

SHADE 2011 – August 12th at the Renaissance Glendale

Southwest Horticulture Annual Day of Education

Pest Management & Plant Health Track

Session: *Nutrient Needs of Container Plants*

Presenter: Ursula Schuch, Ph.D., Department of Plant Sciences, University of Arizona

Dr. Ursula Schuch has 19 years of experience in research and Extension, working in commercial ornamental horticulture. Current research projects address salinity in nursery production and in the landscape and plant water use of landscape trees. She has a Ph.D. in Horticulture from Oregon State University and she is currently the Associate Extension Specialist, Ornamental Arid Plants, Department of Plant Sciences, University of Arizona, Tucson. Dr. Schuch has authored numerous articles, ranging from *Bareroot Rose Production with Underground Drip Irrigation* to *Nitrogen Form and Concentration Affect Nitrogen Leaching and Seedling Growth of Prosopis Velutina*.

Session Description: Optimal nutrient needs for container plants will be described so that plant health is optimized and incidents of insect attraction are reduced or minimized. Presenter will describe various studies and experiments on nutrients, from which the information presented is derived. Pesticide usage can be reduced if plant health and vigor are maximized. This session will also cover fertilizer needs. Optimization of these nutrient needs will benefit the producer, as costs of fertilizer and pesticides will experience reduction.

Session: *Controlling Spurge in Nursery Containers*

Presenter: Kelly Young, Assistant Agent, Horticulture, U of A Cooperative Extension

Kelly Young is an Assistant Horticulture Agent for the University of Arizona Cooperative Extension in Maricopa County. Leading the Extension Horticulture program, Kelly works to identify the research needs of the nursery and landscape industries and provide educational opportunities to share information and technology.

Kelly earned a master's degree in Botany from Arizona State University and has been working with, and teaching people about plants ever since. She developed and delivered a 16 credit hour vocational horticulture program for Rio Salado College and has taught biology at Mesa Community College. In the winter of 2009, Kelly travelled to South Africa as a volunteer for USAID's Farmer-to-Farmer program to develop a crop plan for indigenous vegetable farming cooperatives. Currently an intern with Project CENTRL (CENTer for Rural Leadership), Kelly advocates for the green industry while developing strong ties with decision makers throughout Arizona .

Session Description: The presentation will expand upon the following session objectives:

1. Compare various granular herbicide efficacies against spurge species in nursery containers
2. Suggest optimal application techniques
3. Describe basic spurge biology and the importance of basic sanitation in reducing spurge pressure

Session: *New IPM Tools for Managing Turf and Ornamental Pests*

Presenters: Kai Umeda, M.S., Area Extension Agent, Turfgrass Science at U of A Cooperative Extension

Kai Umeda received his Master's degree in Plant and Soil Sciences from Southern Illinois University. Currently, he is the Area Extension Agent, Turfgrass Science, for the University of Arizona. He develops and conducts an educational extension program to assist professional turfgrass managers in solving priority problems using research based information and technology. A county-based applied research program addresses current and future turfgrass industry needs and areas for improvement in desert turfgrass management. Weed control and pest management are areas of emphasis with additional collaborations with research faculty and extension specialists at the Karsten Turf Research Center. Research and technology information transfer is coordinated with research faculty and extension specialists and then transmitted through newsletters, research reports, seminars, field days, and electronic media. Communications and interactions with other local, state, and federal agencies and organizations are conducted to promote and ensure the future viability of turfgrasses for landscapes, recreation, and sports in the desert.

Gabe Towers, Plant Pathologist at Target Specialty Products

Gabriel Towers is currently employed at Target Specialty Products as a Plant Pathologist. Before joining Target, he worked for the University of Arizona, Maricopa County Cooperative Extension as a turf research specialist. He has been involved with turfgrass education and research for the past 10 years. Towers is currently completing a Master's of Science degree in Plant Biology and Pathology from Rutgers University. He graduated from The College of New Jersey with a Bachelor of Science degree in Biological Sciences.

Session Description: We will describe new IPM tools such as new herbicides, insecticides, and fungicides for use against common difficult to control weeds, insect pests, and diseases in turf and ornamentals in the desert landscapes. Appropriate selection of products, timing of applications, rates of use, possible combination use products will be discussed for specific settings such as golf courses, parks and recreation sites, sports turf facilities, and commercial landscapes. Comparison of new products versus old products will describe specific advantages and possible disadvantages for their uses.

