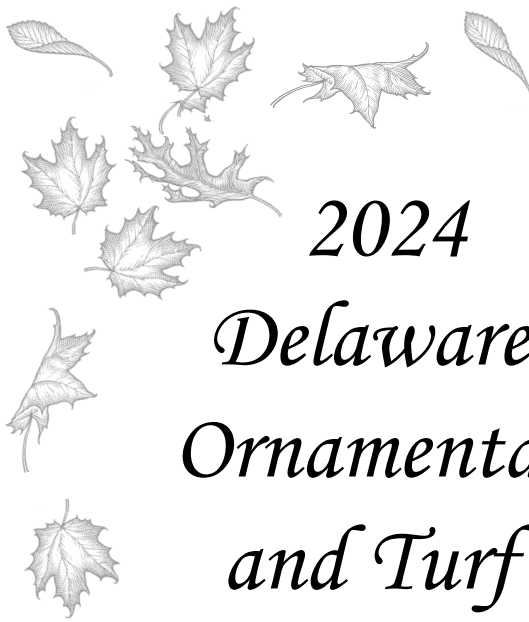
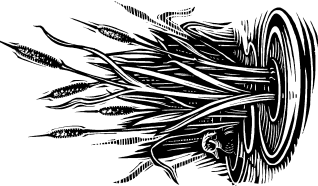


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2024  
*Delaware  
Ornamental  
and Turf  
Workshop*

Via **zoom**

*Thurs., November 21, 2024*

*Workshop Sponsors*



UNIVERSITY OF DELAWARE  
**COOPERATIVE  
EXTENSION**



**Delaware Nursery  
& Landscape  
Association**



**DNLA Ornamental  
& Turf Workshop**

**Featuring:**

**DR. CHARLIE HALL** – is a Professor and Ellison Chair in International Floriculture at Texas A&M University.

Dr. Hall's expertise is in the production and marketing of Green Industry crops. His major research, teaching, & extension areas of specialization include strategic management, market situation/outlook, cost accounting, and financial analysis for Green Industry firms. Dr. Hall currently serves as the Chief Economist for AmericanHort and Co-Chair of the Advisory Council of Seed Your Future.

**DR. MIKE GOATLEY** – is Professor and Extension Turfgrass Specialist in Virginia Tech's School of Plant and Environmental Sciences. He has been conducting research and extension outreach programs for 36 years while serving on the faculty for 15 years at Mississippi State University and Virginia Tech for the past 21 years. His responsibilities include statewide development and implementation of educational outreach programs for all areas of turfgrass science and to conduct applied research that focuses on various aspects of environmental stewardship in turfgrass management.

**DR. DANIEL FRANK** – is Director of Virginia Tech Pesticide Programs where he provides leadership to carry out Extension programming in pesticide safety education, IPM, and youth entomology education and outreach.

**Keep in mind the DNLA's  
upcoming activities:**

**January 15 & 16, 2025**

**Delaware Horticulture Industry Expo**

**February 7, 2025**

**Certified Nursery Professional Exam**



# 2024 Delaware Ornamental and Turf Workshop

## Via ZOOM

Spend the morning at the virtual Delaware Ornamental & Turf Workshop. Yes...we're mixing it up and returning to ZOOM this year. Hear the latest in turf & landscape concepts and challenges and pest & disease updates from experts in the field. Improve your skills, increase your knowledge and earn valuable recertification credits.

Consider treating your employees to a morning of education. Pay one fee and broadcast on your TV or computer to those that do not require recertification credits. **Those that require recertification credits must register/pay individually and log-in to Zoom with their own device.**

3 Pesticide Applicator Recertification Credits available for DE Categories 03, 10, PA  
Credits also available for PA, MD and ISA.  
1 CNP CEU

## Program Schedule

- 8:30 – 9:30 Post-Election Economic Update for 2025!**  
*Dr. Charles R. (Charlie) Hall, Texas A&M University*  
Lame duck years have always tended to be a bit boring economically, but this year has been somewhat of an exception. The Federal Reserve is obviously on its way to restoring interest rates to a level that will stimulate housing demand. But will the rest of the economy cooperate? Come join Charlie as he does a deep-dive into the housing market and the economy in the Northeast region. This will be the perfect primer and kick-start for your 2025 planning efforts.
- 9:30 – 10:20 BMPs in Turfgrass Management to Reduce Pesticide Applications**  
*Dr. Mike Goatley, Virginia Tech*  
Mike will share tips to minimize pest pressure by way of variety selection, maintaining healthy soils, etc. Mike will also provide an update on new chemistry to assist in turfgrass management.
- 10:20 – 10:35 Break**
- 10:35 – 11:25 Problem Solving for Turfgrass Managers**  
*Dr. Mike Goatley, Virginia Tech*  
A deep-dive into preventative vs curative treatments, "root cause analysis" (what happened, why it happened, how to prevent it), and the value of effective communication in problem solving. We'll put our skills to work as we review several scenarios from the field and work together to hypothesize on the problem.
- 11:25 – 12:15 Organic vs. Conventional (Synthetic) Pesticides: Advantages and Disadvantages**  
*Dr. Daniel Frank, Virginia Tech*  
In recent years, organic pesticides have become a popular alternative to conventional (aka, synthetic) pesticides. However, there is often confusion surrounding the terms "organic" and "synthetic," and more confusion about their safety and efficacy. Daniel will attempt to clarify some of the information surrounding organic and synthetic pesticides. Knowing their similarities and differences will prepare you to choose the best management solution for your pest problem.

## Ornamental & Turf Workshop • November 21, 2024

Company: \_\_\_\_\_  
 Name(s): \_\_\_\_\_  
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 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_  
 Zoom Email(s): \_\_\_\_\_  
 Zoom Email(s): \_\_\_\_\_

Complete the following by filling in the number attending:

### Ornamental & Turf Workshop:

\_\_\_\_\_ @ \$35 for DNLA Members  
 \_\_\_\_\_ @ \$50 for Non-Members  
 \_\_\_\_\_ @ \$40 after November 14, for DNLA Members  
 \_\_\_\_\_ @ \$55 after November 14, for Non-Members

Registration Closes November 19

**TOTAL ENCLOSED: \$** \_\_\_\_\_

Questions, contact Val at [dnlainc@gmail.com](mailto:dnlainc@gmail.com) or 888-448-1203

All fees non-refundable.

**ZOOM** link will be emailed on Nov. 19

To register/pay by credit card go to: <https://2024dnlaturfworkshop.eventbrite.com>

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 RETURN TO: DNLA • P.O. Box 897 • Hockessin, DE 19707