

44th Annual Trade Show and Conference



Wednesday, February 23, 2022

8:00 am - 3:30 pm

Meadowlands Exposition Center

355 Plaza Drive, Secaucus, NJ 07094



- **DEP & Fertilizer Credit Classes**
 - Over 275 Exhibitor Booths
 - Networking Opportunities
 - Official Spring Kick-Off!



We're so excited to be back this year at the Landscape New Jersey 2022 Trade Show and Conference. Landscape New Jersey is the place to be on February 23, 2022, with pre-con education offered on Tuesday, February 22nd.

2022 marks the 44th Anniversary of the Landscape New Jersey Trade Show and Conference. The Meadowlands Exposition Center in Secaucus, NJ, will serve as the site for this one-day green industry marketplace and educational event. Landscape New Jersey 2022 will feature over 275 exhibit booths displaying the latest trends in plants, green industry products, hardscapes, equipment, and more. A DEP program offering recertification credits is available, while additional business-related seminars are also offered.

Join thousands of landscape professionals for one exciting day of industry fun and education. Ask the experts, make new business contacts, meet up with old friends, and learn from the best at Landscape New Jersey 2022.

NJLCA's Pre-con Education Program was created 8 years ago to provide in-depth workshops that compliment and expand upon the education that we provide at our trade show. These workshops will give you the skills and training that you need to be successful in the green industry right now! All pre-con workshops on February 25th include admission to the trade show on February 22nd!



The Landscape New Jersey Trade Show and Conference ("LNJ") remains attentive to the ongoing COVID-19 pandemic and the ever-changing federal, state, and local governments' rules and regulations in response thereto.

At time of printing, there are no current masking and/or vaccination requirements for the facility or the show. However, NJLCA and the LNJ 2022 highly recommend facemasks for all participants regardless of vaccination status. If there are any changes to this status, they will be provided on the NJLCA Family of Trade Shows website.

The Meadowlands Exposition Center is an ASM Global managed facility and adheres to VenueShield; an advanced environmental hygiene and operational protocol developed for more than 325 ASM facilities around the world.

Pre-Con Education Workshops

Tuesday, February 22, 2022

Class: **NJ Fertilizer Training & ProFACT Exam (English)** 9:00 pm - 12:00 pm
Code: Dr. James Murphy, Rutgers University Room A - NJ Fertilizer CEUs - 3
PC1



ProFACT training for professional fertilizer applicators (Qualifies you to take the certification exam. Certified Fertilizer Applicators will receive 3 credits of continuing education). Class, manual and exam in English.

Topics to be discussed include:

- Introduction to the NJ fertilizer law
- Nutrient pollution hazards to waterbodies
- Best management practices for nutrient management of turf
- How to read a fertilizer label
- Equipment use and calibration
- Laws, rules, and regulations for fertilizer application to turf

Dr. James Murphy conducts extension and research programs on best management practices for turfgrasses grown in and around New Jersey. His work focuses on a better understanding of turfgrass responses to soil-related stresses. Dr. Murphy holds a BS in Agriculture from Western Illinois State University and an MS and PhD in Crop and Soil Sciences from Michigan State University.

Class: **NJ Fertilizer Training & ProFACT Exam (Español)** 1:00 pm - 4:00 pm
Code: Dr. Raul Cabrera, Rutgers University Room A - NJ Fertilizer CEUs - 3
PC2



Entrenamiento de ProFACT para aplicadores profesionales de fertilizantes (Qualifica que usted tome el examen de certificación. Aplicadores Certificados recibirán 3 créditos de educación continua) Clase y manuales serán en español.

El tema incluye:

- Introducción a la ley de fertilizante de NJ
- Riesgos de contaminación de nutrientes para cuerpos de agua
- Mejores prácticas de manejo para el manejo de nutrientes del césped
- Como leer la etiqueta de fertilizante
- Uso y calibración del equipo
- Leyes, reglas, y reglamentos para la aplicación de fertilizantes para césped

Raul Cabrera es profesor asociado y especialista en extensión de cultivos en la Universidad de Rutgers. Raúl tiene una maestría en fisiología y un doctorado en Biología de planta de la Universidad de California en Davis. Sus proyectos actuales incluyen el uso de aguas alternativas (agua, reclamada) para la irrigación, optimización de la fertilización y cultivos de invernadero y la productividad y evaluación del uso y conservación del agua del paisaje urbano.

