

# Heartland Green Industry Expo



# Common *ground*

CONFERENCE & TRADE SHOW

December 13-14, 2011  
Overland Park Convention Center  
Overland Park, Kansas



## CONFERENCE CO-HOSTS



# HEARTLAND GREEN INDUSTRY EXPO

The Heart of America Golf Superintendents Association & Mid-America Green Industry Council presents the 8<sup>th</sup> Annual Heartland Green Industry Expo: “Common Ground” conference and trade show.

This collaborative trade show and educational seminars will be the only place in Kansas and Missouri to see the latest in products and equipment, receive continuing education credits and see nationally renowned speakers on green industry business, turf, irrigation, lawn and ornamental and golf course topics.

We invite you and your colleagues to the biggest event of its kind in the Heartland. For additional information, please contact the Expo Management Company at (816) 561-5323.

**Doug Melchior, President**



**Curt Marchand, President**



## GENERAL INFORMATION

### Conference Location

The Heartland Green Industry Expo: “Common Ground” will be held at the Overland Park Convention Center (6000 College Boulevard, Overland Park, Kansas, 66211). Free Parking on the North & East side of the building.

### Hotels in the Area

The following hotels are conveniently located near the Overland Park Convention Center. Reservations need to be made by you with the hotel of your choice.

#### *Sheraton Overland Park Hotel*

6100 College Blvd., Overland Park, KS 66211, (913) 234-2100  
Distance from the Convention Center: “attached” to the Convention Ctr.

#### *Pear Tree Inn (ROOM BLOCK = \$59.95 per night)*

10951 Metcalf Ave., Overland Park, KS 66210, (913)451-0200  
www.druryhotels.com; Group Number: 2116698 (valid until 11-26-11)  
Distance from the Convention Center: .08 miles

#### *Hilton Garden Inn*

5800 College Boulevard, Overland Park, KS 66211, (913) 345-2661  
Distance from the Convention Center: .12 miles (next to Convention Ctr.)

#### *Courtyard by Marriott – Convention Ctr.*

11001 Woodson, Overland Park, KS 66211, (913) 317-8500  
Distance from the Convention Center: .19 miles (next to Convention Ctr.)

### Dress Code

Dress during the Heartland Green Industry Expo: Common Ground Conference and Trade Show is “business casual” attire.

### Raffle (December 13 at 5:30pm)

Pre-Register for the “Full Conference” or “Day-One/Full Day” (December 13) by the registration deadline of December 1, 2011, and you’ll receive a raffle ticket which will be entered into the drawing for items like a TV, iPad, digital camera, gift cards and MORE! You will also have the opportunity to purchase additional raffle tickets on site (one for \$3; two for \$5). The drawing will be held on Day-One, December 13 at 5:30pm. Must be present to win.

### Conference Fees

	<u>Member</u>	<u>Non-Member</u>
Full Conference.....	\$180	\$230
One Day Only.....	\$100	\$150
Half Day + Lunch.....	\$75	\$125
Student Full Conference.....	\$50	\$50
Student One Day Only.....	\$25	\$25
MAGIC: Kick-Off Reception.....	\$25	\$25
Late Fee ( <i>cost + fee; after December 1, 2011</i> ).....	\$25	\$25
Walk-In Fee ( <i>cost + fee; on December 13-14, 2011</i> ).....	\$50	\$50

Conference fees include: seminars, exhibit hall access, continental breakfasts, lunches, a coffee break, the reception and registration materials. Please note conference schedule for designated dates and times.

Please make checks payable to the: Heartland Green Industry Expo

### Cancellation/Refund Policy

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 1, 2011. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail or fax your request to the Heartland Green Industry Expo: P.O. Box 419264, Kansas City, MO 64141; 816-561-1991 (fax).

### Registration

For further registration information or if you have a disability and require special materials or services, please contact the Heartland Expo Management Company at 816-561-5323 or forward an email to kweitzel@swassn.com.

By registering I acknowledge the Heartland Expo Management Company has the authority; if they so choose; to distribute my name and contact information to conference attendees and vendors. If I prefer not to be included in these distributed lists, I will include a written request with my registration form for my contact information to be omitted.

### Future Conference Dates

The future dates of the Common Ground Conference in 2012 will be December 12-13. Mark your calendar NOW and plan to attend.



