

Organic Land Care's Networking Event for Updates in the Industry

# Annual Gathering

Adapting to Changes in Business and Climate

December 11, 2013 *Snow Date: December 12*

NOFA members or AOLCPs—\$115 and Future Members—\$130

8am–4pm *Lunch Included*

Crowne Plaza Hotel, Southbury, CT 06488

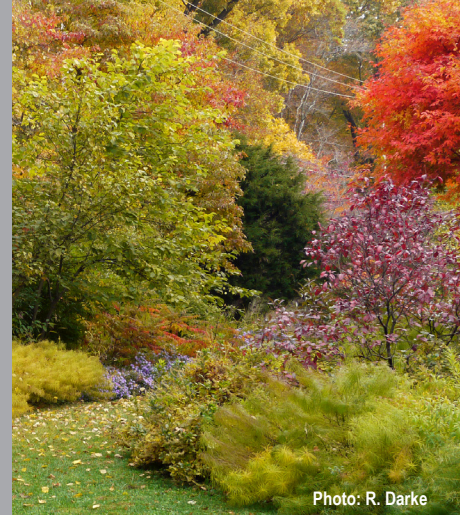


Photo: R. Darke



## KEYNOTE ADDRESS

**The future of the SITES Initiative and implementing projects with Landscape Architects**

**Thomas R Tavella, FASLA, LEED-AP** *President, American Society of Landscape Architects and Tavella Design Group, LLC*

Tom will speak about SITES, advise on how landscapers can work with landscape architects, and share his experience with adapting to the changing business and climate within the green industry.

**Register [HERE](#) by November 25<sup>th</sup> to guarantee your space!**



## SPEAKERS AND TOPICS OF THE DAY:



### Green Infrastructure as a Line Extender

**Trevor Smith** *President of ELA*

Trevor Smith is the owner of Arlington, Massachusetts based Land Escapes, an ecological landscape design/build company. He will share information on how to offer green infrastructure features to your clients to manage stormwater on their properties.



### Sustainable Landscape Using Native Shrubs

**Dr. Jessica Lubell** *Professor of Plant Science from UCONN*

Dr. Lubell will focus on choosing the right native plants for site-specific projects and will provide an assessment of the demand for native plants, while sharing her work to increase the supply of native plants in CT.



### Innovations in Energy-Saving Technologies for Power Equipment

**Brandon Fredricks** *Marketing Channel Manager for Kohler Engines*

Brandon will discuss the impacts new technology will have on our industry, helping landscapers understand the financial and environmental benefits of transitioning old equipment to new engine technology.



### Choice of 2 focused tracks in afternoon

**Track 1—Organic Tree and Shrub Care**

**Michael Almstead** *Almstead Tree and Shrub Company*



**Track 2—Organic Turf — Caring for athletic fields and school grounds**

**Tom Barry** *Grounds Manager and Field Care Specialist at Greens Farms Academy*



### Creating a more Sustainable Business — Financially and Environmentally

**Frank Crandall** *Frank Crandall Horticultural Solutions*

Frank will offer suggestions derived from his personal experience and from his consulting work with landscaping business owners to help you move towards a more sustainable business.



### OLC Program Update

**Jenna Messier** *Director of NOFA Organic Land Care Program*

Jenna will provide news on what the OLC program has accomplished and what lies ahead.

**Registration** Call 203.308.2584, Email [stephanie@ctnofa.org](mailto:stephanie@ctnofa.org), Send check to CT NOFA,

126 Derby Avenue, Derby, CT 06418 OR Visit [www.organiclandcare.net/education/annual-gathering](http://www.organiclandcare.net/education/annual-gathering)