All pre-trade show workshops include trade show admission the next day!

Todos los tallares previos a la feria incluyen la admisión a la feria al dia siguiente.

Exhibitor Workshops

Tuesday, February 22, 2022

Class **How to Follow Up with Your Booth Visitors** 10:30 am - 12:00 pm
Code: Robyn Davis, Exhibitors WINH Room C/D
PC3



One of the biggest mistakes exhibitors make, across industries, is that they don't follow up properly (or at all!), leaving "money on the table" and disappointing their new contacts. Fortunately, this mistake is 100% avoidable! Attend this hands on workshop and you'll learn how to create an effective and realistic follow up plan that you can implement right away.

Class **Evaluating the ROI of Trade Shows** 1:00 pm - 2:30 pm
Code: Robyn Davis, Exhibitors WINH Room C/D
PC4

Ever wonder what a trade show like NJLCA's Landscape New Jersey is really worth to your company and to you... or could be, with the right strategic actions? There are 10+ types of value that any exhibitor can earn at a trade show. In this interactive workshop, you will learn how to quantify the true value you've obtained through your participation in this year's event and plan for the future too.

Robyn Davis is a Trade Show Strategy Specialist and the Owner of Exhibitors WINH (When I Need Help). As an award-winning Trade Show Trainer/Consultant, Robyn is known for her fresh perspective and process-driven approach to exhibitor success. Specifically, she provides strategic booth staff training/consulting services to exhibitors directly and in collaboration with the organizers of the SHOT Show, RSNA, CONEXPO-CON/AGG, and other major trade shows. Robyn's degree is in Aerospace Engineering, and she is certified in talent development (training).



Exhibitor Workshops

Tuesday, February 22, 2022

Class **How to Make Social Work
for Your Business**
Code: PC5

Christine B. Whittemore

2:30 pm - 4:00 pm

Room C/D



Is social media a total waste of time or an invaluable tool for your business? Attend this session to understand the role social plays in building trust, promoting your landscaping expertise and making you stand out.

Christine B. Whittemore is Chief Simplifier of Simple Marketing Now LLC, an inbound marketing consultancy that helps organizations get found online and generate leads through SEO, blogs, social media, content marketing and Pay-per-click advertising. She is a HubSpot Professional and Certified Partner and certified in inbound marketing, contextual marketing. Christine has served on the Columbia Business School's Alumni Club of NY Board of Directors, including two years as president. She earned her undergraduate degree from Smith College and MBA from Columbia University. Christine is a frequent speaker on the topic of marketing with social media for the National Tile Contractors Association, FCA Network, Crossville Tile, Natural Beauty Summit America and Nufloors Canada.



Exhibitor List (as of printing)

A.N.T. Nursery	CSI-ACECAP/MEDICAP	Precision Work
AC RadioCom	Deer Solution-Repellent Svc.	Pride Landscape Supply
Action Rubber & Ind'l Supply	Design-N-Stich	Progressive Hydraulics, Inc.
Advance Tire	Downes Forest Products	ProParts Direct
AL D. Landscaping & Tree Supply	Ewing Irrigation	R & R Products
All American Auto Group	FDR Hitches	Ransome Attachments
American National	Fisher & Son	RVH Mulch Supplies/Iron
American National/Farm	Foley Incorporated	Mountain Mulch
Family Insurance	Highway Equipment Co.	Scirocco Group
Amish Mike	Hionis Greenhouses, Inc.	Shuback Farms, Inc.
AMSOIL Synthetic Lubricants	Hoffman International, Inc.	SiteOne Landscape Supply
Aquarius Supply, Inc.	Holiday Lighting by Giannini	State Farm
Aqua-Tech Hotsy Corp.	Intek Truck / Equipment	Steven Willand, Inc.
Ariens/ Gravely	Leasing	Storr Tractor Company
Aspire Software	iQ Power Tools	Synatek Solutions
Association Member Trust	Jesco, Inc.	Synthetic Lawns & Golf, Inc.
Barton Nursery	KPM Exceptional, LLC	Tech Terra Environmental
Best Line Equipment	Land Pro (NIP Group)	Terre Company
Bobcat of North Jersey	Levitt's, LLC	The Weather Pros
Britton Industries	Magnets.Com	Tidwell Nurseries
CADCO	Mazza Mulch	T-Mobile
Cambridge Pavers, Inc.	Middleton & Co. Insurance	Tony Sanchez, LTD
Cedar Hill Nursery, Inc.	Modern Group	TreeDiaper
Central Turf & Irrigation Supply	Nature's Choice Corp	Unilock
Cerbo's Parsippany Greenhouses	New Jersey Deer Control	United Ford
Chemical Equipment Labs	New Jersey One Call	United Rentals
Classic Groundcovers, Inc.	Nicolock Paving Stones	Van Dines 4WD Center
Cliffside Body Corp.	North East STIHL	Vermeer North Atlantic
Coast Cities Equipment Sales	Northeastern Arborist Supply	Veteran Fence & Yard
Condurso's Garden Center	Northern Nurseries, Inc.	W.E. Timmerman Co., Inc.
	Paul Congelosi Sales, Inc.	WeatherWorks, LLC
	Peak Equipment	Woods Machinery, Inc.
	Plott	York Motors, Inc.

