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Webinar!**

Combatting Invasive Insects

Thursday, May 1
10 a.m. PT/1 p.m. ET



Asian citrus psyllid



Emerald ash borer



Rugose whitefly



Hemlock woolly adelgid

WEBINAR DESCRIPTION:

Invasive insects are more than a nuisance—they cause significant damage and cost the public, homeowners and commercial property managers billions of dollars for eradication, tree removal and replacement. Learn about the lawn care, landscape and arbor care professionals' roles in managing this tree and ornamental pest problem with this hour-long webinar. It covers the technical side and operations side of combatting invasive pests, such as emerald ash borer, rugose whitefly, hemlock woolly adelgid and others. *LM* Editor Marisa Palmieri moderates.

PRESENTERS:

TECHNICAL SPEAKER:



James Bethke

University of California Cooperative Extension

Bethke has both a bachelors and masters degree in entomology from the University of California Riverside. He worked in the entomology department for 25 years, concentrating on ornamental plant pest management issues before becoming the Farm Advisor in Cooperative Extension for floriculture and nursery production. His research emphasizes pest management methods against common ornamental plant pests and insecticide resistance issues. He has been involved in eradication and management of invasive pests and their regulatory effects on nursery and greenhouse production in California.

OPERATIONS SPEAKER:



Rex Bastian, Ph.D.

*Regional Technical Advisor
The Care of Trees/Davey Tree
Expert Co.*

Bastian joined The Care of Trees in January of 1989 after receiving his Ph.D. from Iowa State University, majoring in entomology. His emphasis is on education and training, public relations and diagnostics. He is an ISA Board Certified Master Arborist and currently serves on the ISA Board Certified Master Arborist Test Committee.

MODERATOR:

Marisa Palmieri, Editor of *Landscape Management*

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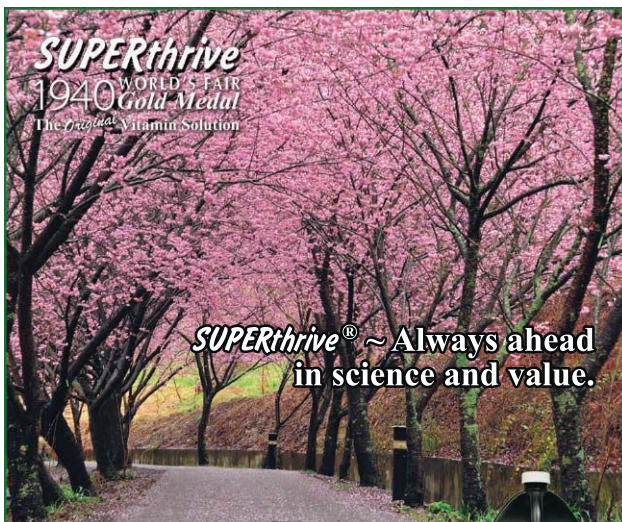
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Triple Crown is a three-way combination of FMC bifenthrin, FMC zeta-cypermethrin and imidacloprid, offering multiple modes of action on more than 30 above- and below-ground turf and ornamental pests, including ants, grubs, chinch bugs and more. Available in an emulsion-in-water (EW) formulation, it's labeled for broadcast lawn treatments, mound treatments and landscape applications.

FMC Professional Solutions // FMCProSolutions.com



Zylam Liquid/20SG

For control of damaging tree and shrub insects, Zylam Liquid from PBI/Gordon may be delivered via soil drench, soil injection, bark banding or foliar applications. Zylam 20SG controls damaging turfgrass pests, including root- and leaf-feeding insects in turf areas.

PBI/Gordon Corp. // GordonsProfessional.com



CoreTect Tree and Shrub Tablets

Bayer's tablets contain the active ingredient found in Merit tree and shrub insecticide, plus fertilizer. They can be used when planting or on established plants for controlled-release and long-residual systemic insect control. The tablets' health-promoting properties also make plants stronger, healthier and more resistant to environmental stress, the company says.

Bayer CropScience // BackedByBayer.com

Siesta Insecticide Fire Ant Bait

With the proprietary active ingredient metaflumizone, Siesta delivers fast and long-lasting control of native and imported fire ants. It works by affecting the ants' feeding and mobility, ultimately resulting in death. The application flexibility and effectiveness of this product provides reduction in ants and their mounds for several weeks, the company says.

BASF // BetterTurf.BASF.us



Safari

Safari is a systemic insecticide that delivers quick uptake and knockdown of a spectrum of damaging and invasive landscape pests, including whitefly, Hemlock woolly adelgid, emerald ash borer, glassy-winged sharpshooter, armored and soft scale and more, the company says.

Nufarm // Nufarm.com/us



TREE-äge

TREE-äge insecticide is applied through the Arborjet injection system, which seals the formulation inside the tree. Injecting TREE-äge directly into the tree's vascular system provides quick protection and is effective in controlling insects that feed under the bark, according to the manufacturer. TREE-äge provides up to two years of control for insects like emerald ash borer and mountain pine beetle.

