

June 7, 2013

Dear NurseryWorks Partner,

Our inaugural NurseryWorks conference in 2011 was a success! The attached infographic will show you that the event was successful in improving engagement with colleagues, providing relevant information and gaining new knowledge of nursery production techniques. There were 87 in-person attendees (from states in the region) in 2011 and we expect 30-40 more this year. Attendees also participated from across the United States via an online Adobe Connect classroom and social media.

This year's conference will be held **July 17-18, 2013** in Manhattan at the K-State Alumni Center. It is directed toward ornamental nursery crop producers (field and container-grown). Conference topics are designed to increase participants' knowledge and understanding of nursery production techniques and technologies as well as business and marketing information.

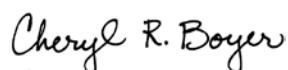
Speakers are prominent local and nationally known, providing a great amount of value to regional growers. Activities will include hands-on workshops at Blueville Nursery (the theme this year is nursery automation), networking opportunities, silent auction, two-minute tours (videos of regional nurseries played between speakers), and a BBQ dinner.

I hope you will join us at the conference this summer as it will advance both the knowledge of nursery production and the networking of our local and regional industry. It will be an exciting and productive event, and it will be even more effective with your support.

Please review the included conference sponsorship opportunities and consider supporting NurseryWorks. Your financial sponsorship support will keep registration fees affordable and encourage a high level of participation from growers, garden centers, and students. One thing that has changed this year is the opportunity to sponsor specific speakers, either out-of-state (\$1,500) or in-state (\$750). This will cover their travel expenses, meals and an honorarium. Your name will be listed in the program next to their presentation and you will have a reserved table at dinner for a guaranteed time to interact with that person.

I'm looking forward to seeing you at the 2013 NurseryWorks Conference and hope you strongly consider sponsoring the event. Please let us know your preference by July 1. Thanks so much!

Sincerely,



Assistant Professor and Extension Specialist, Ornamental Nursery Crops

**Dr. Cheryl R. Boyer**  
Ornamental Nursery Crops  
**Department of Horticulture,  
Forestry and Recreation  
Resources**  
2021 Throckmorton Plant  
Sciences Center  
Manhattan, KS 66506-5507  
Phone: (785) 532-3504  
Fax: (785) 532-5780  
crboyer@k-state.edu  
<http://www.hfrr.ksu.edu>

**Kansas State University  
Agricultural Experiment  
Station and Cooperative  
Extension Service**

K-State, County Extension  
Councils, Extension  
Districts, and U.S.  
Department of Agriculture  
Cooperating.

K-State Research and  
Extension is an equal  
opportunity provider and  
employer.

*Knowledge  
forLife*



# A Conference for Commercial Nursery Growers and Retail Garden Centers

## June 15-16, 2011



This conference was developed to meet the need for nursery production education and resources in Kansas and the Great Plains region. NurseryWorks was innovative for its use of nationally known speakers, hands-on workshops, social media interaction and national participation via online attendance

How engaged with your nursery colleagues did you feel you were BEFORE and AFTER NurseryWorks?



### Business Type

- Wholesale Nursery Grower: 22%
- Retail Nursery Operation: 15%
- Both Wholesale and Retail: 11%
- Landscaping Company: 11%
- Extension: 19%
- Nursery & Landscape Association: 11%
- Other: 11%

### Learning Opportunities

- Classroom Sessions
- Tree Walk
- Hands-on Workshops
- Roundtable Discussion
- Social Media
- Plant Auction



