EDUCATION SESSIONS EXHIBITOR LIST DETAILS INSIDE

# SUMMER STATES

# GROWING TOGETHER

JUNE 21-23, 2022
GAS SOUTH CONVENTION CENTER
DULUTH, GEORGIA





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#### **COVID PROTOCOLS**

Your health is our first priority. At this time, the GGIA Board of Directors and the Gas South Convention Center have agreed upon the following COVID-19 protocols for the WINTERGREEN 2022 show: sanitation stations will be placed around the show floor; high-touch surfaces including restrooms and other common areas will be disinfected regularly; mask stations will be provided for attendees who would prefer to wear a mask (masks will not be required at this time); custodial staff will be assigned to address additional sanitation needs as they arise; facility air handlers will be equipped with MERV 13 air filters; UV lighting will be installed throughout the building to help stop the spread. These protocols are subject to change at any time for any reason. We will work to ensure our attendees have the most up-todate information before the show.

**GEORGIA GREEN INDUSTRY ASSOCIATION** P.O. Box 539, Woodbury, GA 30293 mywintergreen.com | wintergreen@ggia.org | (706) 443-1440













Coming together is a beginning; keeping together is progress; working together is success.

#### - Henry Ford

For almost two years, our lives were utterly dominated by separation. We were trapped within six-feet-wide circles of solitude and isolated behind our computer screens. In-person appointments were replaced with video chats. Meaningful conversations were reduced to an endless loop of "Your microphone is off," and "Will you repeat that? Sorry, but the signal was breaking up," and "Oops, wrong button." Polite nods, awkward elbow bumps and armflailing gestures took the place of smiles, handshakes and hugs. But through it all the Zoom meetings and the conference calls—we found a way to work alongside the blurry, buffering, pixelated images of our coworkers, clients and customers. We adapted. We made connections. We did our part, apart. And we made it.

### Now, it's time to come together once more so we can grow together.

The Georgia Green Industry Association invites you to grow with us during WINTERGREEN, Georgia's premier multi-day horticulture trade show and conference. Walking the trade show floor at this year's in-person event will feel like a refreshing blast from the past, but our stellar educational lineup promises to keep you focused on the future so you always stay ahead of the competition. Don't wait-register today, and get ready to network with thousands of other industry professionals from across the southeast. Forge new relationships, and gain the tools and the knowledge to propel your business forward and upward in 2022.

Join us at WINTERGREEN, and let's start growing together...again!



# LETTER FROM THE EXECUTIVE DIRECTOR

Green industry colleagues,

First and foremost, I want to extend a hearty welcome to you as we gather for the Georgia Green Industry Association's 2022 WINTERGREEN horticulture conference and trade show. It has been almost two and a half years since we came together as an industry to learn together, work together and grow our businesses together. When considering the diversity of our industry, we know how important events like this can be to green industry businesses both large and small. We are so excited to be back in person and "growing together" once again.

Though not always in the news, the recent efforts of GGIA in legislative arenas have helped helped push Freedom to Farm through the finish line, secure our industry's essential designation at the onset of the pandemic, and gain a victory for Georgia in the water wars with Florida. Our other efforts have resulted in COVID funding to our members, reductions in tax burdens created by pandemic relief funding, and reduced burden of regulations on industry businesses. We are currently working toward filling UGA Extension appointment vacancies for our industry and focusing on meaningful labor reform at both the state and federal levels. All of these efforts are not possible without your continued support.

Over the last two years, we have been constantly reassured of the importance of GGIA's role in our industry and continually reminded of

the critical nature of the work that we provide for our industry. We have heard it in the countless phone calls from industry members seeking answers as the pandemic-induced challenges of increased demand, labor and plant shortages, and COVID infections in the workplace affected every industry business. We have felt it in the new partnerships and friendships we have forged with allied and outside trade organizations, which will allow us to serve our industry more effectively and efficiently in our ever-changing world. We have experienced it through the tremendous growth of membership, Partnership in Sustainability donations, and volunteers reaching out to help for the betterment of our entire green industry in Georgia.

While the past two years have presented many challenges and even more changes, the GGIA board of directors, advisors, staff, volunteers and I have all been so grateful to serve Georgia's green industry throughout the pandemic. It has been an incredible experience to work with so many industry professionals, who have volunteered countless hours to ensure that our entire industry could thrive as we worked through the challenges and uncertainty we have faced as an industry. We hope you thoroughly enjoy our time together here at WINTERGREEN 2022, and thank you for your continued support of the Georgia Green Industry Association!

