

2010 WINTER LAWN CARE CONFERENCE

PRESENTED BY:

massachusetts association
of lawn care professionals



IN PARTNERSHIP WITH:



Wednesday, January 20, 2010

SNOW DATE : THURSDAY, JANUARY 21



Sturbridge Host Hotel & Conference Center
366 Main St. (Rt. 20), Sturbridge, Massachusetts



MALCP and the UMass Extension Turf Program are pleased to present the 4th annual Winter Lawn Care Conference. LCO's and other field personnel will acquire up to date training and re-certification credits, while business owners and managers will focus on positioning themselves for growth in an ever changing business climate.

This is a great opportunity for owners, technicians and vendors alike to interact, and acquaint themselves with the many individuals who comprise the lawn care industry. All this in a comfortable, professional environment at a less hectic time of year - a winning proposition for all.

Conference Highlights :

- An event tailored specifically to the **Lawn Care Industry** in a centrally located venue
- A **Business Track**, featuring a wide range of topics designed to help owners, managers and other decision makers
- Popular **Technical Track**, featuring presentations on integrated turf management and environmental protection issues - Optional on-site **Lunch Buffet** available (*Pre-Registration Required*)
- **Vendor Exhibition Area** featuring products and services to help your business
- **MALCP Silent Auction** open to all participants
- Post-Conference **Trade Show Reception** featuring hors d'oeuvres, cash bar, and a free **Trade Show Raffle** with great door prizes



MALCP
WISHES TO THANK OUR
PRIMARY SPONSORS :



MARQUEE SPONSOR



PLATINUM SPONSOR

2010 WINTER LAWN CARE CONFERENCE

CONFERENCE AGENDA

BUSINESS SEMINAR TRACK :



- 8:00-8:30 Registration / Continental Breakfast**
- 8:30 Welcome / Opening Remarks** - Brad Herman, Bayer Environmental Science
- Talk #1 Protecting Tomorrow Today** - Nick Harmon, Ph D, VP, Product & Sustainable Development, Bayer E S
- Talk #2 Getting to Know the M D A R** - Scott Soares, Commissioner, Massachusetts Department of Agricultural Resources
1 Contact Hour CATEGORY 37 (TURF) AND 00 (LICENSED APPLICATOR), NEW ENGLAND STATES **ONLY**
- Talk #3 Integrating Web-Based Marketing to Grow Your Business** - Paul Joseph, CEO, Contexted LLC, Member Adjunct Faculty of Marketing, Babson College
- 11:45-1:00 LUNCH** - (Sponsored by Bayer Environmental Science) - Hospitality Room (Adjacent to Conference Room)
- 11:45-4:00 TRADE SHOW OPEN**
- Talk #4 Deer Tick Prevention: Reducing Risk and Providing Protection For Your Clients** - Dr. Thomas Mather, URI
1 Contact Hour CATEGORY 37 (TURF) AND 00 (LICENSED APPLICATOR), NEW ENGLAND STATES **ONLY**
- 2:30- 4:00 TRADE SHOW RECEPTION** - Elite Vendor Room (Cash Bar, Hors D'Oeuvres) **Raffle Drawing for Door Prizes**
- 4:00 Adjourn Until 2011**

TECHNICAL EDUCATION TRACK :



- 8:00 - 8:30 Registration / Continental Breakfast**
- 8:30 Welcome / Opening Remarks** - Mary Owen, UMASS Extension
- Talk #1 Alternative Management Materials for Turfgrass Insect Pests** - Dr. Albrecht Koppenhofer, Rutgers University
- Talk #2 Lyme Disease : Reducing Risk Through Deer Tick Prevention** - Dr. Thomas Mather, URI
- 11:30-12:30 LUNCH** (on your own, or optional on-site buffet) , **VISIT TRADE SHOW**
- Talk #3 Insecticides : Modes Of Action** - Richard Cowles, Connecticut Agricultural Experiment Station
- Talk #4 Invasive Crane Flies, Ants and Other Turf Pests** - Dr. Pat Vittum, UMASS Amherst
- Talk #5 Turf : Green Side Up** - Mary Owen, UMASS Extension
- 3:00 Awarding of Pesticide and Professional Certification Credits** - **2 OPTIONS FOR PESTICIDE CREDITS :**
OPTION 1 - 5 Contact Hours CATEGORY 37 (TURF) AND 00 (LICENSED APPLICATOR) **OPTION 2** - 4 Contact Hours CATEGORY 37 (TURF) *Plus* 1 Contact Hour CATEGORY 36 (SHADE TREE / ORNAMENTAL) for all New England States - CEUs have been approved for the following professional certifications: CSFM, MCH, MCLP and AOLCP. See www.umassturf.org for details.
- 3:20 Adjourn Until 2011**