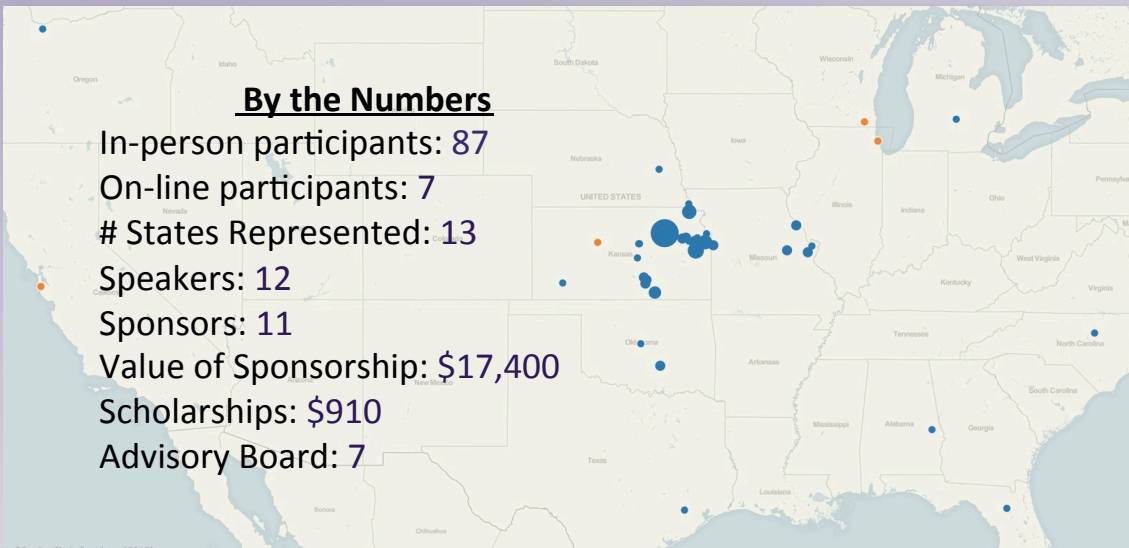
31%



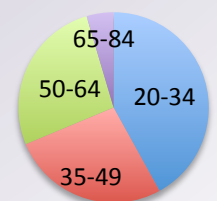
69%

### By the Numbers

- In-person participants: 87
- On-line participants: 7
- # States Represented: 13
- Speakers: 12
- Sponsors: 11
- Value of Sponsorship: \$17,400
- Scholarships: \$910
- Advisory Board: 7



### Age



# IMPACT

“I will update my own Extension lessons with information and demonstration methods learned, primarily from Ed Gilman.”

“The most informative conference I have been to in several years.”

“Even if you only attend online, you will get the best information from the latest researchers to enhance your performance. Everyone needs to get their ‘battery’ recharged. This is one of the best values in the industry. Jennifer Brennan, Horticulture Information Specialist; Chalet Nursery, Wilmette, IL”

“Good opportunity to network in the industry.”

“The program was extremely useful and necessary for anyone who is inclined to stay abreast of the most recent and efficient methods of production.”

“We will be reassessing our pre-emergent scheduling, and becoming vigilant about timing.”

“Dr. Gilman’s research of root physiology is so helpful. I will be holding a lecture to update the planting techniques used by our planting crews. I have changed my mulching recommendations already – not mulching directly over the rootball, just over the surrounding soil adjacent to the rooting area.”

“We have already tested and adopted some of the weed control concepts Dr. Gilliam presented. I am still thinking about the roots concepts from Gilman. :)”

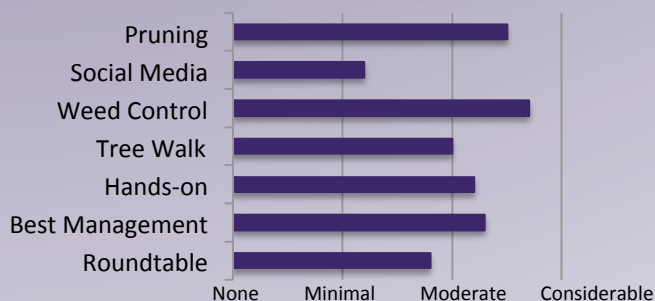
“Adjust herbicide program. Ed Gilman’s presentations were well worth the trip!! The knowledge gained on tree growth and the hands-on pruning were excellent info that I have taken back and shared with our crews to adjust what we are doing.”

“Apply it to our growing operation to see if some of the strategies improve plant and field quality. Interested in trying to control root girdling by removing the outside layer of roots all the way around the ball and controlling more weeds with pre-emergence herbicides instead of cultivation.”

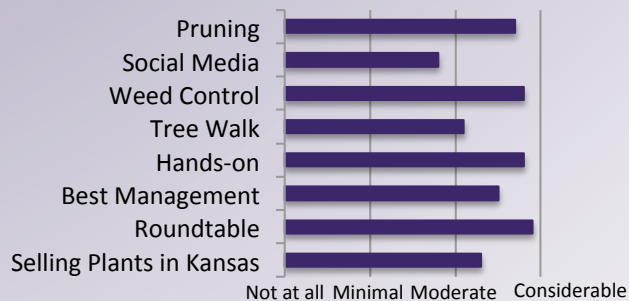
“Upshifting of trees and shrubs in my nursery. We will use a different method for breaking up the root system. We will also be more proactive on pre-emergent weed control in our growing field: More timely and more often applications.”

“Cut roots when planting trees & shrubs!”