**Save time and money...
Register online at www.NJLCA.org**

Membership Trade Show Special! Available now!

\$99 for 6 months for any level membership!

Become a member today and get member pricing for the show! Choose one of the following:

REGULAR MEMBER: An individual or firm actively engaged in and whose primary business is landscape services.

6 Month Dues - \$375-\$99

ASSOCIATE MEMBER: ~~\$450~~ \$99. An individual or firm actively engaged in allied industries, e.g., manufacture or sale of horticulture products, including plant material, pesticides and landscape equipment, as well as services to the landscape industry such as tree care and irrigation services.

AFFILIATE MEMBER: ~~\$235~~ \$99. Individual or firm that is an allied association, government entity, contractors who reside & work outside of the state of NJ, educational institutions, etc.

STUDENT MEMBER: \$25. An individual enrolled as a full-time student at an accredited institution in a green industry program.

Just fill out the info above and add it to your total on the registration form where it says, "Special Membership Trade Show Price". (Not available to any company that has been a member during the past 10 years.)

<u>Trade Show Registration</u>	<u>Member</u>	<u>Non-Member</u>
Pre-Registration Fee	\$20	\$30
Registration at Door	\$30	\$40

Pre-Trade Show Workshops - 2/22/22

Includes Entry to Trade Show on 2/23/22

NJ Fertilizer Training & ProFACT Exam	\$99	\$129
Post Show Follow Up for Exhibitors	Free	If not an
Evaluating the ROI of Trade Shows	for	Exhibitor,
Using Social Media to Increase Your Customer Base	Exhibitors	call NJLCA

Trade Show Day Classes

Pesticide Safety

Boxwood: Now You See Them, Soon You Won't!

BMP's for Fertilization

Reducing Soggy Turf with Drainage

Rutgers Plant Diagnostic Lab Update

Successfully Making the Switch

Plant Selection for Low Maintenance Landscape Designs

Growth Regulators for Trees in the Landscape

Beyond Beauty: An Intro to Low-Input Perennial LS Plants

Native Plants for the NJ Landscape

Real-Life Stories of Going Battery-Powered

Soil Moisture: Top Factor for Newly Planting Tree Survival

Identifying Common Pests and Managing Them

Native Species/Low-Input Landscapes

Utilizing Online and Print Resources to Manage Pests

Using Social Media to Increase Your Customer Base

Panel Discussion: Material Shortages and What to Expect

Included with
Trade Show
Registration

Full Schedule

February 23rd				
	Room A	Room B	Room C	Room D
8:30 am - 9:30 am	Pesticide Safety	Boxwood: Now You See Them, Soon You Won't!	BMP's for Fertilization	Reducing Soggy Turf with Drainage
9:45 am - 10:45 am	Rutgers Plant Diagnostic Laboratory Update	Successfully Making the Switch	Plant Selection for Low Maintenance Landscape Designs	Growth Regulators for Trees in the Landscape
11:00 am - 12:00 pm	Beyond Beauty: An Intro to Low-Input Perennial Landscape Plants	Native Plants for the New Jersey Landscape	Real-life Stories of Going Battery-Powered	Soil Moisture: Top Factor for Newly Planted Tree Survival
12:15 pm - 1:15 pm	Identifying Common Pests and Managing Them Using IPM Principles and Techniques	Native Species/Low-Input Landscapes	Panel Discussion: Material and Equipment Shortages - What to Expect in 2022 and Beyond	
1:30 pm - 2:30 pm	Utilizing Online and Print Resources to Manage Landscape Pests	How to Make Social Media Work for Your Business		

Please Note: Although rare, seminar times, presentations and speakers can change without notice.

