

# Indiana Green Expo 2024

Educational Program and Trade Show

*Indiana's largest,  
most comprehensive green  
industry event!*

**JANUARY 17-19, 2024**

at the Indiana Convention Center in Indianapolis

**EDUCATION: January 17-19**

8 Workshops • 14 Tracks + Spanish Track  
CCHs, CEUs, and IAH certification

**TRADE SHOW: January 18-19**

Over 150 exhibitors • Live demos  
New Product Showcase • Silent Auction

**AWARD RECEPTIONS: January 18**

Join MRTF and INLA for their individual  
social gatherings in the evening.

*Plan your Expo! For complete  
schedule, event details, hotel  
info, and registration visit:*

**IndianaGreenExpo.com**

**PRESENTED BY:**

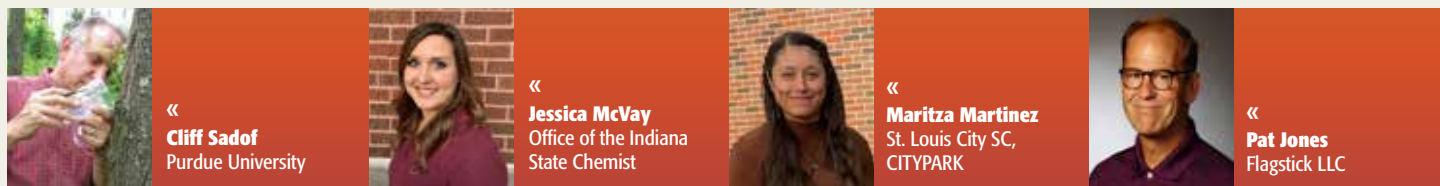
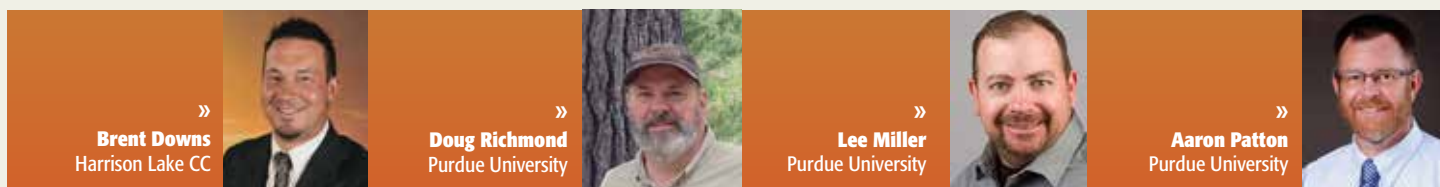
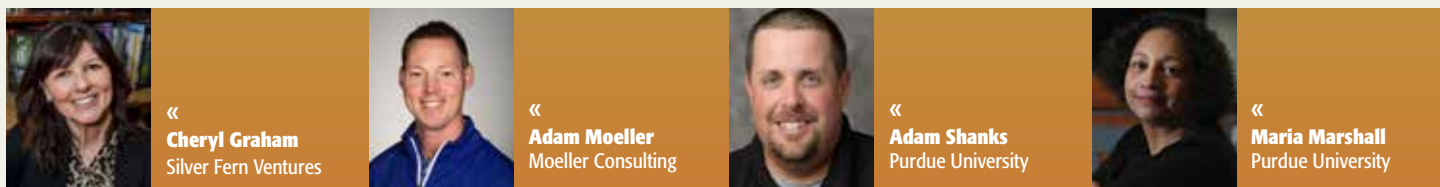
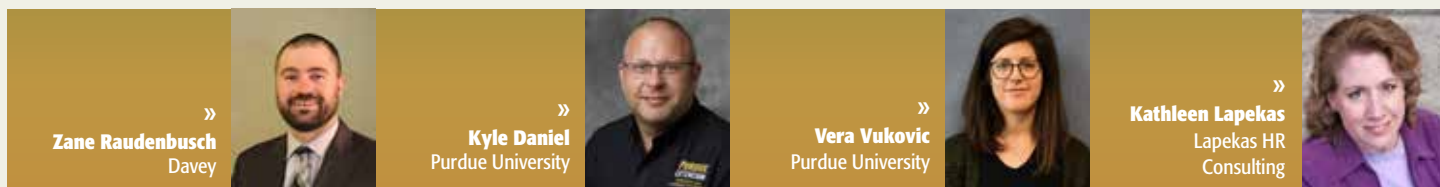
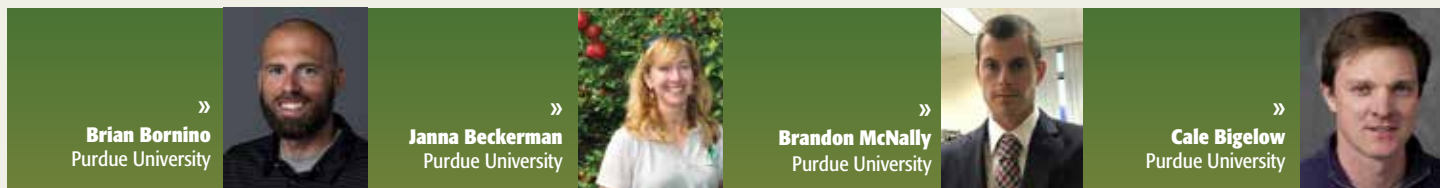


The Indiana Green Expo is presented in partnership by  
the Indiana Nursery and Landscape Association and the  
Midwest Regional Turf Foundation.

## CORPORATE SPONSORS




# FEATURED SPEAKERS



Learn more about our speakers at [IndianaGreenExpo.com](http://IndianaGreenExpo.com).