# CONFERENCE SCHEDULE



December 13	IRRIGATION	TREES & ORNAMENTAL	RECERTIFICATION	GOLF
7:00am – 8:00am	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast
8:00am – 9:00am	<b>Wire Locating &amp; Fault Finding in Irrigation Systems</b> Jeffrey Knight, Ewing Irrigation	<b>Nurturing a Seedling Through Some Challenging Years</b> Seth Smith, Rosehill Gardens	<b>Ornamental Pests &amp; Their Control</b> Jeff Haley, Landscape Industry Certified <b>Hours: 2, 3A, 3C</b>	<b>Golf Turf PTI (Professional Turf Intelligence)</b> Roch Gaussoin, University of Nebraska Frank Rossi, Cornell University
9:15am – 10:15am	<b>Valve Troubleshooting</b> Jeffrey Knight, Ewing Irrigation	<b>Raising the Tree to Maturity &amp; Keeping it Healthy</b> Matt Evans, Ryan Lawn & Tree	9:00am – 10:00am <b>Turf Pests &amp; Their Control</b> Jeff Haley, Landscape Industry Certified <b>Hours: 3B</b>	
10:15am–10:30am	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
10:30am – 11:30am	<b>What's New in Irrigation</b> Representatives from Hunter, Rain Bird, Toro & Irritrol	<b>Proper Mulching Techniques</b> Dennis Patton, Johnson County Extension Office	<b>New Developments - Labels</b> Brad Fresenburg, University of Missouri <b>Hours: 2, 3A, 3B, 3C</b>	<b>Golf Turf PTI (cont.) (Professional Turf Intelligence)</b> Roch Gaussoin, University of Nebraska Frank Rossi, Cornell University
11:30am – 1:00pm	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>
1:00pm – 2:00pm	<b>Low Voltage Lighting Basics</b> Darin Ayres, FX Luminaire	<b>A Colorful Landscape</b> Dr. Alan Stevens, K-State	1:00pm – 2:00pm <b>Pesticides &amp; Pesticide Waste</b> Bill Norris, Reinders <b>Hours: 2, 3A, 3B, 3C</b>	<b>Hardscapes: Why Do They Fail? Tips &amp; Tricks for "In-House" Cart Path Repair</b> Dave Howrey, Howrey Construction
2:15pm – 3:15pm	<b>Low Voltage LED Lighting: What Should I Know?</b> Tim McKay, Vista Professional	<b>Panel Discussion: What's Hot, What's Not</b> Michael Ashley, Jeff Goldsby, Tory Schwoppe, & Alan Stevens	2:00pm – 3:00pm <b>Safety</b> Bill Norris, Reinders <b>Part of Core Hour</b>	<b>Effects of Fertility on Turf Diseases</b> Lee Miller, University of Missouri <b>How Fungi Do Their Dirty Work</b> Megan Kennelly, K-State University
3:30pm – 4:30pm	<b>Drainage Basics,</b> NDS/ADS	<b>Proper Cultural Practices</b> Brad Fresenburg, University of MO	3:00pm – 4:00pm <b>Missouri State Laws Kansas State Laws</b> <b>Part of Core Hour</b>	<b>Research: Year in Review</b> Lee Miller, University of Missouri Megan Kennelly, K-State University
4:30pm – 6:00pm	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>
December 14	CAREER	MANAGEMENT	RECERTIFICATION	GOLF
7:00am – 8:00am	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast
8:00am – 9:00am	<b>Landscape Industry Certified Training – Math (Spanish &amp; English)</b> Anne Dercher, CLT, Summit Lawn & Landscaping; Jeff Haley, CLT, Landscape Industry Certified; Rodney St. John, PhD K-State University & Fernando Casas, CLP, Signature Landscape	<b>The Business of You!</b> Steve McClatchey Alleer Training & Consulting	<b>Serious Threats to Ornamentals</b> Chris Starbuck, University of MO <b>Hours: 2, 3A, 3C</b>	<b>The Business of You!</b> Steve McClatchey Alleer Training & Consulting
9:15am – 10:15am		<b>DOT: A Hands On View</b> Mark Maisch, Ryan Lawn & Tree	<b>What More Do We Know About Thousand Cankers Disease?</b> Chris Starbuck, University of MO <b>Hours: 2, 3A</b>	<b>Weather Any Storm: The Five Lies of Forecasting</b> Sara Croke, Weather or Not
10:30am – 11:30am		<b>Leading a Team &amp; Leading Change Strategies for a Team, Department or Organization</b> Steve McClatchey, Alleer Training & Consulting	<b>New Research on Plant Growth Regulators (PGR)</b> Gary Custis, PBI Gordon <b>Hours: 3A, 3B, 3C</b>	<b>Leading a Team &amp; Leading Change Strategies for a Team, Department or Organization</b> Steve McClatchey, Alleer Training & Consulting
11:30am – 1:00pm	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>
1:00pm – 2:00pm	<b>Student Career Days</b> Greg Davis, Kansas State University	<b>Microsoft Outlook: Tips, Tricks &amp; Best Kept Secrets</b> Steve McClatchey Alleer Training & Consulting	<b>Gary's Top Ten List</b> Gary Custis, PBI Gordon <b>Hours: 3A, 3B (2 hours each)</b>	<b>Defining a Cutting Edge Superintendent</b> Bob Brame, USGA
2:15pm – 3:15pm	<b>Job Fair</b>		<b>Marketing Your Business Using Social Media</b> Rodney St. John, K-State University	<b>The Good, Bad and Ugly – The Green Committee Unveiled</b> Bob Brame, USGA
3:30pm – 4:30pm		<b>Brown Patch Management Strategies on Tall Fescue Lawns</b> Lee Miller, University of MO <b>Hours: 3B</b>		<b>Hot Topic Round Table</b> Moderated by: Ty McClellan, USGA
4:30pm – 5:00pm	<b>Adjourned</b>	<b>Legislative Issues</b> Tony Weigel, Weigel Law Office, LLC	<b>Adjourned</b>	<b>Adjourned</b>

# DECEMBER 13: TOPICS, SPEAKERS & DESCRIPTIONS

## IRRIGATION

8:00am - 9:00am Courtyard – 5

### Wire Locating & Fault Finding in Irrigation Systems

*Jeffrey Knight Ewing Irrigation*

This class will help explain how to use a wire tracer and fault finding equipment. This has to be the most misunderstood technique in our industry. Follow a few steps and the equipment will help make the hard service calls easier.....

9:15am – 10:15am Courtyard – 5

### Valve Troubleshooting

*Jeffrey Knight Ewing Irrigation*

After you find the valve that is not working with the wire locator what do you do to fix it? We will cover how a valve works and the most common problems with them. Quick easy tips and tricks to reduce the need for digging it up and cutting it out!!

10:15am – 10:30am Pre-function Area  
Break

10:30am – 11:30am Courtyard – 5

### What is new in Irrigation?

*Representatives from: Hunter, Rain Bird, Toro, & Irritrol*

Come hear what the manufacturers themselves have been working on!! Each company will have 15 minutes to update you on the latest and greatest with time at the end for questions. Smart technology in irrigation is all the craze. Come see what all the hype is about.

11:30am - 1:00pm Exhibit Hall  
Exhibits & Lunch

1:00pm - 2:00pm Courtyard – 5

### Low Voltage Lighting Basics

*Darin Ayres, FX Luminaire*

With all the services we provide in the green industry lighting is one of the least expensive services to get into, with very little upfront money you can start to provide wonderful results for your customers. We will talk about where to use and place different types of fixtures, different types of bulbs, and wiring “dos and don’ts.” The nuts and bolts of offering this service to your clients.

2:15pm - 3:15pm Courtyard – 5

### Low Voltage LED Lighting: What Should I Know?

*Tim McKay Vista Professional*

With all the focus on energy conservation it only makes sense to offer your customers the green option for their landscape lighting. Come hear the advantages of the technology and how to sell it to new customers and what it can do for your existing lighting customers.

