

"The Leader in Green Industry Education" SINCE 1987



Continuing Credit Hours (CCHs)

Maximum Available

| | | |
|-----------------------|--------------|---------------|
| Category 2 | Forestry | 4 CCHs |
| Category 3A | Ornamental | 4 CCHs |
| Category 3B | Turf | 5 CCHs |
| Category 5 | Aquatic | 3 CCHs |
| Category 6 | Right-of-Way | 3 CCHs |
| Category 7A | Pest Control | 2 CCHs |
| Registered Technician | | 4 CCHs |



THE 28TH ANNUAL **Summer** FIELD DAY

THURSDAY
August 21, 2014

Hendricks County Conference
Center & Fairgrounds

317-575-9010 • www.iplla.com



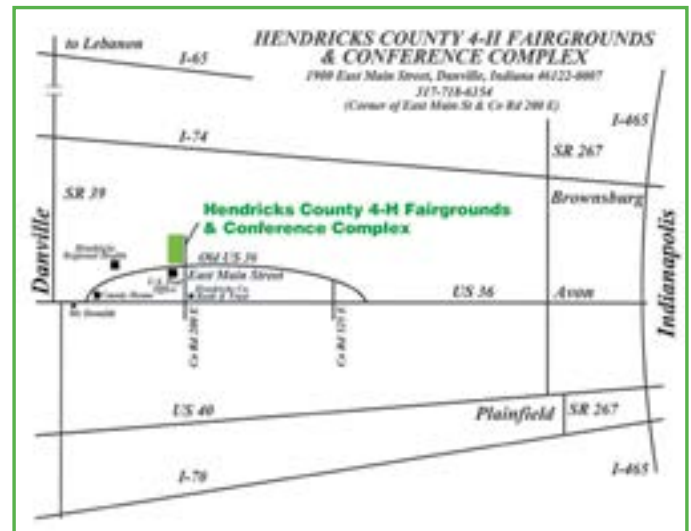
SUMMER FIELD DAY SCHEDULE

**THURSDAY
August 21,
2014**

Hendricks County
Conference Center
& Fairgrounds
317-575-9010
www.iplla.com

| | |
|--------------------|---|
| 7:30 am | Registration Desk Opens Hendricks County Conference Center |
| 7:30 – 10:30 am | Exhibitor Set-Up |
| 9:00 – 11:00 am | Educational Programs |
| 11:00 am – 1:30 pm | IPLLA Summer Field Day and World Famous Barbecue and Chicken Lunch DOOR PRIZE DRAWING |
| 1:30 – 3:30 pm | Educational Programs |
| 4:00 pm | 28th Annual Summer Field Day Closes |

All Roads Lead to the 2014 Summer Field Day!



NEW EXHIBITORS WANTED!

Give us the name of one of your favorite suppliers. We will contact them. If they decide to exhibit at the Summer Field Day, you will become eligible to win Free Attendance at the 2015 Summer Field Day.

Supplier Name: _____

Contact Person: _____

Contact Person: _____

Contact Person: _____

We are particularly interested in locating Indiana vendors who may want to expand their customer base in the Green Industry.

IPLLA AND STATE CHEMIST TO OFFER
Core, Category 3A or Category 3B Testing
AT 2014 SUMMER FIELD DAY

IPLLA and the Office of Indiana State Chemist will offer a testing opportunity at the 2014 Summer Field Day for those interested in passing their Core Exam, or becoming certified in Category 3A (Ornamental) or Category 3B (Turf). Seating will be limited and the individuals wishing to take an exam must also be registered for the 2014 Summer Field Day. You may take one exam only. Please complete the reservation below and return it with your Field Day registration, or do so online at iplla.com. There are no additional charges for taking advantage of this testing opportunity.

Full Name: _____

Employer: _____

Employer Address: _____

Employer City / State / ZIP: _____

Phone Number with Area Code: _____

Last Four Digits of Social Security Number: _____

PLEASE NOTE

1. Testing will be limited to the first 50 reservations received.
2. This is a testing opportunity only – no training is offered.
3. Governmental units, school districts, and parks may reserve a spot using a purchase order mailed with your 2014 Field Day registration.
4. Questions? Call IPLLA directly at (317) 575-9010.