# WORKSHOPS

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**WORKSHOP A**  
**CPR, AED, and Basic First Aid Training for the Adult and Child**  
*Dennis Smith, Quick Response CPR, LLC*  
January 17: 9:00 am – 12:00 pm

This workshop will cover CPR, AED, and basic First Aid training for the adult and child. This real-life scenarios presented will be directly applicable to the green industry. This will be complete with a hands-on skills evaluation to become certified at the end of the class.


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**WORKSHOP B**  
**Concrete Paver Installer Certification Course**  
*Donny Duke, ICPI Instructor, Arbor Gold Software*  
January 17: 9:00 am – 5:00 pm

For contractors involved in the residential and commercial installation of interlocking concrete pavements. This certification is THE industry-recognized program for the professionals committed to industry guidelines. The two-day course equips individuals with training and tools to properly install interlocking concrete paving systems. Participants have the opportunity to pursue certification at the end of the workshop and well as potential industry recognition in the future.

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**WORKSHOP C**  
**Green Industry Math: Making the Complicated Seem Simple**  
*Aaron Patton & Brandon McNally, Purdue University*  
January 17: 9:00 am – 12:00 pm  
CCH = 2:1.0, 3a:3.0, 3b:3.0, 5:1.0, 6:1.0, RT:3.0

Practical math calculations are essential for any manager for planning, purchasing, and applying anything to turf. Though few of us like math, these instructors make it educational as well as enjoyable! This workshop covers area calculations, fertilizer, and pesticide calculations, calibration, and purchasing decisions. Attendees will receive a comprehensive packet with how-to instructions regarding the content covered and more.

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**WORKSHOP D**  
**Landscape Management for Entry-Level Industry Professionals**  
*Kyle Daniel, Purdue University*  
January 17: 9:00 am – 12:00 pm  
CCH = 2:1.0, 3a:3.0, 3b:1.0, RT:3.0

This workshop, which is designed as an introductory course for landscape management basics, will include topics such as proper planting, pruning, fertility, weed control, mulching, how plants grow, and more. This course will cover many topics that entry-level employees (and those that need a refresher) will need to know for the 2024 season.

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**WORKSHOP E**  
**Improve Organizational Performance and Strengthen Your Team**  
*Susan Peterson, Purdue University*  
January 17: 1:00 – 4:00 pm

Have you ever wondered why employees show up late to work? Why your team members can't seem to agree on priorities or follow directions? Why your communication isn't getting through to your staff? Gain easy-to-apply skills for understanding human behavior. Improve and enhance work relationships, motivate staff, build a stronger team, and increase organizational performance. Learn how to recognize your strengths, the strengths of others, build rapport quickly, understand how others process information, modify your communication to connect with others, and draw on strengths to accomplish goals.


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**WORKSHOP F**  
**Indiana Accredited Horticulturist (IAH) Review and Exam**  
*George Brenn, Vincennes University, retired*  
January 17: 1:00 – 5:00 pm

1:00 – 3:00 pm: IAH Review (additional fee); 3:00 – 5:00 pm: IAH Exam  
This course will aid you in preparing for the IAH exam at the end of the day. There will be ample time for questions and individual attention. The review is also a great refresher for those already certified – earn IAH CEUs by attending. Contact the INLA (800-443-7336) for program materials which are an additional fee.


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**WORKSHOP G**  
**The Short and Tall of Disease Diagnosis: From Ground Level to the Tree Tops**  
*Lee Miller & John Bonkowski, Purdue University*  
January 17: 1:00 – 4:00 pm  
CCH = 3a:3.0, 3b:3.0, RT:3.0

Diagnosis of turfgrass, ornamental and tree problems are difficult endeavors that involve not only assessment of the host-pathogen relationship but may often also require some detective work with the client. This workshop will detail the sample submissions to the Purdue Plant & Pest Diagnostic Lab over the last few years for both the shortest and tallest of plants, to uncover similarities and trends that can help you diagnose abiotic disorders and plant diseases in the landscape.

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**WORKSHOP H**  
**CORE Pesticide Training**  
*Fred Whitford, Purdue University*  
January 19: 8:00 am – 3:00 pm

Purdue Pesticide Programs offers the option of a day of training to prepare for the Indiana pesticide CORE certification exam. Training is NOT approved for CCHs (continuing certification hours). A certification exam WILL NOT be given at the training.



## TURF OPENING SESSIONS

8:00 – 8:25 am

**Welcome and Purdue Turf Program Update***Aaron Patton, Purdue University*

8:30 – 9:30 am

**Greater Than Gold***David Boudia, Purdue University, Olympic Champion*

## LANDSCAPE OPENING SESSIONS

8:00 – 8:25 am

**Welcome and INLA Update***Kyle Daniel, Purdue University, Gabriel Gluesenkamp, Designscape Horticultural Services*

8:30 – 9:30 am

**Bees, Pesticides and Politics: Challenges and Opportunities for the Green Industry***Dan Potter, University of Kentucky*

## LAWN CARE

10:00 – 11:00 am

**Seed Labeling, Legal and Quality Issues***Jessica McVay, Office of the Indiana State Chemist*  
CCH = 3b:1.0, RT:1.0

11:00 am – 12:00 pm

**Tall Fescue Ban in Bloomington: Throwing the Baby Out with the Bath Water***Aaron Patton, Purdue University*  
CCH = 3b:1.0, RT:1.0

12:00 – 1:00 pm – Lunch break

1:00 – 2:00 pm

**Sprayer Technology for Lawn Care: Past, Present, and Future***Zane Raudenbush, Davey*  
CCH = 3a:1.0, 3b:1.0, 6:1.0, RT:1.0

2:00 – 3:00 pm

**Managing Lawn Insect Pests: It's Getting Easier to be Green***Dan Potter, University of Kentucky*  
CCH = 3b:1.0, RT:1.0