3:30pm – 4:30pm Courtyard – 5

### Drainage Basics

*NDS/ADS*

How do I properly size drain lines? How many catch basins should I use? Should I use flex pipe or rigid pipe? How do I connect the sump pump to my drainage system? The yard is flat how do I get the water off the property? What is a French Drain? All good questions that we will help you answer for your customers.

4:30pm - 6:00pm Exhibit Hall

### Networking Reception & Raffle

Enjoy beverages and lite snacks with your suppliers and talk about what’s new for 2012. A raffle for a TV, an IPAD, a digital camera, gift card and more, will be drawn at 5:30pm.

A raffle ticket was given out at registration for those that pre-registered for the “Full Conference” or “Day-One/Full Day” (December 13) by the registration deadline of December 1, 2011. All attendees also have the opportunity to purchase additional raffle tickets on site (one for \$3; two for \$5). Vendors are allowed to participate in the drawing.

*\*Speakers and Topics are subject to change without notice.*

## TREES & ORNAMENTAL

8:00am - 9:00am Courtyard – 4

### Nurturing A Seeding Through Some Challenging Years

*Seth Smith, Rosehill Gardens*

Seth Smith will discuss everything from how a tree begins its life in the nursery to how it becomes a healthy 2" caliper tree we see in all the new landscapes. He will cover the challenges the nursery industry faces with today's landscaping demands to produce high quality nursery specimens and how to prepare it for planting.

9:15am – 10:15am Courtyard – 4

### Raising the Tree to Maturity & Keeping it Healthy

*Matt Evans, Ryan Lawn & Tree*

Matt Evans will be talking about proper tree planting techniques. He will cover everything you need to know to make sure the new tree gets well established in its new home. Once established, he will discuss proper pruning methods and fixable defects on young trees to develop proper structure to grow into a strong mature tree.

10:15am – 10:30am Pre-function Area  
Break

10:30am – 11:30am Courtyard – 4

### Proper Mulching Techniques

*Dennis Patton, Johnson County Extension Office*

Proper mulching is one of the most beneficial things that can be done for the health of a tree. Mulch can reduce water loss from the soil, minimize weed competition, and improve soil structure. Learn the latest from ornamental expert, Dennis Patton.

11:30am - 1:00pm Exhibit Hall  
Exhibits & Lunch

1:00pm - 2:00pm Courtyard – 4

### A Colorful Landscape

*Dr. Alan Stevens, Kansas State University*

What should we consider for our landscapes in 2012? Dr. Alan Stevens will be available to share what he has learned in recent research, the trends we will see, the new colors, new specimen, what’s missing in the ornamentals available and what we should consider for our customers’ landscapes. Join our discussion to be on the leading edge in 2012.

2:15pm - 3:15pm Courtyard – 4

### What’s Hot, What’s Not

*Panelist: Michael Ashley, L.A. Rosehill Gardens; Jeff Goldsby, Horticulturist – Aspen Lawn & Landscape; Tory Schwoppe, Owner and Nurseryman – Kat Nurseries and Alan Stevens, Horticulturist, Kansas State University*

There will be a lively discussion on What’s Hot and What’s Not when it comes to the Kansas City region’s landscape. Bring your questions and see what our panel of experts think!

3:30pm – 4:30pm Courtyard – 4

### Proper Cultural Practices

*Brad Fresenburg, University of Missouri*

The morning will discuss care of ornamentals, including selection of low-input plants, efficient watering and fertilizing techniques and effective mulching. The afternoon will bring us full cycle when we include concepts for turf and discuss the proper culture practices to reduce the pest potential. Chris Starbuck will also be on hand to discuss any ornamental sustainable practices that may come up after the morning sessions.

4:30pm - 6:00pm Exhibit Hall

### Networking Reception & Raffle

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# DECEMBER 13: TOPICS, SPEAKERS & DESCRIPTIONS

## RECERTIFICATION

8:00am - 9:00am Courtyard – 2&3

### Ornamental Pests and Their Control

Jeff Haley, *Epic Landscape, Landscape Industry Certified - Maintenance*

Jeff Haley will identify several ornamental pests, their life cycles and their habitat. Also during this discussion he will discuss the best techniques and equipment to manage these pests.

**Recertification: 2, 3A, 3C = 1hr.**

9:00am - 10:00am Courtyard – 2&3

### Turf Pests and Their Control

Jeff Haley, *Epic Landscape, Landscape Industry Certified - Maintenance*

Jeff Haley will identify turf diseases that have been most prevalent this year, and discuss their pathogen biology and life cycles. Also during this discussion Jeff will present the best techniques and equipment for disease control, and review how Integrated Pest Management methods can be incorporated into turf disease management.

**Recertification Hours: 3B = 1hr.**

10:15am – 10:30am

### Break

Pre-function Area

10:30am - 11:30am

Courtyard – 2&3

### New Developments, Labels

Dr. Brad Fresenburg, *University of Missouri*

Brad Fresenburg will be on hand to discuss the new developments in pesticides and current legislation that could affect our industry. He will also provide information on properly reading a pesticide label, identifying critical parts of the label for proper use and safety to the applicator.

**Recertification Hours: 2, 3A, 3B, 3C = 1hr.**

11:30am - 1:00pm

Exhibit Hall

### Exhibits & Lunch

1:00pm – 2:00pm

Courtyard – 2&3

### Pesticides and Pesticide Waste

Bill Norris, *Reinders, Inc.*

Bill Norris will cover Restricted Use Pesticides, a general discussion of procedures for control of and reporting spills and accidents, applicator safety, including: a) pesticide toxicity and common exposure routes; b) common types and causes of pesticide accidents; c) precautions necessary to guard against injury to applicators and other individuals in or near treated areas; d) need for and use of protective clothing and equipment; e) symptoms of pesticide poisoning; f) first aid and other procedures to be followed in case of pesticide accident; and 3) proper identification, storage, transport, handling, mixing precautions to prevent children from having access to pesticides and pesticide containers.