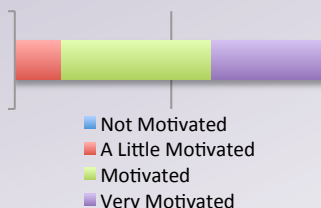
## Amount of Knowledge Gained



## Relevancy of Information



How motivated are you to use the ideas from the conference this year?





For Ornamental Nursery Crop Growers  
and Retail Garden Centers

KANSAS STATE UNIVERSITY  
July 17 & 18, 2013

## Sponsorship Opportunities

Sponsorship of the NurseryWorks Conference is an effective way to demonstrate your support of the conference while ensuring maximum exposure for your organization.

As a sponsor, you will have the opportunity to:

- introduce your products and services to key stakeholders in Kansas nursery crops;
- enhance your organization's name recognition;
- customize a sponsorship to match your goals and budget!

Sponsorship opportunities that will increase your visibility with attendees at the 2013 NurseryWorks Conference are listed on the accompanying pages.

If you are interested in becoming a conference sponsor, please contact  
Cheryl Boyer at [crboyer@ksu.edu](mailto:crboyer@ksu.edu) (785) 532-3504

**2013 K-State NurseryWorks Conference**  
**July 17 & 18, 2013**  
**K-State Alumni Center**  
**Kansas State University**  
**Manhattan, Kansas**

### ***Conference Contact and Hotel Information***

<http://nurseryworks.weebly.com/registration.html>

#### ***Educational Content:***

Dr. Cheryl Boyer, Extension Specialist  
Ornamental Nursery Crop Production  
Kansas State University  
[crboyer@ksu.edu](mailto:crboyer@ksu.edu)  
785-532-3504

#### ***Conference Logistics and Registration:***

Christy Dipman  
Horticulture Division, KSU  
[crboyer@ksu.edu](mailto:crboyer@ksu.edu)  
785-532-6173

#### **Hotel Accommodations**

Information is also available on the conference website:

[www.nurseryworks.weebly.com](http://www.nurseryworks.weebly.com)

A block of rooms is reserved for conference attendees at:

**Holiday Inn - \$99.95**  
1641 Anderson Avenue  
(785) 539-7531

**Four Points by Sheraton - \$80**  
530 Richard Dr.  
(785) 539-5311

Shuttle service to/from Manhattan airport Free shuttle service to campus  
Located across the street from Alumni Cntr. <http://nurseryworks.weebly.com/registration.html>





For Ornamental Nursery Crop Growers  
and Retail Garden Centers

KANSAS STATE UNIVERSITY  
July 17 & 18, 2013

## Sponsorship Opportunities

### **Gold Level Sponsor ..... \$1,500 or more**

- Sponsor an out-of-state speaker (please designate speaker)
  - Amy Fulcher (sponsored by USDA-NIFA, KSRE Integrated Pest Mgmt.)
  - Cheryl Goar, Executive Director, Arizona Nursery Association
  - Jim Owen, Assistant Professor, Virginia Tech
  - Maria Zampini, President, UpShoot!, LLC
- Reserved table with speaker at dinner.
- Two complimentary conference registrations.
- Name listed/linked as a sponsor in media releases, on website, in conference program and at registration table.
- Complimentary exhibit space at Blueville Nursery on July 17.

### **Silver Level Sponsor.....\$750 - \$1,499**

- Sponsor an in-state speaker (please designate speaker)
  - Ben Cecil, Operations Manager, Loma Vista Nursery
  - Elliot Duemler, Nursery Manager, Applied Ecological Services
  - Jim Schuessler, Landscape Architect Associate, BNIM
- Reserved table with speaker at dinner.
- One complimentary conference registration.
- Name listed/linked as a sponsor in media releases, on website, in conference program and at registration table.
- Complimentary exhibit space at Blueville Nursery on July 17.

### **Bronze Level Sponsor .....\$250-\$749**

- Name listed/linked as a sponsor in media releases, on website, in conference program and at registration table
- Complimentary exhibit space at Blueville Nursery on July 17.

### **Contributor ..... up to \$249**

- Individuals or organizations that provide funds in support of the conference less than \$250 will be recognized as contributors by listing their name as a contributor in the conference program.

For additional opportunities or to become a conference sponsor, please contact  
**Cheryl Boyer at**

[crboyer@ksu.edu](mailto:crboyer@ksu.edu) or 785-532-3504

[www.nurseryworks.weebly.com](http://www.nurseryworks.weebly.com)



July 17 & 18, 2013



Kansas State University

Please print or type all information.

