GROWERTALKS

GT in Brief

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New England GROWS Educational Sessions

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New England Grows announced its educational lineup for the conference, which will be held November 29 to December 1, 2017 at the Boston Convention & Exhibition Center.

At GROWS, professionals in landscape, nursery and tree care come together to share their insights and advice with green industry colleagues. Attendees will gain a deeper understanding of design, technology, consumer trends and business best practices. From new plant introductions and disease management strategies to employee recruitment and eco-friendly landscapes, New England GROWS covers a wide range of topics.

• Dr. Allan Armitage—internationally acclaimed plantsman, best-selling author and popular teacher—will impart his fascinating, and sometimes controversial, perspective on everything from new varieties and plant functionality to consumer trends and marketing in the digital age.

• As Fenway Park's Senior Director of Grounds, David Mellor brings together a love of turf and a love of sports that resonates with just about everyone in the landscape industry. He'll share his expertise in "Inspiration & Tricks of the Trade from a Major League Groundskeeper."

• In a fun and informative session, Coastal Maine Botanical Garden's Bill Cullina tackles the thorny subject of landscape design and reveals some of his best horticultural secrets in "The Botany of Design: Life Beyond the Color Wheel."

• Do you have a favorite "superhero" plant? Landscape design consultant and educator Kerry Ann Mendez will unveil her favorite selections for low maintenance gardens in "Remarkable Perennials, Annuals & Flowering Shrubs."

• Popular entomologist Suzanne Wainwright-Evans (aka The Buglady) dives deep in her timely presentation "Beneficials & Pesticides: Working Together" and addresses grower specific concerns in "Mythbusters: Greenhouse Biocontrol Management for Specialty Crops."

In all, conference participants can choose from more than 30 educational sessions led by horticulture experts such as Peter Del Tredici, Matthew Cunningham, John Ball, Kim Coder, Cheryl Smith, Dan Jaffe, Chris Luley and more. Many sessions offer continuing education credit from a gamut of professional organizations including pesticide license recertification.

A daylong business-building seminar will be led by renowned consultant Marty Grunder on Thursday, November 30 at GROWS. Mr. Grunder is one of the green industry's most noted authorities on leadership, team building, sales and marketing. He will bring proven strategies, along with practical advice to help GROWS participants optimize their company and reach their fullest potential. Seating is limited at this seminar and there is an additional charge to attend.

The GROWS exposition brings together the entire green industry supply chain in one convenient place, with hundreds of vendors showcasing the latest and greatest equipment, technology, plants, services and more. Industry pros can check out the tradeshow floor for live equipment demonstrations, one-stop shopping and exclusive show deals. Attendees can pick up quick information hits at 15-minute Sprint Sessions, take in hands-on sessions at the Safety & Training Arena or challenge themselves at the popular plant ID contest.

Registration options start at just $29 for all three days of the show and early registrants realize the most savings. For the complete agenda or to register, visit www.NewEnglandGrows.org. **GT**