

Monday,  
**February 15th**

**8:30 am - 10:00 am - Opening Session**

**Dr. Elwynn Taylor - Iowa State University**  
*Global Temperature Changes*

Plants are sensitive to the smallest nuances of climate, yet they are heralded as the mitigating hope for a changing climate. People adjust clothing and create shelter from the extremes of weather, animals bask in the sun or find shelter from the heat, but the plant cannot hide from the extremes that appear. Educated at the Missouri Botanical Garden, Dr. Taylor has dedicated a half-century to the study of climate and plant adaptation to climate. Please join in as he shares his wealth of knowledge on our ever changing climate.

**10:00 am - 10:30 am Break**  
Sponsor Display Area Open

**10:30 am – Noon** Concurrent Sessions  
Please select one session of your choice on the registration page

**Dave Kelly - Aquascape**  
*Rainwater Harvest Systems*

The earth is known as the Blue Planet for a reason, it's no surprise that water is a dominant part of our everyday lives. The world's current challenge is to have enough water to supply the increasing demands on water while maintaining the planet's water quality. The Aquascape RainXchange™ System is a revolutionary design that combines a recirculating decorative water feature with a sub-surface rainwater harvest storage system.

**D I L M R**

**Harlan Hamernik - Wild Plums, Nebraska**  
*Exciting New and Tough Xerics for Hot and Dry Spaces As Well As Container Gardens*

Xerics – Water-Wise plants that will provide inspiration in your landscape designs. Their color palettes and feel are each unique, but they all prefer full sun and require little water when established.

**D P L M R**

**Nancy Pataky - University of Illinois**  
*Tree Diseases 2009 - 2010*

The odd weather pattern in 2009 resulted in a great variety of tree diseases. Learn about problems like Stigmata and Rhizospora on Spruce, Tubakia and BLS on Oak, DED and Verticillium on Elm and more. What diseases can we expect to see in 2010?

**A D L M P**

**8:30 am - 10:00 am** **Dr. Elwynn Taylor - Global Temperature Changes**

**10:30 am - Noon** Concurrent Sessions  
**Dave Kelly - Rainwater Harvest Systems**  
**Harlan Hamernik - Exciting New and Tough Xerics for Hot and Dry Spaces as Well as Container Gardens**  
**Nancy Pataky - Tree Diseases 2009 - 2010**

**1:30 pm - 2:45 pm** Concurrent Sessions  
**Ann Hildner - An Artistic Approach to Sustainable Planting Design**  
**Dianne Noland - Low Maintenance Perennials**  
**Bonnie Appleton - Bare Root to Bare Root**

**3:00 pm - 4:30 pm** Concurrent Sessions  
**Maggie Zelinski - Retail in a Down Economy**  
**Bonnie Appleton - Horticulture vs. Horticulure**  
**Cathy Bilow - Making Lawns Really Green**

**4:30 pm - 5:00 pm** **Vendor Showcase**

**12:00 - 1:20 pm Lunch**  
Sponsor Display Area Open

**1:30 pm – 2:45 pm** Concurrent Sessions  
Please select one session of your choice on the registration page

**Ann Hildner - Purdue University**  
*An Artistic Approach to Sustainable Planting Design*

What is *sustainability* as it relates to plants and planting design? How can the tools and techniques of *green design* be incorporated into the design process? This session is for professionals who want to be better prepared to engage in an artistic approach to sustainable planting design.

**D L R**

**Dianne Noland - University of Illinois**  
*Low Maintenance Perennials*

Low maintenance perennials are eco-friendly and will beautify and brighten a landscape without a lot of watering or pampering.

**D M L P R**

**Bonnie Appleton - Virginia Tech**  
*Bare Root to Bare Root*

A perceived epidemic of tree decline exists in the United States, with an estimated 80% of all landscape tree problems originating below ground and relating to quality and placement of the root system. Root defects and planting depth issues can occur during all stages of tree production and establishment. The origin of defective roots and improper planting depths will be discussed, as will the advantages and disadvantages of bare rooting.

**A L M P**

**2:45 pm - 3:00 pm Break**  
Sponsor Display Area Open

**3:00 pm – 4:30 pm** Concurrent Sessions  
Please select one session of your choice on the registration page

**Maggie Zelinski - Chalet**  
*Retail In a Down Economy*

Hear results of an industry survey of garden centers as to the most and the least successful promotions this year. A brief "idea workshop" will conclude this session.

**R**

**Bonnie Appleton - Virginia Tech**  
*Horticulture vs. Horticulure*

As horticulturists, landscapers, arborists, and other green industry workers, we generally focus on the health of our plants, and not on our own health. Many of us develop aches and pains, and other symptoms, which could be avoided or minimized, if we knew more about correct body positions and the use of body-friendly (ergonomic) tools.

