

TOPICS AND SPEAKERS 2010

SHADE: August 13, 2010 at the Renaissance Glendale, next to the Cardinal Stadium

Seminar Registration Fee (includes lunch): \$88 for pre-registration (by July 31); \$78 for second and subsequent person(s) from same company; \$118 after July 31st. Please copy form for each attendee.

TO REGISTER ONLINE OR VIEW COMPLETE SPEAKER BIOS AND TOPIC DESCRIPTIONS, VISIT WWW.AZNA.ORG

Or mail or fax payment and registration form to :
ANA, 1430 W. Broadway Rd., Ste. 110
Tempe, AZ 85282-1127
Phone: (480)966-1610
Fax: (480)966-0923
Email: awebb@azna.org

Name _____

Company Name _____

Address _____

City/State/Zip _____

Telephone & Fax _____

Email Address _____

Amount Enclosed \$ _____

Method of Payment:

- Check Payable to ANA
- Bill Me
- Master Card
- Visa
- American Express

Credit Card # _____ Exp. Date _____

Signature _____

Continuing Education Credits (CEUs) for ADA, ASLA, GCSAA, IA, ISA, and OPM have been applied for.

7:00 - 8:00 COFFEE & REGISTRATION						
TRACKS	PEST MANAGEMENT & PLANT HEALTH	DESIGN TRACK ENDORSED BY ALSA	TREES & PLANTS	IRRIGATION	BUSINESS	
8:00 - 9:00	New Weeds & New Tricks for Weed Control Kai Umeda, M.S., Area Extension Agent, Turfgrass Science at U of A Cooperative Extension CEUs: OPM, GCSAA, ADA	Envisioning the Future of the Urban Forest Richard Adkins, Forestry Supervisor for the City of Phoenix Irene Ogata, Urban Landscape Manager for the City of Tucson CEUs: ASLA	Planting Too Deep and Other Problems Below Ground John Eisenhower, Certified Arborist and Treecare Safety Professional and Owner of Integrity Tree Service CEUs: ASLA, ISA	Evaluating Irrigation Systems Bryan Condray, Irrigation Division Manager at DLC Resources CEUs: ASLA, IA	Arizona Economic Standpoint 2010 Brian Cary, Principal Planning Analyst at SRP CEUs: ASLA	
9:00 - 9:15						
9:15 - 10:15	Managing Ponds: Weed and Algae Control Dr. Rick Amalfi, Lake Management & Effluent Toxicity Testing at Aquatic Consulting & Testing, Inc. CEUs: OPM, GCSAA, ADA	Lessons Learned from International Design Projects Jay Hicks, Landscape Architect and Principal, Vice President at AECOM (EDAW) CEUs: ASLA	New and Intriguing Varieties of Agaves and Aloes Chad Davis, Curator of Agavaceae, Aloaceae and Nolinaceae at the Desert Botanical Garden CEUs: ASLA, ISA	5 Ways to Increase Irrigation Efficiency Jeffery Knight, Central Region Education Manager at Ewing Irrigation CEUs: ASLA, IA	Identifying and Capturing Your Market Niche Julie Murphree, Public Relations, Marketing and Education and Promotion Director at AZ Farm Bureau	
10:15 - 10:30						
10:30 - 11:30	From Cradle to Grave: Exploring the Pesticide Path Vince Aguiar, Dow AgroScience Regulatory & New Pest Update John Caravetta, Arizona Department of Agriculture CEUs: OPM, GCSAA, ISA, ADA	Commercial Scale Water Harvesting: A Survey of Local Projects Tim Johnson, Director of Landscape Architecture at The Planning Center CEUs: IA	Arboriculture Starts in the Nursery: Improving Root Systems of Container-Grown Trees Brian Kempf, Director of the Urban Tree Foundation CEUs: ISA	Irrigation Budgeting and Scheduling Jeff Lee, Water Conservation Specialist for the Town of Gilbert CEUs: ASLA, IA	Securing Financing in Tough Economic Times Todd Gerber, Agriculture Banking Manager at Wells Fargo Arizona	
11:30 - 1:00 MARKETPLACE OPENS WITH LUNCH						
MARKETPLACE OPEN	1:00 - 2:00	New Products to Tackle Old Diseases Gabe Towers, Plant Pathologist at Target Specialty Products CEUs: OPM, GCSAA, ISA, ADA	Measuring Green: An Introduction to Sustainable Sites Angela Dye, President, Principal at A Dye Design CEUs: ASLA	Cool Plants for the Hot Desert Janet Rademacher, Director of Business Development at Mountain States Wholesale Nursery CEUs: ASLA, ISA, OPM	Understanding and Selecting Smart Technology Kevin Oglesby, Water Conservation Product Sales at Ewing Irrigation Products CEUs: ASLA, IA	Recognizing and Retaining Top Talent Joan Jordan, Managing Director at Sanford Rose Associates - Arizona
	2:00 - 2:15					
	2:15 - 3:15	Utilizing Beneficial Insects and Organisms Rob Deacon, Technical Sales Rep. at Lebanon Seaboard Corporation CEUs: OPM, GCSAA, ISA, ADA	Trash to Treasures: Infusing New Life into Residential Landscapes Janet Rademacher, Mountain States Wholesale Nursery CEUs: ALSA	Pruning: Fundamental Skills for Success Jack Kelly, M.S., Commercial Horticulture Agent at the U of A Extension CEUs: ISA	Reclaimed Water: Panacea or Pandora's Box? Andy Terrey, Project Coordinator at the City of Phoenix CEUs: ASLA, IA, GCSAA	Navigating Small Business Regulatory Issues Julie Pace, Senior Member Attorney at The Cavanagh Law Firm
	3:15 - 4:15	Sea Shore Paspalum for Turf: What's the Story? Dr. David Kopec, Extension Turfgrass Specialist, Plant Sciences Department at U of A CEUs: OPM, GCSAA	<h2>Visit the MARKETPLACE!</h2> <p>To purchase a tabletop, call ANA at (480) 966-1610</p>			
3:30 - 5:00 JOIN US FOR AN HORS D'OEUVRES RECEPTION WITH A NO HOST BAR AT THE MARKETPLACE						