3:00 – 4:00 pm

**Using Data Analytics, AI, and Autonomous Solutions to Grow Your Lawn Care Company***Todd Reinhart, Reinhart Landscaping & Snow, Weed Man*

## GOLF

10:00 am – 11:00 am

**Managing Ant Mounds, Earthworm Casts, and Cicada Killers on Golf Courses***Dan Potter, University of Kentucky*

11:00 am – 11:30 am

**Recruiting and Retaining Team Members in Today's Landscape***Brent Downs, Harrison Lake CC/Otter Creek GC*

12:00 – 1:00 pm – Lunch break

1:00 – 2:00 pm

**Aerial Imagery Tools to Enhance Management Decisions***Adam Shanks, Purdue University*  
CCH = 3b:1.0, RT:1.0

2:00 – 3:00 pm

**How Golf Courses Have Evolved Over the Past 100 Years***Adam Moeller, Moeller Consulting*

3:00 – 4:00 pm

**Developing a Golf Course Master Plan***Pat O'Brien, Hyde Park Golf and Country Club*

4:00 – 5:00 pm

**Developing a Comprehensive Silvery-Thread Moss Control Program***Zane Raudenbush, Davey*  
CCH = 3b:1.0, RT:1.0

## SPORTS TURF

1:00 – 2:00 pm

**Embracing Diversity in Sports Turf Management and Why It Matters***Maritza Martinez, St. Louis City SC, CITYPARK*

2:00 – 3:00 pm

**Managing Annual Bluegrass (*Poa annua*) in Sports Fields***Aaron Patton, Purdue University*  
CCH = 3b:1.0, RT:1.0

3:00 – 4:00 pm

**Aerial Imagery Tools to Enhance Management Decisions***Adam Shanks, Purdue University*  
CCH = 3b:1.0, RT:1.0

4:00 – 5:00 pm

**Panel Discussion: Current and Future Challenges Facing the Sports Field Industry***Brian Bornino, Clayton Dame*

## LANDSCAPE INSTALLATION AND MAINTENANCE

10:00 – 11:00 am

**Trimming the Truth: Exploring the Impact of Pruning on Plant Anatomy and Physiology***Kyle Daniel, Purdue University*  
2:1.0, RT: 1.0

11:00 am – 12:00 pm

**Workplace Stressors, Conflict Resolution and Worker Productivity***Maria Marshall, Bhagyashree Katore, Purdue University*

12:00 – 1:00 pm – Lunch break

1:00 – 2:00 pm

**Sap Suckers and Borers: A Taste of Things to come***Cliff Sadoof, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

2:00 – 3:00 pm

**Current and Potential Future, Invasive Landscape Pests***Bob Bruner, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

3:00 – 4:00 pm

**Fall Maintenance and Winterization of Equipment***Fred Whitford, Purdue University*  
CCH = 2:1.0, 3a:1.0, 3b:1.0, 5:1.0, 6:1.0, 7A: 1.0, RT:1.0

## PLANT MATERIAL

1:00 – 2:00 pm

**Profitable Growth in 2024***Rick Franz, Optimal Business Solutions*

2:00 – 3:00 pm

**Native Seed Mix: An Industry Round Table***Jason Fritz, Stantec, Crystal Renskers, Stantec*  
*Mike Burton, Slussers Green Thumb Inc*

3:00 – 4:00 pm

**Top Annuals for the Landscape***Jeff Gibson, Ball Horticulture*

## VEGETATION MANAGEMENT

10:30 – 11:30 am

**Chemistry and Application Technology for Right-of-Way Vegetation Management***Zane Raudenbush, Davey*  
CCH = 3a:1.0, 3b:1.0, 6:1.0, RT:1.0

11:30 – 12:30 pm

**Selecting Herbicides for Invasive Weed Control***Ron Rathfon, Purdue University*  
CCH = 3a:1.0, 3b:1.0, 6:1.0, RT:1.0

## SPANISH TRACK

10:00 – 11:00 am

**Using Purdue Plant Doctor Videos to Improve Your Skills / Uso de video y páginas web de Purdue Plant Doctor para mejorar sus habilidades y su capacidad para trabajar con clientes***Cliff Sadaof, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

11:00 – 12:00 pm

**Improving Soil Health to Grow Healthier Plants / Mejorar la salud del suelo para cultivar plantas mas sanas***Krista Zapata, Purdue University*

12:00 – 1:00 pm - Lunch break

1:00 – 2:00 pm

**General Session - Room 138-139**

2:00 – 3:00 pm

**Economic Feasibility of Pest Management in Agriculture / Viabilidad Economica Del Manejo de Plagas en la Agricultura***Jean Pierre, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

3:00 – 4:00 pm

**Projected Trends and Revenue Trajectory in the US Sports Field Construction Industry / Proyección de tendencias y trayectoria de ingresos en la industria de construcción de campos deportivos en Estados Unidos***Camila Ulloa, Purdue University*

## PROFESSIONAL DEVELOPMENT

1:00 – 2:00 pm

**Landscape Job Site Photography: The Basics***Scott Johnsen, S Johnsen Creative Services*

2:00 – 4:00 pm

**Quickbooks Online Tutorial for the Landscape Industry Part 1 & 2***Cheryl Graham, Silver Fern Ventures*

4:00 – 5:00 pm

**Navigating Stress in the Workplace***Jordan Jicha, Hoosier Heartland Indiana Small Business Development Center*

## WOMEN IN THE GREEN INDUSTRY

1:00 – 2:00 pm

**Deep Thoughts: Commentary About Being a Woman in the Green Industry. Successes, Failures, and Complaining the Whole Time***Carrie Tauscher, Crown Hill Foundation*

