



TOGETHER

same place | same dates

November 2 & 3, 2021



Tuesday, November 2

University of Georgia, Tifton GA

- 4:00 pm Field tour, putting green cultivar development | Dean Nick Place, Brian Schwartz & turfgrass breeding team
- 5:00 pm Closing and directions to Black Shank Pavilion
- 5:30 pm Networking, social hour, dinner | *Sponsored by The Turfgrass Group*

Wednesday, November 3

UGA Tifton Campus Conference Center, Tifton GA

- 7:30 am Registration and breakfast
- 8:00 am Introduction & welcome | Mike Toews & Brian Schwartz, University of Georgia
- 8:10 am State of the Turfgrass Industry | Billy Skaggs, Georgia Crop Improvement Association
An update on Georgia's vibrant sod industry including trends, plans for expansion, and varieties in production. The benefits and requirements of certified turfgrass production also will be highlighted.
- 8:35 am Winning Water Battles is Good...but the War is Far from Over | Bryan Tolar, Tolar Capitol Partners
A look back at water conservation measures that were tough to accept, but played well into water policy planning. Now we must look further ahead as water demands are growing, even as per capita use is shrinking. Outdoor water use is the first place conservation groups look to cut, therefore conservation must be part of our culture.
- 9:00 am The Economic State and Considerations for the GA Turfgrass Industry | Ben Campbell, PhD, UGA
This session will focus on the economic status of the GA Turfgrass Industry with respect to its economic impact to the state and region. Further discussion will revolve around business items that firms should be thinking about such as pricing, input costs, and economic considerations.
- 9:35 am Know the Facts – Guest Worker Program Updates | Arnulfo Hinojosa, FEWA
Temporary H-2A and H-2B guest workers are a labor resource that has become critical to the operation of many seasonal businesses. Knowing the facts is the first step in securing a reliable, legally compliant workforce.
- 9:50 am Break | *Sponsored by University of Georgia Innovation Gateway*

Session for sod producers only:

- 10:00 am Annual UGA Sod Survey Information | Clint Waltz, PhD., UGA
U.S. Sod Checkoff Initiative, Bring Grass to Life | Casey Reynolds, Turfgrass Producers International
The U.S. Sod Production industry will be voting soon on a proposed USDA Research and Promotion Program, aka "checkoff." Join us to learn more about how a checkoff program can help the natural grass industry promote our products, protect and grow the market, fund research, and meet the many challenges on our horizon.
- 10:00 am Problem Weed Control in Turfgrass | Patrick McCullough, PhD, UGA
This presentation will focus on management strategies for kyllinga, goosegrass, and annual bluegrass. We will cover our research on the growth, ecology, and control of these weeds in turfgrass. Herbicide selection, rotation, and resistance management also will be discussed.
- 10:25 am Grow Your Green: Strategies for a Successful Landscaping Business | Rob Martin, UGA
UGA Small Business Development Center Area Director, Rob Martin, will discuss primary differentiators of a successful landscape service firm and an unsuccessful one. He will share strategies on marketing, accounts receivable management, and planning for the slower times in your business. Also discussed will be the latest trends and risk in the industry.
- 10:50 am Options & Considerations for Organic Turfgrass Management | Clint Waltz, PhD, UGA
Interest in organic turfgrass management remains high but product options and supportive research is limited. Research results from recent studies of organic fertility, weed, and disease control will be evaluated as possible options for landscape management practices.
- 11:15 am Closing, directions, depart for field day at Superior Turf Bellflower Farms, Tifton GA
- 12:00 noon Interaction with vendors
- 12:30 pm Lunch at the farm | *Sponsored by Georgia Crop Improvement Association*
- 1:30 pm Field demonstrations
- 3:30 pm Adjourn



2021 Participant Registration

November 2 & 3, 2021

Tifton, GA

Company _____ UAC member? Yes No

Contact _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Participant names

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Registration fees (per person)

Includes Tuesday night dinner, Wednesday breakfast/business session, lunch, and field day.

| | In advance | At the door | |
|-----------------------------|--------------------------------|--------------------------------|----------------------|
| UAC members | <input type="checkbox"/> \$90 | <input type="checkbox"/> \$115 | # UAC members: _____ |
| Non-members* | <input type="checkbox"/> \$110 | <input type="checkbox"/> \$135 | # Non-members: _____ |
| Students | <input type="checkbox"/> \$25 | <input type="checkbox"/> \$25 | # Students: _____ |
| UGA county extension agents | <input type="checkbox"/> \$25 | <input type="checkbox"/> \$25 | # UGA agents: _____ |

TOTAL AMOUNT DUE _____

Tuesday night dinner for attendees and exhibitors

Attending: _____

Payment method

A check payable to Georgia UAC is enclosed. Check must be received no later than 10/20/21.

Please charge my Visa MasterCard American Express Discover

Name on card _____

Billing address for card _____

City _____ State _____ Zip _____

Credit card # _____ Exp Date: _____ Security code: _____

Register online at urbanagcouncil.com

Or send completed form to:

Mail: Georgia Urban Ag Council
PO Box 3400
Duluth GA 30096

Fax: 404-900-9194

Email: office@georgiauac.com

Refund Policy: No cancellations, refunds or credits will be given within seven days of the event. You may substitute personnel by calling the UAC office at 706.750.0350.

* Non-member contractors and vendors:

Join today and start saving!

One FREE Field Day registration for new business-level members.

Call 706.750.0350

Email .. office@georgiauac.com

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