

Heartland Green Industry Expo



Common ground

EDUCATION CONFERENCE

December 18-19, 2017
Embassy Suites &
Olathe Convention Center



CONFERENCE CO-HOSTS



HEARTLAND GREEN INDUSTRY EXPO

The Heart of America Golf Superintendents Association & Mid-America Green Industry Council presents the annual Heartland Green Industry Expo: “Common Ground” education conference.

This collaborative expo will be the only place in Kansas and Missouri to see and hear about the latest products and equipment, receive continuing education credits and see nationally renowned speakers on green industry business, turf design build, 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.

Tim Nielsen, President



Justin Simpson, President



GENERAL INFORMATION

Conference Location

Embassy Suites / Olathe Hotel & Conference Center
10401 S. Ridgeview Road (Southeast Corner of K-10 & Ridgeview Rd.)
Olathe, Kansas 66051
Parking: Free
Wi-Fi: Free

Hotel - Special Rate

Embassy Suites
10401 S. Ridgeview Road (attached to the conference center)
Olathe, Kansas 66051
Room Rate: \$139 per night (plus tax and fees)
Code: HAG
Parking: Free
Wi-Fi: Free

***You are responsible to make your own accommodations.

Registration

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

Conference Fees

	<u>Member</u>	<u>Non-Member</u>
Full Conference	Early Bird / After Dec. 8 \$200 / \$225	Early Bird / After Dec. 8 \$250 / \$275
One Day Only.....	\$120 / \$145	\$180 / \$195
Registration <u>at the Door</u> (Full Conference)	\$250	\$300
Registration <u>at the Door</u> (One Day Only).....	\$180	\$220
Students (Full Time Students Only)	\$50	\$50

Conference fees include: seminars, table top access to the vendors, continental breakfasts, lunches, beverage breaks and registration materials. Please note conference schedule for designated dates and times. Speakers subject to change.

Make checks payable: Heartland Green Industry Expo (HGIE), or Register Online at: <https://magicouncil.org/register/hgie>



NOTE: Additional fees for late sign-ups and onsite registrations apply.

Dress Code

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

Cancellation/Refund Policy

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 8, 2017. 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).

CONFERENCE SCHEDULE

DECEMBER 18	BUSINESS (Salon C)	RECERTIFICATION (Salon D&E)	GOLF (Salon F)
7:00am – 8:00am	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast
8:00am – 9:00am	Introductions and Networking and Green Light Selling Jeffrey Scott, Jeffrey Scott Consulting	Maximize Insecticide Use on Turf and Ornamental Pest Dr. Raymond Cloyd, Kansas State University Hours: 1 (KS: 3A, 3B)	Missouri Research & Development (funded by the Association) Dr. Lee Miller, University of Missouri
9:15am – 10:15am		Water Management: Friend or Foe in the First Against Turf and Ornamental Disease Dr. Tony Goldsby, Kansas State University Hours: 1 (KS: 3A, 3B)	K-State Research & Development (funded by the Association) Dr. Jared Hoyle, K-State University
10:15am – 10:30am	BREAK	BREAK	BREAK
10:30am – 11:30am	(10:30am – 12:00noon) The Clean Handoff Jeffrey Scott, Jeffrey Scott Consulting	Prevalent Disease and Pest Problems with Turf (Including Ornamental) Dr. Lee Miller, University of Missouri Hours: 1 (KS: 3A, 3B)	Forecasting Future Weather Patterns Mike Thomas, Fox 4 News
11:30am – 1:00pm	(12:00noon – 1:00pm) LUNCH with Guest Speaker	LUNCH	LUNCH
1:00pm – 2:00pm	Upselling and Cross-Selling Jeffrey Scott, Jeffrey Scott Consulting	Tough Turf Problems Dr. Jared Hoyle, K-State University Hours: 1 (KS: 3B)	Pollinator Habitat on the Golf Course Dr. Donald Lewis, Iowa State University
2:00pm – 2:15pm	BREAK	BREAK	BREAK
2:15pm – 3:15pm	(2:15pm – 3:00pm) Five Star Customer Service Jeffrey Scott, Jeffrey Scott Consulting	Top Ornamental Issues Tim McDonnell, Kansas State University Hours: 1 (KS: 3A)	Turf Pests – Pest Management Dr. Donald Lewis, Iowa State University
3:30pm – 4:30pm	(3:00pm – 4:00pm) Recruiting and Time Management Jeffrey Scott, Jeffrey Scott Consulting (4:45pm) MAGIC Annual Meeting		Kansas Core Hour State of Kansas Hours: 1 (KS Core)
DECEMBER 19	DESIGN BUILD (Salon C)	RECERTIFICATION (Salon D&E)	GOLF (Salon F)
7:00am – 8:00am	Registration & Continental Breakfast	Registration & Continental Breakfast	Registration & Continental Breakfast
8:00am – 9:00am	Integrating 3D to Close Deals Joe Salemi, DynaScape	Turf Pest ID and Control Dr. Megan Kennelly, K-State University Hours: 1 (KS: 3B; MO Required)	Equipment: Basic Training & How Superintendents Can Be More Efficient Todd Young, Mission Hills Country Club
9:15am – 10:15am	Good Housekeeping for Better Estimate & Job Tracking Joe Salemi, DynaScape	Ornamental Pest ID & Control Dr. Dennis Patton, K-State University Hours: 1 (KS: 3A; MO Required)	Leadership & Team Building Mark Norman, Differentiate Group
10:15am – 10:30am	BREAK	BREAK	BREAK
10:30am – 11:30am	Sustainability Judy Allmon, Blue Stem Services	Pesticides Labels & New Developments Heath Schesser, PBI Gordon Hours: 1 (KS: 3A; 3B; MO Required)	K-State: Year in Review & Hot Topics Dr. Megan Kennelly, K-State University
11:30am – 1:00pm	LUNCH	LUNCH	LUNCH
1:00pm – 2:00pm	Color in Landscape Sandy DeFoe, Embassy Landscape	Pesticide Use, Waste, and Applicator Safety Jeff Haley, Landscape Industry Certified, EPIC Hours: 1 (KS: 3A, 3B; MO Required)	Marking of the Golf Course & Rule Changes Todd Stice, Kansas City Golf Association
2:00pm – 2:15pm	BREAK	BREAK	BREAK
2:15pm – 3:15pm	Interlocking / Permeable Pavers Craig Sheller, SiteOne Landscapes	EPA Regulations Update and Protecting Our Water System Damon Frizzell, EPA Hours: 1 (KS: 3A; 3B; MO Required)	Hot Turf Topics in the Transition Zone Zac Reicher, Bayer Environmental Science
3:30pm – 4:30pm	Safety & Regulations Harold Nelson, Atmos Energy	Endangered Species Videos and Missouri Laws Hours: MO Required	Round Table: Architecture & Design Concepts Todd Clark, CE Golf Design; Mike Gogle, Mike Gogle Golf Design; Daryl Pearson, Topeka Sod Farm Golf Construction