Trade Show Extras!

February 23, 2022

Latino Mix and Mingle

We are thrilled to invite you to NJLCA's 5th annual Latino Mix and Mingle at 12:30 pm in Room E at the Meadowlands Expo Center on February 23, 2022!

Meet fellow members and potential members for a fun afternoon in a relaxed setting! This special event will be a great way to meet new colleagues and catch up on current topics unique to our profession. Enjoy complimentary beverages and food.

**February 23, 2022, from 12:30 pm - 2:30 pm in Room E
No cost to attend but pre-register to be entered to win a prize!**

Mezcla y Reunion de Latinos

Estamos encantados de invitarles a la 5ta. Mezcla anual de Latinos de NJLCA y mezclarse y reunirse a las 12:30 pm en la habitación E en el Meadowlands Expo Center el 23 de Febrero del 2022!

¡Conozca a otros miembros e invitados para una tarde de diversión en un ambiente relajado! Este evento especial será una manera divertida de conocer a nuevos colegas y ponerse al día sobre temas actuales exclusivos de nuestra profesión. Disfrute de la comida y bebidas complementaría.

**Febrero 23, 2022, desde las 12:30 pm – 2:30 pm habitación E
¡No hay ningún costo para asistir, pre-registrarse para ganar un premio!**

Panel Discussion: Material Shortages and What to Expect in 2022 and Beyond

Join us for a panel discussion with four industry experts on recent material and equipment shortages. We'll discuss what to expect this year and when we can expect some relief. Plus a Q and A and group discussion.

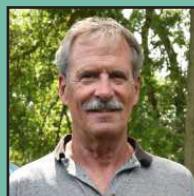
February 23, 2022, from 12:15 pm - 2:00 pm in Room C/D



David DeFrane
Copper Creek Nursery
and Landscape



Michael Reed
Synatek



Rob Swanekamp
Kube Pak



Equipment Pro

2022 Registration Form

Attendee Information

Business Name: _____
Business Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Cell Phone: _____
E-mail: _____

Print First and Last Name of all attendees as they should appear on name badge below. (Name badges will be mailed to you.) Please check all that apply below each name.

Attendee #1: _____
Email: _____
Attendee is: Owner Purchasing Influence Have no input

Attending Pre-Con:
 NJ Fertilizer Training & ProFACT Exam - \$99 - Members/\$129 -Non
 PC1-English PC2-Spanish Date of Birth: _____
 PC3-How to Follow Up with Your Booth Exhibitors
 PC4-How to Evaluate Your Exhibiting ROI
 PC5-Using Social Media to Increase Your Customer Base

Day of Show Credit Classes (if applicable): Date of Birth: _____
Pest Lic.#: _____ Tree Lic.#: _____ Fert. Lic #: _____

Attendee #2: _____
Email: _____
Attendee is: Owner Purchasing Influence Have no input

Attending Pre-Con:
 NJ Fertilizer Training & ProFACT Exam - \$99 - Members/\$129 -Non
 PC1-English PC2-Spanish Date of Birth: _____
 PC3-How to Follow Up with Your Booth Exhibitors
 PC4-How to Evaluate Your Exhibiting ROI
 PC5-Using Social Media to Increase Your Customer Base

Day of Show Credit Classes (if applicable): Date of Birth: _____
Pest Lic.#: _____ Tree Lic.#: _____ Fert. Lic #: _____

Attendee #3: _____
Email: _____
Attendee is: Owner Purchasing Influence Have no input

Attending Pre-Con:
 NJ Fertilizer Training & ProFACT Exam - \$99 - Members/\$129 -Non
 PC1-English PC2-Spanish Date of Birth: _____
 PC3-How to Follow Up with Your Booth Exhibitors
 PC4-How to Evaluate Your Exhibiting ROI
 PC5-Using Social Media to Increase Your Customer Base

Day of Show Credit Classes (if applicable): Date of Birth: _____
Pest Lic.#: _____ Tree Lic.#: _____ Fert. Lic #: _____

Trade Show - February 23, 2022

	Qty.	Total
NJLCA Member Pricing		
Pre-Registration Fee: \$20 per person		_____
Registration at Door: \$30 per person		_____

	Qty.	Total
Non-Member Pricing		
Pre-Registration Fee: \$30 per person		_____
Registration at Door: \$40 per person		_____

Membership - Special Trade Show Price	-----
Pre-Con Workshop Subtotal	-----
Trade Show Registration Subtotal	-----
Grand Total	-----

All educational sessions, except for the Pre-Con Workshops noted are included in the price of attendance at the show. Pre-Con Workshop attendees receive entry to the trade show at no cost.

