

47TH ANNUAL TRADE SHOW & CONFERENCE LANDSCAPE NEW JERSEY 2024

WEDNESDAY, FEBRUARY 28, 2024

8:00 am - 3:30 pm

MEADOWLANDS EXPOSITION CENTER

355 Plaza Drive, Secaucus, NJ 07094



Over 330 Booths

Mas de 330 Kioskos



Certification Credits and Business Classes

Créditos de Certificación y clases de administración de empresas



Networking Opportunities

Oportunidades de Networking



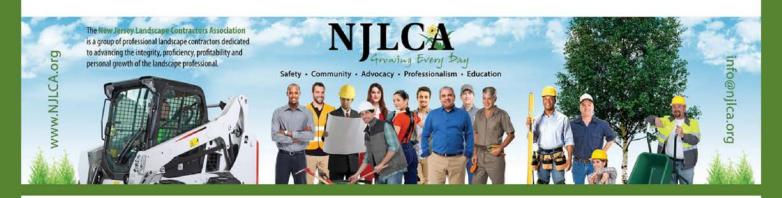




TABLE OF CONTENTS

- Welcome
- Pre-Con Education Workshops
- 5 Exhibitors List
- 7 Membership Trade Show Special
- 8 Full Schedule
- 2024 Registration Form
- Education Schedule
- Class & Credit Details

WELCOME LANDSCAPE NEW JERSEY 2024



We're so excited to welcome you to the Landscape New Jersey 2024 Trade Show and Conference. Landscape New Jersey is the place to be on February 28, 2024, with pre-con education offered on Tuesday, February 27th.

2024 marks the 47th Anniversary of the Landscape New Jersey Trade Show and Conference. The Meadowlands Exposition Center in Secaucus, NJ, will serve as the site for this one-day green industry marketplace and educational event. Landscape New Jersey 2024 will feature over 330 exhibit booths displaying the latest trends in plants, green industry products, hardscapes, equipment, and more. Educational programs offering recertification credits are available, while additional business-related seminars are also offered. Join thousands of landscape professionals for one exciting day of industry fun and education. Ask the experts, make new business contacts, meet up with old friends, and learn from the best at Landscape New Jersey 2024.

NJLCA's Pre-con Education Program was created to provide in-depth workshops that compliment and expand upon the education that we provide at our trade show. These workshops will give you the skills and training that you need to be successful in the green industry right now! All pre-con workshops on February 27th include admission to the trade show on February 28!

All pre-con workshops include trade show admission the next day! Todos los tallares previos a la feria incluyen la admisión a la feria al dia siguiente.

PRE-CON EDUCATION WORKSHOPS

TUESDAY, FEBRUARY 27, 2024



Class Code:

NJ FERTILIZER TRAINING & PROFACT EXAM (ESPANOL)

9:00 AM - 1:00 PM

Dr. Raul Cabrera, Rutgers University

Room A

NJ Fertilizer CEUs - 3

Entrenamiento de ProFACT para aplicadores profesionales de fertilizantes (Qualifica que usted tome el examen de certificación. Aplicadores Certificados recibirán 3 créditos de educación continua) Clase y manuales serán en español.

El tema incluye:

- Introducción a la ley de fertilizante de NJ
- Riesgos de contaminación de nutrientes para cuerpos de agua
- · Mejores prácticas de manejo para el manejo de nutrientes del césped
- · Como leer la etiqueta de fertilizante
- · Uso y calibración del equipo
- · Leyes, reglas, y reglamentos para la aplicación de fertilizantes para césped

Class Code: PFEN

NJ FERTILIZER TRAINING & PROFACT EXAM (ENGLISH)

9:00 AM - 1:00 PM

Dr. James Murphy, Rutgers University

Room B

NJ Fertilizer CEUs - 3

ProFACT training for professional fertilizer applicators (Qualifies you to take the certification exam. Certified Fertilizer Applicators will receive 3 credits of continuing education). Class, manual and exam in English.

