



The Professional Landscape & Nursery Trades  
Genesee-Finger Lakes Region #5

# Sports Turf Conference & Trade Show

Tuesday, February 11, 2020

Double Tree Hotel

1111 Jefferson Road | Rochester, NY 14623



**Budgets!** We all have to deal with the problem of never having a big enough budget to handle the supplies, equipment, and labor needed to create the safe playing surfaces that are being demanded by all parties ... from the coaches to the parents of our students.

**After creating the budget, how do we present it to get what we want?**

This topic is one of the biggest we will tackle this year at our 2020 PLANT GFLX Sports Turf Conference.

Our annual PLANT GFLX Education Day and Trade Show kicks off another “green season” in Rochester and is an opportunity for professional development, earning recertification credits, and strengthening network contacts.

In tandem with the Sports Track, we also offer a full day of ornamental horticulture and related seminars for Certified Nursery and Landscape Professionals, Landscape Architects, and Commercial Pesticide Applicators with continuing education and recertification credits available.

**The 2020 horticulture program features:**

**CL Fornari (Keynote Speaker):** Pruning for professionals; Plants that please clients and customers - ➡ **Bonnie Guckin & Mike Goodnick:** Plant this, not that: five over-used shrubs and Mike Goodnick’s alternatives - ➡ **Elizabeth Lamb:** Developing beneficial habitat; Invasion of the plant snatchers: Spotted lanternfly, Asian jumping worms and Box moth - ➡ **Tim Boebel:** New Directions for Hydrangeas in the Northern Landscape - ➡ **Brian Eshenaur:** Landscape Pest Management Updates: The latest on Emerald Ash Borer, Oak Wilt and other important tree and shrub problems - ➡ **Brent Conley:** Why I love low-voltage LED lighting and why you should too - ➡ **Mahlon Stoltzfus:** EASYJoint—The all-weather paving joint solution. “Rain or Shine it Goes in Fine” - ➡ **Omar Buker, Zach Mersch, Mike Baum:** The Future of Autonomous Mowers & Battery Equipment - ➡ **Tim Cansdale:** NYS DOT mock inspection

Visit [plantgflx.com](http://plantgflx.com) for more information on all speakers and seminars.

### 2019 Participating Sponsors & Exhibitors

American Equipment*	Grasslands Equipment & Irrigation	Nicolock
Atlantic Irrigation*	Great Lakes Athletic Fields	NYS DEC
Attica Packing	Keystone Hardscape by CST	NYSNLA
Bailey Nursery	Lakeside Sod Supply Co.	Nutrien*
Batavia Turf*	Northern Nurseries	Page Seed*
Belgard Oldcastle	Finger Lakes Mulch & Soil*	Preferred Seed*
Brighton Securities	Sensenig’s Landscape Supply	Rinox Pavers
Brodner Equipment*	MTE Turf Equipment Solutions*	Seedway
CFS Irrigation Supply	SiteOne Landscape Supply*	Skyworks
Chestnut Ridge Nursery	Lawley Insurance	The Flanders Group
Cornell Cooperative Extension Monroe County	Milton Cat M & K Turf	Techo Bloc
Dig Safely NY		Upstate Gardeners’ Journal
Edgewood Nursery		Value Turf
Excel Lawn Care*		We Find Plants
Finch Turf		Weckesser Brick Company
First Turf & Ornamental GardenScape		

\*Sponsor



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PRESENTS OUR ANNUAL

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## REGISTER TODAY!

**ONLINE** Register and pay at: [plantgflx.com/education-day](http://plantgflx.com/education-day)

**BY MAIL** Send registration form and check\* to:

PLANT GFLX, 6995 Groveland Hill Rd, Groveland, NY 14462

**NEED AN INVOICE?** Contact [shar@birchcrestlandscape.com](mailto:shar@birchcrestlandscape.com)

**GENERAL QUESTIONS** Contact [office@plantgflx.com](mailto:office@plantgflx.com)

**SPORTS TRACK INQUIRIES** Contact [katie@bataviaturf.com](mailto:katie@bataviaturf.com)

\*Recognizing weather may be an issue, Purchase Orders are accepted as payment.