2:00 – 3:00 pm

**Lessons Learned from Starting a New Business in the Green Industry***Pedra Sage, Sage Garden Design*

3:00 – 4:00 pm

**From Plant Lover to Groundskeeper***Maritza Martinez, St. Louis City SC, CITYPARK*

4:00 – 5:00 pm

**Who Are Women of the Green Industry and How Can I Benefit? A Panel Discussion***Kyle Daniel, Purdue University, Carrie Tauscher, Crown Hill Foundation, Nikki Hendrickson*  
*Advanced Turf Solutions*

## Special Events on Thursday, January 18

## TRADE SHOW OPENS TODAY!

9:00 am – 5:00 pm, Hall F

## Events on Tuesday

**Opening Ceremony Ribbon Cutting**  
9:00 am • outside Hall F

**INLA Scholarship Silent Auction**  
9:00 am – 5:00 pm  
Trade Show Floor

**New Product Showcase**  
9:00 am – 5:00 pm  
Trade Show Floor

**Talks on the Trade Show Floor**  
*Throughout the Day*



## MRTF Annual Meeting and Awards Ceremony

*5:00 – 7:00 pm, Convention Center*

Join us for the presentation of scholarship and other MRTF announcements.



*Fred Whitford*  
*Purdue University*



## INLA Annual Meeting and Awards Reception

*5:00 – 7:00 pm, Convention Center*

Features landscape and special achievement awards. A “don’t miss” event for INLA members!

IGE 2024 Thursday January 18	Lawn Care	Golf	Sports Turf	Installation Maintenance	Plant Material	Vegetation Management	Spanish Track	Professional Development	Women in the Green Industry
8:00–8:30 am	Welcome + Turf Program Update			Welcome + INLA Update				[Choose an Opening Session]	
8:30–9:00 am	Greater Than Gold			Bees, Pesticides, and Politics: Challenges and Opportunities for the Green Industry					
9:00–9:30 am	Trade Show								
9:30–10:00 am									
10:00–10:30 am	Seed Labeling, Legal & Quality Issues	Managing Ant Mounds, Earthworm Casts, and Cicada Killers	Trade Show after General Sessions	Trimming the Truth: Impact of Pruning on Plant Anatomy & Phys.	Trade Show after General Sessions	Trade Show	Uso de videos y páginas web de Plant Doctor	Trade Show after General Sessions	
10:30–11:00 am						Chemistry Application Technology			
11:00- 11:30am	Tall Fescue Ban in Bloomington	Recruiting & Retaining Team		Workplace Stressors, Conflict Res., Worker Productivity			Mejorar la salud		
11:30- 12:00 pm							Selecting Herbicides for Invasive Weed Control		
12:00- 12:30 pm	Lunch / Trade Show Break						Lunch / Trade Show Break		
12:30- 1:00 pm									
1:00- 1:30 pm	Sprayer Technology for Lawn Care: Past, Present, Future	Aerial Imagery Tools for Management Decisions	Embracing Diversity in Sports Turf Management	Sap Suckers and Borers	Profitable Growth in 2024	Trade Show after General Session	General Session (Room 138-139)	Job Site Photography	Commentary: Successes, Failures & Complaining
1:30- 2:00 pm									
2:00- 2:30 pm	Managing Lawn Insect Pests: It's Getting Easier to be Green	How Golf Courses Have Evolved Over 100 Years	Managing Annual Bluegrass in Sports Fields	Current and Future Invasive Pests	Native Seed Mix Round Table		Viabilidad Económica Del Manejo de Plagas en la Agricultura	Quickbooks Part 1 & 2	Lessons Learned from Starting a New Business
2:30- 3:00 pm									
3:00- 3:30 pm	Using Data Analytics, AI, and Auto Solutions to Grow	Developing a Golf Course Master Plan	Aerial Imagery Tools for Management Decisions	Fall Maintenance and Winterization of Equipment	Top Annuals for the Landscape		Proyección de tendencias y trayectoria		From Plant Lover to Groundskeeper
3:30- 4:00 pm									
4:00- 4:30 pm	Trade Show	Developing a Silvery-Thread Moss Program	Panel: Current and Future Challenges in Sports Field Ind	Trade Show after General Session				Stress in the Workplace	Panel: Who are We and How Can I Benefit?
4:30- 5:00 pm									

## LAWN CARE

8:00 – 9:00 am

**Reducing Irrigation Needs and Improving Turf Recovery After a Drought***Jada Powlen, Purdue University*  
CCH = 3b:1.0, RT:1.0

9:00 – 10:00 am

**Grow with Social and Digital Marketing***Pat Jones, Flagstick LLC*

10:00 – 11:00 am

**Robotic Mowing Solutions: What You Need To Know***Gus Mariscal, Autmow*

11:00 – 12:00 pm

**OISC Update***Aaron Kreider, Office of Indiana State Chemist*  
CCH = 2:1.0, 3a:1.0, 3b:1.0, 5:1.0, 6:1.0, 7A:1.0, RT:1.0

12:00 - 1:00 pm – Lunch break

1:00 – 2:00 pm

**Tales From the Lab: Disease Diagnosis from the Home Lawn***Lee Miller, Purdue University*  
CCH = 3b:1.0, RT:1.0

2:00 – 3:00 pm

**What is the Best Fertilizer for Cool-Season Lawns***Cale Bigelow, Purdue University*  
CCH = 3b:1.0, RT:1.0

3:00 - 4:00 pm

**Turfgrass Insecticides - Insights from Nearly 20 Years of White Grub Management Trials***Doug Richmond, Purdue University*  
CCH = 3b:1.0, RT:1.0