**Recertification Hours: 2, 3A, 3B, 3C = 1hr.**

2:00pm – 3:00pm

Courtyard – 2&3

### Safety

Bill Norris, *Reinders, Inc.*

Applicator safety is essential when applying pesticides. Proper usage and techniques will be delivered during this time. A video covering the importance of protecting endangered species and applicators' responsibilities under the Endangered Species Protection Act will be shown as well as a video regarding Groundwater: The Hidden Resource. This video covers the environmental effects of pesticides as they may relate to contamination of ground water, surface water and private wells.

**Recertification Hours: Half of the Kansas Core Hour**

3:00pm – 3:30pm

Courtyard – 2&3

### Kansas State Laws

State of Kansas Representative

State requirements provided for the Kansas Core Hour.

**Recertification: Half of the Kansas Core Hour**

3:30pm – 4:30pm

Courtyard – 2&3

### Missouri State Laws

State of Missouri Representative

State requirements provided for the Missouri Pesticide Laws and regulations.

4:30pm - 6:00pm

Exhibit Hall

### Networking Reception & Raffle

Enjoy beverages and lite snacks with your suppliers and talk about what's new for 2012. A raffle for a TV, an IPAD, a digital camera, gift card and more, will be drawn at 5:30pm.

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### DAY 1 – RECERTIFICATION

**Kansas:** 3A/3hrs; 3B/3hrs; 3C; 3hrs; 2/3hrs

**Missouri:** Complete requirements for Missouri in Category 3

## GOLF

8:00am – 11:30am

Courtyard – 1

### Golf Turf PTI (Professional Turf Intelligence)

Roch Gaussoin, *University of Nebraska*

Frank Rossi, *Cornell University*

PTI (Professional Turf Intelligence) is a fast-paced debate style learning experience. Two experienced turf scientists will tackle the toughest issues facing golf turf managers including to core or not to core, sustainable golf course management, organic matter management, turfgrass nutrition, turfgrass elicitors, use of PGR's, and other current management issues. Inspired by the ESPN show "Pardon the Interruption" the instructors will outline the topic from their perspective, face some challenging questions, and banter about broader issues facing turf managers. Bring your questions for the special "Mailbag" session and be sure to come with a sense of humor to this "no holds barred" session. This session promises to be a unique educational experience leaving you wondering about the things you thought you knew.

1. Attendees will increase their awareness and understanding of the latest research.
2. Attendees will have conventional wisdom challenged that will result in increased awareness of the latest developments in turf management.
3. Attendees will improve their ability to communicate to end users about topics that might be controversial through their engagement in the PTI process.

10:15am – 10:30am

### Break

Pre-function Area

11:30am - 1:00pm

Exhibit Hall

### Exhibits & Lunch

1:00pm – 2:00pm

Courtyard – 1

### Hardscapes: Why Do They Fail?

Dave Howrey, *Howrey Construction, Inc.*

Faulty material, workmanship, design... possibly none of the above - possibly all of the above. Good probability it's because of engineering basics we all studied in elementary science and other unforeseen basics.

2:15pm – 4:30pm

Courtyard – 1

### Effects of Fertility on Turf Diseases

Lee Miller, *University of Missouri*

Aside from simply reducing turfgrass stress, fertility practices can have a pronounced effect on turfgrass diseases. Dr. Lee Miller will present the current knowledge base on the subject, including the mode of action for disease suppression and which pathogens are most negatively (or positively) influenced by fertilization.

### How Fungi Do Their Dirty Work

Megan Kennelly, *K-State University*

Ever wonder how plant pathogenic fungi grow, survive, reproduce, and (most importantly) infect plants? This presentation will explain the basis of how it works.

### Year in Review

Lee Miller, *University of Missouri*

Dr. Lee Miller will review 2011 in Missouri from his pathological perspective. This presentation will include information on the most common diseases encountered in his diagnostic lab and management practices that could have been used to avoid epidemics.

Megan Kennelly, *K-State University*

2011 had some disease and non disease challenges. She will discuss some of the hot topics from KSU turf pathology and some national trends as well.

4:30pm - 6:00pm

Exhibit Hall

### Networking Reception & Raffle

Enjoy beverages and lite snacks with your suppliers and talk about what's new for 2012. A raffle for a TV, an IPAD, a digital camera, gift card and more, will be drawn at 5:30pm.

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### GCSAA CONTINUING EDUCATION UNITS

.60 CEUs



# DECEMBER 14: TOPICS, SPEAKERS & DESCRIPTIONS

## CARREER

- 8:00am – 11:30am** Courtyard – 5  
**Landscape Industry Certified Training – Math (Spanish & English)**  
*Anne Dercher, CLT, Summit Lawn & Landscaping; Jeff Haley, CLT, Landscape Industry Certified; Rodney St. John, PhD., Kansas State University and Fernando Casas, CLP, Signature Landscaping*  
The Landscape Industry Certified Committee will present training to help the landscape technicians understand the elements necessary to understand and complete a job in an accurate and professional manner.
- 11:30am - 1:00pm** Exhibit Hall  
**Exhibits & Lunch**
- 1:00pm – 4:30pm** Courtyard – 5  
**Job Fair**  
36<sup>th</sup> Annual Student Career Days - Kansas State University Representatives Kansas State University will be the host site for a three-day competitive event among students enrolled in the horticulture programs from colleges and universities around the country. Learn from the K-State reps how we can be involved to make this career day stand out!  
Following this session will be a career fair. Interested employers should contact Jane Male for more information about a table (limited number available) to talk to students who will be invited to attend the afternoon session.
- 4:30pm**  
**Adjournment**

*\*Speakers and Topics are subject to change without notice.*

Mid-America Green Industry Council  
presents a  
**KICK-OFF RECEPTION**

**December 12, 2011**

**4:00pm – 6:00pm**

**Sheraton of Overland Park**  
(attached to the convention center)

\$25 per person  
(light appetizers and beverages will be served)

Join MAGIC as we KICK-OFF the HGIE,  
recognize the new Landscape Certified Professionals  
and provide a brief year-end review.

