



2010 22nd Annual  
Trade Show  
&  
Convention

# Arkansas Turfgrass Association Conference & Trade Show January 20-21

Hot Springs Convention Center • 134 Convention Blvd.  
Hot Springs National Park, Arkansas

*Arkansas' most comprehensive turfgrass  
industry educational program and trade show*

Pre-register on-line by January 13th and save!  
[www.arkansasturf.org](http://www.arkansasturf.org)

Pesticide  
Recertification

LAWN CARE • GOLF • SPORTS TURF • IRRIGATION • INSECTS/DISEASES • PESTICIDE RECERTIFICATION  
BUSINESS MANAGEMENT • EQUIPMENT TRADE SHOW • LANDSCAPE MANAGEMENT • SOD PRODUCTION



# Welcome to the 2010 Conference & Trade Show!

## Board of Directors

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**Jon-Claude Whillock, President**

Harrison Country Club  
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Jclaude3574@yahoo.com

## Honorary Members

### Jeff Redden Awarded Honorary Membership in 2009

Mr. Jeff Redden is honored for his loyal and dedicated efforts as an ATA Director since 1993 and served as President in 2000. His many years and countless hours of work have ensured that our conference and shows ran smoothly and helped us become one of the strongest turfgrass associations in the region.

As owner of Redden Services, Jeff has gained a unique perspective and wisdom to share with our board and members. Join us in thanking Jeff for his continuing dedication to our show and the turfgrass industry.

The Arkansas Turfgrass Association is pleased to have honored the members below with the rank of Honorary Membership. These members have given many years of tireless leadership and support to this association and the turfgrass industry as a whole.

**Dr. John Boyd**  
**Mr. Julius Breckling**  
**Mr. Bud Busken**  
**Mr. Ron Fisher**  
**Mr. Arnie Jester**  
**Dr. John King**

**Mr. Bobby D. McGee (posthumously)**  
**Mr. Jack McMahan**  
**Dr. Chuck Murdoch**  
**Dr. Jerry Musick**  
**Mr. Rodger Pevehouse**  
**Mr. Marcell Tynes**

# Speaker Information

**DR. CHRISTIAN BALDWIN** has been a turfgrass scientist for Jacklin Seed by Simplot since 2008. Previously he had implemented a wide variety of research trials at Clemson University, which included establishment techniques, cultivation, fertility, plant growth regulator use, shade, salt, drought, aluminum toxicity, cultivar evaluations and traffic stress primarily on warm-season turfgrasses. At Jacklin Seed by Simplot his research focuses on advanced Alpha and T-1 creeping bentgrass interseeding research, salinity tolerance of cool-season turfgrasses and Kentucky bluegrass fairway conversion and management.



**DR. JOHN BOYD** is a weed specialist and former Professor in the Crop, Soil, and Environmental Science Department, University of Arkansas where he taught and conducted research on weed control. Dr. Boyd has conducted weed control studies on bermuda grass, zoysia grass and other turfgrasses since joining the Arkansas faculty in 1982. Dr. Boyd retired in November 2009.



**MR. SCOTT BRAY** is the pest control section manager for the Arkansas State Plant Board where he has worked for the last 15 years.

**DR. JIM BROSINAN** is the head of the turfgrass weed science research and extension program at the University of Tennessee. His research focuses on effective and economical strategies for broadleaf and grassy weed control in various turfgrass systems, including golf courses, athletic fields and residential landscapes. He is also interested in the effects of plant growth regulators on both warm and cool-season turfgrasses. He received a B.S. in turfgrass science from Penn State University, an M.S. in plant, soil and insect sciences from the University of Massachusetts Amherst, and a Ph.D. in agronomy from Penn State University.



**MR. BOB EICHENBERG** is a graduate of the University of Missouri with a degree in agriculture. He has worked in the golf, nursery, landscape and irrigation industries. Bob has worked for The Andersons since 2000.

**DR. DAVID HELD** TBA



**DR. DOUGLAS KARCHER** is a Turfgrass Soil Specialist and Associate Professor in the Department of Horticulture, University of Arkansas. He received a B.S. degree from The Ohio State University, and Masters and Ph.D. degrees from Michigan State University. In addition, he has several years experience in golf course maintenance and residential turf installation and maintenance.



**DR. AARON PATTON** is in the Department of Horticulture at the University of Arkansas where he serves as Turfgrass Extension Specialist. He has conducted research on zoysiagrass; cultivar evaluation trials; establishment trials, and product evaluation of herbicides, fungicides, and fertilizer technologies. He works in concert with extension, research, and teaching faculty to provide leadership and support to the Arkansas turfgrass industry.



