



**Winter**  
SYMPOSIUM  
& **E**xpo

JANUARY 4 & 5, 2012 • MANCHESTER COMMUNITY COLLEGE



**We're Giving Away  
Two iPads**  
...one each day at  
the end of the show.  
Simply be there  
to win.

**7 Hours of  
Pesticide Credits.**  
Look for  
this  
symbol.



# Expand Your Mind & Your Business

MAJOR SPONSOR



Over  
20  
seminars,  
trade show  
& Spanish  
program

JANUARY 4 & 5, 2012 • AT MANCHESTER COMMUNITY COLLEGE  
Register online [www.FlowersPlantsInCT.com](http://www.FlowersPlantsInCT.com)

STANDARD MAIL  
U.S. POSTAGE PAID  
PERMIT 45 • MONROE CT 06468

Address Service Requested

Connecticut Nursery & Landscape Association  
P.O. Box 414  
Botsford CT 06404



The trade show is open from 9:00am-3:00pm.



**How to Handle an ICE Audit.** Federal immigration authorities forced a Connecticut nursery to terminate 140 workers. How would you handle the situation at your company? Labor Attorney Bob Noonan advises you. 9:00-10:00am. Library.



**How Biocontrols Work For Us.** Listen to three experienced growers explain how they've reduced pesticide use with various biocontrol techniques. Jeremy Webber of Koppert Biological Systems, Mark Kelley of Grower Direct, and Seb Ruffino of Prides Corner Farms. 9:00-10:00am. Auditorium.

SPONSORED BY

**Plants Guaranteed to Grow.** Mitch Rand of Ball Horticultural lays out his favorite plants that are tested, reliable plants perfect for Connecticut growers, garden centers, and landscapers. 10:00-11:00am. Library.



**Online Strategies to Grow Your Business.** Facebook. Twitter. Blogs. Webinars. Search engine optimization. So many choices, yet so little guidance on what really works for the green industry. Time spent on these is well-spent only if it helps you achieve important business outcomes. Speaker: Monica Hemingway. 10:00-11:00am. Auditorium.

SPONSORED BY **buyctgrown**

**The CGGA Annual Meeting.** Hear what the Connecticut Greenhouse Growers Association has been working on in the past year. CGGA members will elect their leaders and give annual awards. 11:00am. Library.



**Designing, Building, & Maintaining A Landscape Firm.** Three successful owners of landscape companies in Connecticut share their tips for succeeding in all aspects of the business, from labor, to marketing, to handling customers, to profits. 11:00am-Noon. Auditorium.



**Lunch.** Taste of Italy. Noon-1:00pm. College cafeteria. \$15.00 per person.



**Creating A Sustainable Rose Garden.** Peter Kukielski, Curator of the Peggy Rockefeller Rose Garden at the New York Botanical Garden, talks about bringing roses back to the American garden and growing roses based on sustainable methods. 1:00-2:00pm. Auditorium.

**Growing A Successful Nursery** We've assembled a panel of nurserymen with proven abilities to make money in this tough economic environment. 1:00-2:00pm. Library.



**Common and Invasive Insects of the New England Landscape and Nursery.** Native and exotic insect pests pose different challenges for management strategies but both can be managed with bio-rational strategies when their life cycles, identification, their acceptable levels of tolerance, and bio-rational strategies are fully understood and employed. Speaker: Bob Childs, University of Massachusetts. 2:00-3:00pm. Library.

**What Connecticut Consumers Think of You & Your Plants.** For the first time ever, we've conducted precisely-selected focus groups that reveal true consumer attitudes towards your company and the plants and services you sell. Once you really know what drives them to buy plants, you can tailor your company strategy to garner more business. Speaker: Patricia Sabena of Sabena Marketing Research. 2:00-3:00pm. Auditorium.