*\*\*\*Indicate your attendance on the registration form.\*\*\**

## MANAGEMENT

- 8:00am - 9:00am** Courtyard – 1  
**The Business of You!**  
*Steve McClatchey, Alleer Training & Consulting*  
In this age of social networking, text messages, instant messaging, email, voice mail, cell phone calls, face-to-face meetings, virtual meetings, drop-ins and a to-do list that never seems to end, a new approach to managing “The Business of You” is needed. Used by Merck, Disney, Comcast, Hewlett Packard, Wells Fargo, Ikea, State Farm, Nestle, BASF and the San Francisco 49ers, this presentation delivers a fresh, practical every day approach that will help you to accomplish more in less time...and with less stress!  
In this fast paced, interactive and engaging presentation you will learn how to make better choices, plan more strategically and get more done in less time. If you want to double your productivity, reduce your stress and improve the balance in your life, do not miss this presentation. Steve McClatchey is an international speaker, writer, consultant, trainer and founder of Alleer Training & Consulting. He has spoken before thousands of audiences on topics ranging from Time Management to Leadership and includes a client list of global corporations and high-performing organizations worldwide. He is best known for his passion, sense of humor and genuine personality. You will be captivated and motivated by his presentation.
- 9:15am – 10:15am** Courtyard – 4  
**DOT – A Hands-On View**  
*Mark Maisch, Ryan Lawn & Tree*  
Mark Maisch is the mechanic responsible for the large fleet of red, Ryan Lawn & Tree trucks out on the roadway. He is the one that sees to it these vehicles and trailers comply with the Department of Transportation rules and regulations. He will provide you with the important, critical information you need to know to keep in complaints. Bring your questions!
- 10:30am – 11:30am** Courtyard – 1  
**Leading a Team and Leading Change Strategies for a Team, Department or Organization**  
*Steve McClatchey, Alleer Training & Consulting*  
Vision, mission, values and goals are essential for a team to stay focused and on track. But even more important are the systems, processes, structure and decision making that bring them to life. For some, leading a group is a difficult and challenging responsibility...but it doesn't have to be. In this thought provoking and inspirational session, we will examine what it takes to be the successful leader of a team and whether you are truly leading or merely managing the process. Improvement means change. Being able to successfully implement change is a core competency needed to be a successful leader. If you are interested in creating a world-class team that is committed to improvement and embraces change, this is a “don't miss” session.
- 11:30am - 1:00pm** Exhibit Hall  
**Exhibits & Lunch**
- 1:00pm – 3:15pm** Courtyard – 4  
**Microsoft Outlook: Tips, Tricks and Best Kept Secrets**  
*Steve McClatchey, Alleer Training & Consulting*  
How much of your time do you spend each day using Microsoft Outlook? Do you consider yourself a power user? In this fast-paced session you will learn the best kept secrets of Microsoft Outlook. This session applies to users of Outlook 2003, 2007 and the new 2010. This session condenses three full days of Outlook training into 60 minutes by focusing only on the tools you will use every day. This session promises to turn you into an Outlook advanced expert.
- 3:30pm – 4:30pm** Courtyard – 4  
**Marketing Your Business Using Social Media**  
*Rodney St. John, PhD, Kansas State University*  
You have read his blog and by now you know Rodney knows his stuff whether he is talking turf or tech. You will see Rodney with his tech hat during this session telling the business owner, or bring your marketing person to this session and learn how to use social media to find the latest information and how to use these tools to communicate with clients, employees and prospects. This session will complement and enhance the information you received from Steve McClatchey about Outlook Tips, Tricks and Secrets.
- 4:30pm – 5:00pm** Courtyard – 4  
**Legislative Issues**  
*Tony Weigel, Weigel Law Office, LLC*  
We will have time for a roundtable discussion to wrap up the conference to discuss issues affecting the green industry at the Kansas, Missouri and Federal level. Tony Weigel, who is a member of the Kansas Business Coalition with MAGIC and an attorney, with his eye on Missouri Legislation.
- 4:30pm**  
**Adjournment**

*\*Speakers and Topics are subject to change without notice.*

# DECEMBER 14: TOPICS, SPEAKERS & DESCRIPTIONS

## RECERTIFICATION

8:00am - 9:00am Courtyard – 2&3

### Serious Threats to Ornamentals

Chris Starbuck, University of Missouri

Chris Starbuck will join us for the first time to discuss serious threats that our ornamentals are facing from pests and how we can identify and treat these pests. An in depth discussion will be focused on the Japanese Beetle.

**Recertification Hours: 2, 3A, 3C = 1hr.**

9:10am - 10:15am Courtyard – 2&3

### What More Do We Know About Thousand Cankers Disease?

Chris Starbuck, University of Missouri

What more do we know about the Thousand Cankers Disease? Chris Starbuck will spend a great deal of time discussing this devastating disease to our walnut trees and how best to handle. He will address additional varieties of ornamental pests and their treatment.

**Recertification Hours: 2, 3A = 1hr.**

10:30am - 11:30am Courtyard – 2&3

### New Research on Plant Growth Regulators (PGR)

Gary Custis, PBI Gordon

Gary Custis manager of field research and technical services for PBI/Gordon Corp., says landscapers are re-looking at existing products and finding new ways to use them. As environment issues become a larger part in the landscapers business plan, PGR's may play a larger role to help reduce trimming and mowing time.

**Recertification Hours: 3A, 3B, 3C = 1hr.**

11:30am - 1:00pm Exhibit Hall

### Exhibits & Lunch

1:00pm – 3:15pm Courtyard – 2&3

### Gary's Top Ten List

Gary Custis, PBI Gordon

Gary Custis will spend two hours discussing his Top Ten Pest List and their treatment in turf and ornamental. Bring your specific questions and ask the expert!

**Recertification Hours: 3A, 3B = 2 hours each**

3:30pm – 4:30pm Courtyard – 2&3

### Turf Disease Management

Lee Miller, University of Missouri

Lee Miller will discuss the latest techniques to keep your turf looking good. He will share the latest tips and tactics for disease prevention and identification.