**A L M P**

**Cathy Bilow - Greider Sod & Landscaping**  
*Making Lawns Really Green*

In this session Cathy will discuss alternatives to conventional lawn care methods. Now that "Green" is the new green, we in the GREEN industry should know how to be "Green". New fertilizers and products have flooded the market. Do they really work? Are they really organic? How do you kill dandelions without pesticides? Isn't it really expensive? Cathy will answer these and many other questions you have about Green lawns and landscapes.

**L M**

**4:30 pm - 5:00 pm - Vendor Showcase**  
**Door Prize Drawings To Be Held**

# Tuesday, February 16th

## 8:30 am - 10:00 am - Opening Session

### Ellen Wells - Green Profit Magazine, Ball Publishing

#### Green Issues in Retail

Is "green" still the word in garden retail? Or has the troubled economy displaced "green" and "sustainability" as the major issue of the day? See how the economy has impacted and even increased the relevance of green issues at retail. Also addressed will be ways you can be the "green" role model for your community.

## 10:00 am - 10:30 am Break

Sponsor Display Area Open

## 10:30 am – Noon Concurrent Sessions

Please select one session of your choice on the registration page

### Keith Crotz - American Botanist

#### Heirloom Vegetables

Everything "new" in vegetable gardening today, is "old".....listen while antiquarian bookseller and expert gardener, Keith Crotz, leads you down the path to the history and success of Olericulture.

**D L R**

### Hunter Industry Representatives

#### Water Conservation

Today Hunter is a global company with a worldwide distributor network in 80 countries. Producing the complete gamut of water efficient products for residential and commercial projects. Learn about many new and innovative products to assist with water conservation for your future irrigation needs.

**D I L M**

### Harlan Hamernik - Wild Plums, Nebraska

#### Exciting New and Tough Xerics for Hot and Dry Spaces As Well As Container Gardens

Continuation of earlier session on Xerics – Water-Wise plants that will provide inspiration in your landscape designs.

**D L M P R**

**8:30 am - 10:00 am** Ellen Wells - Green Issues in Retail

**10:30 am - Noon** Concurrent Sessions  
**Keith Crotz - Heirloom Vegetables**  
**Hunter Industry Representatives - Water Conservation**  
**Harlan Hamernik - Exciting New and Tough Xerics for Hot and Dry Spaces as Well as Container Gardens**

**1:30 pm - 2:45 pm** Concurrent Sessions  
**Ellen Wells - Green Issues in Retail - Green or Otherwise**  
**Dean Goodenough - Efficient Irrigation and the Illinois Plumbing Code**  
**Dr. Fredric Miller - Best Management Practices for Dealing With Our Newest Exotic Invasives, EAB and Other Woody Landscape Plant Pests**

**3:00 pm - 4:30 pm** Concurrent Sessions  
**Glenn Herold - The Selection, Benefits and Uses of Small Trees**  
**Mike Miller - Ecological Restoration - Suburban Style**  
**Marti Jones and Laura Cardell - Immigration Today: Where We Are and How We Got Here**

## Noon - 1:20 pm Lunch

Sponsor Display Area Open

## 1:30 pm – 2:45 pm Concurrent Sessions

Please select one session of your choice on the registration page

### Ellen Wells - Green Profit Magazine,

#### Ball Publishing

#### Green Issues in Retail - Green or Otherwise

Join in on this opportunity to interact with Ellen and other retailers to see what works and what doesn't when dealing with "being green" as well as other important issues of the past.

**R**

### Dean Goodenough - Goodenough Inc.

#### Efficient Irrigation and the Illinois Plumbing Code

Listen to this detailed review of contractor registration requirements and water supply protection and conservation. Also review the state regulations of irrigation system installation and maintenance.

**D I M**

### Dr. Fredric Miller - Joliet Jr. College

#### Best Management Practices for Dealing With Our Newest Exotic Invasives, EAB, and Other Woody Landscape Plant Pests

Learn from Dr. Miller as he discusses management options and the most recent information on the EAB and other recent woody plant pests. Topics include: pest biology, host plant resistance, culture practices, biological control and chemical management, and overall pest prevention.

**A D L M P R**

## 2:45 pm - 3:00 pm Break

## 3:00 pm – 4:30 pm Concurrent Sessions

Please select one session of your choice on the registration page

### Glenn Herold - Illinois Central College

#### The Selection, Benefits and Uses of Small Trees

Add another dimension to your landscape plantings by incorporating small trees into the plan. By taking tips from Mother Nature, you will maximize their use, reap their benefits, and be successful in their growth and culture.

**A D L M R**

### Mike Miller - Peoria Park District

#### Ecological Restoration - Suburban Style

How can effective Landscape Scale Ecological Restoration occur when the "landscape" is made of subdivided lots? We will explore a method of making it possible to unite homeowners to a common good...the health and well being of their own backyards. We will share the experience gained in the Mossville Bluffs Watershed Project plus much more.