Upcoming IPLLA Events

| | |
|---------------------------------|--|
| <p>August 21, 2014</p> | <p>28th Annual Summer Field Day HENDRICKS COUNTY FAIRGROUNDS ■ Danville, IN</p> |
| <p>November 11, 2014</p> | <p>Athletic Field & Grounds Managers Workshop SWAN LAKE GOLF RESORT ■ Plymouth, IN</p> |
| <p>November 13, 2014</p> | <p>Athletic Field & Grounds Managers Workshop CLARION CONFERENCE CENTER ■ Columbus, IN</p> |
| <p>December 17, 2014</p> | <p>22nd Annual Winter Workshop OAK HILL MANSION ■ Carmel, IN</p> |
| <p>February 11, 2015</p> | <p>Regional Advanced Training CLARION CONFERENCE CENTER ■ Columbus, IN</p> |
| <p>February 12, 2015</p> | <p>Regional Advanced Training PRIMO WEST CONFERENCE CENTER ■ Plainfield, IN</p> |
| <p>February 24, 2015</p> | <p>Regional Advanced Training HOTEL FORT WAYNE ■ Fort Wayne, IN</p> |
| <p>February 25, 2015</p> | <p>Regional Advanced Training RADISSON HOTEL AT STAR PLAZA ■ Merrillville, IN</p> |

HALL A

9:00 to
10:00 am

Why Occasional Invader Pests Vary and What Part Landscape Pest Applicators Have in Their Management

DR. TIM GIBB ■ Purdue University

Landscape pest managers must understand the implications of their actions in the lawn and landscape on controlling invading pests. This talk will discuss new and emerging occasional invader pests and how we are learning to manage their spread.

1 CCH in Category 2 - 3A - 3B - 7A - RT

10:00 to
11:00 am

Mulches – Do They Help or Hinder Plant Health?

DR. RANDY ZONDAG ■ Ohio State University

Do you understand the difference between mulch and compost? Do you understand what impact mulches have on soils, nutrition, weed control, plant health, and water management? If not, then we will spend some time covering these topics along with types of mulches and ways we can determine if they are indeed the types you want in the landscapes you service.

1 CCH in Category 2 - 3A - RT

11:00 to
1:30 pm

The 28th Annual Summer Field Day and World Famous Barbecue Luncheon

1:30 to
2:30 pm

Grass Roots – The Exhibit

BOB AVENIUS ■ IPLLA Education Committee Chair

A first-of-its-kind interactive outdoor exhibit at the National Arboretum will focus on new cultivars of turf developed through research programs. The primary message of this exhibit is that the best lawns are developed and managed with their purposes in mind, whether those purposes are golf, beautiful landscapes, conserving soil or assuring water retention. Learn more about this national presentation on benefits of turf.

1 CCH in Category 3B - RT

2:30 to
3:30 pm

Sustainable Plants for the Landscape

STEVE FOLTZ ■ Cincinnati Zoo & Botanical Gardens

Steve Foltz is the Director of Horticulture for the Cincinnati Zoo & Botanical Gardens. From the best annuals to the top shade trees, the Botanical Gardens has been trialing plants for many years. Which have the best track record? How and where are these records available to us as we plan for the long-term health of landscapes in our region of the country?

1 CCH in Category 2 - 3A - RT



HALL B

9:00 to
10:00 am

A Ninja Approach to Landscape Disease Management

DR. JANNA BECKERMAN ■ Purdue University

Superheroes are born, but everyone can be a Ninja! You just need the right tools and the right mindset. This lecture goes over some common plant disease management tactics, and is designed to help you put them together to develop a long-term plant disease strategy to better serve the landscapes entrusted to your care.

1 CCH in Category 2 - 3A - RT

10:00 to
11:00 am

A Practical Look at Pesticide Labels

DR. JOE BOGGS ■ Ohio State University Extension

This presentation will focus on how pesticide labels provide clear instructions that maximize efficacy while protecting people and the environment. Case studies will be used to illustrate the proper use of pesticides including how to minimize impact on beneficial insects such as pollinators (e.g. "Bee Friendly").

1 CCH in Category 2 - 3A - 3B - 5 - 6 - RT

11:00 to
1:30 pm

The 28th Annual Summer Field Day and World Famous Barbecue Luncheon

1:30 to
3:30 pm

Office of Indiana State Chemist Testing Opportunity

CATEGORY 3A (Ornamental)

CATEGORY 3B (Turf)

CORE

Pre-registration required.



CLASSROOMS B AND C

9:00 to
10:00 am

The Turf Year in Review

DR. AARON PATTON ■ Purdue University

This is an annual event which takes a look at growing conditions during this season. After one of the harshest winters on record, we need to be sure that we are managing turf that will be resilient to whatever the weather may bring. Let's learn more strategies for creating tough turf at this presentation through the discussion of management, new technologies, and new research.

1 CCH in Category 3B - RT

10:00 to
11:00 am

A Review of Choices for Turf Insecticides

DR. CHRIS WILLIAMSON ■ University of Wisconsin

There are numerous turf insecticides in the marketplace, and as newer ones are being introduced, it is difficult to decide which ones to use. This topic will review the attributes of the available insecticides today and what to consider when making insecticide choices for grub control. In addition, timing, costs, and efficacy will be examined.

