

**FRIDAY  
DECEMBER 3**

**7:00 a.m. – 4:00 p.m.**

**Registration**  
International Tower Lobby

**7:30 a.m. – 9:00 a.m.**

**Breakfast with Champions**  
International South

Join roundtable discussions featuring the best in networking as well as education. Come prepared not only to learn from other industry leaders but also to share your knowledge, methods, and procedures with your peers on a variety of different topics. Enjoy breakfast with a lively and exciting exchange of cutting-edge ideas and industry innovations.

**9:00 a.m. – 10:00 a.m.**

**Concurrent Educational Sessions**

**T Organic Science and Plant Health Care:  
Clarifying What Is Organic, Inorganic, Natural, and Synthetic**

*Dr. Roger Funk, Retired, The Davey Tree Expert Co.  
International North*

**B The Good, The Bad, and The Ugly of Employment Issues**

*Jean Seawright, CMC, Seawright and Associates  
Singapore/Manila*

**10:00 a.m. – 10:15 a.m.**

**Refreshment Break**  
International Tower Lobby

**10:15 a.m. – 11:15 a.m.**

**Concurrent Educational Sessions**

**T Carbon Cycling in Urban Ecosystems**

*Gina Zirkle, The Scotts Miracle-Gro Co.  
International North*

**B How to Plan for Your Company's Marketing  
from Infancy to Maturity**

*Don Jamison, Jamison Pest and Lawn  
Singapore/Manila*

**11:15 – 12:45 p.m.**

**Networking Lounges with Lunch**

Connect with both suppliers and individuals who share similar business models about the tools and resources available to help you grow in the lawn care market.

*Spring Room: Agrium Advanced Technologies*

*Vinings Room: Dow AgroSciences*

*Piedmont Room: DuPont Professional Products*

*Marietta Room: EverGreen Software*

*Williams Room: Holganix*

*Techwood Room: Quali-Pro®*

*University Room: Real Green Systems*

*Roswell Room: Spring Valley*

**12:45 p.m. – 1:45 p.m.**

**Concurrent Educational Sessions**

**T Weed Management Programs for Lawns**

*Patrick E. McCullough, Ph.D., The University of Georgia  
International North*

**B Power-Up Your Customer Satisfaction**

*Adam Jones, Massey Services, Inc.  
Singapore/Manila*

**2:00 p.m. – 3:00 p.m.**

**Concluding General Session: Real World Ratios  
from Real World Professionals**

*Charlie King, King Green IPM, Inc.; Joe Kucik, Scott's LawnService  
International North*

**On-Site Program**

# THE LAWN CARE SUMMIT



**A National Forum on Current Trends  
and Future Developments in Lawn Care**

**December 1–3, 2010 | Hyatt Regency Atlanta  
Atlanta, Georgia**

co-hosted by



# THE LAWN CARE SUMMIT EVENTS

**WELCOME TO THE LAWN CARE SUMMIT**, an educational program offering both technical and business management sessions for lawn care professionals, including owners, managers, and technicians.

Presented by the National Pest Management (NPMA) and the Professional Landcare Network (PLANET) for, this program was developed by lawn care professionals for lawn care professionals. In addition to networking opportunities and the chance to check out the newest, hottest lawn care products and services, you will:

- Learn how you can add lawn care or pest management services to your business model to build your annual revenue.
- Tap into the minds of industry experts about the issues you face as a lawn care service provider.
- Receive a summary operating ratio report, allowing you to compare how your numbers stack up.
- Learn about emerging trends and how to apply them to your business.
- Hear from those who have “been there, done that.”
- Discover ways to work smarter and more efficiently.
- Earn recertification credits while learning how to grow your business.

## NETWORKING LOUNGES

Take advantage of these valuable networking opportunities with business leaders, industry veterans, peers, and the supplier community as they share information about their products and services that can benefit your company.

## CONFERENCE PROCEEDINGS

Conference Proceedings further enhance The Lawn Care Summit’s educational experience by providing registered attendees with speaker bios, handouts and presentations during the meeting, as well as when attendees have returned to the office.