Session: *Turf Diseases and Maintenance Issues*

Presenter: Dr. David Kopec, Extension Turfgrass Specialist, School of Plant Sciences at University of Arizona

Dr. Kopec received a Ph.D. in Turfgrass Science Breeding, Science and Culture from the University of Nebraska, Lincoln. He also has a Master's Degree in Turfgrass Breeding and Pathology from Rutgers University. At the University of Arizona, he teaches Golf and Sports Turf Management, Bermudagrass Greens Management, Irrigation Scheduling and Irrigation Water Quality. His research interests include weed control, specie and variety adaptation, overseeding and spring transition, new specie development and desert turf management. He is an instructor for the Golf Course Superintendents Association of America for Water Quality, Irrigation Scheduling, and Bermuda Grass Greens Maintenance. Dr. Kopec has authored numerous articles for publications including *Turfgrass Science* and the *Agronomy Journal*.

Session Description: Turfgrass areas in Arizona usually have minimal disease pressure, due to our relatively low humidity. Still, stressed turfs can and do become infested with nominal pathogens, more so in low cut turfs. The improper management of turfgrass causes abiotic symptom expression of disease like symptoms, which are often more frequent and severe than poor turf conditions caused by living organisms. Proper disease avoidance, through proper use of sound turfgrass management practices, is highly effective in avoiding the “disease conditions” observed in turfs.

Learning Objectives:

- a. Delineating abiotic vs. biotic disease conditions in turfgrass settings.
- b. Attendees will learn the symptomatic expression of the most common turfgrass diseases.
- c. Attendees will learn the most common abiotic disease conditions caused by mismanagement of turf.

Session: *Controlling Critters in the Landscape*

Presenter: Peter Warren, Urban Horticulture Agent, Pima County, U of A Cooperative Extension

Peter has a B.A. in Math from the University of Richmond in Virginia and has both an M.S. in Entomology and a M.P.A. in Public Administration/Public Affairs from Virginia Tech. He joined the Virginia Cooperative Extension in 1998 as an Area Integrated Pest Management Extension Agent, based in Orange County, Virginia. From 2001-2010, he was a Horticulture and Natural Resources Extension Agent based in Charlottesville, Virginia. In 2011, he became the Urban Horticulture Extension Agent and County Extension Director for the Pima County Cooperative Extension office of the University of Arizona.

Session Description: This session will focus on the vast array of ornamental insects which occur in Arizona. Distinctions will be made between the pests which are beneficial and the pests which are harmful. Participants will learn how to encourage more beneficial insects and how to lessen or eliminate

the harmful pests and, therefore, the problems caused by these pests. A portion of the session will also cover identification of the pests. There will be a focus placed on plants taller than two inches.

Session: *New Pests of Regulatory Significance to the Landscape Industry—Red Palm Weevil, Asian Citrus Psyllid, and Cactus Moth*

Presenter: Jerry Levitt, Michael Wallace, and Tess Acosta

Jerry Levitt, State Plant Health Director, USDA/APHIS

Jerry Levitt has been with Animal Plant Health Inspection Service (APHIS), Plant Protection and Quarantine (PPQ) for over thirty years. After earning his Bachelor's and Master's in Plant Pathology from the University of Arizona, he briefly held a job in Yuma with then the Arizona State Commission of Agriculture and Horticulture before accepting a position with APHIS/PPQ. He worked in the Seattle area for nearly twenty years.

For the past ten years, Jerry has been the State Plant Health Director (SPHD) of Arizona. As State Plant Health Director, he is now responsible for the Phytosanitary Certification Program, Foreign Soil Laboratories, Foreign Pest and Research Containment Facilities, Biotechnology Inspections, various Foreign and Domestic Agriculture Pest Surveys, Biocontrol Programs, and various Cooperative Agreement Programs. In addition, Jerry has established a good working relationship with Arizona Department of Agriculture and many of the different stakeholders throughout Arizona.

Michael D. Wallace is the Supervisory Officer for the Phoenix Work Unit with the USDA APHIS PPQ. Prior to his work with PPQ, he worked as the Survey and Detection Manager for the Arizona Department of Agriculture and served as the Arizona CAPS State Survey Coordinator. Mike has had opportunity to serve the pest survey community on the PPQ National Cooperative Agricultural Pest Survey Committee and the National Exotic Fruit Fly Trapping Committee. He was graduated from The Ohio State University in 1980. He has worked in agriculture for many years, both in private industry and government regulatory work. Mike and his wife Denise live in Gilbert, Arizona and have three grown children and four grandchildren.

