



# IPM Symposium 2012

## Managing Turf, Trees and Expectations

**JANUARY 9, 2012, TORONTO CONGRESS CENTRE, COHEN BALLROOM**

Landscape Ontario's IPM Symposium has been a uniquely respected event since 1965. Times have changed, and the program has been revamped to be more relevant than ever. The event will take place only in Toronto for 2012, in conjunction with Congress, Canada's leading green industry trade show. The speaker program is especially exciting this year. Attendance at this event qualifies attendees for 8 CEC's from the IPM Council of Canada.

- 7:30 a.m. **Registration**
- 7:55 a.m. **Welcome Address**
- 8:00 – 9:30 a.m. **Turfgrass Culture**



*Dr. Parwinder Grewal, Ohio State University*

Dr. Grewal's presentation will focus on integrated approach to turfgrass culture with emphasis on soil and plant health, species selection, endophytes, mowing, IPM and biological pest control. The audience will learn the science behind cultural practices for turf, and at the end of the session will agree that IPM saves money, biological pest controls work and sound cultural practices reduce chemical inputs.



- 9:30 – 9:45 a.m. **BREAK**
- 9:45 – 10:30 a.m. **MOE Update Title**

*Crystal Lafrance, Ministry of the Environment*

An important and timely update from the Ministry of the Environment on the cosmetic pesticides ban including a summary of compliance and enforcement activities.



- 10:30 – 11:45 a.m. **Plant Diagnostics**

*Jim Chatfield, Ohio State University*

Most green industry professionals must diagnose plant problems; diagnostics relates to growing, selling and maintaining plants, as well as good customer communication and expectations. The first rule of diagnosing a problem is that nothing is a sure-fire solution and the diagnostics process is a lifelong learning experience for this industry. This session will give you a better understanding of diagnostics, good horticulture and best practices. Jim's extensive experience as a horticulture educator, plant pathologist, horticulturist, plant pest survey coordinator and plant disease clinic diagnostician will give you a well-rounded perspective.



- 11:45 a.m. – 12:30 p.m. **Lunch with Sponsors** (included with registration)

- 12:30 - 2:00 p.m. **Living Dirt**

*William Bryant Logan, Urban Arborists*

This talk brings to light what is often forgotten – even by those of us who work in it – as a mere substrate or something to be referred to an unexamined specification. What is dirt? How does it work? How are soils born, how do they live and die? How can we learn enough about them to make them our allies when we grow plants in cities?



- 2:00 – 3:00 p.m. **OMAFRA Update**

*Pam Charbonneau, OMAFRA*

This session will report research results that were obtained in the 2011 field season with the product Fiesta™. The trials looked at the effectiveness of Fiesta™ as a post-emergence control for crabgrass, prostrate knotweed, chickweed and creeping charlie. In addition, a trial that combined Fiesta™ and Organo-sol™ to see if there was an increase in the spectrum of weeds controlled will be reported.



3:00 – 3:15 p.m.

**BREAK**

3:15 – 4:45 p.m.

**KEYNOTE PRESENTATION**

**The Art of Customer Service: Influence With Ease**

*Jeff Mowatt, J.C. Mowatt Seminars*



Some people claim taking customer service to the next level is a complex process. Jeff Mowatt disagrees. That's why he calls his approach, Influence with Ease. Jeff reveals easy-to-apply tips, tools and phrases that generate significant results, including stronger customer loyalty, increased customer spending and recharged team spirit. Participants learn to:

- Enhance people's perception of you by 12%, by using a two-word phrase more often
- Use the most important shift in buying trends to boost your business
- Position your ideas, products, and services so that people select higher-value options
- Prevent customers from defecting just to save a few dollars
- Meet and exceed the seven top customer expectations
- Limit your customers' buying choices, and increase purchases seven-fold
- Boost communication skills, both at work and in your personal life
- Recharge your spirit and brighten your interactions with others

Whether you or your team members deal with external customers or internal co-workers, you'll discover valuable strategies that generate immediate results.

4:45 p.m.

**Networking reception with colleagues and sponsors**

Including a door prize draw. Must be present to win door prize.

**NEW! IPM PERSON OF THE YEAR AWARD**

This award recognizes leadership in providing hope, looking to the future and contributing to the healthy growth of the industries represented in the IPM symposium. This individual will be nominated by their peers, and the recipient determined by the IPM Symposium Committee. The IPM Award recognizes a distinguished educator, representative of a company, municipality or supplier, who by his or her achievements in the turf and/or tree industry, has contributed uniquely to enhancing or promoting the future of our industry for mutual and beneficial gain. Please see [loawards.com](http://loawards.com) and click on "Special Awards" for more details.

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TABLETOP SPONSORS: **Agrium Advanced Technologies, G.C. Duke Equipment, Koppert Canada, Plant Products, Turf Revolution**



**REGISTRATION FEES:**

Registration fees are \$95 for members and non-members until December 16. After December 16, the fee is \$110 for both members and non-members. Admission to Congress 2012 trade show exhibits is included in registration prices. Online registration is available at [www.locongress.com](http://www.locongress.com).

*Net proceeds are donated to lawn care research or a suitable alternative.*