Schedule

8:15–9:00 a.m.  Registration & Continental Breakfast
9:00–9:10 a.m.  Welcome and Introductions
9:10–10:10 a.m. Growing the Midwest Garden
   Ed Lyon—Director, Reiman Gardens
   The Midwest is a region unlike any other in the country, with its own set of
   challenges. If you read national gardening magazines, you have probably been
   frustrated when much of the information is not applicable to your situation. But
   knowledge is power, and when you know the specifics behind the Midwest’s
   unique characteristics, it will provide you with a valuable background of how to
   use the information to be a successful gardener. Everyone wants a glorious garden,
   but conditions in the Midwest can make it a challenge to grow the most popular
   ornamentals. Midwest gardening expert Ed Lyon will share his knowledge of the
   tips, techniques, and types of plants specifically suited to the heartland.

   10:10–10:20 a.m.  Break—Please Visit Vendor Tables, Silent Auction

   10:20–11:20 a.m.  Shift Happens! Challenges and Change
   for garden retailers, nursery and greenhouse growers and landscape
   professionals.
   Jeff Gibson, Landscape Business Manager;
   Ball Horticultural Company
   What hasn’t changed in horticulture in the last 20 years? Changing demographics
   and choices in housing, aging baby boomers, and new insights into Gen Y
   preferences are all contributing to shifts in garden retailing. Federal, and municipal
   agencies shift towards the greater use of Green Infrastructure are having real impact
   on the horticulture supply channel, and landscape professionals are finding themselves
   with greater supply channel shifts than ever before. It’s an exciting time to be in
   horticulture! Jeff will cover the in’s and out’s, the up’s and down’s, with a healthy dose
   of why “shift happens!”

   11:20–11:30 a.m.  Scholarship Presentation

   11:30–12:30 p.m.  Lunch—Please Visit Vendor Tables, Silent Auction

   12:30–1:30 p.m.  Invasives, Shortages, and other Plant
   Choices—OH MY!
   Vanessa Mueller, Horticulturist/Wholesale Sales Rep,
   Johnson’s Nursery
   Between current nursery shortages and the invasive plant list getting longer, what
   options do designers and plant lovers have? PLENTY! We’ll look at taking a proactive
   approach in selecting plants to create site appropriate and beautiful landscapes.

   1:30–1:40 p.m.  Break—Please Visit Vendor Tables, Silent Auction

In addition to a great line up of speakers, you will also enjoy:

   Unlimited networking with your peers
   Silent Auction | Vendor Tables

1:40–2:40 p.m.  Build a Natural Medicine Cabinet
   Sunday Muniz, Pharmacist/Certified Clinical
   Nutritionist—Nutritional Designs
   Learn the secrets of a nutritionist natural approach to everyday ailments. A healthier
   medicine cabinet is in your future. From old-fashioned remedies to the latest that
   natural science can offer this class will discuss all your brilliant options.

2:40–3:00 p.m.  Closing, Silent Auction Results
   Announced

Please take time to tour the
Pike Creek Horticulture Center
before you leave!

Thank you for participating in the 24th annual WinterGreen Conference. We hope you were inspired by our conference and we look forward to seeing you next year. Mark your calendars for our 25th year on Friday, January 27, 2017!

—The WinterGreen Committee

In the event of questionable winter weather conditions, please listen to WGTD FM 91.1 or go to www.gtc.edu for cancellation information.

Registration fee includes printed materials, continental breakfast, beverages, buffet lunch, and unlimited networking.
Registration Form

Free parking
Please register early to reserve your place

1. Name ______________________________________
   Title/Company Name or
   Affiliation (Master Gardener, etc.) ______________________
   Address __________________________________________
   City/State/Zip ______________________________________
   Phone/E-mail ________________________________________
   Gateway Technical College Alumni yes no (circle one)

2. Name ______________________________________
   Title/Company Name or
   Affiliation (Master Gardener, etc.) ______________________
   Address __________________________________________
   City/State/Zip ______________________________________
   Phone/E-mail ________________________________________
   Gateway Technical College Alumni yes no (circle one)

____ Registrations @ $65.00 (Please make copies for additional registrations.)
____ After January 22 @ $75.00
____ Total Enclosed

Deadline for Registration: January 22, 2016

Make check payable to:
Gateway Technical College—WinterGreen

Please send registration form & payment to:
Gateway Technical College
Horticulture Dept. Attn: Kathy Estep
3520 30th Avenue
Kenosha, WI 53144

This event will not be refunded due to weather.

Questions? See www.gtc.edu/wintergreen
or contact:
Kathy Estep at estepk@gtc.edu
or 262-564-2368.