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# 2011-2012 Professional Landscape Programs

- Landscape Design, Construction, and Maintenance
- Parks and Public Grounds
- Turf, Tree, and Pest Management



<b>Fundamental Skills</b>	
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<b>Design and Construction</b>	
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Beds and Borders .....	7
Construction .....	12
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**Questions? Contact Karen Tizzano**

Phone: 732-932-9271 ext. 625 or ktizzano@rci.rutgers.edu

[www.cpe.rutgers.edu/landscape](http://www.cpe.rutgers.edu/landscape)

## The Landscape Management Certificate

Earn the credential that confirms your expertise. The Landscape Management Certificate Program covers skills that true landscape professionals and enthusiasts should master. Complete the program to earn a credential you can proudly display. Classes in the series:

- Growing Ornamental Plants (p.4)
- Introduction to Plant Identification (p.4)
- Soil and Plant Relationships (p.5)
- Water Management and Drainage (p.5)
- Introduction to Pruning Techniques (p.6)
- Integrated Pest Management (p.15)
- Basics of Turfgrass Management (p.20)
- Pest Management of Ornamental Landscape Plants (p.22)
- Pest Management of Landscape Turf (p.23)



## The Public Grounds Management Certificate

Stand out and build your resume with the Rutgers University Public Grounds Management Certificate. This program teaches skills vital to a successful career in public grounds and park management. Confirm your knowledge and dedication with this valued certificate. Classes in the series:

- Introduction to Plant Identification (p.4)
- Soil and Plant Relationships (p.5)
- Introduction to Pruning Techniques (p.6)
- Integrated Pest Management (p.15)
- Basics of Turfgrass Management (p.20)
- Pest Management of Ornamentals (p.22)
- Pest Management of Landscape Turf (p.23)
- Athletic Field Construction and Maintenance (p.28)
- Risk Management for Parks, Golf, and Field Managers (p.29)
- Hazardous Tree Identification (p.30)



## Frequent Learner Discount

You qualify for a 10% discount on landscape training if you spend \$1,000 or more between July 1, 2011 and June 30, 2012.

## Introduction to Plant Identification

**November 10 and 11, 2011** 9:00am - 3:30pm  
\$395 before October 27, 2011; \$445 after. [AL0249CA12](#)

This two-day course will teach you the basics of plant classification and biology to help you better understand how plants are grouped and identified. This course is taught by Certified Tree Expert Ted Szczawinski, a professor of plant science and biology at the Bergen County Technical School. He will give you plenty of examples and demonstrations so that you will have confidence in identifying, keying out, and talking intelligently about landscape plants.

We recommend this class if you plan to attend the **Landscape Plants: ID, Selection, and Application** course (see page 8).

This is a core class in the *Landscape Management Certificate and the Public Grounds Management Certificate Programs*.

**ISA Credits**/Day 1: Certified Arborist-5; BCMA-Science-3; BCMA-Practice-2  
Day 2: Certified Arborist-4.5; BCMA-Science-2; BCMA-Practice-2.5

## Growing Ornamental Plants

**January 30, 2012** 9:00am - 3:30pm  
\$195 before January 17, 2012; \$225 after. [AL0409CA12](#)

This one-day course, taught by Bruce Neary, will focus on the factors and horticultural techniques and principles necessary for the preservation and care of ornamental plants in the landscape. He will share the most current practices and research that allow horticulturists, grounds managers, landscape architects and contractors to manage horticultural crops on commercial and residential sites. Topics to be discussed include: proper planting techniques, matching plants to various site conditions, and dealing with special planting situations.

This is a core class in the *Landscape Management Certificate*.

**ISA Credits:** Certified Arborist-5.25; BCMA-Practice-4;  
BCMA-Management-1.25

## Soil and Plant Relationships

**December 5 and 12, 2011** 9:00am - 3:30pm  
\$295 before November 22, 2011; \$335 after. [AL0410CA12](#)

Soil is the foundation for plant health, success and vitality. Instructor Bruce Neary will prepare you to identify poor soil conditions that create plant problems and how to deal with and prevent these disorders. This two-day class also focuses on the practical aspects of soil science, as well as solving landscape problems with proper plant selection. Take this class in conjunction with **Water Management and Drainage** (below) for a more comprehensive understanding of successful ornamental plant growth.

