



2024 KNLA Green Industry Winter Conference

Presentations:

Wednesday, January 31, 2024:



Carol Reese – Keynote Presentation

Title: They Don't Know What They Don't Know: a humorous look at why our clients under value our endeavors



Ric Bessin, Ph.D. – Crew Academy

Title: Pesticide Training and Certification Update: Laws, Certification, Aerial Applications, ESA, Spanish labels, Online Testing

Biography: Dr. Bessin has worked at the UK with responsibilities including insect management on field and specialty crops, pesticide safety, IPM, and pesticides for specialty crops. He has worked to develop and evaluate IPM decision guidelines and management strategies for fruit, vegetable, and field crop insect pests in conventional and organic production systems, provided education to a wide audience from Master Gardeners to youth groups to the commercial agriculture industry. He serves as the Kentucky Integrated Pest Management Coordinator, the Pesticide Safety education Coordinator for Kentucky, and Kentucky liaison to the IR-4 Project that helps to register pesticides for minor uses and minor acreage crops.



Matthew Dixon – Crew Academy

Title: Ag Weather Update

Synopsis: Agricultural management and production decisions are largely influenced by short-term weather conditions during the growing season. However, it's crucial to consider long-term trends. Over the past decade, the Ohio Valley has experienced a noticeable shift towards a warmer and wetter climate. This presentation will focus on the agricultural implications of this shift with the hope of sparking thoughts on future crop nursery and landscaping practices. In addition, we'll look back at the 2023 growing season, provide an outlook for the upcoming months, and introduce the audience to an innovative weather app developed by the Ag Weather Center.



Matthew Springer – Crew Academy

Title: Controlling Wildlife in Landscapes and Nurseries

Synopsis: Dr. Springer will cover the basics on controlling small rodents and larger wildlife that frequently cause issues in landscapes and nurseries. Management strategies that involve lethal, non-lethal, and chemical components will be discussed along with legal components to them.



Officer Steven Douglas – Crew Academy

Will be discussing DOT regulations, over the road safety and how to know if you need a CDL.



Jacob Stidham – Plants & Design

Title: Bad Horticulture Around Every Corner

Synopsis: We see it everywhere. Plants in the wrong place, butchered landscapes, and design elements that just make you scratch your head. Jacob has had his camera on ready while out and about and discusses the many bad horticulture things we as an industry need to do away with or teach the homeowner not to do. Prepare to cringe and have a good laugh.



Ellen V. Crocker, Ph.D. – Plants & Design

Title: What's in a name? Updates to the Kentucky Invasive Plant List

Synopsis: Invasive plants, non-native species that spread out of control and cause problems, are all over. But, one person's invasive nuisance might be another's beloved landscape ornamental. Who decides what is invasive and what's not? This session will explore the topic of how plants are determined to be invasive and discuss current efforts to update Kentucky's invasive plant list and listing procedure.



Tyler Hampton – Plants & Design

Title: Native Perennials That Perform

Synopsis: Native plants are sometimes marketed as being inherently tougher than introduced species, but can be just as underwhelming in our heavily altered landscapes. Through the first 13 years of gardening at the Parklands of Floyd's Fork, we will look at the eastern North American perennials that have shined despite the familiar challenges of a heavily-used public space.



Sayde Heckman – Plants & Design

Title: Crazy Plant Lady: Let's Talk Tropicals

Synopsis: In the gardens she has combined her love of design and tropical plants, establishing a rotating system of spring, summer, and fall annual displays. Working alongside the horticulture staff she and her team of horticulturists have evaluated hundreds of new selections each year, inspired the community, and continued introducing new ways of using tropicals in garden designs.

Biography: Sayde Heckman has been the Garden and Arboretum Manager at Yew Dell Botanical Gardens since 2018, starting off as a Horticulture Apprentice in 2017.



Eric Bitner - Arborist

Title: Proper Tree Pruning - "one of the best, worst maintenance practices"

Synopsis: Trees are important assets to our built environment and offer both functional and aesthetic benefits. We often have to plant trees in locations that are less than desirable and therefore they need our help to survive. The goal in any maintenance program should be to maximize the benefits of the tree while minimizing inputs required for it to survive. Pruning is often necessary but if done improperly can have detrimental effects. This talk will seek to explain various aspects of proper pruning for landscape and tree professionals. Topics discussed will involve types of pruning cuts, how to make proper cuts and expected responses from the tree. The goal will also be to cover what to consider when pruning in order to create a strong form, as well as the timing of making pruning cuts on trees.



Morgan Grubbs - Arborist

1st Presentation Title: The Bigger the Trees the Bigger the Benefits: How to educate the public on "right tree right place" and encourage canopy sized trees in landscapes where possible.

1st Presentation Synopsis: During this presentation TreesLouisville will discuss the benefits of educating the public on how to be better tree stewards and understand a tree's importance in remaining resilient against climate change and future

development.

2nd Presentation Title: Louisville's Urban Forest Master Plan: How will studying our urban forest needs improve Louisville's tree canopy?

2nd Presentation Synopsis: During this presentation TreesLouisville will discuss the importance of a city having an Urban Forest Master Plan including how data will be collected, interpreted, and used for future tree preservation and care.

Biography: Morgan Grubbs has been with TreesLouisville for 3 years and currently holds the Programs and Volunteer Director position where she manages all outreach events, develops & maintains tree planting projects, and completes any and all tasks necessary of a small non-profit. She holds a BS from Indiana University in Environmental Management and plans to receive her ISA Arborist Certification this spring. She has over 10 years experience developing programs in conservation and environmental education, including a 5 year stint overseas in South Africa and Vietnam. When not working with trees you can probably find Morgan still hanging out with trees as she is an avid hiker, runner, and biker.