Topics to be discussed include:

- Introduction to the NJ fertilizer law
- Nutrient pollution hazards to waterbodies
- Best management practices for nutrient management of turf
- · How to read a fertilizer label
- Equipment use and calibration
- · Laws, rules, and regulations for fertilizer application to turf



EXHIBITOR LIST

(AS OF PRINTING)

A.N.T. Nursery, Inc.
AC RadioCom
Action Rubber & Ind'I
Supply, Inc.
Advance Tire
AL D. Landscaping & Tree
All American Auto Group
Alpha Professional Tools
American National/Farm
Family Insurance
Aqua-Tech Hotsy Corp.
Aquarius Supply, Inc.
Arctic Risk Specialists, Inc.
Ariens/Gravely
Association Member

Bad Boy Mowers, Inc. Barton Nursery Bergen Brick, Stone & Tile Corp.

Trust

Busters

Back To Health

Bobcat of North Jersey Braen Supply Britton Industries BRS Backyard Bug

CADCO
Callahan & Faherty
Cambridge Pavers, Inc.

Cedar Hill Nursery, Inc.
Central Turf & Irrigation Sup
Cerbo's Parsippany
Greenhouses
Cherry Valley Tractor
Cirillo Contracting

Equipment Repair Classic Groundcovers, Inc. Cliffside Body Corp.

Coast Cities Equipment Colorblends Wholesale

Flowerbulbs Composite Pools USA

Condurso's Garden Center Conover Beyer Associates Country Estate Fence, Inc.

D'ttach

Deer Solution-Repellent Svc

Design-N-Stich Direct Fence

Downes Forest Products Earth & Turf Products, LLC

EcoQuip USA

EGO

Elite Service Systems
Environmental Renewal, LLC
Ewing Outdoor Supply
Express 4x4 Truck Rental

FDR Hitches Fisher & Son

Foley Incorporated Frank's Truck Center, Inc.

GT Mid Atlantic, LLC

Helena Agri Enterprises, LLC High Bridge Stone Co., Inc.

Highway Equipment

Company of New Jersey

Hionis Greenhouses, Inc.

Holder Farms, LLC Holiday Lighting by Giannini

HVI Services Jesco, Inc.

Joseph Nachbaur, State

Farm Agent

Just 33 Marketing, Design &

Printing

Keystone Hardscapes KPM Exceptional, LLC Kube Pak Growers L.P. Statile

Land Pro (NIP Group)

M & T Equipment Finance

Mazza Mulch

Mid-Atlantic Pine Straw

Mulch

Middleton & Company

Insurance

Save time and money... Register online at www.njlca.org

EXHIBITOR LIST

(AS OF PRINTING)

Milspray, LLC Modern Group Mr. C Fence MTE Equipment Solutions My Fence and Railings 2 Go My Office Accounting Svcs. Natural Repellants, LLC Nature's Choice Corp New Jersey Deer Control Nicolock Paving Stones North East STIHL Northern Nurseries, Inc. **Nursery Solutions** NY-NJ Trailer Supply Oliver L. E. Soden Agency Paul Congelosi Sales, Inc. **PB Tools** Peak Equipment Pellenc USA Perennial Lawn Services Pioneer Pole Buildings Power Home Remodeling **Power Planter Precision Work** Pride Landscape Supply ProGreen Synthetic Turf

Progressive Hydraulics, Inc.

ProParts Direct R & R Products Ransome Attachments Raphael Stone Design RealGreen by Workwave Renee's Bookkeeping **RER Supply** RVH Mulch Supplies/Iron Mountain Mulch Salomone Redi-Mix, LLC SavATree Shuback Farms, Inc. Signature Sites, LLC SiteOne Landscape Supply Spear Head Spade State Farm Stellar Industries Steven Willand, Inc. Storr Tractor Company Superior Plus Propane Synatek Solutions Tech Terra Environmental Terre Company / Levitt's The Turf Trade The Weather Pros Tidbury Creek Farms

Tracked Lifts
TreeDiaper
Turf Tek USA
Unilock
United Ford
United Rentals
Van Dines 4WD Center
Vermeer North Atlantic
Victory Gardens, Inc.
Visionscape Design
Woods Machinery
Wrangld, LLC
York Motors, Inc.
Z Tree Experts

Save time and money... Register online at www.njlca.org

Nursery

Tidwell Nurseries
Tony Sanchez, LTD

MEMBERSHIP TRADE SHOW SPECIAL! AVAILABLE NOW!

\$99 for 6 months for any level membership!