## SPORTS TURF

8:00 – 9:00 am

**Fraise Mowing for Overseeding Establishment and Removal***Matt Carpenter, Purdue University*  
CCH = 3b:1.0, RT:1.0

9:00 – 10:00 am

**Sporting Kansas City: More Than a Stadium***Clayton Dame, Sporting KC*

10:00 – 11:00 am

**Bermudagrass Cultivar and Management Update***Cale Bigelow, Purdue University*  
3b:1.0, RT:1.0

11:00 – 12:00 pm

**Infield Skins: Real Life Issues with Real Life Solutions***Blake Marschand, Marschand's Athletic Field Service, Joey Stevenson, Indianapolis Indians*

## DESIGN

1:00 – 2:00 pm

**Save Money! Reduce Labor Hours! Designing with Indiana Natives***Pedra Sage, Sage Garden Design, LLC*

2:00 - 3:00 pm

**Designer to Designer: A Panel Discussion on Current Opportunities and Challenges in the Design Industry***Amanda Cooper and Brittany Harvey, Engledow Group*

## INVASIVE SPECIES

9:00 - 10:00 am

**Options for Control of Woody Invasive Plants***Lenny Farlee, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

11:00 am – 12:00 pm

**Spotted Lanternfly: Where are we now?***Bob Bruner, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

## HARDSCAPE

9:00 -1:00 pm

**Estimating and Upselling to the Client***Donny Duke, ICPI & Arbor Gold Software*

## GOLF

8:00 – 8:30 am

**Weed Control in Natural Areas***Aaron Patton, Purdue University*  
CCH = 3a:0.5, 3b:0.5, 6:0.5

8:30 - 9:00 am

**Planting Native Prairie in No-Play Zones on Golf Courses***Ryan Bears, Purdue University*  
CCH = 3a:0.5, 3b:0.5, 6:0.5

9:00 – 9:55 am

**Bunker Construction and Maintenance Trends***Adam Moeller, Moeller Consulting*

9:55 – 10:05 am

**Mike Dunk MRTF Chip-IN Program Update***Aaron Patton, Purdue University*  
*Devin Moyers, Kenney Machinery*

10:05 – 11:00 am

**What Do You Get When the Fungicide Gets Wet?***Lee Miller, Purdue University*  
CCH = 3b:1.0, RT:1.0

11:00 - 12:00 pm

**5 Ways to Screw Up the Best Golf Economy Ever***Pat Jones, Flagstick LLC*

12:00 - 1:30 pm -- Lunch Break

1:30 - 2:30 pm

**Don't Let Annual Bluegrass Weevil Become the Boogeyman***Doug Richmond, Purdue University*  
CCH = 3b:1.0, RT:1.0

2:30 - 3:00 pm

**How Managing Phosphorous in Your Putting Greens Influences *Poa annua****Brandon McNally, Purdue University*  
CCH = 3b:0.5, RT:0.5

3:00 - 3:15 pm

**Are Indiana *Poa annua* Populations Resistant to Herbicides***Vera Vukovic, Purdue University*  
CCH = 3b:0.25, 6:0.25, RT:0.25

3:15 - 3:30 pm

**How Does Golfer Divot Pattern Actually Impact Driving Range Tee Recovery***Naba Amgain, Purdue University*  
CCH = 3b:0.25, RT:0.25

3:30 - 3:45 pm

**Exploring New Ways of Detecting Plant Pathogens in the Environment***Mariah Cashbaugh, Purdue University*  
CCH = 3b:0.25, RT:0.25

3:45 - 4:00 pm

**Reduction of Dollar Spot by Interseeding Resistant Bentgrass Cultivars***Justice Ruwona, Purdue University*  
CCH = 3b:0.25, RT:0.25

## NURSERY PRODUCTION

8:00 – 9:00 am

**How To Keep Redheaded Flea Beetles from Ruining Your Nursery Stock***Cliff Sadof, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

10:00 – 11:00 am

**Vascular Streak Dieback - An Emerging Issue In Nursery Stock***Janna Beckerman, John Bonkowski, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

## TREE CARE

1:00 - 2:00 pm

**Proper Pruning Practices***Ben McCallister, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

2:00 - 3:00 pm

**Tree Preservation During Construction***Jud Scott, Jud Scott Consulting Arborist*  
CCH = 2:1.0, 3a:1.0, RT:1.0

## LANDSCAPE INSTALLATION AND MAINTENANCE

8:00 – 9:00 am

**First Things First! Early Season Disease Management***Janna Beckerman, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

9:00 – 10:00 am

**The Green Industry Economic Outlook for 2024***Charlie Hall, Texas A&M University*

10:00 – 11:00 am

**Soil Amendments and Tree Planting: What Works and What Doesn't***Bert Clegg, Michigan State University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

11:00 – 12:00 pm

**Learning from Leaders: A Panel Discussion on the Current State of the Maintenance and Installation Segment of the Green Industry***Brian Franco, Franco Landscaping, Dean Ricci, Ricci Landscape Management, Gabriel Gluesenkamp, Designscape Horticultural Services, Kent Wilhelmus, Second Nature Landscaping*  
CCH = 3a:1.0, RT:1.0

12:00 - 1:00 pm – Lunch break

1:00 – 2:00 pm

**Boxwood Apocalypse***John Bonkowski, Purdue University*  
CCH = 3a:1.0, RT:1.0

2:00 - 3:00 pm

**Managing Difficult to Control Weeds in the Landscape***Kyle Daniel, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

3:00 – 4:00 pm

**OISC Update, What Happened in 2023?***Aaron Krieder, Office of the Indiana State Chemist*  
CCH = 2:1.0, 3a:1.0, 3b:1.0, 5:1.0, 6:1.0, 7A:1.0, RT:1.0

## PLANT MATERIAL

1:00 – 2:00 pm

**Conifers for the Midwest***Bert Clegg, Michigan State University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

2:00 – 3:00 pm

**Panel Discussion: Deer Resistant Plants***Gabriel Gluesenkamp, Designscape Horticultural Services, Jill Glover, Schneider Nursery, Dana Devries, Gardens on the Prairie*  
CCH = 2:1.0, 3a:1.0, RT:1.0

