

BUILD YOUR BUSINESS WEBINAR SERIES

WEBINAR #2:

Treating scale

Thursday, May 23, 2013
10 a.m. PT/1 p.m. ET

FREE
Scale Treatment
Webinar



PHOTO: VALENT

WEBINAR DESCRIPTION:

Join *Landscape Management* for an hour-long webinar on treating scale insects. Our experts will cover both the technical side of treating these potentially damaging insects and the business side of educating customers and selling it as a service.

PRESENTERS:

Scale identification and control



Joe Boggs

*Assistant Professor
The Ohio State University
Extension*

Boggs is a commercial horticulture educator, providing support to the Green Industry.

His specialties include classroom and hand-on teaching of tree/shrub plant problem diagnostics and management, invasive species and applied entomology.

Scale: educating customers, evaluating products and treating trees



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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