Tess Acosta-Williams, Trade Specialist – USDA APHIS PPQ

Tess is a Trade Specialist with the USDA APHIS PPQ; She started her career in Los Angeles as a Plant Protection and Quarantine officer clearing passengers and agricultural cargo commodities; She then spent 7 years in Miami as an Officer and then as a Supervisor clearing air cargo at the Miami International Airport as well as cargo freighters and cruise boats at the Sea Port in Miami. She has worked along the border in El Paso and in 2002 she was selected as the Port Director over Sky Harbor International and Tucson International Airports for APHIS PPQ. In 2003 she was in charge of transferring the PPQ port employees into the newly formed Department of Homeland Security and later that year she returned to PPQ as a Trade Specialist covering several states in the Western Region. She has worked as a Team Leader for PPQ during the Light Brown Apple Moth and Peach Fruit Fly emergency outbreaks in California. As a Trade Specialist she currently manages export programs and works to open up markets for US commodities by helping to implement and develop work plans for commodities such as Arizona lemons to Australia and Hawaiian mangoes to Canada. She is a graduate of New Mexico State University

and is currently a member of the PPQ National Civil Rights Leadership Committee and is the Phoenix Federal Executive Association Representative under the LA Federal Executive Board.

Session Description: The purpose of this presentation will be to develop an increased awareness and understanding of the Red Palm Weevil, Asian Citrus Psyllid, and the Cactus Moth. Additionally, the session will present a survey of tactics of eliminating these devastating pests. This presentation will also work to expand the understanding of the importance of early detection of these pests.

Design Track

Session: *Sustainable Landscape Management*

Presenter: Janet Waibel, Owner/Principle, Waibel & Associates Landscape Architecture, RLA

Janet Waibel is a registered landscape architect. She completed her education at Arizona State University in 1985, with a Masters Degree in Environmental Planning. In 2001, after fifteen years with the City of Phoenix, Janet started Waibel & Associates Landscape Architecture, LLC in Tempe, Arizona. Waibel & Associates provides landscape architectural and landscape design services and construction administration for projects in the public and private sector. Preparation of the Sustainable Landscape Management Standards stems from her desire to increase the standards by which our urban landscapes are cared for.

Session Description: To provide an overview of sustainable practices that will contribute positively to sustainable landscape management projects. Attendees will have an increased knowledge of practices that will generate sustainable sites, benefit aesthetics of project design, and help landscape designs fulfill intended purposes over the long term, as well as increase the value of projects.

Session: *Design Principles Learned from the Japanese Friendship Garden*

Presenter: Michael Apostolos, RA, Project Director, Green Concepts Group

Michael Apostolos, RA – Project Director and Partner at Green Concepts Group, is a Registered Architect who specializes in Sukiya Living Landscape/Garden Design & Maintenance, along with commercial/residential architecture & interiors. Through years of studying Japanese Arts, including Bonsai and Japanese Gardens, the desire to create the tranquility and harmony of Japanese Gardens to residential, commercial, educational, healthcare & hospitality projects evolved. As Green Concepts Group is involved with such a niche of garden design, it also provides its clients with: tranquil Japanese-Style landscape design; sourcing of garden elements/plant materials; installation management & oversight; aesthetic/sculpted pruning; plant care instruction; scheduled maintenance visits; and collaboration of joint-ventures for Design-Build landscape projects.

Michael has designed architecture & landscape projects for over 30 years; studied Japanese Garden Design & Maintenance and aesthetic/sculpted pruning over 10 years and Bonsai for over 20 years. His Mentors have included: Bonsai Masters Ben Oki & Roy Nagatoshi; Japanese Garden Designer/Aesthetic Pruner John Powell; Japanese Gardeners Tom Okuma & Mits Murakami. Recently, in October 2010, he attended and studied at the 6th International Symposium of Japanese Gardens, held in San Diego California, with over 30 professionals from Japan including: landscape designers/architects, garden designers/builders, aesthetic pruning specialists, stone setting and bamboo fence building experts, as well as directors of the many public Japanese Gardens in the United States. Michael has attended hands-on workshops in the Japanese Garden specialties of: Newaki (aesthetic, sculpted) pruning; Nemawashi (tree transplanting); Nobedan (stone path building); Stone Setting (moving and placement); and Bamboo Fence Building. Designing and building bamboo fences, selecting, placing and setting stones, designing and laying various stone pathways, right down to constructing a bamboo water spout - are all knowledge and proficiencies that a Japanese Garden Designer is required to know and must be able to execute.

Michael lectures and instructs Japanese Garden Techniques, Design & Maintenance to school kids and adults in classes and workshops. He donated time and plans for the Japanese Friendship Garden at Lookout Mountain Elementary School in Phoenix and coordinated the student's installation of their garden and continues periodic, ongoing maintenance sessions with them. Michael also lectures/instructs on the Art of Bonsai to groups, community & public events & professional organizations. He is also a Volunteer Gardener at the Japanese Friendship Garden of Phoenix; Served 4 ½ years on the JFG Board of Directors as VP of Operations/Development & Garden Development Chair; and a Mentor in the Phoenix Bonsai Society; and Past President and Event/Show Chair of the Phoenix Bonsai Society. Michael is currently serving as President of the Phoenix District of the Arizona State Chapter of the Association of Professional Landscape Designers for 2011-2013.