Become a member today and get member pricing for the show!

Choose one of the following:

CONTRACTOR MEMBER: An individual or firm actively engaged in and whose primary
business is landscape services.
6 Month Dues - \$375- \$99
ASSOCIATE MEMBER: An individual or firm actively engaged in allied
industries. e.g., manufacture or sale of horticulture products, including plant material, pesticides and landscape equipment, as well as services to the landscape industry such as tree care and irrigation services. \$450 \$99
ALLIED CONTRACTOR MEMBER: Individual or firm that is an allied association,
government entity, contractors who reside and work outside of the state of NJ, educational institutions, etc. \$375 \$99
□ STUDENT MEMBER: An individual enrolled as a full-time student at an accredited institution in a green industry program. \$25.
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Membership Trade Show Special! Available now! \$99 for 6 months for any level membership!

Just fill out the info above and add it to your total on the registration form where it says, "Special Membership Trade Show Price". (Not available to any company that has been a member during the past 10 years.)

Trade Show Registration	<u>Member</u>	Non- Member
Pre-Registration Fee	\$20	\$30
Registration at Door	\$30	\$40
Pre-Trade Show Workshops - 2/27/24 -Includes Entry		
to Trade Show on 2/28/24	\$149	\$199
NJ Fertilizer Training & ProFACT Exam (English/Spanish)		

Trade Show Day Classes

Building a Turf and Ornamental Care Program using the "Three E's" |
Uncovering the Mystery of Business Valuation | Plants We Love to Hate |
Building a Company to Sell (English and Spanish) | Increasing Profits with
an Easy Upsell - All-Natural Tick & Mosquito Control | Are You Ready to
Exit Your Business | Common Insects in Turf and Ornamental, an IPM
approach (Spanish) | Drainage Solutions for Turf | Incorporating Sedges and
Grasses Into Your Existing Landscapes | NJ State Police Commercial Vehicle
Regulations | Introduction to Landscape Lighting (English and Spanish) |
Tree and Shrub Pruning | HIC - Protect Yourself from the Start | How
Chemicals Work and Which to Use | Turfgrass Summer Stress Management
| Plant Selection | Landscape Equipment Maintenance & Safety

Included with Trade Show Registration

FULL SCHEDULE

February 27th									
	Room A	Room B							
9:00 AM - 1:00 PM	Profact Training and Exam - Spanish	Profact Training and Exam - English							

February 28th										
	Room A	Room B	Room D							
8:30 AM - 9:30 AM	Building a Turf and Ornamental Care Program using the "Three E's"	Uncovering the Mystery of Business Valuation	Plants We Love to Hate	Building a Company You Can Sell (Spanish)						
9:45 AM - 10:45 AM	Increasing Profits with an Easy Upsell - All-Natural Tick & Mosquito Control	Are You Ready to Exit Your Business	Building a Company You Can Sell	Common Insects in Turf and Ornamental, an IPM Approach (Spanish)						
11:00 AM - 12:00 PM	Drainage Solutions for Turf	Incorporating Sedges and Grasses into Your Existing Landscapes	NJ State Police Commercial Vehicle Regulations	Introduction to Landscape Lighting (Spanish)						
12:15 PM - 1:15 PM	Tree/Shrub Pruning	HIC - Protect Yourself from the Start	How Chemicals Work and Which to Use							
1:30 PM - 2:30 PM	Introduction to Landscape Lighting	Turfgrass Summer Stress Management	Plant Selection	Landscape Equipment Maintenance & Safety (Spanish)						

CREDITS AVAILABLE AT LNJ 2024







NY Pesticide Credits

PA Pesticide Credits



NALP CEU's





CPWM Credits

TYPES OF EXHIBITORS

Agronomics

Artificial Turf

Business Services

Employee Services

Equipment Attachments

Equipment Repair

Fabrication

Financial Products

Fuel Services

Greenhouse

Growers

Heavy Equipment

Insurance

Irrigation Supplies Landscape Design

Lighting

Marketing

Mulch, Topsoil and Stone

Nursery

Pavers, Stone and Masonry

Pest Services

Printing

Small Equipment

Sod

Software

Technology

Tires

Tools

Trailers

Tree Moving

Vehicle and Equipment Parts
Vehicle and Equipment Rentals

Vehicle Repair

Vehicles





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Please tell us more about you! Please indicate types of services performed:													
☐ Residential Maintenance ☐ Irrigation and/or Lighting Installation													
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FEBRUARY 28, 2024



Building a Turf and Ornamental Care Program using the "Three E's".