Lanie Riner Executive Director Georgia Green Industry Association

### LETTER FROM THE CHAIR

Welcome back!

We at GGIA are excited to be back in person for our 2022 WINTERGREEN horticulture conference and trade show. Our industry continues to be so successful because of the long-term personal relationships our members form with one another. All the Zoom calls and TEAMS meetings of the last two years just don't cut it for us—I am so glad we are finally able to come together, shake hands, give fist bumps, look each other in the eye and say, "How ya doing?"

In continuing with our membership's expectations of advocacy, education and information, I am proud of our board's accomplishments. Over the last year, we have increased our membership by 10%, our partnerships by 15% and our sponsorships by a whopping 259%. Our support of The Georgia Ag Experience, a mobile ag classroom powered by The Georgia Foundation for Agriculture, helped an additional 17,000 elementary students to learn about the green industry's \$10 billion annual impact on Georgia's economy and the career opportunities it provides. Furthermore, our social media reach has increased by approximately 295%. This allows us to increase our social media footprint and reach consumers. future green industry generations,

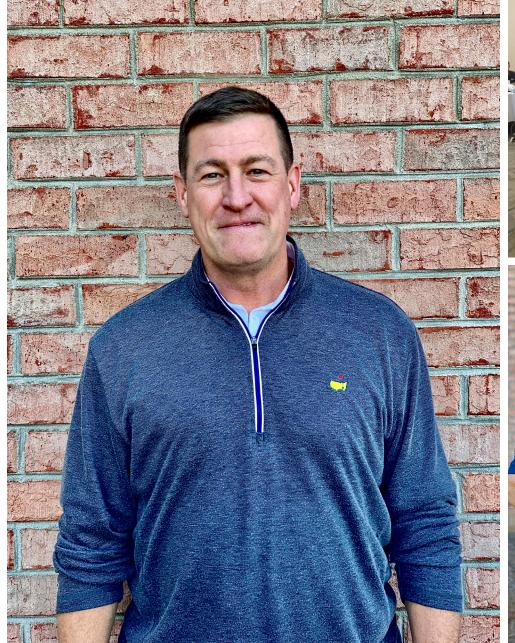
and other non-traditional groups and associations. We have expanded GGIA's presence beyond Georgia's borders and forged strong relationships with many national organizations such as the National Association of Landscape Professionals, the Irrigation Association and AmericanHort.

Thanks to our association's grit and determination, we had a successful virtual WINTERGREEN conference and trade show in 2021, allowing over 930 green industry participants to network with our exhibitors and receive educational knowledge with CEU opportunities. We could not have pulled this off without our incredible board members and the awesome people working for our industry through the UGA Extension.

I am very proud of the green industry in Georgia and the opportunities and relationships it has provided to my family and me. I am grateful to the many incredible GGIA board members and their hours of volunteer service to better our world. If you see a GGIA board member during WINTERGREEN, please take a moment to say "thanks." I hope you enjoy the newly renovated Gas South District Convention Center and the in-person 2022 WINTERGREEN Conference and Trade Show!

Steve Faber Chair Georgia Green Industry Association

Pictured top left, Steve Faber, chair of the Georgia Green Industry Association; top right, GGIA board members work in small groups during our annual board retreat in June; center right, Steve Faber presents McCorkle Nurseries with the Member of the Month distinction in November; pictured bottom, the GGIA board of directors after our November meeting at McCorkle Nurseries.









# TUESDAY JUNE 21

Education Seminars: Schedule and Descriptions Exhibitor move-in day. No trade show.

**9:00 am** 10:00 am

• The Post-COVID Market: Keep New Customers Coming Back | Julie Campbell The COVID-19 pandemic completely upended many aspects of life as we know it. During the shutdowns, many consumers found comfort in green industry products—even if they had never taken an interest in horticulture before. As a result, numerous entities found themselves selling more plants than they could keep in stock. In this class, we will break down how businesses can keep these new consumers happy and coming back for more even in a post-pandemic world.

**9:00 am** 12:00 pm

#### Advanced Disease Update | Jean Williams-Woodward

Disease prevention and treatment represents a major investment in time and financial resources in nursery and greenhouse production. Jean Williams-Woodward with the University of Georgia will discuss the latest techniques you can implement to keep your operation disease free.

**10:00 am** 11:00 am

#### Arboricultural IPM: Diagnostics to Structural Pruning | Kevin Chase

Kevin Chase, an entomological researcher for Bartlett Tree Experts, will share what a full IPM program in arboriculture looks like on a daily basis from the lens of an entomologist. Topics such as lab diagnostics, invasive species, beneficial insects, root invigoration and structural pruning will be covered.

