

*8,039 Attendees
1,000 Exhibit Spaces
100 Educational Sessions
Demonstrations, Spanish Sessions
Networking, Learning and Camaraderie
All This and More at the 2007 Minnesota Green Expo*

By LARRY G. VETTER
MTGF Executive Director

The 2007 Minnesota Green Expo, judging by feedback from attendees and exhibitors, exceeded expectations and was a huge success. While many local and regional conferences around the country continue to experience declining attendance and exhibitor participation, the 2007 Minnesota Green Expo set record numbers for these important categories and continues to "buck the trend" as green industry professionals in the upper mid-West realize and appreciate the value and quality of this event.

Attendance the last year of the MTGF and the MNLA holding their own separate events had a combined total of 5,700. Exhibit spaces occupied for each separate show did not come close to filling two of the smaller domes at the Convention Center. The 2007 Expo filled the two largest domes and still had a waiting list of vendors who wanted to exhibit. While the final financial numbers are not yet tallied for 2007, all of this translates to financial results that allow the MTGF to better pursue its mission "to promote the green industries in Minnesota through support of research, education and outreach at the University of Minnesota and elsewhere".

The registration form for attendees strongly requests that an affiliation be checked indicating what portion of the green industry each attendee represents. This year attendees indicating an affiliation with the MNLA totaled 2,459 while those indicating an affiliation with the MTGF totaled 1,235. Of those, 578 indi-



viduals indicated an affiliation with the MGCSA. Yes, the MGCSA was an extremely important part of the 2007 Minnesota Green Expo.

While all of these statistics are interesting, there are a number of things that drive these numbers and each must compliment the other to achieve the final results. The quality of the educational sessions attracts attendees. Greater attendance attracts exhibitors. Attractive, informative displays also attract more attendees. The venue must allow both of these components to maximize their impact and all, both exhibitors and attendees, must have accommodations, attractions and opportunities to interact in order for continued success.

Prior to the official start of the Expo there were five workshops held on "Super Tuesday" which attracted a number of people for an extra day of education and networking. The one that was targeted primarily to golf course personnel was Dr. Brian Horgan's "Phosphorus Fertilizer

Training" which was held from 1:00 to 5:00 that afternoon. Following Super Tuesday workshops the main Expo began on Wednesday morning. As an aside, in order to determine what the content will be for the next Expo, each year your Education Committee submits a list of speakers and topics that they would like to have featured in the educational program. This meeting takes place very soon after the conclusion of the previous Expo. The calendars of good speakers who have

valuable information to present fill up very far in advance as the winter season is filled with conferences around the country. This year the slate of speakers and topics that was requested by your Education Committee was filled in almost every instance. While it is a constant balancing act between the number of sessions offered and the amount of dedicated trade show time, the sessions that were presented represented nearly every request that was made.

Departing from the normal schedule for the official kickoff of the Expo, Dr. Donald White and Brad Pedersen were presented with the first-ever MTGF Lifetime Achievement Awards in recognition of their many years at the University as well their untold contributions and support of the professionals in the Green Industry. Both Don and Brad were able to attend and be recognized prior to the Keynote address with both receiving a

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a huge acknowledgement of appreciation from the standing-room only crowd in attendance. Following these presentations, Minneapolis Mayor R. T. Rybak presented "The Importance of Urban Greening". 1,800 people packed the Convention Center Ballroom to witness the presentations to Don and Brad and to hear Mayor Rybak deliver his comments. Following the Keynote, attendees broke into groups to hear experts from around the country as well as our own University faculty make presentations on a variety of topics, some of which are detailed in this writing, addressing many of the major issues that must be dealt with on golf courses on an on-going basis. Bob Vavrek of the USGA relayed a number of his 2006 experiences addressing "A Season of Extremes for Minnesota Turf". While visiting many golf courses during the year, Bob sees most of the problems that are occurring and can then relay some interesting solutions for those problems.