8:30 am - 9:30 am

Room: A

Michael Reed, Director of Technical Sales and Education Synatek Solutions



Uncovering the Mystery of Business Valuation

8:30 am - 9:30 am

Room: B

Phil Harwood, Tamarisk Business Advisors



Plants that We Love to Hate...and Their Desirable Alter Egos

8:30 am - 9:30 am

Room: C

Vincent Simeone, Planting Fields Arboretum State Historic Park



Building a Company You Can Sell (Spanish)/Construyendo
Una Empresa Que Puedas Vender

8:30 am - 9:30 am

Room: D

Mike Tous, retired Owner of Grass Masters Inc.



Increasing Profits with an Easy Upsell – All Natural Tick & Mosquito Control

9:45 am - 10:45 am

Room: A

Bryan Swinney, BRS Backyard Bug Busters

FEBRUARY 28, 2024



Are You Ready to Exit Your Business 9:45 am – 10:45 am Room: B

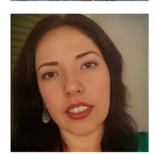
Phil Harwood, Tamarisk Business Advisors



Building a Company You Can Sell 9:45 am - 10:45 am

Room C

Mike Tous, retired Owner of Grass Masters, Inc.



Common insects in Turf and Ornamental, an IPM approach / Insectos comunes en el césped, árboles y arbustos: un enfoque de IPM

9:45 am - 10:45 am

Room: D

Erika Cherry, Pesticide Educator



Drainage Solutions for Turf

11:00 am – 12:00 pm Room A

John Raffiani, Raffiani's Automatic Sprinkler Service



Incorporating Sedges and Grasses Into Your Existing Landscapes

11:00 am – 12:00 pm Room B

Wendy Brister, Cavano's Perennials



Commercial Vehicle Regulations

11:00 am – 12:00 pm Room C

Sgt. Terrance Hendricks

FEBRUARY 28, 2024



Introduction to Landscape Lighting (Spanish)/ Introducción a la Iluminación de Paisajes

11:00 am - 12:00 pm Room D

Alex Pérez, Hunter/FX



Tree and Shrub Pruning

12:15 pm – 1:15 pm Room A



HIC - Protect Yourself from the Start

12:15 pm – 1:15 pm Room B

John Raffiani, Raffiani's Automatic Sprinkler Service



How Chemicals Work and Which to Use

12:15 pm – 1:15 pm Room C

Dr. Timothy Waller, Rutgers Cooperative Extension



Introduction to Landscape Lighting

1:30 pm – 2:30 pm Room A

Alex Perez, Hunter/FX

FEBRUARY 28, 2024



Turfgrass Summer Stress Management 1:30 pm – 2:30 pm Room B

Bill Errickson, Rutgers Cooperative Extension of Monmouth County



Plant Selection Matters! 1:30 pm – 2:30 pm Room C

Dr. Steve Fischer, Bergen Community College



Landscape Equipment Maintenance & Safety (Spanish)/ Mantenimiento y Seguridad de Equipos de Jardinería

1:30 pm – 2:30 pm Room D

Greg Carpenter, American Beauty Landscape Design



CLASS DETAILS

Building a Turf and Ornamental Care Program using the "Three E's"

- Efficacy
- 2. Environmental Impact
- Economics

This seminar will focus on the tools we should be using when choosing a pesticide. The University of Wisconsin Pesticide Efficacy Calculator is intended to provide research-based product efficacy ratings for the professional turfgrass manager. Each Product or Active Ingredient receives a point rating for controlling specific fungi and weeds.

Credits: LTE/LTCO: 1, NY Pesticide: 25=1, 3a=1, 3b=1, NJ Pesticide: 3A=2, 3B=2, 6B=2, 8C=2, PP2=2,

CPWM Technical=1, LICT: 1

Uncovering the Mystery of Business Valuation

Many business owners think they know what their business is worth but are surprised to learn what the market says their business is really worth. Understanding the complex world of business valuation may be intimidating and frustrating. In this session, we will discuss valuation methods and pull back the curtain to allow you to understand how to value your business and improve your valuation.