**DR. MICHAEL RICHARDSON** is a Turfgrass Physiologist and Professor in the Dept. of Horticulture, University of Arkansas. He received a B.S. degree from Louisiana Tech University and Ph.D. from the University of Georgia. He has worked extensively with warm and cool-season grasses in the transition zone and has training in agronomy, plant breeding and plant physiology.



**DR. JIM ROBBINS** is a Professor and Extension specialist in commercial ornamentals with the University of Arkansas - Cooperative Extension Service since 1990. Dr. Robbins also has extensive research experience.



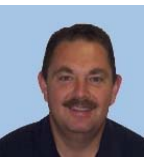
**MR. PRES SPRADLEY** has been the Extension Pesticide Safety Education Specialist since 1989. He has a degree in Biology from Hendrix College and a Master of Science in Plant Pathology from the University of Arkansas.



**MR. TERRY SPURLOCK** TBA

**MR. JOHN TRAPPE** is a program technician with the University of Arkansas Cooperative Extension Service and a graduate student at the University of Arkansas. John helps teach at various extension events and conducts research on establishment and management of warm-season grasses.

**MR. WAYNE VOLZ** has owned and operated Wayne's Lawn Service, Inc. since 1979. He has been speaking professionally since 1990 to assist lawn and landscape companies in becoming more successful and profitable. Be sure to catch Wayne on Wednesday as he presents *Pride & Professionalism* followed by *Workshop A: Positioning Your Company for Success*. You can learn more about Wayne and his consulting business at [www.profitsareus.com](http://www.profitsareus.com).



**MR. BUD WHITE** rejoined the Green Section staff as an agronomist in the Mid-Continent Region in April, 2002, and in 2006 became the region's director. He previously worked as an agronomist, and later as the Green Section's Southeast Region director from 1978 to 1987. Prior to re-joining the USGA, White served as golf/landscape director during construction, grow-in, and maintenance at the Harbor Club in Greensboro, Ga., worked as an agronomist for the Toro Company, and since 1994 has been owner of Total Turf Services, a consulting company. He also is the author of the book, *Turf Manager's Handbook for Golf Course Construction, Renovation and Grow-In*. White received his Associate's degree from Catawba Valley Technical College, his B.S. degree from Tennessee Technological University, and a M.S. degree from Clemson University. White makes Turf Advisory Service visits in the states of Texas, New Mexico, Oklahoma, Louisiana, Arkansas, and the northeast section of Mexico. He resides in Carrollton, TX with his wife, Karen, and daughters Brittany and Shae.



## WEDNESDAY, JANUARY 20, 2010

Detailed listing of these events follow on page 6.

Room	208-209	207	203-204	205	Hall A
Wednesday 1/20	Recertification	Lawn Care/ Workshop A	Golf/ Workshop B	Workshop C	Tradeshow
8:00 – 8:15 am	Welcome				
8:15 – 8:30 am	Plant board update	Welcome			
8:30 – 8:45 am	Turf IPM - Insects	Pride & Professionalism	Welcome		
8:45 – 9:00 am			Turf Nutrition Planning		
9:00 – 9:15 am					
9:15 – 9:30 am	Break		How wetting agents work		
9:30 – 9:45 am	Pesticide safety	Break			
9:45 – 10:00am	Spittle bugs: An emerging problem	Workshop A: Positioning your company for success	Selecting fairway/tee cultivars for the golf course		
10:00 – 10:15 am			Break		
10:15 – 10:30 am					
10:30 – 11:00 am	Sprayer calibration		Using foliar nitrogen		
11:00 – 11:30 am			Anthraco nose		Trade Show open  11:00 to 5:00
11:30 – noon			Large patch management		
12:00 – 1:00 pm					
1:00 – 2:00 pm					
2:00 – 3:00 pm					New Developments 2:00 - 3:00 pm
3:00 – 4:00 pm			Workshop B: Training for the ASPB pesticide certi- fication exam	Workshop C: Ten things every turf manager should know about main- taining trees & shrubs	
4:00 – 5:00 pm					

### Workshop A: Positioning Your Company for Success - FREE Workshop!

This presentation covers the three steps to success. A solid work ethic is important, but working hard may not be the only answer. What needs to be in place to achieve & exceed your goals? A few topics include knowing why you charge what you charge, marketing the right message to the right client, and value selling verses cost selling.

### Workshop B: Training for The ASPB Pesticide Certification Exam - \$25 registration

Come learn more about the Arkansas State Plant Board exam for various categories in Ornamental and Turf Pest Control (commercial and non-commercial). Training from University of Arkansas specialists in the things you will need to know in order to succeed on this exam.

### Workshop C: Ten Things Every Turf Manager Should Know About Maintaining Trees & Shrubs - \$25 registration

Learn more about tree and shrub maintenance from Dr. Jim Robbins. From pruning, fertilizing, tree and shrub selection, this workshops covers everything you'll need to know to keep the landscape beautiful and healthy for your clients.