Arborjet // Arborjet.com



Acelepryn Insecticide

Acelepryn Insecticide provides season-long grub control in turf as well as control of ornamental insect pests such as leaf-feeding turf caterpillars, aphids and lace bugs, the company says. It can be applied foliarly, injected into the soil or as a bark spray, depending on the target pest. Acelepryn was recently granted a 2(ee) recommendation that expands its use to control Japanese beetle adults, Hemlock woolly adelgid and certain borers.

Syngenta // greencastonline.com





COMPACT EXCAVATORS



M-Series

A new forward-mount instrumentation system designed for enhanced functionality and improved ergonomics is available for six existing models of Bobcat compact excavators. The new instrumentation system, introduced with the E32, E35, E42, E45, E50, and E55, helps managers better understand and evaluate performance and costs, the company says.

Bobcat // Bobcat.com

EDGE attachments

Three new upgraded EDGE backhoe models (509B, 511B and 611B) have been added to the lineup of excavating attachments for skid-steers and track loaders. These models feature a new mono-block style valve with higher rated spool seals to prevent valve leakage from high back pressure. They also feature Grouser-style stabilizer pads as standard equipment for added stability and control.

CEAttachments // CEAttachments.com



301.7D mini hydraulic excavator

The Cat 301.7D Mini Hydraulic Excavator offers a high dig force, competitive dig depth, ergonomic controls, spacious cab and an extending undercarriage and fold out dozer blade for improved versatility, the company says. Additionally, ground-leveling and finishing applications are fast and easy with the dozer float function.

Caterpillar // Caterpillar.com



8026 CTS

The new 2.7-ton 8026 mini excavator provides a conventional tail swing option that complements the similarly sized JCB 8025 zero tail swing excavator. It also features a three-cylinder, 24-hp engine; a low center of gravity; an easy-clean undercarriage; and a new valve block with 17 percent longer spool stroke.

JCB // JCB.com



35G

A smaller cousin to John Deere's G-Series excavators, the 35G is designed for landscaping and other applications and offers a 23-hp Final Tier 4 engine, without the need for an after treatment device. The machine features a wider and longer operator's station that provides greater visibility than previous models, the company says.

John Deere // JohnDeere.com

TC20

The 18-hp Terex TC20 compact crawler excavator is designed with a top-mounted boom cylinder to provide maximum protection during operation. The boom is offset to the right, to provide visibility to the operator. A quick-couple bucket adaptor makes it easy for bucket and attachment changes, the company says. The TC20 has an operating weight of 4,455 lbs., a maximum dig depth of 8 ft., 2 in., and a maximum reach of 14 ft., 4 in.

Terex // Terex.com



ANNUALS & PERENNIALS



Florific New Guinea impatiens

Florific New Guinea impatiens from Syngenta Flowers are resistant to impatiens downy mildew, making them an alternative to traditional impatiens in the landscape. Florific is available in high-density six packs in lavender, red, white and violet. Large, high-quality flowers sit above the foliage, the company says.

Syngenta Flowers // syngentaflowers.com

2014 AAS Bedding Plant Award Winner

Gaura "Sparkle White" has garnered the 2014 All-America Selections National Award for mixed containers and garden landscapes (see regional winners and more at AASWinners.com). The durable, heat- and drought-tolerant variety is not prone to insects or disease. Hardy to Zone 6, it prefers partial to full sun and has a bushy, mounded habit with 1.75-in. blooms from late spring to frost. It grows 10 in. to 24 in. tall.

Kieft Seed // KieftSeed.com



Panicum virgatum 'Northwind'

The National Garden Bureau reports *Panicum virgatum* 'Northwind' is the Perennial Plant Association's 2014 Perennial Plant of the Year. Deep roots make this switchgrass species drought-tolerant, once established. It thrives in Zones 4 to 10 and full sun, but will tolerate light shade and nearly any soil. Like most ornamental grasses, it's seldom eaten by deer.

Perennial Plant Association // PerennialPlant.org



First Editions Summer Cascade Wisteria

Known as *Wisteria macrostachya* 'Betty Matthews,' this flowering vine blooms on new growth, covering the plant with deep blue-lavender flowers beginning in June. It thrives in Zones 4 to 8, and reaches a height of 15 in. to 25 ft. In late summer, the plant produces seedpods that add multi-season interest. Minnesota Landscape Arboretum researchers found Summer Cascade to be more reliably cold-hardy than other varieties.

Bailey Nurseries // FirstEditionsPlants.com

Sedum Touchdown series

The new Sedum Touchdown series includes 'Touchdown Breeze,' 'Touchdown Flame' (pictured), 'Touchdown Jade' and 'Touchdown Teak.' Growing best in Zones 4 to 10, the series was bred to have a vigorous multi-crown habit. Sedum 'Touchdown Flame' has red leaves in the spring, changing to a two-toned red-brown and olive-green in the summer.