Credits: LICT: 1

Plants that We Love to Hate...and Their Desirable Alter Egos

There are so many ornamental landscape plants that have been overused, misused, contracted unmanageable disease and insect issues or that have developed into invasive nightmares over the years. Plants like Barberry, Euonymus, Norway Maple, Callery Pear, American Arborvitae, Leyland Cypress and "Schip" Laurel lead a cast of characters that have developed into problem plants. Others like boxwood, taxus and Colorado spruce, while still desirable, are often being replaced with more appropriate substitutes. This lecture will provide an in-depth look at some of the trees, shrubs, vines, and groundcovers that have wreaked havoc or caused unavoidable stress to our cultivated landscapes and will provide kinder and gentler alternatives to each. Special emphasis will be given to native and non-invasive exotic plants that provide exceptional ornamental value, superior landscape function, adaptability, deer resistance and benefits to wildlife.

Credits: CPWM Technical=1, LTE/LTCO=1, LICT=1

Construyendo Una Empresa Que Puedas Vender

Michael Tous pasó 30 años construyendo su negocio y pudo venderlo y retirarse en los últimos años. Una preparación minuciosa lo coloca en una posición sólida para vender su negocio porque la mayoría de sus competidores han hecho poco para preparar sus empresas para la venta. El hablará de cómo pudo iniciar y construir un negocio tan exitoso y de lo que se necesitó para venderlo y retirarse.

Credits: LICT: 1

Increasing Profits with an Easy Upsell – All-Natural Tick & Mosquito Control

This session will talk about adding all-natural tick and mosquito control as an add-on service. Bryan will discuss the following topics: Customers' use of their outdoor space, Insect-borne illnesses, environmental awareness and States banning pesticides, steps to add the service to a business, application methods, introducing to the client, product choice and the revenue model.

Credits: NY Pesticide: 3a=.75, 8=.75, NJ Pesticide: 3B=1, 8C=2, 8A=1, 8C=1, CPWM Technical=1, LICT:

CLASS DETAILS

Are You Ready to Exit Your Business

Business owners inevitably avoid thinking about their eventual departure from their businesses. However, this brings great risk to their businesses, families, and estates. Owners who take proactive steps are better able to protect their legacies. In this session, we will discuss some ways to begin the process of preparing now with some simple steps.

Credits: LICT: 1

Building a Company You Can Sell

Michael Tous spent 30 years building his business and was able to sell it and retire in recent years. Thorough preparation puts you in a strong position to sell your business because most of your competitors have done little to prepare their companies for sale. He will discuss how he was able to start and build such a successful hardscape business, and what it took to sell it and retire.

Credits: LICT: 1

Insectos comunes en el césped, árboles y arbustos: un enfoque de IPM

¿Qué es IPM? Manejo Integrado de Plagas, ¿Cómo los insectos dañan las plantas? Ciclo de vida: Cuatro etapas, Tres etapas, ·Identificación de insectos, Insectos beneficiosos, Plaga de Insectos comunes en NJ, Monitoreo, Establecer umbrales de acción, Estrategias de Prevención, Métodos de control: Culturales, Biológicos, Mecánicos, Químicos, Selección del insecticida adecuado, ¿Cómo se propagan los insectos? Resistencia a los insecticidas.

Credits: LTE/LTCO: 1, NJ Pesticide: 3A=2, 3B=2, 8C=2, PP2=2, CPWM Technical=1, LICT: 1

Drainage Solutions for Turf

Who gets the blame when mowers chew up turf? The maintenance contractor does. This course will demonstrate three proven methods to permanently correct subsurface water that leads to damaged turf. Attendees will learn about Soil properties, textures, and water movement, the ability to determine a site-specific corrective action, and the opening of another revenue stream.

CPWM Technical=1, LICT=1

Incorporating Sedges and Grasses Into Your Existing Landscapes

Grasses and sedges provide valuable form, texture, and habitat in the designed landscapes. We will look at some common favorites, highlight some underused varieties, and talk about which ones to use with caution. Design considerations, growth habits, and cultural requirements will be covered.