1 CCH in Category 3B - RT

11:00 to
1:30 pm

**The 28th Annual Summer Field Day
and World Famous Barbecue Luncheon**

1:30 to
2:30 pm

Pruning – One of the Critical Parts of Growing Trees Right

DR. RANDY ZONDAG ■ Ohio State University

If you do it wrong, or wait to start the process, it will lead to the decline of the tree. We will discuss buying the right trees from the nursery followed by the critical times to prune. We will explain why and how to remove branches as well as what we want to maintain. If you understand the basics you will be able to prune trees properly. We'll also talk about the proper tools and tool maintenance for pruning.

1 CCH in Category 2 - 3A - 6 - RT

2:30 to
3:30 pm

Current Trends in Plant Growth Regulators

DR. KARL DANNEBERGER ■ Ohio State University

Over the last 20 years, plant growth regulators have grown from a niche market to being used widely and repeatedly in medium to highly maintained landscapes. In this presentation on plant growth regulators, we will discuss both synthetic and natural plant growth regulators regarding their use, mode of action, and programming strategies.

1 CCH in Category 2 - 3A - 3B - 6 - RT

CLASSROOM A

9:00 to
10:00 am

Improving Rainfall and Irrigation Efficiency and Managing Soil Moisture

CHIP HOUMES ■ Precision Laboratories, Inc.

Improving the effectiveness of spray applications will focus on how wetting agents work and how they can be effectively used in virtually any type of treatment. We will look at spray water pH, bicarbonates, tank mix compatibility, defoaming, tank cleaning, and the use of adjuvants to manage drift control and performance.

1 CCH in Category 2 - 3A - 3B - 5 - 6 - RT

10:00 to
11:00 am

Intelligent Irrigation Technology to Regulate Water Use

MICHAEL WHITE ■ Automatic Irrigation Supply

We are entering a time where water conservation is not only recognized but is expected from water utilities down to the consumer. While we live in an area where water is plentiful, it is our responsibility as professionals to protect our resources and be good stewards. The great part about that is today's technology allows us to adopt this process into existing and new lawn and landscape irrigation.

1 CCH in Category 2 - 3A - 3B - RT

11:00 to
1:30 pm

**The 28th Annual Summer Field Day
and World Famous Barbecue Luncheon**

1:30 to
2:30 pm

Aquatic Weed and Sludge Control

CHIP HOUMES ■ Precision Laboratories, Inc.

Using "Best Management Practices" and biological options to control aquatic weeds and algae will be discussed in this talk. Focus will also include reducing nitrates and phosphates from the water and reducing sludge and muck.

1 CCH in Category 5 - RT

2:30 to
3:30 pm

New Disease – New Fungicides

DR. JANNA BECKERMAN ■ Purdue University

An expanded focus on new diseases, impatiens downy mildew and boxwood blight, and some of the new fungicides that can be used to control these new diseases. And – some old ones! You cannot review this topic enough to help renew your knowledge.

1 CCH in Category 2 - 3A - RT





CONFERENCE ROOM

9:00 to
10:00 am

7 Steps to Small Business Marketing Success

MIKE KENNEY ■ Kenney Outdoor Solutions

While this may be hard for some business owners to come to grips with, like those who feel that “marketing is a strange form of creative voodoo thinking”, marketing is not only a system – it may be the most important system in any business. Today, you will learn seven keys to running a successful marketing strategy.

1. Strategy Before Tactics
2. The Marketing Hourglass – producing customers who repeat and refer
3. Publish Educational Content
4. Total Web Presence
5. Inbound Lead Generation Trio – advertising, public relations, and referral marketing.
6. Selling is a System
7. Marketing by a Calendar

10:00 to
11:00 am

How Do Small Business Owners Finance their Future?

SANDY MILLER & CELEST HIGGINS ■ Old National Bank

Do I use equipment loans or lease programs? What are the criteria to obtain an operating line of credit? Is a Small Business Association (SBA) loan a good fit for my business? If your business is growing, are you ready for it to happen?

11:00 to
1:30 pm

The 28th Annual Summer Field Day and World Famous Barbecue Luncheon

1:30 to
3:00 pm

Leadership Starts with You!

DAN GAMBLE ■ Kennedy Outdoor Solutions

Dan Gamble, Vice President of Commercial Equipment for Kenney Machinery Corp., invites owners, managers, and those who want to grow in their business to learn about the 12 Leadership Keys which can move you to the next level. In our current economic state, you need to learn leadership skills and principles. If you are responsible for running the operation, or wish to do so someday, then do not miss this challenging talk.

Back by demand, Dan will now move into Part II of Leadership Starts with You by focusing on developing individual motivation skills and how to build a team attitude within your organization.