**11:00 am** 12:00 pm

#### First Year Flowering Perennials | Sarah Houtsma

Learn about the benefits of amazing first-year flowering perennials and where you can find them from Sarah Houtsma with Ball Horticultural Company.

**11:00 am** 12:00 pm

Disconnecting Tree Branches: Low-Risk Pruning Biology | Kim Coder

Pruning can sustain trees long-term or badly damage them, depending upon the skill of the arborist. Understanding structural connections and disconnections when pruning is a crucial component to maintaining the tree's health—and to maintaining *your* bottom line. Kim Coder with the University of Georgia will teach you how to carefully avoid sustaining tissues and defensive zones while pruning to make the task effective and low-risk.

**1:00 pm** 2:00 pm

Trends in Floral: What is Shaping the Market | Ben Campbell

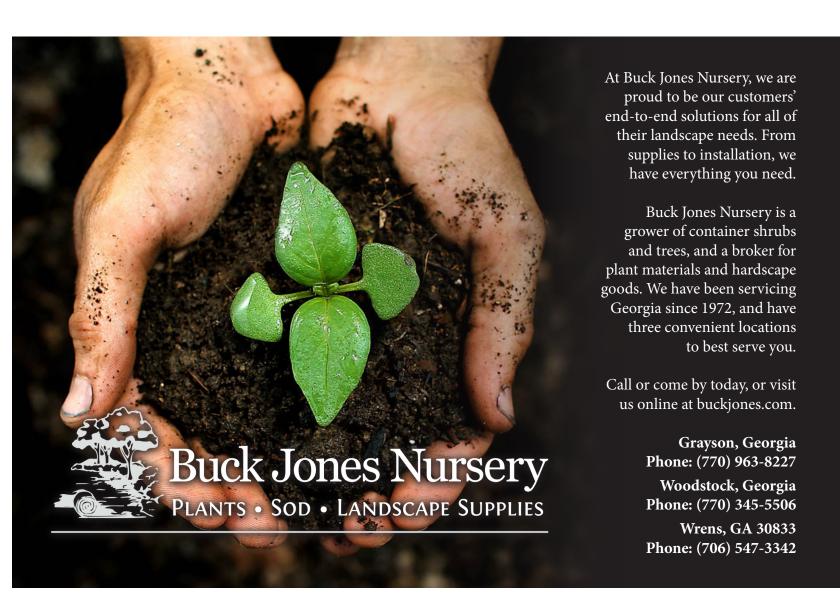
This session will focus on the changing consumer within floral, such as consumer demographics, consumer preferences, means of purchasing and other trends. Discussion will also involve how these changes are impacting businesses and how best to be proactive and not reactionary to the market.

1:00 pm 3:00 pm Advanced Pest Update | Zia Williamson, Rehan Arshad and Daniel Ibiyemi

This class will discuss the biology and management of borers and leaf-feeding pests as well as their potential impact on beneficial insects.

**1:00 pm** 4:00 pm

• Georgia Certified Plant Professional and Georgia Certified Landscape Professional Certification Review | Wayne Juers, Greg Huber and Laura Ney Plants are the language of the industry, and mastering plant identification and understanding plant growth are essential skills for the horticulture practitioner. The session will highlight the curriculum of the Georgia Certified Plant Professional Study Manual and help those preparing for certification but will be beneficial to those who just want to brush up on their skills, too. 2:00 pm 3:00 pm PANEL DISCUSSION: Customer Service in a Post-Pandemic World: What to Keep, What to Lose | Ben Campbell, Julie Campbell and other industry leaders



# WEDNESDAY JUNE 22

Education Seminars: Schedule and Descriptions Trade show open from 9:00 am - 4:00 pm.

**9:00 am** 10:00 am

### The Georgia Green Landscape Stewards Program | Jessica Warren and Martin Wunderly

The Georgia Green Landscape Stewards Program created by University of Georgia Extension is a certification program for businesses and residences in Georgia. Our goal is to provide fact-based information to clientele and help them implement sustainable green practices in their landscape. Join us to find out how you can help protect our natural resources for generations to come.

**9:00 am** 10:00 am

#### Managing Insect Pests in the Landscape | Will Hudson

This class will discuss the identification of pests and symptoms of damage in the landscape along with management options for professional landscape managers and homeowners.