Ardie Apostolos, Design Director, Green Concepts Group

Ardie Apostolos, Design Director and Partner at Green Concepts Group, is a Garden Designer who specializes in Sukiya Living Garden Design. Through years of studying Japanese Arts, including Bonsai, Japanese Gardens and Origami, the desire to help people bring the beauty of Japanese Gardens to life in a personal space evolved. As Green Concepts Group is involved with such a niche of garden design, it also provides its clients with: tranquil Japanese-Style landscape design; sourcing of garden elements/plant materials; installation management & oversight; aesthetic/sculpted pruning; plant care instruction; and scheduled maintenance visits.

Ardie has studied Japanese Garden Design and Maintenance for several years and aesthetic/sculpted pruning and Bonsai for over 20 years. Some of her Mentors have included: Bonsai Masters Ben Oki & Roy Nagatoshi; Japanese Garden Designer/Aesthetic Pruner John Powell; Japanese Gardeners Tom Okuma and Mits Murakami. Most recently, in October 2010, she attended and studied at the 6th International Symposium of Japanese Gardens, held in San Diego California, with over 30 professionals from Japan including: landscape designers, architects, garden designers/builders, aesthetic pruning specialists, stone setting and bamboo fence building experts, as well as directors of the many public Japanese Gardens in the United States. Ardie has attended hands-on workshops in the Japanese Garden specialties of: Newaki (aesthetic, sculpted) pruning; Nemawashi (tree transplanting); Nobedan (stone path

building); Stone Setting (moving and placement); and Bamboo Fence Building. Designing and building bamboo fences, selecting, placing and setting stones, designing and laying various stone pathways, right down to constructing a bamboo water spout - are all knowledge and proficiencies that a Japanese Garden Designer is required to know and must be able to execute.

Ardie also lectures and instructs Japanese Garden Design & Maintenance to school kids and adults in classes and workshops. She donates her time and talents in Japanese Garden Design & Maintenance at Lookout Mountain Elementary School's Japanese Friendship Garden in Phoenix and oversaw the students installing their garden and continues periodic, ongoing maintenance sessions with them. Ardie has also presented Japanese Garden Design principles to professional organizations; as well as lectures & instruction on the Art of Bonsai to students, government groups, senior & service groups, community/public events and professional organizations. Ardie is also a Volunteer Gardener at the Japanese Friendship Garden of Phoenix and a Mentor in the Phoenix Bonsai Society. Ardie is currently serving as Secretary of the Arizona State Chapter of the Association of Professional Landscape Designers for 2011-2013.

Session Description: Japanese Gardens are much adored environs, which bring exquisite beauty and peaceful gratification to those who enter them – but it is no small measure that maintenance of these gardens, stand apart from any other type of garden. This presentation will be a demystifying, behind the scenes look at some of the design techniques which bring such a special experience to this unique type of outdoor living space. This session will also take a brief look at some of the Japanese Garden Design Pruning Techniques & Maintenance challenges required to bring such a special experience to this unique type of garden design.

Session: *What's Winning: A Review of Award-Winning Projects & Products*

Presenter: Jim Coffman, ASLA, RLA, Coffman Studio

As a licensed landscape architect in Arizona (#24265), Jim Coffman has over 23 years of professional experience in both the private and public sector. His work has concentrated on public and quasi-public facility planning for parks, recreation, open space, trail users and pedestrians; specialty housing including student apartments, senior housing and public housing developments. Since forming his own firm in 2003, Jim has assisted numerous clients develop parks, trails, pedestrian, bicycle and open space plans and guidelines, co-authoring an equestrian design guideline book, and prepared several high end residential design projects. As part of his pedestrian design guideline work, Jim conducted numerous elderly mobility evaluations which resulted in a “universal Access” approach to regional pedestrian design. He has just begun work on the Verrado Trails Master Plan which will have a strong historic and interpretive component, strengthening the community's small town character.

Jim is the current President of the Arizona Chapter of the American Society of Landscape Architects and has just completed a year of teaching at ASU's College of Design. He received a B.S. in Business Management and Administration from Indiana University and a Master of Landscape Architecture from Ball State University.