3:00 – 4:00 pm

**Managing Deer Damage to Landscaping***Brian MacGowen, Purdue University*  
CCH = 2:1.0, 3a:1.0, RT:1.0

## EQUIPMENT TECHNICIANS

9:00 – 10:00 am

**Preventative Maintenance and Part Selection for Two-Stroke Engines***Dan Loch, Bryan Equipment Sales*

10:00 – 11:00 am

**Keeping Your Fleet Looking Like New***Chad Braun, The Town and Country Club*

11:00 am – 12:00 pm

**Servicing and Repairing Your Fleet of Two-Stroke Engines***Dan Loch, Bryan Equipment Sales*

## BUSINESS AND MARKETING

1:00 - 2:00 pm

**How To Deal With the Unknown Landscape of Sales!***Shad Tidler, Lushin and Associates*

2:00 - 3:00 pm

**Considerations When Growing Your Business Staff***Jenna Ness, Purdue University*

3:00 - 4:00 pm

**Learning to Give Effective Feedback - Praise and Correction***Kathleen Lapekas, Lapekas HR Consulting, LLC*

## TRADE SHOW TALKS: Additional Education Opportunities in Hall F

## THURSDAY, JANUARY 18

10:30 - 11:00 am  
**Top Perennials for the Landscape**  
*Jeff Gibson, Ball Horticultural Company*

11:30 - 12:00 pm  
**Product Availability: Hardscape to Chemicals to Tools**  
*Jeremy Warner, SiteOne Landscape Supply*

1:30 - 2:00 pm  
**Increase Your Offerings - Easy Outdoor Living Upsales Part 1**  
*Chris Geryak, Greendell Landscape Solutions*

2:30 - 3:00 pm  
**Factors to Consider When Converting to Lithium Battery Equipment Technology**  
*Dan Loch, Bryan Equipment Sales*

## FRIDAY, JANUARY

9:30 - 10:00 am  
**Increase Your Offerings - Easy Outdoor Living Upsales Part 2**  
*Chris Geryak, Greendell Landscape Solutions*

11:30 - 12:00 pm  
**Segmental Retaining Walls- Plan, Design, & Build Best Practices**  
*Jill Fouts, Reading Rock*

IGE 2024 Friday January 19	LAWN CARE	GOLF	SPORTS TURF	EQUIPMENT TECHNICIAN	INSTALLATION MAINTENANCE	PLANT MATERIAL	INVASIVE SPECIES	TREE CARE	NURSERY PRODUCTION	BUSINESS MARKETING	DESIGN	HARD SCAPE	
8:00–8:30 am	Reducing Irrigation Needs	Weed Control	Fraise Mowing for Overseeding	General Session	Early Season Disease Management	General Session then Trade Show	General Session	General Session then Trade Show	Redheaded Flea Beetles	General Session then Trade Show			
8:30–9:00 am		Planting Native											
9:00–9:30 am	Grow with Social and Digital Marketing	Bunker Concruction and Maintenance	Kansas City: More Than a Stadium	Maintenance and Parts for Two- Stroke Engines	Green Industry Economic Outlook		Control of Woody Invasive Plants		General Session				
9:30–10:00 am		MRTF Update											
10:00–10:30 am	Robotic Mowing Solutions	When the Fungicide Gets Wet	Bermuda- grass Update	Keeping Your Fleet Looking Like New	Soil Amendments and Tree Planting		Trade Show or General Session		Vascular Streak Dieback				
10:30–11:00 am													
11:00–11:30 am	OISC Update	Ways to Screw Up Golf Economy	Infield Skins: Issues and Solutions	Servicing + Repair of Two-Stroke Engines	Learning from Leaders Panel	Spotted Lanternfly	General Session						
11:30 am–12 pm													
12:00–12:30 pm	Lunch Break / Trade Show Closes at 1:00 pm												
12:30–1:00 pm													
1:00–1:30 pm	Tales from the Lab: Disease Diagnosis	Break	General Session	General Session	Boxwood Apocalypse	Confiers for the Midwest	General Session	Proper Pruning Practices	General Session	Unknown Landscape of Sales	Design with Indiana Natives	General Session	
1:30–2:00 pm		Annual Bluegrass Weevil											
2:00–2:30 pm	Best Fertilizer for Cool Season Lawns				Managing Phosphorous	Current + Future Invasive Pests		Deer Resistant Plants Panel		Tree Preservation in Construction	Growing Your Business Staff		Designer to Designer Panel
2:30–3:00 pm													
3:00–3:30 pm	Turfgrass Insecticides	Poa annua			OISC Update	Managing Deer Damage				General Session	Effective Feedback		General Session
3:30–4:00 pm		Divot Pattern											
		Plant Pathogens											
		Interseeding											

## EDUCATION CREDITS

All programs are eligible for Indiana Accredited Horticulturist (IAH) and Landscape Industry Certified (CLT-E) continuing education units (CEUs).

Other continuing education units requested from this program include:

- American Society of Landscape Architects (ASLA)
- Golf Course Superintendents Association of America (GCSAA)
- Interlocking Concrete Pavement Institute (ICPI)
- International Society of Arboriculture (ISA)
- Master Gardener Continuing Education Credits (CECs) are available on request.
- National Concrete Masonry Association (NCMA)
- Pesticide recertification credits for Michigan, Ohio, and Kentucky were also requested.