**D L M**

### Marti Jones, JD, MOB - Executive Director, The Immigration Project, and Laura Cardell

#### Immigration Today: Where We Are and How We Got Here

Despite what we hear, the immigration debate is about much more than legal vs. illegal. Join in for this review of where we are today and how we got there. Also equip yourselves with the tools and knowledge to understand and participate in the immigration debate. U.S. immigration law and policy - specifically crucial information for employers - will also be discussed.

**A D L M P R**

The following areas of interest will be presented within the sessions, session concentration(s) is identified by bold letters:

<b>A</b>	<b>D</b>	<b>I</b>	<b>L</b>	<b>M</b>	<b>P</b>	<b>R</b>
Arboriculture	Design	Irrigation	Landscape	Maintenance	Production	Retail

# 2010 ProHort Registration Form

**Monday, February 15th and Tuesday, February 16th  
Embassy Suites, East Peoria, Illinois**

**Registrant Information:**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Special dietary needs (if any) \_\_\_\_\_

*Continuing Education Credits provided for ICN Pros and Certified Arborists.*

**Full Registration Fees** include educational sessions, lunch and breaks.

**Registration Deadline: February 5th**

- Cancellations must be made by February 8th for full refund
- A minimum number of walk-in registrations will be allowed.

Please select appropriate fee:      Member                  Non-Member

- |  |          |          |
|--|----------|----------|
| <input type="checkbox"/> 1-Day Monday Registration   | \$129.95 | \$139.95 |
| <input type="checkbox"/> 1-Day Tuesday Registration  | \$129.95 | \$139.95 |
| <input type="checkbox"/> 2-Day Registration  | \$209.95 | \$219.95 |
| <input type="checkbox"/> 1-Day Student Registration  | \$30.00  | \$30.00  |
| <input type="checkbox"/> 2-Day Student Registration  | \$60.00  | \$60.00  |
| <i>Lunch tickets for Students are available for \$20 each day.<br/>Or Students may choose to eat lunch out on their own.</i> |          |          |
| <input type="checkbox"/> 1-Day Student Lunch   | \$20.00  | \$20.00  |
| <input type="checkbox"/> 2-Day Student Lunch   | \$40.00  | \$40.00  |

Total Registration Amount Due:      \$ \_\_\_\_\_

**Payment Information:**

Check (payable to IGIA)     Visa     Mastercard

Cardholder's Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-digit code \_\_\_\_\_

Signature \_\_\_\_\_

**Education Sessions** ( check sessions you will be attending )

**Monday, February 15th**

**8:30 am - Opening Session**

Global Temperature Changes - **Dr. Elwynn Taylor**

**10:30 am - Noon** ( please select one )

- Rainwater Harvest Systems - **Dave Kelly**
- Exciting New and Tough Xerics for Hot and Dry Spaces as Well as Container Gardens - **Harlan Hamernik**
- Tree Diseases 2009 - 2010 - **Nancy Pataky**

**1:30 pm - 2:45 pm** ( please select one )

- An Artistic Approach to Sustainable Planting Design - **Ann Hildner**
- Low Maintenance Perennials - **Dianne Noland**
- Bare Root to Bare Root - **Bonnie Appleton**

**3:00 pm - 4:30 pm** ( please select one )

- Retail in a Down Economy - **Maggie Zelinski**
- Horticulture vs. Hurliculture - **Bonnie Appleton**
- Making Lawns Really Green - **Cathy Bilow**

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Green Issues in Retail - **Ellen Wells**

**10:30 am - Noon** ( please select one )

- Heirloom Vegetables - **Keith Crotz**
- Water Conservation - **Hunter Industry Representatives**
- Exciting New and Tough Xerics for Hot and Dry Spaces as Well as Container Gardens - **Harlan Hamernik**

**1:30 pm - 2:45 pm** ( please select one )

- Green Issues in Retail - Green or Otherwise - **Ellen Wells**
- Efficient Irrigation and the Illinois Plumbing Code - **Dean Goodenough**
- Best Management Practices for Dealing With Our Newest Exotic Invasives, EAB and Other Woody Landscape Plant Pests - **Dr. Fredric Miller**

**3:00 pm - 4:30 pm** ( please select one )

- The Selection, Benefits and Uses of Small Trees - **Glenn Herold**
- Ecological Restoration - Suburban Style - **Mike Miller**
- Immigration Today: Where We Are and How We Got Here - **Marti Jones and Laura Cardell**

**Send payment and registration to:**

Illinois Green Industry Association  
2900 Greenbriar Drive, Springfield, Illinois 62704  
Fax 217-546-4703 or call 217-546-4733  
[www.illinoisgreen.net](http://www.illinoisgreen.net)

**Accommodations:** Plan to attend the 2010 ProHort at the Embassy Suites Hotel, East Peoria, Illinois. The Embassy Suites and Conference Center is conveniently located at the south end of the Bob Michel Bridge.