Payment Information

Credit Card:
Cardholder's Name: _____
Signature: _____
Card Number: _____
Billing Zip Code: _____ Exp: _____ CCV: _____
Check:
Make checks payable to: NJLCA - Must be received by February 16, 2022. No refunds after February 1, 2022. No snow or rain date.
Please send check, purchase order and registration form to:
NJLCA, 465 Mola Boulevard, Suite 4, Elmwood Park, NJ 07407
Phone: (201) 703-3600 Fax: (201) 703-3776

Please tell us more about you!

Please indicate types of services performed:

Residential Maintenance Residential Design/Build
 Commercial Maintenance Commercial Design/Build
 Residential Snow Svcs. Commercial Snow Svcs.
 Irrigation and/or Lighting Installation
 Plant/Lawn Care
 Organics
 Pesticide
 None of the above, we supply services and/or products
 Other: _____

Education Schedule

February 23, 2022

Pesticide Safety

George Hamilton, Rutgers University

8:30 am - 9:30 am

Room A



Safe and effective use of pesticides is essential for controlling pests of ornamental plants, while protecting human health and the environment. This presentation will focus on the proper storage and use of pesticides and the requirements for training and record keeping applicable to landscape professionals.

George Hamilton, Ph.D. is an Extension Specialist in Pest Management and chair of the department of entomology at Rutgers University. Dr. George Hamilton's research interests are in the area of implementing integrated pest management programs and the examination of pesticide usage patterns in New Jersey. He has been involved with the initial certification and recertification of New Jersey's pesticide applicators since 1986.

Boxwood: Now You See Them, Soon You Won't

Richard Buckley, Rutgers Plant Diagnostic Lab

8:30 am - 9:30 am

Room B



Boxwood are beloved plants in many NJ landscapes. Despite our love affair with boxwood, they have a myriad of problems to contend with. This one hour talk will cover the most common issues with boxwood including 2 significant problems; boxwood blight and box tree moth. All aspects of pathogen and insect pest biology will be covered within the context of an Integrated Pest Management program. Special emphasis on boxwood culture and least toxic solutions to these common boxwood problems will be presented.

Richard Buckley is the Director of the New Jersey Agricultural Experimental Station Soil Testing and Plant Diagnostic Services at Rutgers, the State University of New Jersey. He received his BS in Entomology and Plant Pathology from the University of Delaware and MS in Turfgrass Pathology from Rutgers that lead to his current position. In addition to his responsibilities as Director of the STPDS, Mr. Buckley is an instructor in the Rutgers Professional Golf Turf Management School and teaches courses in diseases and insect pests of turfgrass and ornamental plants. He is also a frequent lecturer and invited speaker on disease and insect pest problems in turf and ornamentals, plant problem solving, and disease and pest management techniques.



Education Schedule

February 23, 2022

BMP's for Fertilization

Raul Cabrera, Rutgers University

8:30 am - 9:30 am

Room C



This presentation will focus on the characteristics of urban landscape soils, along with the best management practices that sustain plants-turf aesthetics and function.

Raul Cabrera is an Associate Professor and the Extension Specialist in Nursery Crops at Rutgers University. Raul holds a MS in Plant Physiology and a PhD in Plant Biology from the University of California at Davis. His current projects include the use of alternative waters (graywater, reclaimed) for irrigation, optimizing nursery and greenhouse crop fertilization and productivity and evaluation of urban landscape water use and conservation.

Reducing Soggy Turf with Drainage

John Raffiani, Raffiani's Automatic Sprinkler Service

8:30 am - 9:30 am

Room D



A look into Soil Water Movement: Grade, swale and rock applications, catch basin enhancements, subsurface soil profile, wick drainage and moving water mechanically to keep turf firm and mowers from sinking!