## Total CCH's Approved from the Office of Indiana State Chemist

Sessions attended	2a Forest Pests	3a Ornamental Pests	3b Turf Mgmt.	5 Aquatic Pest Mgmt.	6 Ind. Weed Mgmt.	7A Structural Pest	RT Registered Technician
All Lawn Care Sessions*	2	3	10	2	3	2	4
All Golf Sessions*	1	3	9	1	2	1	4
Sports Turf Sessions*	1	1	5	1	1	1	4
All Plant Materials Sessions*	3	3					3
All Installation/Maintenance Sessions	5	7.5	3	3	3	3	4
Vegetation Management (Thursday)		2	3		3		3
Spanish Session (Thursday)	3	3	1				3
Tree Care (Friday)	2	2					2
Invasives Session (Friday)	2	2					2
Turf One Day (Thursday)*	1	2	5	1	2	1	4
Turf One Day (Friday)	1	1	5	1	1	1	4
Nursery/Landscape One Day (Thursday)*	5	5	2	2	2	2	4
Nursery/Landscape One Day (Friday)	4	6	1	1	1	1	4
Workshop C: Green Industry Math	1	3	3	1	1		3
Workshop D: Landscape Management for Entry-Level Professionals	1	3	1				3
Workshop G: Disease Diagnosis: From Ground Level to the Tree Tops		3	3				3

\* CCH totals include attendance at the Landscape Opening Session from 8:30 - 9:30 on Thursday, January 18



# PLAN YOUR TRAVEL

## INDIANA GREEN EXPO HEADQUARTER HOTEL

### Westin Indianapolis

241 W Washington Street,  
Indianapolis, IN 46204

317-262-8100

*Staying at the IGE Headquarter Hotel is important to the overall success of the event and each participating not-for-profit organization. Thank you for considering your stay at the Westin Indianapolis!*

- **Special Hotel Block available to book while rooms last, until December 25, 2023**
- **Close to the action of the conference! Take advantage of the convenience of being able to walk across the street to the Indiana Convention Center.**
- **Reservations and more information is available online at:**  
[IndianaGreenExpo.com/hotel](http://IndianaGreenExpo.com/hotel)
- **If contacting the hotel directly, ask for the "Indiana Green Expo rate."**

### Parking

- Street Meters are available up to 2 hours for \$2. Meters now take credit cards, however they have new restrictions.
- Or visit the following websites for downtown parking maps. Parking prices vary from \$10 to \$26 per day.  
[www.visitindy.com](http://www.visitindy.com) or [www.icclos.com](http://www.icclos.com)

### Expo Location

Indiana Convention Center – Hall F  
100 South Capitol, Indianapolis, IN  
Maps + directions visit [www.icclos.com](http://www.icclos.com)

## EXHIBITORS *(as of 11/24/23)*

Acorn Farms  
Advanced Turf Solutions  
Ag Nutrition  
Alsip Home & Nursery  
Ameri-Turf  
Arborjet / Ecogel  
Artisan Outdoor Craftsman  
Automatic Supply  
B&H Electric and Supply  
Blue Grass Farms of Indiana  
Bobcat of Indy  
Bowling Nursery  
Brehob Nurseries  
Dixie Chopper  
Eason Horticultural Resources  
Elevate Landscape Architecture & Design  
Estes Material Sales  
Finn All Seasons  
Forrest Keeling Nursery  
Green Stone  
Greendell & Musselman Landscape Solutions  
Harrell's LLC  
HMC Screen Printing  
Home Nursery Inc.  
Hortica, A Brand of the Sentry Insurance Group

Indiana Mulch & Stone  
J. Frank Schmidt & Son Co.  
Jackson's Nursery, Inc  
Kankakee Nursery Co.  
Kenney Machiner  
Koenig Equipment Inc.  
La Crosse Seed  
LTR Design, Inc  
McGavic Outdoor Power Equipment  
Mid-State Truck Equipment  
Midwest Eco Pavers LLC  
Millcreek Gardens LLC  
National Nursery Products  
Natural Stone & Tile  
North Branch Nursery, Inc  
Northland Farms LLC  
Perennials Plus  
Power Equipment Distributors  
Renewal By Anderson  
Rubley's Nursery  
Schuetz Insurance Services  
SiteOne Landscape Supply  
Southern View Nursery  
Stantec Native Plant Nursery  
Stone Center of Indiana  
Syngenta  
Tenbarg Seed & Turfgrass Supplies

The A.N.T. Practical Products  
The Cisco Companies - Cisco Seeds  
Townsend Arborcare  
Tri State Foliage  
Turf Titan  
Twixwood Nursery  
United Label  
Vermeer Midwest  
Walters Gardens  
West Side Tractor Sales  
Woody Warehouse Nursery, Inc.  
Wright Implement  
+ MORE!

### TRADE SHOW SCHEDULE

#### SET UP

**Tuesday & Wednesday, January 16-17**

*Late arrivals must register with IGE office  
(317-889-2382) prior to move in.*

#### SHOW HOURS

**Thursday  
January 18**

9:00 am – 5:00 pm

**Friday,  
January 19**

9:00 am – 1:00 pm

#### EXHIBITOR MOVE OUT

**Friday, January 19: 1:00 pm – 6:00 pm**



# Indiana Green Expo 2024

**SAVE WITH EARLY  
BIRD REGISTRATION**

**January 17-19, 2024 | Indiana Convention Center**

## REGISTRATION

Please complete the items below by typing or printing neatly OR

register online at [IndianaGreenExpo.com](http://IndianaGreenExpo.com)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Membership (check all that apply): \_\_\_\_\_ INLA \_\_\_\_\_ MRTF \_\_\_\_\_ None

If for any reason you are unable to attend, all registration fees will be considered a donation to the MRTF and INLA, not-for-profit organizations.