Session Description: Everyone loves a winner, so see what has been getting all the attention. This fast paced session will highlight several products and recent AzASLA project award winners, Pechakucha

20x20 style! Drawing its name from the Japanese term for the sound of "chit chat," a Pechakucha demonstrates a presentation format that is based on a simple idea: 20 images x 20 seconds. The landscape architects who have designed and completed these winning projects will be the speakers during the session, plans are to highlight at least five winning projects and two new products to the market. Be inspired by design, products and a new presentation style.

Session: *Designing Landscapes to Attract Wildlife*

Presenter: Carol Shuler, RLA, President, C.F. Shuler, Inc.

As president of C.F. Shuler Inc. since 1982, Carol Shuler has been a leader in the development of the vernacular for regional landscape architecture in the southwest. Her designs combine ecology, horticulture, and mitigation of natural elements such as climate and flood control. Additionally, Shuler is a leader in innovative approaches which mesh the functions of engineers, hydrologists and landscape architects to find environmentally responsible solutions to site conditions. Numerous awards have been received for her innovative and environmentally sensitive designs. Shuler's understanding of the fragility of the desert environment propels her work with arid and native plants and desert fauna. Environmentally oriented work has included large-scale developments and highway corridor studies. Visual and biological assessments have been conducted for a variety of sensitive habitats requiring knowledge of the interrelationship of flora and fauna. Habitats have been restored as parts of environmental mitigation for a wide range of plant communities, including desert and riparian. Shuler's knowledge of natural habitat combined with her experience in horticulture and irrigation requirements aids in the development of designs that are sensitive to the environment, durable and easy to maintain.

Session Description: This session will discuss the inter-relationship of wildlife and urban development. Additionally, this session will detail how to attract and retain wildlife in urban areas. Wildlife has basic needs which must be met in order to roost, feed, and nest—this presentation will reveal these basic needs and provide knowledge as to the accommodation of these needs for the goal of attracting wildlife with landscape design. This presentation will teach how to design multi-use projects which support wildlife while providing passive recreation and education opportunities for humans. The target project size for the goals in this presentation will vary from 100+ acres to single family residential. In some cases wildlife needs to be discouraged for safety of humans and pets.

Session: *Psychology and Sense of Place: Feng Shui in Landscape Design*

Presenter: Irene Ogata, Urban Landscape Manager, City of Tucson

Irene is a registered landscape architect and land planner, with experience in the private and public sector for over 25 years. She was also a registered nurse for over 10 ten years. As a community activist, she has been president of the Tucson-Pima Arts Council, Friends of Saguaro National Park and is currently president of the Arizona State Chapter of the American Society of Landscape Architects. The over-lap of professional and volunteer experience has involved the integration of land use, public art, environment and health. This varied background has enabled Irene to

understand the importance of collaboration and the power of synergism that can be achieved through cooperative planning, design and implementation.

Session Description: This one hour session will include information on sense of place as a qualitative experience formed through cultural and every day exposure to surroundings and knowledge from formal and informal education. This session will also detail how Eastern and Western philosophies toward design development have separate languages, but often similar goals. The session will also present some of the similarities and differences of Western and Eastern anthropogenic approaches in manipulating the environment to create a “sense of place.”

Trees and Plants Track

Session: *Up and Coming Trends in Plant Material*

Presenter: Janet Rademacher, Director of Business Development, Mountain States Wholesale Nursery

Janet has worked at Mountain States Wholesale Nursery for 23 years. During that time, she has educated hundreds of landscape architects and designers in the Southwest about the beauty of desert plants. Janet is a graduate of the University of Arizona with a B.S. and a M.S. in Ornamental Horticulture. Her awards include the “Master of the Southwest” award from Phoenix Home and Garden magazine, Outstanding Customer Service Award from the Arizona Landscape Contractors’ Association, and the Young Achiever Award from The University of Arizona College of Agriculture. Janet has contributed articles and photographs to publications such as Sunset Magazine, Phoenix Home and Garden magazine, and American Nurseryman Magazine.

Session Description: In this challenging economy, it is critical to invest resources wisely, particularly when it comes to perishable products like landscape plant material. Growers need to make sure the plants they are producing now will be in demand in the future. What trends are on the horizon? Which plants will be in demand? New markets, such as green roof and green wall landscapes, will be identified and plant suggestions for these niche markets will be provided.

Session: *Desert Appropriate Edibles*

Presenter: Scott Calhoun, Author and Landscape Designer, ZonaGardens

A self-described desert plant-geek, Scott Calhoun enjoys exploring backroads and backcountry in search of interesting plants, gardens, architecture, and food. Scott is the author of two critically acclaimed books. His first book, *Yard Full of Sun*, received the 2006 American Horticultural Society Book Award; his second title, *Chasing Wildflowers*, has recently been published. Scott writes a monthly garden column for

Sunset Magazine and freelances for numerous print publications, including *Horticulture*, *American Gardener*, and *Wildflower* magazine. Based in Tucson, Arizona, Scott designs gardens, writes, and lectures across the United States. Catch up with Scott at www.zonagardents.com.