INFORMATION.
INNOVATION.
INSPIRATION.

Friday, August 13, 2010
The Renaissance Glendale,
Glendale, Arizona, next
to the Cardinal Stadium

New
Location
This Year!

The Arizona Nursery
Association invites you to
attend SHADE 2010, an award
winning, one-day educational
seminar for landscape and
nursery professionals.

*Continuing Education Credits
have been applied for.*

MARKETPLACE

**Make sure to spend some time at the
MARKETPLACE!**

The MARKETPLACE provides an opportunity to
interact with companies and learn about their products,
visit with industry professionals and explore resources
that support your business. Begin your journey with
the educational sessions and visit the MARKETPLACE
during lunch and the reception.

Also on Friday, August 13th ACNP Class

ARIZONA CERTIFIED NURSERY PROFESSIONAL TRAINING

8:00 a.m. - 4:00 p.m.

\$150 for ANA members; \$245 for non-members

You must **REGISTER SEPARATELY** for the ACNP
class and exam. Contact ANA at 480-966-1610.

Led by industry experts, this all-day class will help
attendees prepare for the ACNP exam, which will be
offered in September. Cost includes ACNP manual,
morning & afternoon refreshments and lunch.

**For session summaries, speaker
bios, sponsorship opportunities or
to register online, visit...**

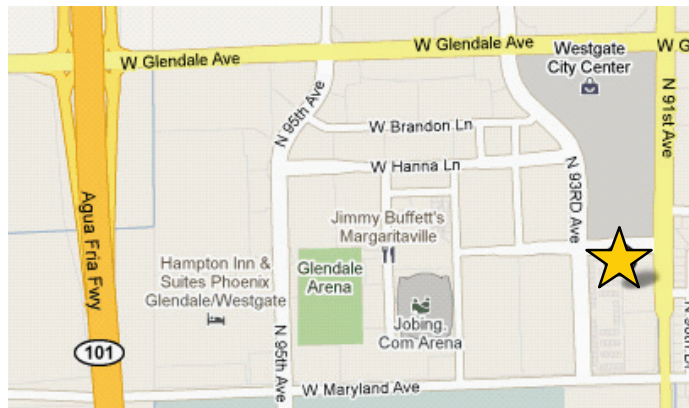
WWW.AZNA.ORG



SHADE will be held at the Glendale Renaissance in
Glendale, AZ next to the Cardinal Stadium on
Friday, August 13th. Plan to spend the evening
catching up with friends and enjoying the wonderful
amenities of the resort.

**A special room rate of \$99 is available until
July 30th. Visit www.renaissanceglendale.com
and enter the group code SWASWAA under the
"Special Rates & Awards" page to make
reservations or call 623-937-3700.**

Renaissance Glendale Hotel & Spa
9495 W. Coyotes Blvd.
Glendale, AZ 85305



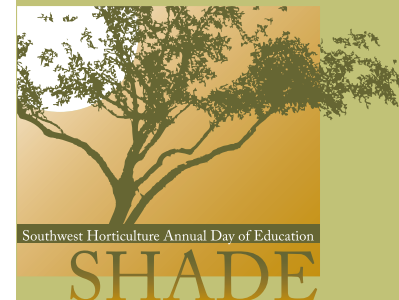
Arizona Nursery Association
1430 W. Broadway Rd., Ste. 110
Tempe, AZ 85282-1127



Sign Up Now For SHADE 2010!

SOUTHWEST HORTICULTURE ANNUAL DAY OF EDUCATION

FRIDAY, AUGUST 13TH



SHADE