

Wisconsin Nursery Association's



W I N T E R W O R K S H O P 2 0 1 2



Thursday, February 16, 2012 at the Country Springs Hotel in Waukesha, WI
ATTENTION LANDSCAPE ARCHITECTS: It's a great way to earn Continuing Education Units (CEUs)!

New this year! We listened to your requests and came up with two new features:

Nursery Spotlight Learn about the inner workings of a Wisconsin nursery from someone who works there! The 2012 feature nursery is Northern Christmas Trees & Nursery of Merrillan—Wisconsin's largest Christmas tree grower and one of the largest pot in pot producers in the Midwest. It will be presented by WNA Secretary/ Treasurer Jason Jacobs, the Nursery and Production Manager at Northern.

New Idea Spotlight You're invited to talk about a new favorite gadget or idea that you can't live without—something you've found that has saved you time/money/energy. You're all encouraged to share your inspiration.

Winter Workshop Speakers

SHANE FELL Vice President of Business Development for Top Floor Technologies, an Internet marketing firm headquartered in New Berlin, Wisconsin. Shane is a featured speaker educating marketers in Internet marketing strategy and best practices.

GEORGE RADTKE, co-owner of W. & E. Radtke, Inc. Perennial Nursery located in Germantown. George has been working in the nursery business for over 35 years and holds a B.S. Degree in Horticulture from the University of Minnesota. He is a member of WNA, International Plant Propagator's Society, is on the board for the Commercial Flower Growers of Wisconsin and WGIF, and is a member of the Species Assessment Group (SAG) Committee.

DR. BRIAN HUDELSON is affectionately known as "Dr. Death" because of his love of plant diseases. Brian received his PhD in Plant Pathology from the UW-Madison, and in 1998, became the director of the Plant Disease Diagnostics Clinic (PDDC) providing expertise in diagnosing plant disease problems, and information on diseases and their control.

DAVE WANNINGER is the Horticulturist in Charge at Boerner Botanical Gardens in Hales Corners, Wisconsin. Dave has worked as Horticulturist at Beaver Creek Nursery and for Klehm's Song Sparrow Farm, he operated a landscaping company, was the nursery manager at a large garden center, and was also a longtime Instructor in the Horticulture program at Blackhawk Technical College.

DR. R. CHRIS WILLIAMSON is an Associate Professor of Entomology at UW-Madison where he is an extension/research entomologist in urban landscape entomology including turfgrass, ornamentals, Christmas trees, and greenhouses. The primary focus of his extension programming is IPM with alternative, non-pesticide control strategies including cultural and applied plant resistance.

MICHAEL YANNY, Plant Propagator at Johnson's Nursery, graduated from UW with a B.S. in Horticulture, and is responsible for developing numerous tree and shrub cultivars, including Firebird® Crabapple, and Technito® Arborvitae. He is a member of the Species Assessment Group (SAG) Committee.

Winter Workshop Schedule

8:00 —8:30 am	Registration with coffee and sweet rolls
8:30 —9:15	Five Favorite Plants - Some Good Woodies for Wisconsin Dave Wanninger, Horticulturist in Charge, Boerner Botanical Gardens
9:15—10:15	Social Media— Facebook, Twitter & LinkedIn: How They Fit in Your Marketing Strategy Shane Fell, Vice President of Business Development for Top Floor Technologies
10:15—10:45	NR 40 Update George Radtke and Mike Yanny, members of Species Assessment Group (SAG) Committee
10:45—11:00	Break
11:00 —11:45	Insects in the Nursery Dr. R. Chris Williamson, Associate Professor of Entomology at UW-Madison
11:45—12:15	Wisconsin Nursery Association's Plants of the Year Dave Wanninger
12:15—1:30pm	Lunch with WNA General Membership Meeting and ANLA Update
1:30 —3:15	Diseases in the Nursery Dr. Brian Hudelson, Director of the Plant Disease Diagnostics Clinic, UW-Madison
3:15 —3:30	Break
3:30—3:45	Nursery Spotlight Jason Jacobs, Nursery and Production Manager at Northern Christmas Trees & Nursery
3:45—3:55	Gadget/New Idea Spotlight
3:55—4:00	Raffle Drawing for Prizes!!

WINTER WORKSHOP 2012

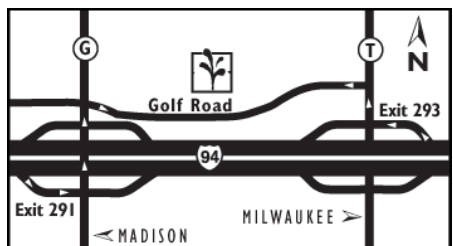
Registration & Hotel Information

Country Springs Hotel, 2810 Golf Road, Waukesha, Wisconsin 53187
262-547-0201 or 1-800-247-6640

RATES	On or before 1/31/12		after 1/31/12 and on-site	
	Members of WNA, CFGW, GBGC, LaWN, WLCA, WSPA, WCTPA	\$55 for first attendee	\$45 for each additional attendee	\$60 for first attendee
Non-Members	\$60 for first attendee	\$50 for each additional attendee	\$65 for first attendee	\$55 for each additional attendee
Students & Master Gardeners	\$30		\$35	

Directions To Country Springs Hotel:

From Milwaukee: Go west on I-94 (towards Madison) approximately 20 miles to Hwy T (Exit 293). Go right ¼ mile to Golf Road, then west on Golf Road about 1 mile to the Country Springs Hotel. From Madison: Go east on I-94 to Hwy G (Exit 291). Go north on Hwy G to Golf Road, then right on Golf Road about ¼ mile to the Country Springs Hotel.



A BLOCK OF ROOMS HAS BEEN RESERVED AT A DISCOUNT FOR WEDNESDAY, FEBRUARY 15TH

- \$99.00 for a Standard Deluxe Room —You must say you're with WNA to get this special rate!
- Cut off Date: **Sunday, January 15, 2012**—After this date, the hotel will no longer honor our special rate and will provide rooms only *if available*.
- Check-In: 4:00 pm
- Check-Out: 11:00 am
- Rate includes a continental breakfast
- **New: All cancellations are subject to a penalty.** Cancellations received prior to 48 hours of arrival date will be charged a \$25 fee.

WNA 2012 Winter Workshop Registration Form

Landscape Architects:
Earn CEUs at Winter Workshop!

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Telephone _____

Fax _____

Email address _____

WGIF Member? Yes No

Student or MG? Yes No

Total amount: \$ _____*

Attendees: (Please print names in full)

- _____
- _____
- _____
- _____

Wisconsin Nursery Association
12342 W. Layton Avenue
Greenfield, WI 53228
T: 414-529-4705 F: 414-529-4722
Email: membership@toriiphillips.com



PAYMENT OPTIONS:

- ___ CHECK, made payable to Wisconsin Nursery Association, then mailed with completed form to the WNA office.
- ___ CREDIT CARD: Visa, MasterCard, Discover (circle one), and faxed with completed form to the WNA office.

Name as shown on card _____

Credit card billing address _____

→ "Tori Phillips Association Management, LLC" will appear on your credit card statement for this charge.

Credit card number: _ _ _ _ - _ _ _ - _ _ _ - _ _ _

Signature: _____

Expiration Date (mm/yy) _ _ / _ _

3-digit Card Security Code (from back of card) _ _ _

*Cancellation Policy: There will be NO REFUNDS for those who cancel less than 5 business days prior to the event (2/9/12)