Session Description: Are you frustrated with edibles that require constant watering, fertilization, and coddling? Join award-winning Arizona author and garden designer Scott Calhoun for a class celebrating the toughest and easiest to grow edibles. Learn how to integrate food plants into low-water use landscapes in an aesthetically complimentary manner. Gardeners who want to grow food without fuss will find success with these edibles that not only survive, but also thrive in desert gardens.

Session: *Vertical Green Structures and Landscapes*

Presenter: Judeen Terrey, Senior Landscape Architect, Ten Eyck Landscape Architects, RLA—LEED AP; Trish Bigler, Landscape Designer

Judeen Terrey is a Senior Landscape Architect at Ten Eyck Landscape Architects, Inc. Through her 22 years of design experience and personal interest in the Southwest, she has acquired an appreciation and understanding of the unique design and environmental considerations associated with the Sonoran Desert. Her focus is in creating places for people and development of regional identity by addressing issues of climate mitigation and water harvesting through the use of native and sustainable materials. Judeen has a diverse background in landscape architecture, with an emphasis on urban spaces, healing gardens, public works, master planned communities, park and recreational design, transportation-related design and native re-vegetation.

Trish Bigler is a landscape designer with an in depth understanding of the Southwest Region and is well versed in design issues relating to its climate. Special interests include green roofs, living walls and regional plant design. She has been instrumental in developing and implementing livable, site specific designs and has a diverse background encompassing commercial, public works and custom residential projects.

Session Description: Whether for shade, habitat or gardening, vertical green structures and landscapes are gaining momentum as techniques to mitigate our environment. Urban areas especially have limited space for landscape and in some cases we have lost the very ground below our feet leaving the vertical surface as the only remaining “ground” to landscape. Learn techniques and applications for designing planted walls and vine support systems as we address our shifting grounds; sliding the landscape from horizontal to vertical.

Session: *Air Excavation for Tree Health*

Presenter: John Eisenhower, Certified Arborist and Treecare Safety Professional, Owner of Integrity Tree Service

John Eisenhower is the owner of Integrity Tree Service in Scottsdale, Arizona. He is an ISA Certified Arborist, a Certified Treecare Safety Professional and Past President of the Arizona Community Tree Council. John is also a member of the American Society of Consulting Arborists and enjoys teaching tree owners and industry professionals about proper tree care. He holds a degree in English Literature from Arizona State University.

Session Description: This class will explore the many uses and benefits of air excavation with a focus on diagnosing tree problems below ground. John Eisenhower will show how to use compressed air to examine root architecture, find girdling roots, discover tree decay and improve chances of plant survival. He will also compare air excavation with manual, mechanical and hydro excavation techniques.

Session: *Small Trees*

Presenter: Mary Irish is a garden writer, lecturer and educator who has lived in Arizona for 23 years.

She is the author with Gary Irish of *Agaves, Yuccas and Related Plants* published by Timber Press, 2000, *Gardening in the Desert* published by the University of Arizona Press, 2000, *Arizona Gardener's Guide* published by Cool Springs Press, 2003, and *Month by Month Gardening in the Desert Southwest* published by Cool Springs Press, also in 2003 with a revised edition entitled *Gardening in the Desert of Arizona* in 2008, *Perennials for the Southwest*, published by Timber Press, in April, 2006, and *Trees and Shrubs for the Southwest*, published by Timber Press, in 2008 and edited *Southwest Gardener's Resource* for Cool Springs Press, in press. She is a frequent contributor to national and regional publications including *Horticulture*, *American Gardener*, and *NMPro*.

Irish has worked as a consultant on projects for the Annenberg Center at Sunnylands in Rancho Mirage, California, Myriad Botanical Garden in Oklahoma City and CalTech University Campus restoration, downtown plantings for the City of Scottsdale, the Xeriscape Demonstration Garden in Glendale, Arizona, as well for numerous homeowner associations and private gardens.

Irish teaches classes regularly on desert gardening, use and cultivation of agaves and succulents, woody plants, desert palms and desert perennials. Her plant interests range widely with agaves and their relatives, bulbs and desert perennials currently at the top of the list.

She served as the Director of Public Horticulture at the Desert Botanical Garden in Phoenix for 11 years, during which time she managed the Garden's Plant Introduction and Sales Program. She currently serves on the Board of Boyce Thompson Arboretum.