**Recertification Hours: 3B = 1hr.**

4:30pm  
Adjourned

*\*Speakers and Topics are subject to change without notice.*

## DAY 2 – RECERTIFICATION

Kansas: 3A/5hrs; 3B/4hrs; 3C/2hrs; 2/2hrs

## GOLF

8:00am - 9:00am Courtyard – 1

### The Business of You!

Steve McClatchey, Allee Training & Consulting

In this age of social networking, text messages, instant messaging, email, voice mail, cell phone calls, face-to-face meetings, virtual meetings, drop-ins and a to-do list that never seems to end, a new approach to managing "The Business of You" is needed. Used by Merck, Disney, Comcast, Hewlett Packard, Wells Fargo, Ikea, State Farm, Nestle, BASF and the San Francisco 49ers, this presentation delivers a fresh, practical every day approach that will help you to accomplish more in less time...and with less stress!

In this fast paced, interactive and engaging presentation you will learn how to make better choices, plan more strategically and get more done in less time. If you want to double your productivity, reduce your stress and improve the balance in your life, do not miss this presentation. Steve McClatchey is an international speaker, writer, consultant, trainer and founder of Allee Training & Consulting. He has spoken before thousands of audiences on topics ranging from Time Management to Leadership and includes a client list of global corporations and high-performing organizations worldwide. He is best known for his passion, sense of humor and genuine personality. You will be captivated and motivated by his presentation.

9:15am – 10:15am Courtyard – 1

### Weather Any Storm: The Five Lies of Forecasting

Sara Croke, Weather or Not

Ever wonder why weather forecasts aren't getting better despite all the "new data"? Sara Croke will reveal how to tell when weather information is reliable enough to really help crews get greener fairways.

10:30am – 11:30am Courtyard – 1

### Leading a Team and Leading Change Strategies for a Team, Department or Organization

Steve McClatchey, Allee Training & Consulting

Vision, mission, values and goals are essential for a team to stay focused and on track. But even more important are the systems, processes, structure and decision making that bring them to life. For some, leading a group is a difficult and challenging responsibility...but it doesn't have to be. In this thought provoking and inspirational session, we will examine what it takes to be the successful leader of a team and whether you are truly leading or merely managing the process. Improvement means change. Being able to successfully implement change is a core competency needed to be a successful leader. If you are interested in creating a world-class team that is committed to improvement and embraces change, this is a "don't miss" session.

11:30am - 1:00pm Exhibit Hall

### Exhibits & Lunch

1:00pm – 2:00pm Courtyard – 1

### Defining a Cutting Edge Superintendent

Bob Brame, USGA

The top ten characteristics of a cutting edge superintendent will be identified and prioritized. The characteristics and prioritization are based on a survey of the entire Green Section staff. It presents a combination that all superintendents should strive for, but, in the end, most will fall short.

2:15pm – 3:15pm Courtyard – 1

### The Good, Bad and Ugly – The Green Committee Unveiled

Bob Brame, USGA

The middle ground between good and bad is ugly. Ugly can be turned to good or bad depending upon multiple factors like open-mindedness, objectivity, patience, approachability and availability. This presentation will outline the role of a green committee to ensure that a positive direction is guiding the maintenance operation.

3:30pm - 4:30pm Courtyard – 1

### Hot Topic Round Table

Moderated by Ty McClellan, USGA

Come discuss current pressing issues that face the golf course superintendent and the golf industry.

4:30pm  
Adjourned

*\*Speakers and Topics are subject to change without notice.*

## GCSAA CONTINUING EDUCATION UNITS

.50 CEUs

# EXHIBIT RATES & FLOOR PLAN

**Heartland Green Industry Expo: "Common Ground"**  
**December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS**

Want to cut your cost, travel and time out of the office? . . . Exhibit at the Heartland Green Industry Expo where the top turf related associations in the heartland area are joining forces to present one of the largest conference and expos of its kind. It's one fee for exposure to several hundred attendees and multi associations at one time. Our attendees (lawn and landscape companies, golf course superintendents, irrigation contractors, and sports turf managers) are eager to see your products and equipment; so consider multiple booths for maximum exposure. Make your booth(s) selection by completing the exhibit contract on the following page; then mail or fax to the Heartland Green Expo Office. It's first-come, first-served; so don't delay. (*First priority will be given to contracts received with payment.*)

## EXHIBIT RATES

Island (20x40)	\$2,250
Mini-Island (20x20)	\$1,400
Booth (10x10)	\$650
Additional Booth (10x10)	\$300



## REPRESENTATIVES

- Island — 20'x40' (5 representatives included)  
Includes: (8) 8ft tables, sixteen chairs, trashcan and basic signage
- Mini-Island — 20'x20' (4 representatives included)  
Includes: (4) 8ft tables, eight chairs, trashcan and basic signage
- Booth — 10'x10' (2 representatives included)  
Includes: 8ft table, two chairs, trashcan and basic signage
- Additional Booth — 10'x10' (1 representative included)  
Includes: 8ft table, two chairs, trashcan and basic signage

\*\*\*Additional Booth Representative(s) — \$75 per rep / per day

## EXHIBIT RATES INCLUDES:

Exhibit rates include: two continental breakfasts, two lunches, one coffee break, one reception and registration materials (per rep.). Please note the "Representatives" section above, for allotment of representatives and materials provided.

## SHOW HOURS

### Move In

Monday, December 12, 2011

Islands & Min-Islands: 11:00am – 6:00pm

Booths: 2:00pm – 6:00pm

(Note: Doors will be closed at 6:00pm)

### Show Hours

Tuesday, December 13, 2011

11:30am – 1:00pm

4:30pm – 6:00pm

Wednesday, December 14, 2011

11:30am – 1:00pm

### Networking Opportunities

Tuesday, December 13, 2011

7:00am – 8:00am (continental breakfast)

10:15am – 10:30am (break)

Wednesday, December 14, 2011

7:00am – 8:00am (continental breakfast)

### Dismantle

Wednesday, December 14, 2011

1:00pm – 6:00pm

## EXHIBIT HALL DECORATOR

The official show decorator is Geo. Fern Co. Upon receipt of your paid reservation agreement, The Association Office will notify Geo. Fern Co. and an exhibitor-kit with order forms and services will be mailed to the *contact name* on the Exhibit Contract. Geo. Fern Co. can also be reached at (816) 221-0525.