### Sponsorship Information

\_\_\_\_\_  
Sponsoring Company/ Organization Name

\_\_\_\_\_  
Sponsoring Company/ Organization Contact Person

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City State Zip + 4

\_\_\_\_\_  
Day Phone Fax

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

### Sponsorship Opportunities\*

\_\_\_\_\_ \$1,500 or more **Gold Level Sponsor**  
(Up to two comp. registrations)

\_\_\_\_\_ \$750-\$1,499 **Silver Level Sponsor**  
(One comp. registration)

\_\_\_\_\_ \$250-\$749 **Bronze Level Sponsor**

\_\_\_\_\_ Up to \$249 **Contributor**

\$\_\_\_\_\_ **Total Sponsorship**

Gold, Silver and Bronze sponsors receive complimentary exhibit space. Please indicate if you plan to have a display:

Yes  No

### Payment Options

\_\_\_\_\_ Payment Enclosed (Checks payable to KSU Horticulture)

\_\_\_\_\_ Bill my company/organization: PO#: \_\_\_\_\_  
Attention: \_\_\_\_\_

### First Conference Representative

(Gold and Silver levels)

\_\_\_\_\_  
**First Name Last Name**  
(as preferred for name badge)

\_\_\_\_\_  
**Email of Representative**

**Dietary or special assistance needed:** \_\_\_\_\_

### Second Conference Representative

(Gold level)

\_\_\_\_\_  
**First Name Last Name**  
(as preferred for name badge)

\_\_\_\_\_  
**Email of Representative**

**Dietary or special assistance needed:** \_\_\_\_\_

**Conference website:**  
<http://nurseryworks.weebly.com/>

**Please mail/fax your registration and payment to:**  
Nursery Works Conference-Sponsor  
Horticulture Division, KSU  
2021 Throckmorton Plant Sci. Cntr.  
Manhattan, KS 66506  
Fax: 785-532-5780  
  
You will receive a confirmation letter and receipt of payment. All conference related information will be sent to the representative (s) assigned to attend the conference.



## PROGRAM

July 17-18, 2013

(K-State Alumni Center, Manhattan, KS)

### Wednesday, July 17

- 8:00 AM Registration; Silent auction opens.
- 8:55-9:00 AM Opening Remarks - Cheryl Boyer
- 9:00-10:00 AM **LEEDing the Way** - Jim Schuessler, Landscape Architecture Associate, BNIM
- 10:00-10:45 AM **Sustainable Substrates for Kansas** - Dr. Cheryl Boyer, Assistant Professor, Kansas State University
- 10:45-11:00 AM Break with refreshments
- 11:00-12:00 PM **Producing Native Plants for Ecological Restoration Projects** - Elliott Duemler, Nursery Manager, Applied Ecological Services
- 12:00-1:15 PM Lunch on your own in Aggieville or K-State Student Union
- 1:15-2:15 PM **Increasing Nursery Efficiency and Profits with Automation** - Dr. Jim Owen, Jr., Assistant Professor, VirginiaTech
- 2:15-3:15 PM **IPM Meets Laser Tag: Grower-Approved Techniques and Novel Intelligent Sprayers Win Big** - Dr. Amy Fulcher, Assistant Professor, University of Tennessee
- 3:15-3:30 PM Break with refreshments
- 3:30-4:30 PM **Pot-in-Pot: Can You Dig It?** - Ben Cecil, Operations Manager, Loma Vista Nursery
- 4:30-5:00 PM Move to Blueville Nursery (4539 Anderson Avenue)
- 5:00-6:30 PM **Hands-on workshops at Blueville Nursery**
- Nursery Automation** – Dr. Jim Owen
- Got Pests? Investigating Your Sprayer Coverage to Improve Spray Penetration for Better Control of Pests** – Dr. Amy Fulcher
- Harvest Automation** – Travis Armstrong (Sponsored by Loma Vista Nursery)
- 6:00-8:00 PM Sponsor/Vendor booths open at Blueville Nursery
- BBQ dinner at Blueville Nursery
- 7:30-8:30 PM Kansas Nursery and Landscape Association Ice Cream Social

## Thursday, July 18

7:30-8:15 AM	Breakfast snacks available; Silent auction opens.
8:15-9:15 AM	<b>Marketing New Plants</b> - Maria Zampini, President, UpShoot!, LLC
9:15-10:15 AM	<b>Is Water Limiting You?</b> - Dr. Stuart Warren, Professor and Department Head, HFRR, Kansas State University
10:15-10:30 AM	Break with refreshments; Silent auction closes.
10:30-11:30 AM	<b>Plant Something!</b> Roundtable discussion led by Cheryl Goar, Executive Director of the Arizona Nursery Association
11:30-12:30 PM	<b>Borers in the Nursery</b> - Dr. Raymond Cloyd, Professor, Kansas State University
12:30-12:35 PM	Closing Remarks; Pick up your auction items!
12:45 – 2:00 PM	Kansas Nursery and Landscape Association Board Meeting