She has a B.A. from the University of Texas at Austin and M.S. in Geography from Texas A&M University.

Session Description: As yards get smaller it can be difficult to find trees that provide shade, definition, and structure for these limited spaces. This talk will examine the many choices for smaller trees that are available to desert gardeners. In addition, it will cover cultural issues that are particular to these species including time of planting, flowering, watering and pruning.

Irrigation Track

Session: *Irrigation Basics*

Presenter: Rick Templeton, Water Resource Specialist, City of Phoenix Parks and Recreation Department

Rick began his career in 1980 working for a sprinkler distributor in Albuquerque, New Mexico. This was when distributors offered free irrigation designs for customers, including engineers and architects. Duties included design, take-offs, and price quotes for materials.

In 1991 Rick began working for an irrigation consultant in Arizona that designed irrigation systems for Jack Nicklaus Golf. This includes several of the golf courses at Desert Mountain in Carefree as well as golf courses around the world.

Rick began his career with the City of Phoenix in 1996 as the Water Resource Specialist. Duties include monitoring over 2500 water accounts, water management training for parks staff, review of new project irrigation system design, and on-site assistance.

Through reorganization in 2009 Rick was given new duties that include flood irrigation to over 30 facilities and three tournament quality sports complex's that host national and international events for soccer and softball.

Session Description: This one hour session will include information on sprinklers, remote control valves, controllers, and management of irrigation systems. Time will be allocated to discuss how technology has improved irrigation efficiency on pop-up and rotary sprinklers, choosing the right remote control valve, and what information is needed to properly program irrigation controllers. Each section will include discussions on installation and maintenance.

Session: *Irrigation Scheduling – Part I*

Session: *Irrigation Scheduling – Part II*

Presenter: Jeffrey Knight, Central Region Education Manager, Ewing

Jeffrey Knight, Ewing's Central Region Education Manager, is well known to irrigators throughout the Southwest for his informative, engaging style of teaching. With 19 years of Green Industry experience, Jeffrey served as a Texas contractor for over ten years, and has been training landscape and irrigation professionals for 12 years. Jeffrey is a Texas Licensed Irrigator (LI 5270), a licensed Backflow Prevention Assembly Tester (BPAT 4603), Certified Landscape Irrigation Auditor (CLIA), Certified Irrigation Contractor (CIC) and Certified Irrigation Designer (CID) (steps 1-4). He is an approved CEU provider and has taught the Licensed Irrigator Preparatory Course in Texas for nearly a decade. Jeffrey holds a Bachelor of Science degree in biology from West Texas A & M University, and is a Credentialed Secondary Teacher in the State of Texas. He resides in the Austin area.

Session Description: The purpose of this presentation is to highlight the necessary steps for proper irrigation scheduling. Various scheduling factors, such as system uniformity, plant ET, precipitation rates, and water saving products will be discussed. Attendees will be shown how to create a seasonal run time

schedule based on historical ET rates and will also calculate expected water usage based upon the run times. This self-contained session will be followed by a second session, also self-contained, which will detail similar concepts and themes.

Session: *Maximizing the Efficiency of Existing Systems – Part I*

Session: *Maximizing the Efficiency of Existing Systems – Part II*

Presenter: Jeff Lee, Water Conservation Specialist, Town of Gilbert

Jeff Lee has extensive experience in the design, installation, and maintenance of commercial and residential landscape irrigation systems in the Phoenix area. He spent many years working for landscape contractors and property management companies. Hired by RainBird, he was trained in golf divisions central control products as a technical support person and assisted distributors, contractors, and end users in product specification, selection, and troubleshooting. In his years at the City of Mesa Water Conservation Office, he worked with the city's transportation department and ADOT on right-of-way and freeway landscape water management, before moving on to the Town of Gilbert. Jeff was instrumental in the development of Advanced Smartscape Irrigation training and presents classes for Smartscape, Advanced Smartscape, and the Arizona Certified Nursery Professional program. He has served as representative of the Arizona Municipal Water Users Association (AMWUA) to the Smart Water Application Technology group and on the Alliance for Water Efficiency's WaterSense and Water Efficiency Products committee. He advises AMWUA regarding irrigation-related WaterSense specifications and serves on AMWUA's *Landscape Drip Irrigation Guidelines* Technical Committee.

