Transportation (DOT) inspections improve road safety and ensure that vehicles meet legal and operational standards to help prevent accidents and promote public safety on Massachusetts roadways. Bring your questions! **Speakers: members of the Massachusetts State Police • Location: Seminar**
- 2:30PM** **Invasive Insects and Diseases: Early Detection and Management Strategies** Invasive pests often go unnoticed until their damage is already widespread, affecting a wide range of plants, from basil to beech and roses to birches. Early detection is key to minimizing their impact and preventing further spread. Join Elizabeth Barnes, Ph.D., from the Massachusetts Department of Agricultural Resources, as she covers the signs and symptoms of key invasive pests, including spotted lanternfly, box tree moth, beech leaf disease, Joro spider, and Asian longhorned beetle. This session will focus on how to identify these pests, the damage they cause, and the most effective management strategies to protect both garden and forest plants in New England. **Speaker: Elizabeth Barnes, Ph.D., Massachusetts Department of Agricultural Resources • Location: Salon A & B • Pesticide credits requested**
- 3:30PM** **Adjourn**

ATTENDEE REGISTRATION

Register as an attendee on or before Friday, January 31, 2025 and save \$50 per registration!

All access two-day program

MNLA member \$245 (\$295 after 1/31/25)
MCH non-member \$255 (\$305 after 1/31/25)
Non-member \$295 (\$345 after 1/31/25)

Your ticket includes: 2/12 lunch and social gathering, 2/13 breakfast and lunch, two-day education and trade show, and a special MNLA swag bag.

Single day program (February 12 or February 13)

MNLA member \$155 (\$205 after 1/31/25)
MCH non-member \$165 (\$215 after 1/31/25)
Non-member \$205 (\$255 after 1/31/25)

Your ticket includes: either 2/12 lunch and social gathering or 2/13 breakfast and lunch (depending on which day you choose to attend), one-day education and trade show.

LODGING

Reserve a room at the Best Western Royal Plaza Hotel on or before January 11, 2025 for the great rate of only \$109/night! Visit mnlA.com/winter-forum for a direct link and to learn more!

VENDOR & SPONSOR REGISTRATION

Winter Forum Vendor Booth

MNLA members: \$500 / Non-member: \$700

Includes 8' x 5' tabletop exhibit space, four (4) vendor-only* registrations, social media callout noting a special event, product or service your company offers, and access to current & potential customers with face-to-face opportunities at the in-person vendor marketplace.

***What does a vendor only registration mean?** This is for staff at the table during our event and does not include attendance in our education and/or meal programs. Upgrade these to FULL registrations for only \$100 per day/per person (limit 4).

Various sponsorship opportunities available.

Visit mnlA.com/winter-forum to learn more!

BOOK SIGNING OPPORTUNITY

Keynote speaker and author Warren Leach will be available to sign copies of Plants for the Winter Garden! Pre-order your book when registering online until January 15, 2025. Please note, registering in advance is to reserve a copy of the publication and you will not be charged \$35 until receiving the book at the Winter Forum.

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