REGISTRATION INFORMATION

BUSINESS SEMINAR TRACK - **\$ 135** per person (Includes lunch, courtesy of Bayer Environmental Science)

TECHNICAL EDUCATION TRACK - Pre-Registration is available through January 15, 2010 - Cost is **\$90** each for first 2 attendees, **\$80** for each additional attendee from same facility - An optional Hot Lunch Buffet served on-site is available for an additional **\$30** per attendee.

Walk-In Registration - Additional **\$10** per attendee (On-site lunch option not available)

The Inside Story

In 2006, MALCP expanded its Winter Seminar and created an event specific to those involved in the care of turf, to obtain up to date training and information and an opportunity to meet with vendors. MALCP believes that conveying current business, as well as technical information is an important need of its members and others in the lawn care industry. MALCP is committed to those needs by holding the Winter Conference, while at the same time encouraging vendors to participate in the event to stay current and network with attendees.



2010 WINTER LAWN CARE CONFERENCE REGISTRATION

Business Seminar Track Registration

Please sign me up for _____ people @ **\$135.00 PP** - Total \$ _____ - Check # _____ (enclosed) payable to **MALCP / WLCC** or

Please Charge : Visa MasterCard American Express Card# _____ Exp. _____

PO # (if applicable) _____ - Please FAX your PO along with registration form - Do you need to be invoiced ? Yes No

NAME _____ * PESTICIDE LICENSE # _____ * CATEGORY 00 37

NAME _____ * PESTICIDE LICENSE # _____ * CATEGORY 00 37

COMPANY _____

ADDRESS _____ CITY / TOWN _____ ZIP _____

DAYTIME PHONE _____ E-MAIL _____

MAIL / FAX BUSINESS CONFERENCE REGISTRATION TO :

MALCP BUSINESS CONFERENCE

PO BOX 222

STOW MA 01775 **FAX 781-274-7878**

FOR QUESTIONS OR MORE INFORMATION REGARDING THE **BUSINESS SEMINAR TRACK** SESSION PLEASE CONTACT:

KAREN CONNELLY - 781-274-7373 ; malcp@yahoo.com

Technical Education Track Registration

ATTENDEE NAME	PESTICIDE LIC # / STATE *	CATEGORY # *	FEES : (W / O LUNCH)	(W / LUNCH)	SUB—TOTAL
1.			___\$90	___\$120	
2.			___\$90	___\$120	
3.			___\$80	___\$110	
4.			___\$80	___\$110	
5.			___\$80	___\$110	
6.			___\$80	___\$110	
GRAND TOTAL					

COMPANY _____

DAYTIME PHONE _____ E-MAIL _____

ADDRESS _____ CITY / TOWN _____ ZIP _____

Municipalities may register with a **Purchase Order**, and FAX registration form to **508-892-4218** PO # _____ Do You Need an Invoice ? Yes No

ONLINE REGISTRATION FOR **TECHNICAL TRACK** IS AVAILABLE AT **WWW.UMASSTURF.ORG**

MAIL TECHNICAL TRACK REGISTRATION TO :

MALCP / UMASS WINTER CONFERENCE

78 CENTER ST. - SUITE 206

PITTSFIELD MA 01201

FOR QUESTIONS OR MORE INFORMATION REGARDING THE **TECHNICAL TRACK** PLEASE CONTACT:

MARY OWEN - 508-892-0382; mowen@umext.umass.edu

REMEMBER - Pre-registration Deadline is January 15, 2010

* Pesticide License # and Category are **required** to receive re-certification credits on the day of the Conference

In the event of an impending winter storm on January 20 : Please call 508-892-0382 OR 781-274-7373 for instructions.
The snow date for the conference in the event of a postponement is **January 21, 2010.**



STURBRIDGE HOST
on cedar lake

Reservations: 1-800-582-3232 Phone: 508-347-7393

Fax: 508-347-3944 Email: info@sturbridgehosthotel.com

Directions to STURBRIDGE HOST HOTEL & CONFERENCE CENTER:
From the North, East & West, take the Mass Pike (I - 90) to Exit 9, Route 20 West. - From the South, take either Interstate 84 or Route 131 to Route 20 West. The hotel is located less than 1/4 mile from the first set of traffic lights.