Bill Fountain - Arborist

Title: The ISA Tree Risk Assessment Qualification protects Green Industry Professionals and Benefits Clients

Synopsis: I don't really need another credential." TRAQ instructors and consulting arborists frequently hear this comment. They recognize the value of TRAQ to our clients and in reducing our potential liability in the event of a failure. TRAQ, like other professional credentials, is recognized by the legal profession as important when it comes to disputes involving tree failures. TRAQ protects arborists and other green industry professionals while providing a service to our clients.



Thursday, February 1, 2024:



Jonathan Larson, Ph.D. – Keynote Presentation

Title: Fear and Loathing in Entomology

Title: People don't like bugs. Entomologists only answer one question more often than "what is it?" and it's "how do I kill it?" Jonathan Larson of UK Entomology will share farfetched tales of insect hatred from his career in Extension and show how these attitudes have real world impacts.



Kenneth Clayton – Turf Management

Title: Lawn Renovation : Should I consider Zoysiagrass?

Synopsis: In a changing climate pest management brings unique challenges to those growing grass in the transition zone. We have seen and will likely continue to see a decrease in the availability and use rates of common herbicides, insecticides, and fungicides. One of the most important decisions we must make in managing pest is what grass species we grow and how. This talk will discuss the pros and cons of converting a lawn to zoysiagrass and the implications it has for pesticide use.



Brad D'Angillo, P.E. – Turf Management

Title: When Does Synthetic Turf Make Sense For Residential, Parks, or Recreation Facilities?

Synopsis: Synthetic turf has been widely accepted in a variety of sports facilities for over 20+ years. Incorporating synthetic turf into residential, parks and recreational facilities is the next frontier for this alternative to natural grass. Attendees will hear from a nationally recognized synthetic turf civil engineer on the basic material, design, maintenance and cost considerations of synthetic turf. The presentation will also provide insight on innovative applications of synthetic turf in non-sports programming elements.



Jason Vaughn – Turf Management

Title: The Bermuda Triangle of Weeds: Controlling the Tough Ones

Synopsis: A discussion on strategies for controlling the three toughest lawn weeds bermudagrass, nutsedge, and wild violets. Cultural control in addition to herbicide options will be covered.



Beth Wilson – Turf Management

Title: How pesticides work

This talk will be the basics about how herbicides work, preemergence v postemergence, HRAC codes, the label, and resistance management.



Cindy Finnisseth – Business Practices

Title: Grants, funding opportunities, and support programs for green industry businesses

Synopsis: Several programs are available in Kentucky to help green industry businesses access funding and business support. This session will provide information about programs including basic requirements and application procedures. The session will conclude with strategies for success in developing projects and submitting applications.



Emily Spencer, Camille Dant, Brett Wolff – Business Practices

Title: Quick Tips for Enhancing Your Brand Online: From Beginner to Intermediate

Synopsis: The University of Kentucky Center for Crop Diversification team will give an overview of strategic considerations for building or improving the online presence of your business. We will provide a checklist for making sure your online information and branding are up to date, developing that presence with prospective clients in mind, and considering how a website can be useful and what information you might want to include. We'll also talk about everyone's favorite digital marketing topic– social media– with a specific focus on how to be strategic and efficient in using it to build your business.

Brett Wolff Biography: Brett is a senior extension specialist in the Agriculture Economics department at the University of Kentucky, and he coordinates the Center for Crop Diversification and the SARE programs. Since 2017, he has led the development and delivery of the innovative beginner-oriented *Marketing for All* educational programs.

Emily Spencer Biography: Emily Spencer is an extension associate in the Department of Agricultural Economics at the University of Kentucky, specializing in digital marketing for small farms and food-related businesses. Emily oversees the Center for Crop Diversification's Monday Marketing Minute program, as well as the video series Producer Voices.



Camille Dant Biography: Camille Dant is an extension associate in the Department of Agricultural Economics at the University of Kentucky. She specializes in social media marketing for value-added producers as well as direct to consumer marketing. Camille runs the MarketReady Dairy program and assists on the *Marketing For All* program ran by the Center for Crop Diversification.



Megan Wright – Business Practices

Title: H-2A vs. H-2B 101: What Your Business Needs to Know

Synopsis: This session will cover the in's and out's of both the H-2A and H-2B programs for employers. We will discuss the requirements, barriers to entry, and best practices for employers, including pertinent current events. As the labor landscape continues to pose challenges, more and more businesses are turning to H-2 visas to solve their shortages—ensure you have the tools to be successful with these highly regulated programs.

Blair Leano Helvey - Greenhouse

1st Presentation Title: Tips and Tricks for Pouty Scouters in the Greenhouse

1st Presentation Synopsis: Scouting is a must when using beneficial insects for greenhouse pest control, but many growers find the task tedious and time-consuming. This discussion will focus on increasing efficiency in routine monitoring, identification, and action. Strategies and techniques will be covered as we address common greenhouse pests such as aphids, thrips, and more.

2nd Presentation Title: Don't Panic Over Pests!

2nd Presentation Synopsis: Sometimes the best remedy for a pest problem is no remedy at all. As gardeners, our first instinct is to panic and do everything we can to regain control of the situation. This talk will focus on the occasional advantage of simply letting nature run its course, and when that panic button may be necessary after all.



Matt Bizzell – Director of Horticulture at Churchill Downs - Greenhouse

Title: Maintaining the Grounds of Historic Churchill Downs Racetrack

Synopsis: Matt will discuss year round maintenance of the grounds with an emphasis on the preparation for this year's one hundred and fiftieth running of the Kentucky Derby.