Funded by CT Agriculture Dept & USDA

**The Connecticut Nurserymen's Foundation Annual Meeting.** The state's nonprofit scholarship endowment reviews their accomplishments. Student recipients talk to you. 3:00pm. Auditorium

**The Connecticut Nursery & Landscape Association Annual Meeting.** Members of CNLA will hear reports from the various committees on their work over the past year. You'll learn this year's recipients of the NENA Young Nursery Professional Award and the CNLA Award of Merit. Plus, you'll elect the 2012 CNLA slate of officers and directors. 3:30pm. Auditorium.



**Connecticut Accredited Nursery Professional Graduation Ceremony.** Come celebrate the major achievement of those select professionals who passed the 2011 CANP course. Immediately following the CNLA Annual Meeting. Auditorium.



**We're Giving Away Two iPads**

...one each day at the end of the show. Simply be there to win.

Thursday, January 5



The trade show is open from 8:30am-3:00pm.



**Benefits & Strategies of Integrating Biologicals Into Your Growing & Lawn Care Programs.**

Learn the basic science and principles of soil microbiology and the soil food web, focusing on why microbes are so important to plant and turf health and growth. How to integrate biologicals into your current practices, and how they can be an alternative treatment in areas where laws prohibit fertilizers and pesticides. Speaker: Joe Magazzi, Green Earth Agriculture. 9:00-10:00am. Library.



**Great Flowering Landscape Shrubs.** Celebrate exciting new cultivars of traditional trees and shrubs including Dogwood, Hydrangea, Viburnum, Lilac, Crabapple, Cherry and more. Noted author and horticulture expert Vincent Simeone wrote the defining book using the same title on landscape design techniques and uses for these plants that drive up your customers' satisfaction. 9:00-10:00am. Auditorium.



**Programs for Spanish-Speaking Staff** Room E-202 (second floor)

- **Programs & Services for Farmworkers.** New England Farmworkers Council. 9:00-10:00am.
- **Customer Service.** 10:00-11:00am Speaker: Darryl Newman. Room E-202
- **Pest Management.** 11:00am-Noon. Speaker: UConn's Ana LeGrand

SPONSORED BY



**Listen to Your Customers, Capture More of Their Business.** How can you profit from yesterday's results of CNLA's marketing research on consumer attitudes towards your company and your plants? Renowned garden center consultant Bob Hendrickson will spend two full hours working with you to adjust your business plans and direction so they're more in line with what our state's consumers say they want from you. This will apply to all market segments: greenhouse, nursery, garden center, and landscapers. 10:00am-Noon. Auditorium.



SPONSORED BY *Naturally Impressive*



**The Latest Techniques for Scouting Greenhouse Pests.** Leanne will share with you the latest tips and techniques to efficiently scout your greenhouse to help you grow better crops with less pest damage and help you save money. 10:00-11:00am. Library.

**Lunch.** All-American cookout. Noon-1:00pm. College cafeteria. \$15.00 per person.



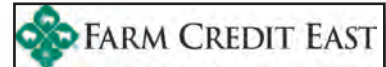
**Acres Online Live!** The editor of *Grower Talks* magazine, Chris Beytes, will cover all sorts of current news, trends, thoughts, and rants about plant trends nationally, including some of the latest from the Netherlands, and yes, Australia too. 1:00-2:00pm. Auditorium.

SPONSORED BY



**Minimizing Snow Damage to Greenhouses & Boosting Energy Conservation.** Last year, Connecticut growers lost over 300 houses and millions of plants to snow overloads. Learn from respected agricultural engineer John Bartok what you can do to cut the risk, and make your greenhouses more energy efficient. 1:00-2:00pm. Library.

SPONSORED BY



**Blending Ecology & Aesthetics in Rain Gardens.** Lisa Turoczi of Earth Tones Nursery (Woodbury CT) shows how using native plants to restore habitat and build pleasing rain gardens also has the added benefit of managing and controlling stormwater. 2:00-3:00pm. Library.