**George Fern Company**  
Expositions • Corporate Events • Exhibits  
**Nationwide**

- Banner Stands
- Table Throws
- Pop Up Displays
- Golf Course Sponsor Signs

816-221-0525 www.georgefern.com  
 751 Wyoming Street Kansas City, Missouri 64101

## FREE SEMINAR REGISTRATION

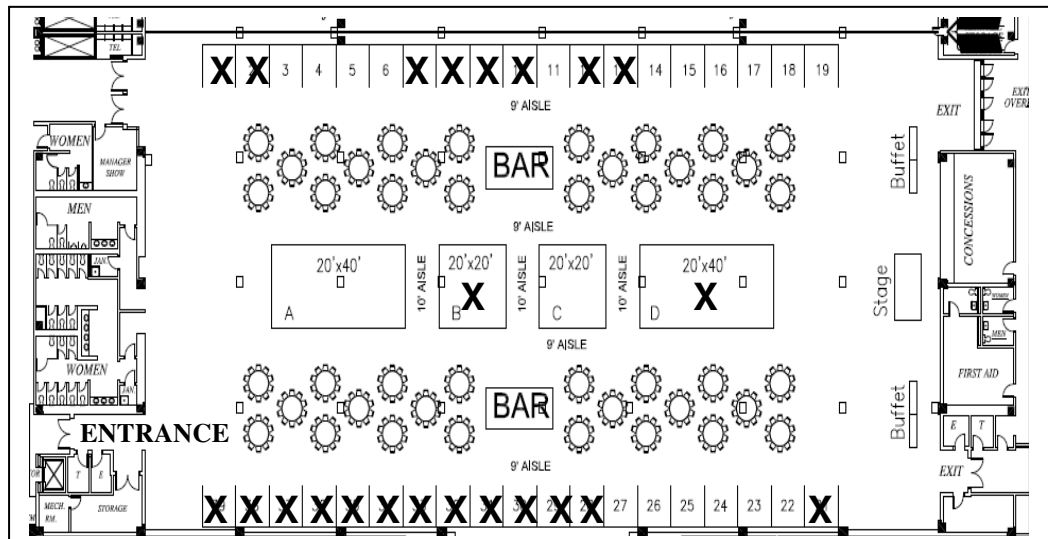
As an exhibitor, you're provided the opportunity to attend the education sessions FREE of charge. Please indicate on your exhibit contract if you plan to attend, so we can make accommodations for seating and materials.

## SOLICITATION

No solicitation will be allowed on the showroom floor unless a booth or island has been purchased. Those that don't adhere to this rule will be asked to leave the exhibit hall, at the discretion of the conference committee.

## ATTENDEE LIST

To follow-up with your trade show contacts, a complete list of attendees will be sent electronically (to the email address indicated on the Exhibit Contract), after the conference.





# CONTRACT FOR EXHIBIT SPACE

## Heartland Green Industry Expo: "Common Ground"

December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

### INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated \_\_\_\_\_ is made between the Heartland Green Industry Expo: Common Ground Committee and \_\_\_\_\_ (Exhibiting firm).

In consideration of the sum indicated below as booth rental price, the Heartland Green Industry Expo leases space in their exhibit area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibit, subject to the approval of the Exhibitor. Exhibitor is entitled to standard booth equipment as defined in the Rules and Regulations. Such equipment will be provided ONLY when ordered by means of the order form to be included in the Exhibitor packet. Exhibitor understands and agrees that expenses for trucking and handling of exhibit materials and equipment into and out of the exhibit building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the exhibit, are not part of the show fee and are paid separately by Exhibitor to the Official Contractor or suppliers of these services.

### APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

List Representatives Attending (Booth/2; Mini-Island/4; Island/5) 1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

★Place a star next to those reps. that will be attending the educational seminars (free of charge). Need for headcount.

### BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

Exhibit Space Requested: 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_ 4<sup>TH</sup> \_\_\_\_\_

### BOOTH COST

\_\_\_\_\_ # of Islands x \$2,250 \$ \_\_\_\_\_

\_\_\_\_\_ # of Mini-Islands x \$1,400 \$ \_\_\_\_\_

\_\_\_\_\_ # of Booths x \$650 \$ \_\_\_\_\_

\_\_\_\_\_ # of Additional Booths x \$300 \$ \_\_\_\_\_

\_\_\_\_\_ # of Additional Booth Reps. \$ \_\_\_\_\_

(list reps. in next column)

### ADDITIONAL BOOTH REPS. (\$75 per person; per day)

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

TOTAL AMOUNT DUE \$ \_\_\_\_\_

~ ALL APPLICATIONS FOR EXHIBIT SPACE MUST ACCOMPANY AT LEAST A 50% DEPOSIT ~

### PAYMENT:

Check (Full Payment)  Credit Card (Full Payment)  50% Deposit now and I agree to pay remaining balance on or before December 1, 2011.

Check Enclosed (made payable to Heartland Green Industry Expo)

Card No. \_\_\_\_\_ Exp.: \_\_\_\_\_ Security Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

### ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS

We (Exhibiting Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations which are a part hereof, and will abide by such rules and regulations and any amendments thereto as published from time to time by exhibit management for governing this show.

For: Exhibiting Firm

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

For: Heartland Green Industry Expo: Common Ground

Space no(s). \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Mail or Fax Exhibit Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991

**on or before December 1, 2011.**

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## Heartland Green Industry Expo: "Common Ground"

December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

Don't miss this opportunity for full exposure to several hundred attendees and multi associations at one time; plus help to assure the success of the Heartland Green Industry Expo: Common Ground Conference with your support. These are non-exclusive opportunities – more than one supplier can choose the same event. For cost of exclusive sponsorship (covering full cost of specified event), please call the Expo Management Company 816-561-5323.