## REGISTRATION FORM

### CONTACT INFORMATION

Business / School Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Email \_\_\_\_\_

List all attendee names: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### PURCHASE TICKETS

Includes all seminars, continental breakfast, hot buffet lunch and afternoon snack. Event day registration prices increase by \$20 each.

1-4 from one business/school..... \_\_\_\_\_ x \$90 = \$ \_\_\_\_\_  
PERSONS

5-9 from one business/school..... \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_  
PERSONS

10+ from one business/school..... \_\_\_\_\_ x \$65 = \$ \_\_\_\_\_  
PERSONS

TOTAL ENCLOSED \$ \_\_\_\_\_

# Sports Turf Conference & Trade Show Agenda ◀ February 11, 2020



*After creating the budget,  
how do we present it to get what we want?*

### GENERAL SESSION

7:00-8:00	Check-in/registration, trade show, silent auction, continental breakfast	7:00-8:00
8:00-8:30	Welcome by PLANT GFLX President and representatives from lead sponsors	8:00-8:30
<b>SPORTS TRACK</b>		
8:30-9:45	Mike Mamo <i>Creating budgets to get what you need</i>	8:30-9:45
9:45-10:00	Break in trade show area / Silent auction	9:45-10:00
10:00-10:30	Mike Robinson <i>Industry updates, budgeting for problems and setting maintenance priorities</i>	10:00-10:30
10:30-11:00	Jack Bryant <i>Seed for athletic fields vs. campus common areas</i>	10:30-11:00
10:30-11:30	Mike Mamo, Mike Robinson & Jack Bryant <i>Share their experience with creating yearly budgets for campus athletic field maintenance plans</i> Our team of speakers will be available after lunch for additional questions and/or continued conversation.	10:30-11:30
11:30-12:30	Lunch / Trade show / Silent auction	11:30-12:30

Each seminar will be a round table forum where we invite audience participation—your questions and input help all to understand the problems that arise in all situations.

### OTHER SEMINARS OF INTEREST

1:00-2:00	RM C Omar Buker, Zack Mersch, Mike Baum <i>The Future of Autonomous Mowers &amp; Battery Equipment</i>	1:00-2:00
2:30-3:30	RM C Tim Cansdale <i>NYS DOT mock inspection</i>	2:30-3:30

## Speaker Line-up



Michael Mamo — Director of Facilities, East Irondequoit CSD

Mike had 18 years of experience total as an Assistant Superintendent of Business for two local school districts before his current position as the Director of Facilities.

Mike was formerly the bean counter who regulated how the money was spent. Now he's the guy spending the money. Mike will talk about how he used to consider submitted budgets versus how he now creates the budgets in order to get what he wants and needs in a timely and productive manner.



Mike Robinson — President, Homefield Turf & Athletic Inc.

Mike has been in the athletic and green industry for 35 years. Home Field Turf & Athletics works on all levels of baseball and softball fields from Little Leagues to Big Leagues.

Mike will join us to update us on what is new in the industry and also what to put in your budget to tackle problem areas. Mike will also discuss setting priorities in spring maintenance, in-season maintenance, and putting-your-fields-to-bed maintenance.



Jack Bryant — Co-owner, Preferred Seed

Jack has 37 years experience in the seed industry. He co-founded Preferred Seed Co. in 1999 with distribution throughout the Northeast retail outlets and the landscape industry.

Jack will join us to talk about what seed we should use to get the best results on our athletic fields versus our common areas around campus. Is there a difference? What time of year should we be top-dressing and with what? What type of aeration should we be doing and when?

Our speakers will then team up to share their experience in working on and presenting a field maintenance plan that will correlate to a yearly budget for all athletic fields.



Dwyer Stadium, home of the Batavia Muck Dogs, located in Batavia, NY