# THURSDAY, JANUARY 21, 2010

Detailed listing of these events follow on page 7.

Room	203-204	208-209	207		Hall A
Thursday 1/21	Basic Track/Irrigation	Lawn Care	Golf		Tradeshow
8:00 – 8:15 am		Extension update			Trade Show open 8:00 to noon
8:15 – 8:45 am		Research update			
8:45 – 9:00 am			Extension update		
9:00 – 9:30 am		Herbicide update	What you need to know about slow-release fertilizers		
9:30 – 10:00 am		Managing your worst weeds	Managing bermuda-grass putting greens		
10:00 – 10:15 am		ATA business meeting	Break		
10:15 – 10:30 am			Research update		
10:30 – 10:45 am	Plant growth regulator use for warm- and cool-season turf				
10:45 – 11:00 am					
11:00 – 11:30 am	Establishing turf using covers/blankets		Herbicide update		
11:30 – 12:00 pm	Identifying common weeds of turf		Winter management of bentgrass putting greens		
12:00 – 12:30 pm					
12:30 – 1:00 pm					
Room	207	208-209	203-204		
1:00 – 1:30 pm	U of A drought tolerance research update	Getting the most for your buck with fertilization	Weed control in putting greens		
1:30 – 2:00 pm	Smart irrigation: Controllers	Spring dead spot	USGA regional update		
2:00 – 2:30 pm		Ten steps to save money controlling weeds in 2010			
2:30 – 3:00 pm		Fine tuning your zoysiagrass lawn program	Putting green firmness		
3:00 – 3:30 pm	AIA business meeting				
3:30 – 4:00 pm					
4:00 – 4:30 pm					
4:30 – 5:00 pm					

**WORKSHOP A: Positioning Your Company for Success**

9:45 a.m. - 12:00 p.m.  
Wayne Volz, Wayne's Lawn Service, Inc., Profits Unlimited

**WORKSHOP B: Training for The ASPB Pesticide Certification Exam**

3:00 p.m. - 5:00 p.m.  
Ples Spradley, University of Arkansas Cooperative Extension Service

**WORKSHOP C: Ten Things Every Turf Manager Should Know About Maintaining Trees & Shrubs**

3:00 p.m. - 5:00 p.m.  
Dr. Jim Robbins, University of Arkansas Cooperative Extension Service

**TRACKS**

**RECERTIFICATION - Jon Claude Whillock, Moderator**

- 8:00 – 8:15 a.m. Welcome  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 8:15 – 8:30 a.m. Plant board update  
*Scott Bray, Arkansas State Plant Board*
- 8:30 – 9:15 a.m. Turf Integrated Pest Management—Insects  
*Dr. Dave Held, Auburn University*
- 9:15 – 9:30 a.m. *Break*
- 9:30 – 10:00 a.m. Pesticide safety  
*Ples Spradley, University of Arkansas Cooperative Extension Service*
- 10:00 – 10:30 a.m. Spittle bugs: An emerging problem in Arkansas  
*Dr. Dave Held, Auburn University*
- 10:30 – 11:30 a.m. Sprayer Calibration  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*

**LAWN CARE - Jeff Redden, Moderator**

- 8:15 – 8:30 a.m. Welcome  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 8:30 – 9:30 a.m. Pride and Professionalism  
Wayne Volz, Wayne's Lawn Service, Inc., Profits Unlimited
- 9:30 – 9:45 a.m. *Break*
- 9:45 – 12:00 p.m. Workshop A: Positioning Your Company for Success  
Wayne Volz, Wayne's Lawn Service, Inc., Profits Unlimited

**GOLF - Aaron Patton, Moderator**

- 8:30 – 8:45 a.m. Welcome  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 8:45 – 9:15 a.m. Turf nutrition planning using TNT  
*Bob Eichenberg, The Andersons, Inc.*
- 9:15 – 9:45 a.m. How wetting agents work  
*Dr. Doug Karcher, University of Arkansas*
- 9:45 – 10:15 a.m. Selecting cultivars for golf course fairways and tees  
*Jon Trappe, University of Arkansas*
- 10:15 – 10:30 a.m. *Break*
- 10:30 – 11:00 a.m. Using foliar nitrogen  
*Dr. Mike Richardson, University of Arkansas*
- 11:00 – 11:30 a.m. Anthracnose on putting greens  
*Joey Young, University of Arkansas*
- 11:30 – 12:00 p.m. Large patch management  
*Terry Spurlock, University of Arkansas*