John Raffiani has been involved with the landscape trades since the late 1950's beginning with work at his grandfather's shrub farm and greenhouse operation in Fair Lawn. Since that time, he has installed numerous landscape, drainage, lighting and irrigation systems in NJ, NY, MA, CA, AZ and FL. His latest endeavor is teaching in the green industry trades.

Rutgers Plant Diagnostic Lab Update

Sabrina Tirpak

9:45 pm - 10:45 am

Room A



The Rutgers Plant Diagnostic Laboratory has been solving plant problems for the citizens of New Jersey since 1991. This one hour talk will cover diseases and insect pests seen in the laboratory in 2021 and some we are looking out for in 2022 and beyond. New diseases problems, like Beech Leaf Disease, as well as, common problems that are increasing in importance, like the needle casts in spruce, will be covered. Special emphasis will be made on disease identification and integrated control tactics that include all cultural, biological, and chemical solutions.

Sabrina Tirpak, Principal Laboratory Technician, has worked for the PDL since 1998. She received her B.S. in Plant Science, with an emphasis in horticulture and turf industries as well as a minor in entomology, from Rutgers University in May 2000. She also attended Clemson University for special training in nematode detection and identification. Ms. Tirpak has primary responsibility for insect and weed identification, rapid screening of disease samples using enzyme-based test kits, and assisting in all other aspects of laboratory operations. She also participates in research, teaching, and outreach activities.

Education Schedule

February 23, 2022

Successfully Making the Switch

Dan Mabe, AGZA

9:45 am - 10:45 am

Room B



This presentation will give an overview of how to successfully implement commercial battery powered equipment into your operations. Get up to speed on current and proposed bans, equipment choices and more.

Dan Mabe is the Founder and President at American Green Zone Alliance (www.agza.net). AGZA educates the public and trains professionals on low-impact maintenance operations, using electric instead of gas-powered equipment to reduce emissions and noise.

Plant Selection for Low-Maintenance

Landscape Designs

Brian Oleksak, County College of Morris

9:45 am - 10:45 am

Room C



This presentation will focus on the selection of woody and herbaceous plants with the objective of reducing inputs for the design and maintenance of residential landscapes. Using proper plant selection and site preparation techniques, progress can be achieved in the reduction of water, fertilizer and pesticides and ultimately labor in the construction and maintenance of attractive and functional landscapes.

Brian Oleksak is Associate Professor and Chair of the Landscape and Horticultural Technology Department at the County College of Morris in Randolph, New Jersey. Professor Oleksak teaches courses in woody landscape plant and herbaceous plant identification, soils, arboriculture and botany at CCM. He holds a B.S. in Agronomy from Penn State University and an M.S. in Ornamental Horticulture from Ohio State University. Professor Oleksak resides in Newton, New Jersey.

Growth Regulators for Trees in the Landscape

Mark Ware, Rainbow EcoScience

9:45 am - 10:45 am

Room D



TGRs are growth inhibitors that are applied to the soil and taken up by the plant's root system. Once in the plant, TGRs inhibit plant growth by 85-90%. We will discuss tree growth regulators as they apply to, growth control of trees and shrubs in crowded landscapes; growth control of trees that may shade pools or decks; preventing trees on golf courses from overgrowing and shading greens; growth Control of trees on commercial properties; and growth control for Right-of-Way maintenance. Plus learn how you can save on labor and money in this arena.

Before joining Rainbow, Mark spent over ten years in the industry, including eight years with a national tree care company, gaining experience in general tree work, utility forestry, and plant health care. He is excited to further the professionalism, knowledge, and reputation of other arborists and the entire industry. His educational background is in landscape construction and ornamental horticulture.

Education Schedule

February 23, 2022

Beyond Beauty: An Intro to Low-Input Perennial Landscape Plants

Lauren Erickson, Rutgers Gardens

11:00 am - 12:00 pm

Room A



While a lush perennial garden in bloom may be primarily recognized for its visual appeal, many plant selections can also provide benefits beyond aesthetics. Lauren Erickson will share ecological, edible, and traditional medicinal uses of perennial landscape plants well suited to ecological landscape designs. Promoting these lesser-known benefits of perennial plants to residential and business clients will increase landscape appeal while also promoting the use of low-input selections to reduce fertilizer, pesticide, and water usage in eco-friendly designs.