Call 309-694-0200 and mention you're with the IGIA ProHort Program to receive the special discounted room rate!

**ProHort**  
the right track! '10

the  
**greening**  
of the industry

**Featured Session Speakers:**

**Bonnie Appleton**  
Virginia Tech

**Cathy Bilow**  
Greider Sod & Landscaping

**Keith Crotz**  
American Botanist

**Dean Goodenough**  
Goodenough Inc.

**Harlan Hamernik**  
Wild Plums, Nebraska

**Glenn Herold**  
Illinois Central College

**Ann Hildner**  
Purdue University

**Hunter Industry**

**Marti Jones**  
The Immigration Project

**Dave Kelly**  
Aquascape

**Dr. Fredric Miller**  
Joliet Jr. College

**Mike Miller**  
Peoria Park District

**Dianne Noland**  
University of Illinois

**Nancy Pataky**  
University of Illinois

**Maggie Zielinski**  
Chalet

**Keynote Speakers:**



**Dr. Elwynn Taylor**  
Iowa State University



**Ellen Wells**  
Green Profit Magazine,  
Ball Publishing

**Monday, February 15, 2010 – Tuesday, February 16, 2010**

Embassy Suites Hotel  
East Peoria, Illinois

Continuing Education Credits provided for  
ICN Pros and Certified Arborists.



# 2010 ProHort Sponsorship Opportunities

ProHort is an educational committee of the Illinois Green Industry Association dedicated to bringing educational opportunities to hundreds of members of the horticulture profession in Illinois. ProHort presents several events each year to enhance the professionalism, knowledge base and expertise of: employees of nurseries or garden centers, landscape professionals, arborists, maintenance staff, students of horticulture, and college level instructors.

**Your sponsorship will allow ProHort to continue to excel in the caliber of programs it presents.**

## Sponsor Level:

- \$250 Friend of ProHort**
- \$350 Session/Speaker Sponsor**
- \$500 Continental Breakfast Sponsor**
- \$500 Opening Session Sponsor**
- \$1,000 Corporate Event Sponsor**
- Please call me, I am interested in considering a multi-event sponsorship.**

## Return this form to:

IGIA-ProHort, 2900 Greenbriar Drive, Springfield, Illinois 62704

Fax 217-546-4703 or call 217-546-4733

[www.illinoisgreen.net](http://www.illinoisgreen.net)

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Please check your preferred payment method:

Check (payable to IGIA)  Visa  Mastercard

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ 3-digit code \_\_\_\_\_

Signature \_\_\_\_\_

## ■ Friend of ProHort: \$250

At this level you will receive:

- Company name in all printed materials
- Acknowledgment in *Growing Trends* (association magazine with over 1500 recipients), and on the IGIA website
- One draped table for product display in sponsor area; does not need to be staffed

## ■ Session/Speaker Sponsor: \$350

Looking to reach a targeted audience...select a specific session or speaker to sponsor. As our partner at this level you will receive:

- All the above, plus: Company name (listed by session or speaker) in all printed materials
- Opportunity to welcome participants at that session or introduce speaker
- Signage at session
- Logo recognition in *Growing Trends* and on the IGIA website

## ■ Continental Breakfast Sponsor: \$500

As our partner at this level you will receive:

- All previous benefits listed and recognition from the podium at the opening sessions
- One complimentary conference registration
- Signage throughout event
- Complimentary 1/4 page ad in *Growing Trends*\*\*

## ■ Opening Session Sponsor: \$500

As our partner at this level you will receive:

- All previous benefits listed and recognition from the podium at the opening sessions
- One complimentary conference registration
- Signage throughout event
- Complimentary 1/4 page ad in *Growing Trends*\*\*

## ■ Corporate Event Sponsor: \$1,000

As our partner at this level you will receive:

- All the above, plus: Top priority placement in Sponsors Display Area, up to two draped tables for product display
- Two, 1/4 page advertisements in *Growing Trends*\*\*
- Your website address listed on the IGIA website
- Opportunity to add one piece of your literature (a post card, flyer or other piece) to the packet of each participant. Your logo and website address included on the opening letter page of the packet for each participant

\*\*Note: complimentary ads provided in addition to existing ad contracts, commitments or purchases with *Growing Trends*. Complimentary ads cannot be placed in lieu of previously purchased or committed ads nor used to meet pre-existing contractual obligations. Standard Advertising Mechanical Requirements for *Growing Trends* must be strictly followed and are available at the time of sponsorship agreement, and will be the responsibility of the advertiser.