Most MGCSA members bring staff members to the Expo. The Turf "101" ses-

sions presented by John Hopko give these staff members a great deal of basic turf information so that they become a greater contributor to the golf course operation. These sessions are always popular, especially since there many times is staff turnover from year to year. Luke Dant addressed spraying techniques and Gary Grigg presented information on writing and presenting budgets that are program-based. Dr. Carmen Magro discussed the use of PGR's with overseeding. Dr. Roch Gausson addressed concerns with organic matter in greens.

For the gardeners, Dr. Jeff Gillman made two presentations delivering information from his book "The Truth About Garden Remedies" which was very well received. Dr. Magro returned with his topic "Syringing and Fertigation Fundamentals". While targeted primarily to the sports turf managers, Floyd Perry held a session on "Innovative Homemade Tools" that showed some very interesting ways to complete certain tasks without spending huge amounts of capital. Tree issues, various plant materials and irrigation issues also were addressed by great speakers, with the day concluding with a Welcome Reception on the Trade Show

floor where attendees and exhibitors had a social venue for visiting and networking with each other for the final hour of the day.

Day Two featured many more opportunities for education, networking and trade show touring. A "Foliar Feeding" workshop was held for four hours in the morning, with presenters Dr. Gausson and Gary Grigg. In addition, Dr. Magro made a presentation on the handling of pesticides. Mechanics were offered two sessions in the morning presented by Carl Osterhaus addressing "Effective Shop Layout" and "Deisel Engines". A first for this year's Expo was offering sessions in Spanish. Manuel Jordan presented "Basic Principles of Pruning Shrubs and Trees" and "Safety in the Green Industry". While the number of attendees was somewhat disappointing, those who attended were very appreciative and had great things to report on both the speaker and the topics. It is almost certain that this feature will be continued during future editions of the Expo and almost certainly will grow as the word spreads throughout the industry.

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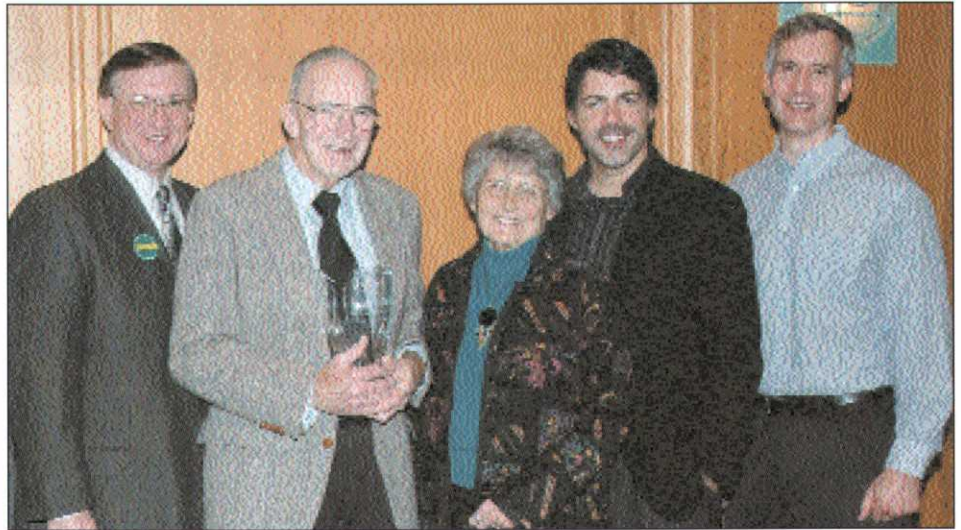
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Thursday afternoon featured a very timely topic presented by Dr. Sherri Gahring addressing "Sun Safety for Outdoor Workers". Skin cancer and other problems associated with prolonged sun exposure are becoming major health concerns and this presentation was well attended. Dr. Lane Tredway addressed various fungicide products for use in disease control while Dr. Eric Watkins reviewed "Turfgrass Variety Selection" based on 2006 NTEP data. Caitlin Rood presented an "Introduction to Pollution Prevention" and "Shop Pollution Issues". Dr. David Shetlar addressed golf course insect control while John Mascaro presented a session featuring his renowned "Photo Quiz Comes Alive". Dr. Horgan presented "Phosphorus Runoff From Turfgrass: Effect of Clippings Management and Fertilizer Inputs", presenting data from current research that he is conducting.