Lauren Erickson is the Director of Rutgers Gardens and Campus Stewardship at Rutgers University, where she engages with people, plants, and ecology to further the land grant mission of teaching, research, and service in the 21st Century. Previously, Lauren worked as a Senior Program Administrator with Rutgers Cooperative Extension. Her responsibilities included coordinating initiatives focused on improving healthy food access and increasing urban green space through community gardens. Lauren has also worked in the non-profit sector coordinating ecological and agricultural education programs. She holds a M.S. degree in Natural Resources from the University of New Hampshire and a B.S. degree in Environmental Studies from Stockton University, and is nearing completion of her Ph.D. in Nutritional Sciences at Rutgers University.

Native Plants for the NJ Landscape

William Erickson, Rutgers Cooperative Extension

11:00 am - 12:00 pm

Room B



Ornamental grasses are popular low-maintenance landscape plants. Many native grasses demonstrate ornamental qualities in addition to performing valuable ecosystem services, such as attracting pollinators, providing food and habitat for wildlife, mitigating storm water, and stabilizing the soil. Furthermore, many grasses are deer resistant and stress tolerant, with some species preferring dry, sunny locations, while others thrive in wet and shady environments. This presentation will discuss ornamental grasses and sedges that are native to our region and how they can be incorporated into the landscape to reduce inputs of water, fertilizer, chemicals, and labor.

William (Bill) Erickson is the Agriculture and Natural Resources Agent for Rutgers Cooperative Extension of Monmouth County. His programmatic areas focus on sustainable practices to grow and maintain ornamental plants for the NJ nursery and landscape industries. Before joining Rutgers Cooperative Extension, Bill co-owned and operated a horse-powered vegetable farm and nursery in coastal Maine. He has led horticulture courses for commercial growers, home gardeners, and college students throughout New Jersey and New England in both hands-on and academic settings. Bill holds a Master's degree in Soil Science from the University of New Hampshire and is completing a Doctoral degree in Plant Physiology from Rutgers University.

Education Schedule

February 23, 2022

Real-Life Stories of Going Battery Powered

Rik McCoy, Richard McCoy Horticultural Services

11:00 am - 12:00 pm

Room C



As public pressure continues to grow regarding the use of synthetic pesticides, invasive plants, and gas-powered equipment, consumer demand will drive our industry to change. Hear it firsthand from a New Jersey company that has made a successful business model offering a full spectrum of sustainable land care services. Learn from his challenges and successes.

Richard is a 30-year green industry professional. He is the visionary behind Richard A. McCoy Horticultural Services Inc., which he established in 1995. Recognized by many as an organic and ecological land care thought leader, Richard and the Team at McCoy Horticultural have been offering environmentally and sustainably responsible, fine-gardening design, installations, maintenance, and organic lawn care since 2005. His work at Stony Wood Garden, a 3.5-acre private woodland garden in Princeton, NJ, has been recognized by Smithsonian Institute's Archives of American Gardens. Richard is an advisor and practitioner council member for Organic Landscape Association and a member of Rutgers University's Organic Land Care Working Group. He is also a co-contributor to the Rutgers Organic Land Care Best Management Practices Manual. He holds a Certificate of Organic Land Care through the Rutgers Organic Land Care Program, is a certified Natural Turf and Landscape Manager and an Organic Lawn Care Accredited Professional.

Soil Moisture: Top Factor for Newly-Planted Tree Survival

11:00 am - 12:00 pm

Wei Zhang, TreeDiaper

Room D





Urban trees tend to struggle due to the fact that it is not an ideal growing condition in between pavements and buildings. Underwatering and overwatering are the most common causes. Although water prescriptions are developed to address this problem, it doesn't prevent the drastic fluctuations between the extremes of soil moisture. The most important factor for tree survival actually is the soil moisture, not the amount of water dumped onto the rootball or how often one does it. New methods of stabilizing soil moisture using water that is otherwise wasted will be discussed.

Dr. Wei Zhang holds a Ph.D. degree in Engineering from Virginia Tech. He has been doing research & development for the green industry for 10 years. His research areas include watering solutions for landscape plants, plant health, plant protection against stresses like drought and road salt. His work also provides novel solutions to green stormwater infrastructures, for which plants are used for the treatment of pollutants in stormwater.