**A New Fungus Hits Boxwood in Connecticut.** Dr. Sharon Douglas, plant pathologist with the Connecticut Agricultural Experiment Station, briefs you on the new blight that struck boxwood plants this past fall. She'll look at what other countries and scientists have done to deal with this disease. 3:00-4:00pm. Auditorium.



**The Landscape Design Challenge.** Several landscape designers create their own drawings and interpretations of the same project. This year's challenge: the gardens in the courtyard of the Manchester Community College, just outside our Symposium. Organized by Barbara Yaeger. 3:00-4:00pm. Library.

We're Giving Away Two iPads ...one each day at the end of the show. Simply be there to win.



JANUARY 4 & 5, 2012 • AT MANCHESTER COMMUNITY COLLEGE  
Register online [www.FlowersPlantsInCT.com](http://www.FlowersPlantsInCT.com)



CONNECTICUT  
GREENHOUSE  
GROWERS  
ASSOCIATION



# Winter SYMPOSIUM & Expo

Jan 4 & 5, 2012 • MANCHESTER COMMUNITY COLLEGE



## Win Big Prizes in the Plant ID Contest

Everyone has the chance to win our Plant ID contest—it's multiple choice. Just select the right answer. First place winner gets a flat screen HD-TV. Winners announced Thursday.



## Buffet Luncheons

each day for \$15 per person. Additional fee, not included in registration.



7 Hours of Pesticide Credits. Look for this symbol.



**For Hotel Lodging:**  
Closest hotel: Spencer Inn,  
191 Spencer Street,  
Manchester, 860-643-5811  
www.spencerinnmanchesterct.com

## Directions to Manchester Community College,

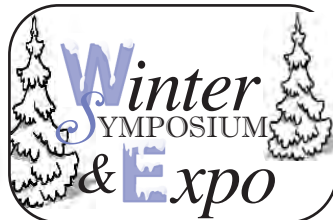
Great Path, Manchester, CT 06404  
Tel: 860-512-3000

### Take Exit 1 off I-384

- westbound right at end of ramp
- eastbound left at end of ramp
- right onto Hillstown Road.
- Take first left onto Great Path and proceed to stop sign.
- Take a right onto Founders Drive South to Parking Lot C and Lot B.
- Enter the tall white tower.



## Advance Registration



Take the member rates if you're in CFA-CGGA-CNLA-CGKA

RETURN WITH YOUR PAYMENT TO YOUR ASSOCIATION:  
Connecticut Nursery & Landscape Association OR  
Connecticut Greenhouse Growers Association  
P.O. Box 414, Botsford CT 06404  
800-562-0610 • Fax 203-261-5429  
E-mail: ConnGreen@aol.com

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_



CHARGE TO YOUR CREDIT CARD:

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

YOU ARE A MEMBER OF: \_\_\_ nonmember  
\_\_\_ CNLA \_\_\_ CGGA \_\_\_ CFA \_\_\_ CGKA

Print Attendee Names & Circle Amounts	Registration • Jan. 4			Lunch Jan. 4	Registration • Jan. 5			Lunch Jan. 5	Subtotals
	Member	Nonmember	Student		Member	Nonmember	Student		
	\$35	\$45	\$20	\$15	\$35	\$45	\$20	\$15	
	\$35	\$45	\$20	\$15	\$35	\$45	\$20	\$15	
	\$35	\$45	\$20	\$15	\$35	\$45	\$20	\$15	
	\$35	\$45	\$20	\$15	\$35	\$45	\$20	\$15	

Join Your Association Today!

CNLA Annual Dues (call for dues rate: 800-562-0610)

CGGA Annual Dues (call for dues rate: 203-261-9067)

On-site registration fees will be \$10 higher/day!

TOTAL ENCLOSED \$

Payments to the Connecticut Nursery & Landscape Association or the Connecticut Greenhouse Growers Association may be tax deductible as business expenses, not as charitable contributions. All fees nonrefundable.