Session Description: Irrigation efficiency is dependent on many things. It must be well designed and it must be properly installed to have the capability of being well managed with proper watering practices. More often than not you get less than you should. The majority of times these poor system hardware efficiency problems are masked by exorbitant amounts of excess water. End owners and the landscapers that try and manage them typically throw up their hands and try and live with it as best they can believing that the only way to correct these problems are abandoning the system and starting over. It really doesn't have to be this way. With simple to do corrections in things like head spacing, pressure management, and correcting improper nozzle problems the system's efficiency can be greatly increased. Added to that are all of the products that have become available in the last 5 years. This class will show you how to identify the main culprits that are stealing your efficiency and your customer's water and then show you how to correct them and bring them up to par. Examples of the differences in efficiency increases will be shown with densograms along with the yearend resulting savings. It's amazing how a few simple changes can turn a bad system good. This self-contained session will be followed by a second session, also self-contained, that will detail like concepts.

Trending Track

Session: Bigger Isn't Necessarily Better: ANA Container Grown Tree Guide

Presenter: ANA Tree Guide Committee

Session: *Secrets to Surviving Tough Times*

Presenter: John Binkele, Director of Business Education Services, Ewing

With more than 30 years of Green Industry experience, John Binkele, Director of Business Education Services, has tackled all aspects of the business. John has served as contractor, distributor, manufacturer and educator, and has dedicated a significant portion of his time training and educating contractors, specifiers and distributor staff. Prior to joining Ewing in 1988 as Vice President of Marketing, John spent 11 years serving as owner and operator of a San Diego, California based contracting firm. Over the next decade at Ewing, John produced and performed a series of Business Development Workshops—educational programs designed to help contractors become more proficient with their M.E.S.S. (Marketing, Estimating, Sales and Service systems). In January 2000, John transitioned to the manufacturing side of the business to work as Sales Manager for FX Luminaire, a California-based manufacturer of specification grade low voltage landscape lighting components, where he became both a student and teacher of low voltage lighting and business development skills. John returned to Ewing in 2010, and continues to present “business development workshops” for those interested in further developing their business skills. He is an active member of the California Landscape Contractors Association (CLCA), Arizona Landscape Contractors Association (ALCA) and the Association of Professional Lighting Designers.

Session Description: The past few years have been brutal for many of us in the Green Industry. Tough economy. Fewer customers buying less. And those who are looking for landscape services know it’s a buyer’s market and they are forever grinding prices down. So are your Competitors! The pressure to keep existing customers and the hunt for new ones has been challenging even for the best companies. You cannot afford to lose sales to “price”. The one you lose may be the only one available this week...or this month!

How are you dealing with this Sales Reality? Have you joined the others and slashed your price? Have you cut staff? Diversified? Thrown your hands up?

Or have you done what those who are still prospering have done in this down market? The secret to surviving tough times will depend on your ability to sell yourself, your staff and your services in a professional manner. No longer can you simply show up and land jobs.

This program will provide you with a foundation for developing a winning *Sales Process* and will help you fill your *Sales Backpack with the Tools* to help you succeed.

Session: *Functional Landscapes and Gardens*

Presenter: Eric and Vanessa Mytko, Owners, Life’s a Garden

Vanessa is a native to Phoenix and a certified Permaculture Designer. Vanessa is also the glue holding the office together, a Maricopa County Master Gardener Associate, and a student of Herbalism. She loves to

prepare meals and teas from the treasures of the garden!

Eric is also a Phoenix native and has more than 13 years of irrigation experience. His many certifications include: SmartScape, Arizona Certified Landscape Professional (ACLP), Certified Landscape Irrigation Auditor (CLIA), WMG Certified Water Harvesting Practitioner, ICPI (Interlocking Concrete Pavement Institute), and a board member of the Phoenix Permaculture Guild. His hobbies are intertwined with his business—he loves to garden and build things!

Life's a Garden has been honored with two awards in 2010:
American Horticultural Society Environmental Award in March
Arizona Landscape Contractors' Association's Budding Contractor of the Year Award

Session Description: Life's a Garden, LLC was established in the summer of 2002 in Phoenix, AZ. They are a locally-owned and operated licensed landscape contractor [ROC#176487] specializing in the design, installation and management of edible and sustainable landscapes. With an emphasis on quality workmanship and organic practices, their designs incorporate vegetables, herbs and fruit for year-round harvest while maintaining a pleasing and inviting space. Purveyors of rainwater harvesting and grey water systems, they significantly help their clients reduce their water consumption. Also, by using local resources and reclaimed materials, we are able to further reduce waste and conserve valuable resources.

Session: The Three Things You Absolutely Must Do In Social Media

Presenter: Nina Simmons, Online Marketing Manager, Phoenix Convention & Visitors Bureau

Session: Free (or Nearly Free) Resources to Market Your Business

Presenter: Cheryl Goar, Executive Director, Arizona Nursery Association