---

**Pesticide Recertification Credits** - Pesticide recertification credits will be available.

**Silent Auction** - Proceeds will go to provide student scholarship support.

**Directions to the Alumni Center** - <http://bit.ly/KSUAlumniCtr>

**Eating Establishments in Manhattan** - <http://www.aggieville.org/> or <http://union.k-state.edu/eat/>

**Accommodations** - A block of rooms is reserved for conference attendees at:

**Holiday Inn - \$99.95**

1641 Anderson Avenue

(785) 539-7531

Shuttle service to and from the Manhattan airport

Located across the street from Alumni Center

Hotel guest parking complimentary

**Four Points by Sheraton - \$80**

530 Richard Dr.

(785) 539-5311

Free shuttle service to campus

<https://www.starwoodmeeting.com/Book/nurseryworks>

*Please request the “KSU NurseryWorks Conference” group rate when making your reservations by July 3.*

### **How to Participate Online**

If you would like to participate in NurseryWorks but can't make the event in person, consider interacting online. The registration fee for online participation is \$30. We will have a private Adobe Connect conference room online where you will be able to see and hear the speakers, as well as their slides.

### **Special Assistance**

A conference or noncredit program participant who needs accommodations due to a disability or special dietary requirements should indicate services needed on the registration form. If you have further questions, contact Christy Dipman at [cdipman@ksu.edu](mailto:cdipman@ksu.edu) or 785-532-6173. Early notification is requested to ensure that accommodations can be provided in a timely manner.





**REGISTRATION**  
**July 17 & 18, 2013**  
**K-State Alumni Cntr., Manhattan, KS**

Name(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company/Institution/Agency \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

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

**Registration is \$125 per person.** For businesses registering five or more people, the fee for the first registration is \$125 and the fee for additional registrations is \$100. Student and Extension Agent fee is \$50. Scholarships for students & agents are available. E-mail [crboyer@ksu.edu](mailto:crboyer@ksu.edu) for information. There is a \$30 registration fee for online participation.

**Registration deadline is Monday, July 8, 2013.** A \$15 late fee will apply to all registrations received after July 8.

**Optional fees:** Campus parking permit (2 days) - \$10      Guest dinner (July 17) - \$15

Registration fee                      \_\_\_\_\_ x \$125 = \$ \_\_\_\_\_

Registration fee (if registering  
5 or more people)                      \_\_\_\_\_ x \$100 = \$ \_\_\_\_\_

Student/Agent registration fee                      \_\_\_\_\_ x \$50 = \$ \_\_\_\_\_

Online participation                      \_\_\_\_\_ x \$30 = \$ \_\_\_\_\_

2-day Parking permit                      \_\_\_\_\_ x \$10 = \$ \_\_\_\_\_  
(Parking information will be mailed out a week before the conference)

Guest dinner (July 17)                      \_\_\_\_\_ x \$15 = \$ \_\_\_\_\_

**Total enclosed:**    \$ \_\_\_\_\_ (payable to KSU Horticulture)

List any dietary restrictions: \_\_\_\_\_

List any special assistance required: \_\_\_\_\_

**Return by July 8 with payment to:** NurseryWorks, 2021 Throckmorton, KSU, Manhattan, KS 66506 Fax: (785) 532-5780

**Refund Policy**

If you must cancel your registration, please notify [cdipman@ksu.edu](mailto:cdipman@ksu.edu) by July 8, 2013 to receive a refund less a \$15 processing fee. Cancellations after July 8 will not be eligible for refunds. The registration may be transferred to another individual within your business. Fees will not be canceled for registrants who do not attend the conference and have not sent notification by the deadline.

**Notice of Non discrimination**

Kansas State University is committed to nondiscrimination on the basis of race, color, ethnic or national origin, sex, sexual orientation, gender identity, religion, age, ancestry, disability, military status, veteran status, or other nonmerit reasons, in admissions, educational programs, or activities and employment, including employment of disabled veterans and veterans of the Vietnam Era, as required by applicable laws and regulations. Responsibility for coordination of compliance efforts and receipt of inquiries concerning Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and the Americans With Disabilities Act of 1990 has been delegated to the director of Affirmative Action, Kansas State University, 214 Anderson Hall, Manhattan, KS 66506-0124, 785-532-6220 or TTY: 785-532-4807.