Credits: CPWM Technical=1, LICT=1

NJ State Police Commercial Vehicle Regulations

Representatives of the New Jersey State Police Commercial Vehicle Division will discuss updated New Jersey statutes relating to the operation of commercial motor vehicles as they apply to the landscaping industry and answer your questions on traffic safety and commercial vehicle regulations.

Credits: LICT: 1

Introducción a la Iluminación de Paisajes

Únase a nosotros para una introducción básica a la iluminación de jardines y los productos de iluminación disponibles para todas sus necesidades de instalación. Aprenda sobre los diferentes tipos de técnicas de iluminación. También aprenda qué herramientas en línea están disponibles y cómo se pueden usar para su beneficio.

Credits: LICT: 1

CLASS DETAILS

Tree and Shrub Pruning

Learn the essentials of tree and shrub pruning. Discussion will include where and how to prune, when to prune, the right equipment for the right application and keeping safe while doing so.

Credits: LICT: 1, LTE/LTCO: Pending

HIC - Protect Yourself from the Start

This session will highlight the requirements under NJ Consumer Law that all contractors must comply with when dealing with residential home improvements. Contract formats and insurance will be discussed, along with clauses to protect your interests.

Credits: LICT: 1

How Chemicals Work and Which to Use

Tim Waller will be discussing the various types of chemistries and classes thereof that are available for use in comestible agriculture to horticulture to right-of-way to green industries when treating some form of pest (diseases, insects, weeds, etc.). He will explain how these materials behave in or on plants, their effects on pests, when to use which materials, proper handling and safety considerations, and concepts of pesticide resistance that will ultimately lead to better chemical stewardship.

Credits: LTE/LTCO: 1, NY Pesticide: CORE=1, NJ Pesticide: Core = 2, 1A = 2, 3A = 2, 3B = 2, 3C = 2, 6B = 2, 8C = 2, PP2 = 2, LICT: 1, CPWM Technical=1

Introduction to Landscape Lighting

Join us for a basic introduction to landscape lighting and the available lighting products for all your installation needs. Learn about different types of lighting techniques. Also, learn what online tools are available and how they can be used to your benefit.

Credits: LICT: 1

Turfgrass Summer Stress Management

Heat and drought stress are major factors that affect cool-season turfgrass species throughout the summer months. This presentation will provide a foundational understanding of abiotic stress physiology and how summer stress can be effectively managed in turfgrass operations. Examples of case studies and research trials highlighting sustainable management strategies for improving summer stress tolerance in turfgrass will be discussed, including the use of plant health products, biostimulants, plant growth regulators, and plant protectants as part of an integrated program.

Credits: NY Pesticide: 25=.5, 3a=.5, 3b=.5, NJ Pesticide: 1A=2, 3B=2, 8C=2, PP2=2, LICT: 1, CPWM Technical=1

Plant Selection Matters!

Plant selection has everything to do with the beauty, functionality and sustainability of a landscaped site. Landscaping involves "problem-solving decisions" that should lead to the "Right Plant, Right Place". When this happens, a plant can reach its full genetic potential and maybe become that specimen, accent plant, or just a great addition to the site. When it doesn't happen, what occurs is a spiral down to death or removal as a dysfunctional problem on the site. We will discuss the not-so-obvious decisions that need to go into plant selection. Who is to blame: the plant or the selector!?

Credits: LTE/LTCO: 1, CPWM Technical=1, LICT=1

Mantenimiento y Seguridad de Equipos de Jardinería

En esta sesión, explicaremos cómo funcionan los equipos de paisajismo portátiles, cómo operarlos de manera segura y por qué a menudo se descomponen. Hablaremos sobre qué causa los desarreglos más comunes y cómo prevenir los problemas en primer lugar.

Credits: LICT: 1

LET'S CONNECT



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CONTACT US



info@njlca.org



201-703-3600



465 Mola Blvd, Ste. 2 Elmwood Park, NJ 07407

NEW JERSEY LANDSCAPE ASSOCIATION

465 Mola Blvd, Suite 2 Elmwood Park, NJ 07407

47 TH ANNUAL



WEDNESDAY, FEBRUARY 28, 2024

8:00 am - 3:30 pm

MEADOWLANDS EXPOSITION CENTER

355 Plaza Drive, Secaucus, NJ 07094