This is a core class in the *Landscape Management Certificate and the Public Grounds Management Certificate Programs*.

Please call 732-932-9271 ext. 625 for updated Landscape Architect, CPWM, and ISA credits.

## Water Management and Drainage

**December 13, 2011** 9:00am - 4:00pm  
\$195 before November 29, 2011 \$225 after. [AL0602CA12](#)

This one-day course will focus on the drainage problems and repairs of highest value to you, your customers, and their plants. You'll learn how to evaluate site conditions to make better plant selections and maintenance decisions where drainage presents a challenge. Also, you'll learn how to analyze drainage patterns to resolve problems on-site, and you'll better understand where and how to use different drainage tools and techniques.

This is a core class in the *Landscape Management Certificate and the Public Grounds Management Certificate Programs*.

**ISA Credits:** Certified Arborist-5.75; BCMA-Practice-2.75;  
BCMA-Management-3



## Introduction to Pruning Techniques

**March 5, 2012** 9:00am - 3:30pm  
\$195 before February 22, 2012; \$225 after.  
AL0208CA12

*Expanded  
Format*

Pruning is best learned with shears in your hand. That's why this popular "shears-on" course, led by Rutgers Gardens Director Bruce Crawford, has been expanded to a full day. It provides more practice and guided instruction in how to properly prune while preserving a plant's natural vigor and beauty. **Dress for field work and bring your pruning equipment**, including hand pruning shears and a small pruning saw. Or you can buy shears on site from the Rutgers Gardens for \$55.

This is a core class in the *Landscape Management Certificate* and the *Public Grounds Management Certificate Programs*.

**ISA Credits:** Certified Arborist-2.5; BCMA-Practice-2.5

## Advanced Pruning Techniques

**March 15, 2012** 9:00am - 3:30pm  
\$245 before March 1, 2012; \$275 after. AL0235CA12

This hands-on, one-day program is designed for professionals and plant lovers who have experience in pruning and shaping plants. It is strongly recommended that you take **Introduction to Pruning Techniques** or have a strong background in pruning before taking this course. Pat Cullina, past Vice President and Horticulture Consultant, Friends of the Highline, Brooklyn Botanic Garden, and the Rutgers Gardens, and Steve Schuckman, owner, First Mountain Arboriculture LLC, CTE, and Consulting Municipal Arborist, will guide you through classroom and field demonstrations to ensure you gain a strong understanding of how, what, where, when, and why to prune – including specialty pruning techniques such as espalier, hedges, and topiaries. Please dress for fieldwork. Please bring hand pruning shears and a small pruning saw to class with you.

**ISA Credits:** Certified Arborist-4.75; BCMA-Science-1.75; BCMA-Practice-3

## Landscape Lighting

**January 11 and 12, 2012**  
9:00am - 3:30pm (Day 1); 9:00am - 12:00pm (Day 2)  
\$395 before December 28, 2011; \$445 after. AL0501CA12

Landscape Lighting is a great opportunity to expand your services and value to existing customers. However, working with electricity requires an entirely new skill set and vocabulary. That is what you will learn in this 1½-day class which covers topics such as amps, ohms, and volts, as well as design and installation of wired and wireless systems. Dave Beausoleil of Cast Lighting, Inc. will show you the basics of lighting installation with hands-on exercises, where every participant will have the opportunity to work with the tools of the trade. Dave also will discuss both design and business strategies. Call 732-932-9271 ext. 625 for updated ISA & Landscape Architect credits.

## Beds and Borders Seminar

**February 7 and 8, 2012** 9:00am - 3:30pm  
\$395 before January 24, 2012; \$425 after. AL0213CA12

This seminar will benefit landscape contractors, designers, grounds managers, and enthusiasts in the process of creating and maintaining borders within the residential property. This program will assist the grounds manager in orchestrating and combining herbaceous perennials, bulbs, flowering shrubs, annuals, and small trees to give residences year-round interest. Instructor Bruce Neary will lead the participants through such topics as:

- Laying out the plans
- Creating the design
- Site preparation for success
- Staying flexible: the changing landscape
- The big picture
- Renovating established beds and borders
- Choosing structural plants
- Maintenance considerations

# Design and Construction

## Landscape Plants: Identification, Selection, and Application

(This class was formerly titled Basics of Plant Material for Landscape Use)

**January 6, 13, 20, 27, February 3, 10, 17, 24, March 2, 9 and 16, 2012**

(11 consecutive Friday mornings with a snow date on March 23)

8:30am - 12:00pm

\$795 before December 23, 2011; \$845 after. **AL0201CA12**

Instructor Steve Kristoph's passion for plants has made this Rutgers' longest running course and the flagship of the Landscape Management Program. "Steve's knowledge of plants is amazing. He has great energy and enthusiasm in both the classroom and field," wrote one student.