### PLATINUM SPONSOR - \$2,500

- One *Reception* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday Reception in the Exhibit Hall (You may provide 200 copies by December 1)
- One-fourth page ad in conference program.  
(3 ½" x 5", camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**  
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

### GOLD SPONSOR - \$2,000

- One *Lunch* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday or Wednesday Lunch in the Exhibit Hall. (You may provide 200 copies by December 1)
- Business card ad in conference program.  
(3 ½" x 2"), camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**  
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

### SILVER SPONSOR - \$1,500

- One *Continental Breakfast* recognition with company literature available. - (You may provide 200 copies by December 1)
- Free conference registration to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**  
(complete exhibit form)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

### BRONZE SPONSOR - \$750

- One *Coffee Break* recognition with company literature available.  
(You may provide 200 copies by December 1)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

### FRIEND SPONSOR A La Carte

- Monetary Donation: \$ \_\_\_\_\_
- Lanyards: You have in stock (\$250) \*\*\*  
Need to Order (Cost + \$250) \*\*\*

\*\*\* Your company name/logo imprinted on product.  
Distributed to each attendee at registration (qty. 500)  
Logo & Link on conference website

*All options include:*

- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

### ADVERTISING INSERTION

Each convention registrant will receive a program booklet providing the convention schedule and conference highlights. This will be their guide to what's happening at the Heartland Green Industry Expo: Common Ground Conference, December 13-14, 2011. Now YOU have the opportunity to place an ad in this booklet. Use your space to focus attention on a new products or services, or to express support for the Association.

There is limited spacing, so reserve your ad today (first come, first served). Camera-ready ad with correct dimensions must be sent "electronically" to the Association Office by December 1. Email to: kweitzel@swassn.com

- Business Card Ad (3 ½" x 2") - \$150
- One Fourth Page Ad (3 ½" x 5") - \$300

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

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

City, St, Zip: \_\_\_\_\_

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

Authorized Representative: \_\_\_\_\_

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

Website/Link: \_\_\_\_\_

**\*\*I will submit (per my package):** •Logo •Ad •Literature

**PAYMENT:** • Check Enclosed • Invoice • Credit Card: No.: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**\*\* Please submit Logos, camera-ready Ads and Literature  
no later than December 1 to:**

Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or kweitzel@swassn.com  
**(no reminder notices. no extensions)**

Mail or Fax Sponsorship/Advertising Form with Payment to: Heartland Green Industry Expo,  
P.O. Box 419264, Kansas City, MO 64141; Fax: 816-561-1991 on or before December 1.

# REGISTRATION FORM

**Heartland Green Industry Expo: "Common Ground"**  
 December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

## ASSOCIATION

I belong to the following Association or received my conference materials from (check the boxes that apply):

- Heart of America Golf Course Superintendents Association (HAGCSA)**  
 **Mid-America Green Industry Council (MAGIC)**  
 **Other:** \_\_\_\_\_

## TYPE OF BUSINESS (please check one)

- |   |                                       |   |  |
|---|---------------------------------------|---|--|
| <input type="checkbox"/> Golf Courses       | <input type="checkbox"/> Irrigation   | <input type="checkbox"/> Nurseries              | <input type="checkbox"/> Colleges/Universities |
| <input type="checkbox"/> Lawn Care Services | <input type="checkbox"/> Sod Products | <input type="checkbox"/> Parks & Recreation     | <input type="checkbox"/> Public Schools        |
| <input type="checkbox"/> Sports Fields      | <input type="checkbox"/> Landscapers  | <input type="checkbox"/> Manufacturing/Supplies | <input type="checkbox"/> Other                 |

## PLEASE PRINT OR TYPE (one name per form – copy form if needed)

Name \_\_\_\_\_ Organization \_\_\_\_\_

Organization Address \_\_\_\_\_

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

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## REGISTRATION & FEE

	Member	Non-Member	
<input type="checkbox"/> Full Conference .....	\$180	\$230	\$ _____
<input type="checkbox"/> One Day Only: <input type="checkbox"/> December 13 <input type="checkbox"/> December 14 .....	\$100	\$150	\$ _____
<input type="checkbox"/> Half Day + Lunch: <b>December 13:</b> <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM or <b>December 14</b> <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM	\$75	\$125	\$ _____
<input type="checkbox"/> Student - Full Conference .....	\$50	\$50	\$ _____
<input type="checkbox"/> Student - One Day Only: <input type="checkbox"/> December 13 <input type="checkbox"/> December 14 .....	\$25	\$25	\$ _____
<input type="checkbox"/> MAGIC - Kick-Off Reception (December 12, 4pm, Sheraton Hotel) .....	\$25	\$25	\$ _____
<input type="checkbox"/> Late Fee (after December 1 = cost + fee): .....	\$25	\$25	\$ _____
<input type="checkbox"/> Walk-In Fee (Onsite Registration = cost + fee): .....	\$50	\$50	\$ _____
		<b>TOTAL</b>	<b>\$ _____</b>

## TRACK PREFERENCE (please select one)

In order to accommodate seating for each session, we would like to know what "track" you plan to attend most:  Sports Turf  Recertification  Golf  Management  Irrigation/Trees

## PAYMENT

- Check Enclosed (check made payable to: Heartland Green Industry Expo). Payment must accompany registration form.  
 Invoice my Organization (By invoicing, you must be a member of one of the co-host associations and agree to pay total amount due by December 1, 2011. Invoicing not permitted after December 1.)

## CANCELLATION / REFUND POLICY

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 1, 2011. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office: P.O. Box 419264, Kansas City, MO 64141.

## DEADLINE

Mail or Fax Registration with Payment on or before **December 1, 2011**, to the:  
 Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141, Fax: 816-561-1991

### TAKE ADVANTAGE

- Register three or more people *from the same company* and receive **10% OFF** your total registration fee!
- Members can sign-up their **staff at the member pricing.**
- Pre-Register for the "Full Conference" or "Day-One; Full Day" (Dec. 13) by registration deadline (Dec. 1) and you'll receive a raffle ticket which will enter you into the drawing for a plasma TV, IPAD, digital camera, gift cards and more! (Raffle will be held December 13 at 5:30pm. Must be present to win.)