

2011 SVNLA SHORT COURSE

Thursday, February 17, 2011

Horizons Conference Center
6200 State Street
Saginaw, MI

Registration Form

Early Bird Registration \$40 SVNLA members & \$50 non-members

Early Bird registrations close February 8, 2011

Registration at the door \$55/ SVNLA members & \$65/non-members

Register 5 or more from the same company take a 10% discount on all 5 registrations.

Lunch is included

Complete and return the form with payment to:

MNLA • 2149 Commons Pkwy. • Okemos, MI 48864

Or by FAX to (517) 381-0638

Questions? Contact MaryBeth at (800) 879-6652

Registration opens at 7:30 a.m.

The Short Course will conclude at 4:30 p.m.

6 CGIP CEU's available: (1 CGIP CEU per hour of class attended.)

SVNLA Short Course Registration

Firm: _____

Phone: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Visa MasterCard Discover AMEX

Make checks payable to MNLA

CC #: _____

Exp. Date: _____

Signature: _____

Total amount due: \$ _____

Thank you to our Lunch & Break Sponsors!

Rosetta Walls Unilock Michigan Kluck Nursery Lebanon Seaboard

Turfgrass Inc.

Course Schedule

7:30 a.m. – 8:00 a.m.	<i>Registration and Continental Breakfast</i>
8:00 a.m. – 8:15 a.m.	<i>Welcome</i> – Kris Worley, SVNLA President SVNLA Updates & Board Member Election
8:15 a.m. – 9:45 a.m.	<i>Sales Techniques & Methods</i> Craig Alwine – Indiana Limestone Company
9:45 a.m. – 10:00	<i>Break</i>
10:00 a.m. – 11:30 a.m.	<i>Fertilizer N-P-K the Rest of the Story</i> Randall Rogers – Lebanon Seaboard
11:30 a.m. – 12:30 p.m.	<i>Lunch</i> Buffet Provided
12:30p.m. – 1:00 p.m.	<i>Michigan Nursery and Landscape Association & Industry Updates</i> Amy Frankmann – MNLA Executive Director
1:00 p.m. – 1:15 p.m.	<i>Michigan Department of Agriculture Updates</i> John Hill – Michigan Department of Agriculture
1:15 p.m. – 1:30 p.m.	<i>Board Member Elections & Break</i>
1:30 p.m. – 3:00 p.m.	<i>MSU's Own Bug Man! – What Insects are Coming on Strong and Diagnostic Techniques</i> Howard Russell – Entomologist, Plant Diagnostic Services Michigan State University
3:00 p.m. – 4:30 p.m.	<i>Connect With Your Customers</i> Are we marketing to gardeners, decorators or foodies? Who is shopping in person and online? How has the recession changed consumer behavior? What about eco-trends in horticulture? This module is designed to give attendees a primer on today's consumers: what they think, how they act, why they shop, and what they buy. Kristin Getter, PhD Michigan State University

Kristin received her B.S. in Mathematics (1993) and M.S. (2006), and PhD in Horticulture (2009) from Michigan State University. She is currently working as a post-doctoral researcher under the guidance of Dr. Bridget Behe at Michigan State University, with an emphasis on marketing and management in Horticulture.