Again, numerous other presentations were available featuring tree issues, gardens, permeable pavers, project planning and landscaping situations. The day concluded with the ever-popular Casino



Dr. Donald White, second from left, was presented with a MTGF Lifetime Achievement Award in recognition of his many years at the University as well as untold contributions and support of the professionals in the Green Industry. Brad Pedersen also was awarded a MTGF Lifetime Achievement Award at the Minnesota Green Expo.

Party where free food and prizes are coupled with the opportunity to network and gamble without risking any real money. While other forms of entertainment has been offered, this venue still continues to appear to be the favorite for most attendees.

Friday offered two groups of sessions. The primary group of interest to most

MGCSA members was the Pesticide Recertification Track. The Minnesota Department of Agriculture presents the opening hour reviewing regulations, violations and other topics of concern to applicators. Following the MDA opening session, Dr. Tredway presented a session on anthracnose, Dr. Shetlar addressed

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insecticide issues in his first session and nuisance insect pests on golf courses in his second session. In the afternoon, MTGF president Mark Stennes made a presentation on Dutch Elm Disease, Bob Mugaas addressed integrated weed management in low input turf programs, Dr. Tredway hosted a session on the diagnosis and management of turfgrass root diseases and Dr. Vera Krishchik gave an update on insect issues and insecticides. There were additional offerings throughout the day, such as diseases of trees, shrubs and perennials, chemical and cultural control of insects and mites, principles of hardscapes design, the use of ornamental grasses, digital photography, greenroof technologies, electrical troubleshooting and futuristic plants, among others.

All in all, the 2007 Minnesota Green Expo was a huge, successful event offering something for virtually every professional in the green industry. Plans are already well underway for the 2008 Expo which will be held on January 9, 10 and 11 in the Minneapolis Convention Center. Your education committee is busy assembling a list of topics and speakers that is sure to make the '08 event even more attractive. If you have a suggestion for your committee, please contact them soon so that every possible effort can be made to accommodate your request. Although it may seem a long way off in the future, your busy season will be here before you know it and the opportunity could be lost.

By participating in the Minnesota Green Expo, whether as an attendee or an exhibitor, you are assuring the future flow of time-



Larry Thornton, center, Superior Turf Services, Inc., with new STS representative Matt Schmid and Wayzata Country Club Assistant Superintendent Jesse Trcka during the Trade Show at the 2007 Minnesota Green Expo in Minneapolis.

ly and useful information for the turf industry in this area. Please plan to attend the 2008 event. If you haven't attended in recent years, you will probably be amazed at what you have missed.



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January 2007

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Class A - GCSAA
Riverwood Golf Course
Bismarck, ND
701-222-6463

Jeffrey Meredith
Class C
White Bear Yacht Club
Dellwood, MN
651-429-1897

Matthew R. S. Marzinske
Class D
Mankato Golf Club
Mankato, MN
507-388-2546

Jason T. Morgan
Class D - GCSAA
Somby Golf Club
Byron, MN
507-438-3446

Jacob Kocak
Student - GCSAA
Iowa State University
Ames, IA
507-840-0509

Douglas Soldat
Class E - GCSAA (pending)
University of Wisconsin
Madison, WI
608-263-3631

Reclassifications

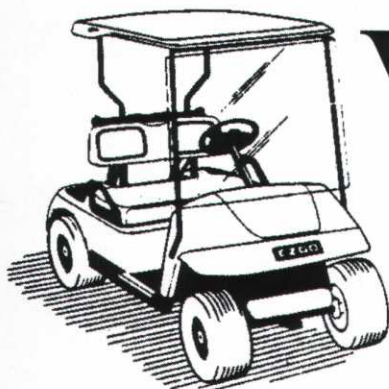
Clifton Cline
Class C to SM
Long Prairie Country Club
Long Prairie, MN 56347

- Jeff Vinkemeier
Membership Chair



John Glattly, second from right, along with representative from the Twin City Seed Company representatives enjoyed exhibiting during the Minnesota Green Expo at the Minneapolis Convention Center.

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