To access The Lawn Care Summit Conference Proceedings, visit [www.npmapestworld.org](http://www.npmapestworld.org) and enter the password **LC2010**.

## SPONSORS



# PROGRAM EVENTS

## SESSION KEY

- T** Technical Session    **B** Business Management Session

## WEDNESDAY DECEMBER 1

**12:00 Noon – 6:30 p.m.**

### Registration

International Tower Lobby

**5:30 p.m. – 7:00 p.m.**

### Welcome Reception

International South

## THURSDAY DECEMBER 2

**7:30 a.m. – 5:30 p.m.**

### Registration

International Tower Lobby

**8:30 a.m. – 9:45 a.m.**

### Opening General Session: Lawn Care Lessons to Share

Jim Campanella, *The Lawn Dawg*; Gary Clayton, *Southern States*; and Mark I. Schlossberg, *Landscape Industry Certified Manager, Pro-Lawn-Plus, Inc.*  
International North

**10:00 a.m. – 11:00 a.m.**

### Concurrent Educational Sessions

#### **T** New and Traditional Insecticides and Their Use Strategies

David Shetlar, Ph.D. (*the BugDoc*), *The Ohio State University*  
International North

#### **B** WaterSense

Andy Smith, *Reinke Manufacturing Company, Inc.* and Ed Klaas, *Southern Sprinkler Systems, LLC*  
Singapore/Manila

**11:15 a.m. – 12:15 p.m.**

### Concurrent Educational Sessions

#### **T** Is Sustainable Lawn Care an Oxymoron?

Frank Rossi, *Cornell University*  
International North

#### **B** Understanding and Communicating Risks in Pesticide Exposure

Tim Maniscalco, *Dow AgroSciences, LLC*  
Singapore/Manila

**12:15 p.m. – 1:30 p.m.**

### Luncheon and Product Showcase

Enjoy lunch and see what products and services are new and hot in the lawn care marketplace.  
International South

**1:30 p.m. – 2:30 p.m.**

### Concurrent Educational Sessions

#### **T** What Is the Future of Turfgrass in the Landscape?

John Crossmock, *TruGreen*; Chuck Darrah, *CLC Labs Inc.* and Dr. Barry Troutman, *ValleyCrest Companies*  
International North

#### **B** Industry Issues Update

Norm Goldenberg, *Landscape Industry Certified Technician, TruGreen Singapore/Manila*

**2:45 p.m. – 3:45 p.m.**

### Concurrent Educational Sessions

#### **T** Turfgrass Restrictions Driven by Regulatory Science: A Focus on the Chesapeake Bay

Stuart Cohen, *Environmental and Turf Services, Inc.*  
International North

#### **B** Hot Business Trends—What’s Coming Your Way

Bobby Jenkins, *ABC Home and Commercial Services*; Joe Kucik, *Scott’s LawnService*; Ray Johnson, *Carefree Lawns, a Division of Johnson Pest Control* and Mike Rottler, *Rottler Pest and Lawn Solutions*  
Singapore/Manila

**3:45 p.m. – 4:00 p.m.**

### Refreshment Break

International Tower Lobby

**4:00 p.m. – 5:00 p.m.**

### Concurrent Educational Sessions

#### **T** Are Acid Soils Wasting Your Fertilizer Dollars?

Chuck Darrah, *CLC Labs, Inc.*  
International North

#### **B** Debugging the Myths

Aaron Hobbs, *Responsible Industry for a Sound Environment (RISE)*  
Singapore/Manila

**5:00 – 6:30 p.m.**

### Networking Lounges and Reception

Take a moment to discover the latest products and services in the industry, while networking with individuals who have “been there, done that.”

Spring Room: *Agrium Advanced Technologies*

Vinings Room: *Dow AgroSciences*

Piedmont Room: *DuPont Professional Products*

Marietta Room: *EverGreen Software*

Williams Room: *Holganix*

Techwood Room: *Quali-Pro®*

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