Terra Nova Nurseries // TerraNovaNurseries.com



Sweet Spot series

Tesselaar's new compact shrub rose series, Sweet Spot, is available in four bloom colors, each punctuated in the center by a deep, saturated hue: Calypso (pinkish red and yellow with red/pink center), Peach (soft peach with red/pink center, pictured), Ruby (ruby pink with red/pink center) and Yellow (golden yellow with orange/red center).

Tesselaar Plants // Tesselaar.com

Lilium 'Sunny Morning'

Lilium 'Sunny Morning' is a martagon lily hybrid from Holland's The Lily Co. The 3-ft.-tall stalks are adorned with up to eight downward-facing flowers, each composed of reflexed petals—yellow inside and flecked with cinnamon speckles and an orange/yellow outside. Unlike most lilies, the martagon hybrids prefer part sun to light shade along with well-drained soils.

Plant Delights Nursery // PlantDelights.com



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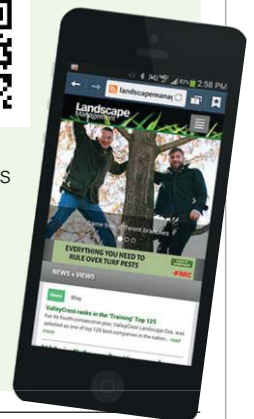
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Norman Goldenberg,

retired senior vice president of government affairs and industry relations for TruGreen



Who's your mentor? A guy by the name of Charlie Hromada. He was a senior vice president at Terminix. He passed away about 6 years ago. When he retired, I took over his responsibilities in 1997. He was an entomologist and I learned from him a great deal.

What interested you in pests in the first place? I thought I was going to be a dentist. I knew I was going to have to go to school for eight years and Florida didn't have dental school, so I would have had to go out of state. It would have cost a lot to go out of state, and I didn't want to go to school for that long, so I lost interest. I talked to Chuck Steinmetz, who I'd known since eighth or ninth grade. He was a fraternity brother (at the University of Florida). Before I knew it I was working for pest and lawn care companies. The first company I worked for was Truly Nolan in Miami over a summer break between sophomore and junior years.

What would you say has changed the most in your 50-plus-year career? The advent of technology in the routine business of pest management and lawn care. It's allowed for people to become more productive. Consequently, it leads to greater earnings and greater longevity. It's a win-win for the specialists out there doing the work, the company and the customer who can schedule services online. It's just a whole different business today.

What's next, would you say? I can expect in the next decade or two there will be devices on properties that will alert us when services are needed. Perhaps there will be a device that recognizes lack of magnesium on a palm tree, for example, similar to what's available on the irrigation side.



What do you see as your greatest accomplishment over your career? The involvement I've had in trade associations: National Pest Management Association (NPMA) and PLCAA, which evolved into the Professional Landcare Network (PLANET). I was involved in the (ALCA/PLCAA) merger and have been on the PLANET board ever since. I'm finally coming off the board this month. I've always believed in being able to accomplish more through an association than you can by yourself. I've always been an advocate of even the smallest businesses getting involved.

I also love the way I've seen my friends and colleagues grow their businesses in this industry. It's very rewarding. One thing I've always said in my travels, and which I've done routinely, is I can go almost anywhere in the country and call up a pest or lawn care professional and have lunch with someone. It's a great feeling.

(Editor's note: Goldenberg was given PLANET's Lifetime Leadership Award in late February at Great Escape, pictured above.)

OFF THE CLOCK

YOU RETIRED THIS YEAR FROM SERVICEMASTER. WHAT'S NEXT?

I'm consulting for TruGreen, Terminix and for others. I plan to stay active in both the (pest and lawn care) industries. I'm still subscribing to news services and regulatory sites with industry keywords. I'll alert the people in the states and other industry people and just stay active.

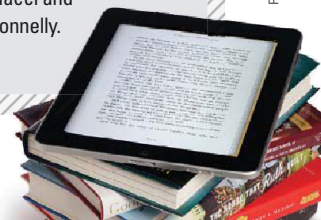
TELL US ABOUT YOUR FAMILY. I'm married and I have four kids, who are all married. The youngest will be 35 and oldest will be 48. I have six grandkids.

WHERE'S YOUR FAVORITE VACATION SPOT?

We like going to Europe. We've been over to Greece, on a river cruise on the Danube and spent some time in Istanbul. I have tons of miles on Delta that are just waiting to be used, so you never know. I also like to ski. We usually ski with the grandkids at spring break.

CAN YOU RECOMMEND ANY GOOD READS?

I love to read novels. I read so many legislative things and technical stuff, so I like no-brainers. When I fly I take my iPad to read things like James Patterson thrillers, books by David Baldacci and Michael Donnelly.



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