**TRADE SHOW**

- 11:00 a.m. - 5:00 p.m. Trade show open
- 2:00 - 3:00 New developments

**LAWN CARE - Jeff Redden, Moderator**

- 8:00 – 8:15 a.m. Extension Update  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 8:15 – 9:00 a.m. Research Update  
*Drs. Doug Karcher and Mike Richardson, University of Arkansas*
- 9:00 – 9:30 a.m. Herbicide Update  
*Dr. John Boyd, University of Arkansas Cooperative Extension Service*
- 9:30 – 10:00 a.m. Managing Your Worst Weeds  
*Dr. John Boyd, University of Arkansas Cooperative Extension Service*
- 10:00 – 10:15 a.m. Arkansas Turfgrass Association Business Meeting
- 1:00 – 1:30 p.m. Getting the most for your buck with fertilization  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 1:30 – 2:00 p.m. Spring Dead Spot  
*Joey Young, University of Arkansas*
- 2:00 – 2:30 p.m. Ten steps to save money controlling weeds in 2010  
*Dr. Jim Brosnan, University of Tennessee*
- 2:30 – 3:00 p.m. Fine tuning your zoysiagrass lawn program  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*

**BASIC/IRRIGATION TRACK - Jon Trappe, Moderator**

- 10:30 – 11:00 a.m. Plant Growth Regulators use for warm- and cool-season turf  
*Dr. Christian Baldwin, Jacklin Seed*
- 11:00 – 11:30 a.m. Establishing Turf Using Covers  
*Jon Trappe, University of Arkansas*
- 11:30 – 12:00 p.m. Identifying Common Weeds  
*Dr. Jim Brosnan, University of Tennessee*
- 1:00 – 1:30 p.m. Drought Tolerance Research Update  
*Dr. Mike Richardson, University of Arkansas*
- 1:30 – 3:00 p.m. Smart irrigation: Controllers  
*Todd Magatagan, ATM Landscape Management*
- 3:00 – 3:30 p.m. Arkansas Irrigation Association— Business Meeting

**GOLF - Aaron Patton, Moderator**

- 8:45 – 9:00 a.m. Extension Update  
*Dr. Aaron Patton, University of Arkansas Cooperative Extension Service*
- 9:00 – 9:30 a.m. What you need to know about slow-release fertilizers  
*Dr. Jim Robbins, University of Arkansas Cooperative Extension Service*
- 9:30 – 10:00 a.m. Managing bermudagrass putting greens  
*Dr. Christian Baldwin, Jacklin Seed*
- 10:00 – 10:15 a.m. Break
- 10:15 – 11:00 a.m. Research Update  
*Drs. Doug Karcher and Mike Richardson, University of Arkansas*
- 11:00 – 11:30 a.m. Herbicide Update  
*Dr. John Boyd, University of Arkansas Cooperative Extension Service*
- 11:30 – 12:00 p.m. Winter management of bentgrass putting greens  
*Dr. Christian Baldwin, Jacklin Seed*
- 1:00 – 1:30 p.m. Weed control in putting greens  
*Dr. Jim Brosnan, University of Tennessee*
- 1:30 – 2:00 p.m. USGA Regional Update  
*Bud White, USGA Green Section*
- 2:00 – 3:00 p.m. Putting Green Firmness  
*Bud White, USGA Green Section*

**TRADE SHOW**

8:00 am - noon Trade show open

# HOW TO ATTEND



**January 20-21, 2010**

**Hot Springs Convention Center**  
134 Convention Blvd.

## Host Hotel Information

The Arkansas Turfgrass Assn. has room blocks at The Austin Hotel and Embassy Suites which are both conveniently located within walking distance of the Convention Center. Be sure to mention you are with the ATA when making your reservation to get our special price.



### THE AUSTIN HOTEL

Call 1-877-623-6697 before Dec. 20th to get our \$70 single room rate.



### THE EMBASSY SUITES HOTEL

Call 1-800-EMBASSY or [www.embassysuites.com](http://www.embassysuites.com) before Dec. 20th to get our \$129 single room rate.

## ► How to Register

**Pre-Register** by January 13th by either faxing or mailing the enclosed Registration Form.

**Credit Card Payments:** If you prefer to pay with a credit card you can use PayPal through our website at [www.arkansasturf.org](http://www.arkansasturf.org).

**On-Site:** If we do not receive your registration by January 13th, you can register on-site for \$90. We will gladly accept your check, Visa or MasterCard.

## ► How to Get Pesticide Recertification

To get your pesticide recertification with the Arkansas State Plant Board you must attend the Recertification Track and have your Recertification Card punched at the end of the designated sessions. Turn your completed card in at the Registration Desk and we will take care of the rest.

## ► How to Get PDI Education Points

The ATA works with the GCSAA to qualify our Golf Track for PDI points. At the end of each qualifying session a letter from the GCSAA can be picked up which will tell you how to post your PDI points.

**Questions? Check our website at [arkansasturf.org](http://arkansasturf.org) or call our office at 501-653-7785.**



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