OPTIONAL OUTDOOR PROGRAMS LIVE FROM THE HOG BARN

1:30 to
2:30 pm

The 25 Questions of Plant Problem Diagnostics

DR. JIM HATFIELD & DR. JOE BOGGS ■ Ohio State University

Diagnostics in the raw await you at this special presentation "Live from the Hog Barn." We will discuss diseases, mites, environmental and cultural challenges, and plant ID. See and feel samples as we collectively discuss the process of plant problem diagnostics from symptoms, signs, and control suggestions. Improved plant health care – here we come!

1 CCH in Category 2 - 3A - 3B - RT

2:30 to
4:30 pm

Ride-On Equipment Safety and Calibration

DR. FRED WHITFORD, DR. AARON PATTON, MR. DAN DIEHL

"Live from the Hog Barn" continues as we hold a two-hour workshop which will include manufacturers for ride-on mowers and sprayers/spreaders as we go in-depth to discuss many issues regarding their increased use in the green industry. From proper safety to calibration to maintenance; this workshop is designed to help you learn more about these important tools.

2 CCHs in Category 3B - RT

SPECIAL NOTE

INDIANA PESTICIDE Clean Sweep Project

IPLLA joins with the Office of Indiana State Chemist in offering a Pesticide Clean Sweep day at our August 21, 2014 Summer Field Day.

The purpose of the event is to permit applicators to dispose of suspended, canceled, banned, unusable, opened, unopened, or just unwanted pesticides.

This disposal service is free of charge up to 250 pounds per participant. There is a \$2.50 per pound charge for over 250 pounds. This provides Field Day attendees with a great opportunity to legally dispose of unwanted products at little or no cost.

The Clean Sweep Project Form for the 2014 Summer Field Day can be found by clicking "ISCO Clean Sweep" on the "Events" tab at iplla.com.

Join the IPLLA for \$150.00 per Year and Attend All Events at Member Rates!

MEMBERSHIP APPLICATION

We encourage you to visit our website. You can join at www.iplla.com. Click on the MEMBERSHIP tab and then "Join IPLLA Now." We accept Visa, MC and Discover.

First Name: _____ Last Name: _____

Job Title: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone w/Area Code: _____

Primary Email Address (please print clearly): _____

Emergency Contact Name: _____ Telephone: _____

Which best describes your company? (check all that apply)

- | | | |
|--|--|--|
| <input type="checkbox"/> Aquatic Weed Control | <input type="checkbox"/> Right-of-way Control | <input type="checkbox"/> Mowing/Maintenance |
| <input type="checkbox"/> Irrigation Contractor | <input type="checkbox"/> College or University | <input type="checkbox"/> Sports Field Management |
| <input type="checkbox"/> Pest Control | <input type="checkbox"/> Local or State Government | <input type="checkbox"/> Institutional Grounds |
| <input type="checkbox"/> Chemical Lawn Care | <input type="checkbox"/> School District | <input type="checkbox"/> Parks Department |
| <input type="checkbox"/> Landscape Contractor | <input type="checkbox"/> Industry Supplier | <input type="checkbox"/> Tree & Shrub Contractor |

Other _____

**Mail Completed Applications and Check (Payable to IPLLA) to:
IPLLA P.O. Box 481, Carmel, Indiana 46082**



Or, join online at www.iplla.com and pay with Visa, MC or Discover



Presorted Standard
U. S. Postage
PAID
Carmel, Indiana
Permit #371

**THE
28TH
ANNUAL**

Summer FIELD DAY

THURSDAY August 21, 2014

Hendricks County Conference Center & Fairgrounds

REGISTER FOR THE 2014 SUMMER FIELD DAY

To ensure timely and proper registration, we encourage you to register online at our website. You can register at www.iplla.com. Click on the EVENTS tab and then "2014 Summer Field Day Registration." We accept Visa, MC and Discover. **Register online to be eligible for a drawing where one person will be chosen to receive free attendance to all events in 2015.**

First Name: _____

Last Name: _____

Job Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone w/Area Code: _____

Primary Email Address (please print clearly): _____

In which pesticide categories is your company licensed? _____

What is your home county? _____

PLEASE LIST ALL ATTENDING *(please print clearly)*

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

2014 Field Day Registration Fees

IPLLA MEMBER FIRM

1st Person \$75.00 each

2nd and more \$65.00 each

NON-MEMBER FIRM

Per Person..... \$105.00

Luncheon is included in price

Please make checks payable to:

IPLLA • P.O. Box 481 • Carmel, Indiana 46082

(317) 575-9010

Mail Completed Reservation and Payments to: IPLLA P.O. Box 481, Carmel, Indiana 46082