**EARLY BIRD** registration deadline: **December 27**

**PRE-REGISTRATION** mailed deadline: **January 3**

**PRE-REGISTRATION** online deadline: **January 10**

\*Must be postmarked by these dates to receive reduced rates

## **RATES AFTER DEADLINES ABOVE:**

Full Registration:

Member: \$200 / Nonmember: \$260

<div>Attendee Name</div> <div>Please include first and last names. List attendee email address below. (attach copies if more than 5 registrants)</div>	Education + Trade Show Registration				Student (of an accredited university)	Total
	Early Bird		Pre-Registration			
	Member	Non Member	Member	Non Member		
1. Email:	\$150	\$200	\$180	\$250	Free	
2. Email:	\$150	\$200	\$180	\$250	Free	
3. Email	\$150	\$200	\$180	\$250	Free	
4. Email	\$125	\$200	\$160	\$250	Free	
5. Email	\$125	\$200	\$160	\$250	Free	

<b>Additional Costs</b>	<b>Attendee # from above</b>	<b>Early Bird</b>		<b>Pre-Registration</b>		<b>#</b>	<b>Total</b>
		Member	Non-Member	Member	Non-Member		
Workshop A: CPR, AED, Basic First Aid training		\$80	\$110	\$90	\$120		
Workshop B: Concrete Paver Installer Certification** (Includes meals. Limited space.)		\$550	\$600	\$600	\$700		
Workshop C: Green Industry Math: Making the Complicated Seem Simple		\$80	\$110	\$90	\$120		
Workshop D: Landscape Management for Entry-Level Industry Professionals		\$80	\$110	\$90	\$120		
Workshop E: Improve Organizational Performance and Strengthen Your Team		\$80	\$110	\$90	\$120		
Workshop F: Indiana Accredited Hort Review and IAH Exam***		\$50	\$70	\$55	\$75		
Workshop G: The Short and Tall of Disease Diagnosis. From Ground Level to the Tree Tops		\$80	\$110	\$90	\$120		
TRADE SHOW ONLY: First 4 attendees are \$40/each, 5th+ are \$30/each (only applies if all are from same company)		\$40	\$40	\$40	\$40		
INLA Reception (Thursday, January 18, 5-7 PM, Convention Center)		FREE RSVP HERE!		FREE RSVP HERE!			
MRTF Reception (Thursday, January 18, 5-7 PM, Convention Center)		FREE RSVP HERE!		FREE RSVP HERE!			

\*\*\*Requires proof of enrollment and discount is limited to full-time students studying horticulture, landscape management, turf management, or similar discipline.

\*\*You will not be registered for this workshop unless you call the phone numbers as directed in the footnotes.

**Complete and mail to:** Scan and email to:

Indiana Green Expo  
PO BOX 2285  
West Lafayette, IN 47996

admin@mrtf.org

**Pay by Credit Card:**

Visa, Mastercard, Discover, and American Express  
accepted at: [cvent.me/yK0ZrD?RefId=broch](https://cvent.me/yK0ZrD?RefId=broch)

**Questions + IAH / ICPI**

**Registration:**  
765-494-8039

# MEMBERSHIP

## Applications for the INLA or MRTF

To receive member pricing for the Indiana Green Expo, join either organization using the form below.



### INDIANA NURSERY AND LANDSCAPE ASSOCIATION (INLA) MEMBERSHIP

#### Sign up my company for:

**ACTIVE MEMBER\*\*:** Any individual, partnership or corporation engaged in a business or profession closely allied to the nursery industry or who is actively engaged in a wholesale/retail nursery business or actively engaged in a landscape/maintenance business whom a majority of business is nursery-related within the state of Indiana. (See fee chart below).

**ASSOCIATE MEMBER:** Any individual, partnership, or corporation engaged in a business or profession closely allied to the nursery industry or any individual, or corporation based outside the state of Indiana who is engaged in the nursery industry. **\$175.00**

**AFFILIATE MEMBER:** Any individual who is not directly engaged in the nursery industry but who holds a position in education, research, literature, public office, civil service, or community group engaged in horticulture activities or any retired active members. **\$75.00**

**\*\*ACTIVE MEMBER** schedule of dues:  
(based on the volume of business done in the previous year)

Platinum ...\$3,000,000+ .....	\$450.00
Class A .....\$1,000,000+ .....	\$375.00
Class B .....\$500,000 - \$1,000,000.....	\$300.00
Class C .....\$250,000 - \$500,000.....	\$250.00
Class D .....\$0 - \$250,000 .....	\$200.00
Associate Member .....	\$175.00
Affiliate Member .....	\$75.00



Midwest Regional Turf Foundation

### MIDWEST REGIONAL TURF FOUNDATION (MRTF) MEMBERSHIP

#### Sign up my company for:

**BRONZE MEMBER:** Up to 4 employees receive the member registration rate at all MRTF events for the calendar year. Geared toward small businesses with a small turf division. **\$195.00**

**SILVER MEMBER:** Up to 9 employees receive the member registration rate at all MRTF events in the calendar year. Geared toward medium-sized businesses with a larger crew. **\$270.00**

**GOLD MEMBER:** 10+ employees receive the member registration rate at all MRTF events for the calendar year. For large businesses needing to train a crew of 10 or more annually. **\$345.00**

(Sustaining membership upgrade and other membership levels available)

Total for Membership: \$ \_\_\_\_\_

Include this application along with payment and your completed Indiana Green Expo registration form to:

Indiana Green Expo, PO Box 2285, West Lafayette, IN 47996

To download the complete application, visit [INLA1.org](http://INLA1.org) or contact the INLA at:

Indiana Nursery and Landscape Association  
7915 S. Emerson Avenue #247, Indianapolis, IN 46237  
800-443-7336 | [info@inla1.org](mailto:info@inla1.org)

To download the complete application, visit [MRTF.org](http://MRTF.org) or contact the MRTF at:

Midwest Regional Turf Foundation  
PO Box 2285, West Lafayette, IN 47996  
765-494-8039 | [admin@mrtf.org](mailto:admin@mrtf.org)