**9:00 am** 11:00 am

Plant Diseases of Concern for Landscape Managers | Jean Williams-Woodward Plant diseases in the landscape are a cause of concern for landscape managers. Not only do they cause aesthetic damage, but some can kill. Learn to identify plant diseases and best management practices to prevent disease development and keep diseases from spreading within the landscape. An update on boxwood blight management will also be given.

**9:00 am** 4:00 pm

New Plants | Allan Armitage, Michael Dirr and other industry specialists
 Learn about the latest and greatest herbaceous and woody ornamental
 plants from the various illustrious breeding programs including those at Ball
 Horticulture, the Trial Gardens at the University of Georgia and more.

**10:00 am** 11:00 am

Conserving Pollinators Is Big Business | Becky Griffin
 Pollinator gardens can be big business as homeowners, park managers, schools
 and private businesses want to add these unique gardens to their landscapes.
 Join us and learn more about these gardens and see how you can incorporate
 them into your business model.

**10:00 am** 11:00 am

#### All You Need to Know About Trees | Christie Bryant

This class is your one-stop-shop to learn the things you didn't know that you didn't know about trees. Christie Bryant, certified arborist and president and founder of Speaking for the Trees: Consulting Arborists, a Georgia-based tree health consulting firm, teaches how trees grow, how they mature and how you can work better with them in the landscape. Plus, she discusses tree ordinances and how they affect your business.

**11:00 am** 12:00 pm

#### Weed Control in the Landscape | Mark Czarnota

Are weeds a problem in your ornamental beds or nursery? Join this class to learn all about weed control in ornamental beds and nursery production. We will discuss basic weed biology, weed control choices and herbicide information.

**11:00 am** 12:00 pm

#### Hardscapes Garden Lovers Love to Love | Craig McManus

The demand for hardscapes in the garden is exploding. This class will teach you how to carefully assess your clients needs and design high value projects that last for generations by avoiding common construction mistakes.

#### 1:00 pm

2:00 pm

#### **Sprayer Calibration | Mark Czarnota**

Join Mark Czarnota, associate professor and weed scientist for the Department of Horticulture at the University of Georgia, to learn how to properly calibrate your sprayer to achieve the most effective pesticide application.

#### 1:00 pm

2:00 pm

- Creating Effective Workflow Management Systems | Jenny Hardgrave
  - Simply Flowers, Inc. successfully designs, plans, installs, invoices and maintains gardens for almost one thousand properties every year. How? By implementing a workflow management system that really works. In this class, Jenny Hardgrave, president of Simply Flowers, will teach you how to create your own workflow system in your business that will help minimize errors, improve communication and maximize efficiency so your flower seasons run smoother than ever before.

#### 1:00 pm

2:00 pm

Now Trending at the Botanical Gardens | Katie McCollum and Raleigh Wasser

This class will discuss share some of the best features and plants in Georgia's botanical gardens. First, Katie McCollum, curator at the State Botanical Garden, will discuss the Alice H. Richards Children's Garden which teaches children of all ages more about the plants and animals that call Georgia home. Then, take a look at some of the Atlanta Botanical Garden's favorite and toughest perennials with Horticulture Manager Raleigh Wasser and learn which plants stay beautiful even under stressful conditions.

#### 2:00 pm

3:00 pm

- **Biocontrol Options for Common Pests | Daryl Johnson**
- This session will discuss practical and effective solutions for the most common pests—such as aphids, thrips and spider mites—using various biocontrol options and techniques.

#### 2:00 pm

3:00 pm

- Seed Saving: Creating a Garden Legacy | Josh Fuder
  - This class is an overview of plant biology, techniques and best practices for proper seed saving.

#### 2:00 pm

3:00 pm

- **Pruning Ornamentals | Rob Trawick** 
  - Join us to learn proper pruning techniques and the tools to achieve the best results.

#### 3:00 pm 4:00 pm

Soil Basics and Fertility | Jason Lessl

This session will cover the physical and chemical properties of soil which enables it to function as a medium for plant growth. Jason Lessl with the University of Georgia will discuss how these parameters impact soil fertility and management practices, and he will demonstrate how to take samples of soil and plant tissue, how to perform an analysis of the samples and how to interpret the results.

#### 3:00 pm

4:00 pm

- The Whats, Whys and Hows of Tree Pruning | Jason Gordon
  - This presentation will address reasons for young and mature tree pruning, pruning types and pruning techniques.