Steve is teaching two of the most important skills any landscape contractor, grounds manager, or plant lover should master:

- The Ability to Identify Landscape Plants on the Properties You Manage
- Expanding Your Palette of Plants to Select the Right Plant for the Right Site and the Right Purpose

To master these skills, you will be an active learner with plant identification walks each day, and with regular follow-up assignments. Experienced nurseryman and long-time Rutgers instructor, Derron Dover, will ensure that your classroom knowledge is enhanced through hands-on encounters with plants in the field.

**Here's what prior attendees have had to say about this course:**

*"This class was highly informative and inspirational. It has completely changed the way I look at trees and plants."*

*"Steve and Derron have an infectious love of plants!"*

*"The instructors were amazing! They were totally dedicated to increasing our knowledge and to our success. Their passion is intoxicating!"*

If you have little or no prior experience with plants, please consider enrolling in **Introduction to Plant Identification** as a natural precursor to this course. See page 4.

# Design and Construction

## Landscape Design I: The Basics

**January 27, February 3, 10, 17, 24, March 2, 9 and 16, 2012**

(8 consecutive Friday afternoons with a snow date on March 23)

1:00pm - 4:30pm

\$745 before January 13, 2012; \$845 after. **AL0205CA12**

This eight-week course will provide a practical understanding of landscape design, from developing an eye and appreciation for good design to developing a better hand for drafting techniques. Instructor Dominick Mondri, landscape designer and Executive Director of the New Jersey Nursery and Landscape Association, will lead you through a logical progression of design topics including:

- Effective use of outdoor space
- Hardscaping creativity
- Appropriate plant materials
- Graphic styles

You'll work on three hands-on design projects, each one building on previous coursework and gaining in complexity. The final project will allow students to design, render, and present a design of their choosing to the class.

Guest lecturers, including Rutgers Gardens Director, Bruce Crawford, will also provide design instruction at this year's class. The course will take place on eight consecutive Friday afternoons from 1:00pm until 4:30pm beginning January 27, 2012 and ending on March 16, 2012.

**Here's what your colleagues have said about this course:**

*"Dom's step-by-step methods of spatial layout design, of stylistic design and of plant layout design are most useful!"*

*"This class presents a great overview of all the aspects of good design. I have now learned how to translate my ideas for clients and put them on paper."*

*"Great practical examples and applications!"*

# Design and Construction

## Sustainable Landscape Design

**February 27, 2012** 9:00am - 3:30pm  
\$195 before February 13, 2012; \$225 after. [AL0222CA12](#)

Increase your understanding of where, how, and why plants fit naturally into their surroundings. Stay ahead of the curve and offer a new service that is functional, maintainable, environmentally sound, cost effective and aesthetically pleasing. This seminar begins with instruction on the principles of sustainability and the importance of sustainable landscapes from both the individual and global perspective. Bruce Neary, popular Professional Landscape Program instructor, and Bill Young, Registered Landscape Architect of Young Environmental, will then provide more specific expertise on effective sustainable practices including:

- Soils and Composting
- Native Plants
- Rain Gardens
- Sustainable Maintenance
- Revegetation/Restoration
- Going Organic

Take your site design and plant selection skills up a notch – to the ecosystem level – and offer a new service that is growing in both importance and demand.

**Approved Pesticide Credits: NJ/CT:** 3 Units in 3A, 6B, 8C, and PP2  
Please call 732-932-9271 ext. 625 for pesticide, CPWM and APLD Credits.