Dr. Zhang has more than 40 peer-reviewed scientific journal articles, one monograph and more than 100 conference presentations. He has been a frequent speaker on Arboriculture, Landscape Architecture, Urban Forestry, Stormwater Green Infrastructure, and related conferences and seminars. Dr. Zhang is a ASLA approved LA CES provider. He is known as a scientist, educator and public speaker.

Education Schedule

February 23, 2022

Identifying Common Pests and Managing Them Using IPM Principles and Techniques

Amy Ricco, Mercer County Community College

12:15 pm - 1:15 pm

Room A



This presentation will emphasize common and important insect and disease pests found in the landscape along with their identification, life cycles and management strategies using Integrated Pest Management principles and techniques.

Amy Ricco received an Associate's Degree in Applied Science majoring in Horticulture Production from the State University of New York at Morrisville, a Bachelor of Science Degree majoring in Plant Science from Cornell University, and a Masters in Arts and Teaching Degree majoring in Agriculture Education from Cornell University. Upon graduating from Cornell, she accepted her current position at Mercer County Community College and has served as a Professor of Horticulture and Plant Science, and as Program Coordinator of Horticulture, Plant Science and Sustainability for the past 23 years.

Native Species/Low-Input Landscapes

Christina Kaunzinger, Rutgers University

12:15 pm - 1:15 pm

Room B



A discussion on native species/low-input landscapes/ecosystem services using the Rutgers Living Lab Gardens at the Rutgers School of Environmental and Biological Sciences as a case study. Christina will also have a colleague from Facilities and Grounds join her to speak about his perspective as well.

Dr. Christina Kaunzinger is a community ecologist, with advanced training in species interactions. She has worked on urban restoration ecology projects throughout the region, specializing on coastal habitats, inland woodlands, aquatic systems, and environmental education initiatives. Also, she has designed large public ecological education trails and experiences for the Duke Farms new Center for Land Stewardship. In addition, she has taught university-level courses in plant ecology, vertebrate zoology, marine ecology, and limnology (aquatic systems) at Rutgers University and Drew University.



Education Schedule

February 23, 2022

Utilizing Online and Print Resources to Manage Landscape Pests

Timothy Waller, Rutgers Cooperative Extension

1:30 pm - 2:30 pm

Room A



Online and print resources that enable professionals to track pest development through growing degree days or other modelling systems will be discussed as they relate to cost savings, reduced or alternative material usage, and environmentally conscious approaches to IPM (Integrated Pest Management). Key insect pests afflicting landscapes as well as boxwood blight will be discussed as examples. Specifically, chemical control regimes or options that promote pollinator safety will be noted. Instruction will promote grower comfort with digital resources, especially those available through Rutgers Cooperative Extension.

Timothy J. Waller, PhD, is the Cumberland County Agricultural Agent (Rutgers Cooperative Extension - Agriculture and Natural Resources). Dr. Waller's major responsibilities are to provide leadership and support for the commercial agriculture industries of southern New Jersey, specifically commercial nursery production in Cumberland County. He is tasked with mitigating pest issues (insects, diseases, weeds, herbivores), intercepting invasive species, improving farm sustainability and production techniques, as well as developing best management practices (BMPs) for the growers and green industry professionals of New Jersey. Dr. Waller is serving in his second year with Rutgers Cooperative Extension, but has worked in various sectors of agriculture for the last decade, and has held a pesticide license since 2014.

How to Make Social Media Work for your Business

Christine B. Whittemore, Simply Marketing Now

1:30 pm - 2:30 pm

Room B



Is social media a total waste of time or an invaluable tool for your business? Attend this session to understand the role social plays in building trust, promoting your landscaping expertise and making you stand out.

Christine B. Whittemore is Chief Simplifier of Simple Marketing Now LLC, an inbound marketing consultancy that helps organizations get found online and generate leads through SEO, blogs, social media, content marketing and Pay-per-click advertising. She is a HubSpot Professional and Certified Partner and certified in inbound marketing, contextual marketing. Christine has served on the Columbia Business School's Alumni Club of NY Board of Directors, including two years as president. She earned her undergraduate degree from Smith College and MBA from Columbia University. Christine is a frequent speaker on the topic of marketing with social media for the National Tile Contractors Association, FCA Network, Crossville Tile, Natural Beauty Summit America and Nufloors Canada.

Trade Show Extras!

February 23, 2022

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