#### 3:00 pm

4:00 pm

Streambank Restoration: Is It Really All Downhill from Here? | James Shelton

Fixing streambanks is a tricky issue to address, but it's critical to stewarding the resources that keep us going. University of Georgia Associate Professor James Shelton will share techniques and case studies to help you stay between the ditches.

# THURSDAY JUNE 23

Education Seminars: Schedule and Descriptions Trade show open from 9:00 am - 3:00 pm.

<b>7:30 am</b> 8:30 am	GGIA Annual Meeting   GGIA Board of Directors  Join the GGIA Board of Directors and special guests as we announce the winners of the GGIA Professional Awards and present the winners of the GGIA Bill Inabinet Scholarships. Learn more about the work of the association as well as updates from our key strategic partners. Complimentary breakfast provided.
<b>8:00 am</b> 4:00 pm	Pesticide Training and Review   UGA Extension Georgia county extension agents will train turfgrass and ornamental landscape employees to obtain a Commercial Pesticide Applicator's Category 24 Georgia license. This license is required for anyone that does contract spraying of herbicides, insecticides and fungicides in Georgia for residential, industrial, or business applications. This session is also open to licensed applicators who would like a refresher course. Participants are required to purchase and bring both the National Pesticide Applicator Certification Core Manual and the Ornamental & Turf Pest Management (Cat. 24) Study Guide.
<b>8:45 am</b> 9:45 am	GCPP and GCLP Meet and Greet   Greg Huber All Georgia Certified Landscape Professionals and Georgia Certified Plant Professionals are invited to drop by for program updates and enjoy networking with other certified practitioners.
<b>9:00 am</b> 10:00 am	Irrigation Systems: Basics, Maintaining and Repairing   Gary Hawkins This workshop will explain basic irrigation systems, how to maintain the systems and how to perform basic repairs of irrigation systems.
<b>10:00 am</b> 11:00 am	• Growing Undercover: Cold Frames and Other Structures   Katy Ross In this class, we will take a look at cold frames and other structure options Georgia growers have for small- to medium-scale plant production. We will discuss cold frame and high tunnel structures, coverings, flooring and how to mitigate problems you may encounter with pests and diseases.
<b>10:00 am</b> 11:00 am	Turfgrass Disease Update   Alfredo Martinez  A review, update and significance of the main turfgrass diseases observed in 2021 as well as disease trends and forecasts for 2022 will be discussed.
<b>10:00 am</b> 11:00 am	Georgia WaterWise Meeting   Laurie Lofton
<b>11:00 am</b> 12:00 pm	Organic Turfgrass Management: Opportunities and Challenges   Clint Waltz Interest in organic turfgrass management options remain high but product options and supportive research is limited. Research results from recent studies of orgainc fertility, weed and disease control will be evaluated as possible options for landscape management practices.

12:00 pm

11:00 am

• Managing Instructional and Retail Greenhouse Environments | Aaron Poulsen How do you get your plants ready for that market date? What is going to get you best sales or learning for your students? What is going to go wrong? Hear about some of our mistakes and what has been learned in the Gwinnett Technical College greenhouse, from production scheduling, to fertilization, propagation or no propagation, pest control, watering and even customer-related issues.

#### 1:00 pm

2:00 pm

#### **Urban Forestry Today | Rachel Moses**

Learn about the benefits of urban forestry, how to navigate new policies being put into place, and how to talk to your customers about the importance of these policies.

#### 1:00 pm

2:00 pm

#### La Irrigación (Español) | Rolando Orellana

Ven y aprende con nosotros elementos básicos de irrigación, mantenimiento y formas eficientes de irrigar jardines y arboles. [Come and learn with us the basics of irrigation, maintenance and efficient ways to irrigate gardens and trees.]

#### 2:00 pm

3:00 pm

#### Identificación de Plantas Comunes (Español) | Laura Ney

Aprende a identificar algunas plantas comunes que se encuentran en los paisajes de Georgia. [Learn to identify some common plants found in Georgia landscapes.]

#### 3:00 pm 4:00 pm

#### Trabajo Seguro con Pesticidas (Español) | Rolando Orellana

Aprende a como usar pesticidas de manera segura y a como protegerte de la exposición por manejos de productos. [Learn how to use pesticides safely and how to protect yourself from product-handling exposure.]



# BECOME A MEMBER OF GGIA TODAY!



# MEMBERSHIP BENEFITS

the industry in all corners of the state, you can rest assured that we are looking out for your interests and have right the connections to keep a finger on the pulse of the issues that can impact your business.

#### WHY JOIN GGIA?

Membership to GGIA grants you access to networking with a greater range of people who share similar challenges and opportunities as you and your business; legislative support at the state level for hot-button industry related issues; access to timely information about industry news and changes; strategic relationships from other agriculture interest groups such as UGA Cooperative Extension, neighboring green industry organizations and Georgia's technical colleges; education opportunities and continuing education seminars; and sponsorship opportunities as well as discounted exhibiting and advertising opportunities during our industry events, including WINTERGREEN.

#### **HOW DO I SIGN UP?**

To apply for membership in the Georgia Green Industry Association, please visit ggia.org and click the "Join GGIA" tab on the right, or scan the QR code at the bottom of the page

#### **MEMBERSHIP DIVISIONS**

WHOLESALE NURSERIES
LANDSCAPE CONTRACTORS
FLORICULTURE GROWERS
IRRIGATION PROFESSIONALS
RETAIL GARDEN CENTERS
ALLIED PRODUCTS AND SERVICES



Scan to learn more about GGIA and the benefits of membership.

#### LEGISLATIVE REPRESENTATION

Dedicated legislative relations focusing on ensuring your positions are heard on issues that impact YOUR business



#### **NETWORKING OPPORTUNITIES**

Networking with other industry leaders, potential customers, and supply sources made easy



#### **INDUSTRY UPDATES**

Timely and weekly updates on industry news and compliance issues with E-Newsletters and Legislative Updates



#### **CERTIFICATION PROGRAMS**

We partner with the UGA Center for Urban Agriculture to support certification programs that set you apart from your competition



#### **UNITED VOICE**

From legislation to economic issues, GGIA offers a united voice on the issues that impact ALL segments of the industry



#### WINTERGREEN TRADE SHOW

Special pricing and sponsorship opportunities at Georgia's premier, multi-day horticulture conference and education event



#### **INDUSTRY AWARDS PROGRAM**

GGIA-only industry awards program recognizes individuals that set the standards for excellence in the industry



# EXHIBITOR LIST FROM WINTERGREEN 2022

Provided below is a list of our exhibitors as of May 1, 2022. Please feel free to use this guide as you navigate the trade show floor. Please note, any exhibitors who registered for WINTERGREEN 2022 after May 1, 2022, are not included on this list. You can find the business contact information and description of our exhibitors in our trade show directory online at mywintergreen.com/exhibitors-map (available on desktop only).

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Buffalo Horticulture Sales Company	408	Pro Landscaper USA South	612
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# PARTNERSHIP

IN SUSTAINABILITY

GGIA relies on the generous funding of its industry partners to accomplish its mission to advocate and provide support for its members and all green industry businesses statewide.

Now in its thirteenth year, GGIA's Partnership in Sustainability is a proven way for industry members to support the work of GGIA beyond the level of paying dues. The revenue the program generates allows GGIA to continue to lead on behalf of the industry on legislative and regulatory issues while keeping members informed on issues that impact the industry.

In return for your support as a partner, you will receive recognition throughout the year in our various publications and are prominently featured at the WINTERGREEN Trade Show and Conference. This not only provides valuable visibility for your company, it tells your peers that you are working for the greater good of the industry.

On behalf of the board of directors and staff, we would like to sincerely thank our partners for their ongoing support of the association. Working together, we can continue to make Georgia's green industry better.



Scan to learn more about GGIA's Partnership in Sustainability Program and how you can contribute today.

#### **OUR PARTNERS IN SUSTAINABILITY**















Athens Wholesale Nursery Diversified Trees, Inc. James Greenhouses, Inc. Lake Tree Growers R. A. Dudley Nurseries, Inc. Ruppert Landscape

Alex Smith Garden Design, LTD
Berger
Byron Lakeview Nursery, LLC
Chappell Mill Trees, LLC
Cleveland Tree Company
Cofer's Home & Garden Showplace
Color Burst
County Line Nursery, Inc
Dorsey Farms

Gainous' Shade Trees, Inc.
Graco Fertilizer Co.
Harp's Farm Market & Nursery, Inc.
Hillside Ornamentals
Ikthus Tree Farm, LLC
Lakeside Trees, Inc.
Mid Georgia Nursery, Inc.
Nature's Tree Farm, Inc.
Oelschig Nursery, Inc
Pattillo Tree Farm, LLC
The Henry F. Michell Company
Thoms Trees & Plants
Thunderwood Farms, LLC
Haviland Plastic Products
Horticultural Specialty Services





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Gainous' Shade Trees, Inc.





Social Event Sponsor