## Fence Selection, Installation, and Maintenance

**February 28, 2012** 9:00am - 3:30pm  
\$245 before February 14, 2012; \$275 after. [AL0254CA12](#)

It has been said that good fences make good neighbors, but what makes a good fence? This one-day course will give you the knowledge you need to select the proper fence for your particular application. You will learn the advantages and disadvantages of using different materials such as Chain Link, Wood, PVC, Composite, Aluminum, or Steel. Learn how to select the right height, quality, grade and thickness of material. Proper fence installation techniques will then be discussed to provide you with an understanding of how to properly put fencing projects into place. The basic design and operation of electrical gate operators and various tricks of the fencing trade will also be discussed.

# Design and Construction

## Outdoor Entertainment Spaces: Kitchens, Firepits and More

**February 13, 2012** 9:00am - 3:30pm  
**\*Optional free, hands-on training day on March 22, 2012**  
\$245 before January 30, 2012; \$275 after. [AL0207CA12](#)

Because of their high impact and high usage, outdoor living spaces remain a “do-able” landscape improvement for clients who spend very selectively. Designing and installing these improvements, however, requires a diverse set of technical skills – from appliance and material selection to lighting and electrical work – that can challenge even experienced hardscapers. Alex Burke leads this one-day program that also covers the crucial cost variables you need to accurately estimate and price a job. Please join us for an **additional day of hands-on training on March 22, 2012.**

## Free On-Line Seminars

### Risk Management: Myth, Reality and Reason

October 27, 2011 2:00–3:00pm  
For all managers of parks, athletic fields, golf courses and any where the public roams.

### Business Valuation: How much is all your hard work worth?

December 1, 2011 2:00–3:00pm  
Is there a pot at the end of the business rainbow?

### Richard Buckley's Best Pest Identification Tips... Ever

December 20, 2011, 1:30–2:30pm  
Ruthlessly practical tips from the guru of Pest ID.

See Page 39 for more information.

## Concrete Pavers

**February 6, 2012\*** 9:00am - 4:00pm

**\*Optional free, hands-on training day on March 6, 2012**

\$245 before January 23, 2012; \$275 after. [AL0203CA12](#)

In this one-day class, you'll learn the right way to design, plan, and install concrete paver projects. Topics include: excavation, base and paver installation, cutting, edging installation, and estimating. You'll learn formulas and secrets for doing the job properly and safely along with business tips to ensure your hard work is appropriately rewarded and appreciated. You'll have the opportunity to join us for a free **additional day of hands-on training** to participate in the installation of a paver patio on the Rutgers campus.

Here's what one attendee had to say about experienced hardscape contractor and course instructor, Alex Burke:

*"Alex is an excellent teacher. He makes great use of materials and his prior experiences and business knowledge are invaluable. I'm glad I attended."*

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## Designing and Installing Retaining Walls

**February 15, 2012** 9:00am - 4:00pm

**\*Optional free, hands-on training day on March 22, 2012**

\$245 before February 1, 2012; \$275 after. [AL0206CA12](#)

Retaining walls provide an excellent way to increase usable property space, control erosion, and provide aesthetic detail to a property. Designing and building a sound retaining wall requires an understanding of many different factors. This class offers a basis to design and install a variety of different walls. Classroom instruction will focus on design factors, material selection, and estimating. We will then be holding a free **additional day of hands-on training** in order to test your skills by building an actual wall. Your retaining wall abilities will provide an added high value option to your existing client services. This class works in conjunction with the Concrete Pavers course described above.

## Irrigation Systems: Design and Installation

Four Consecutive Thursdays

**January 26, February 2, 9 and 16, 2012** 9:00am - 4:00pm

\$445 before January 12, 2012; \$595 after. [AL0601CA12](#)

In this four-day course, Bob Dobson, a Certified Irrigation Designer and Contractor and a member of the NJ State Licensing Board, will explain how to design and install an irrigation system from the ground up. Learn through a combination of classroom instruction and hands-on exercises as Bob takes the irrigation process from concept through system design, cost estimation, and the installation process. Here's what your colleagues are saying about instructor Bob Dobson's teaching outcomes: *"Learned how to design an efficient irrigation system. It will be used to further my business,"* and, *"I learned the proper way to fix a cracked pipe. Will use it to properly fix customers' broken irrigation pipes."*

This course will help you with, but is not specifically designed to prepare you for, the New Jersey Irrigation Certification Exam. This class has been approved for 2.0 GCSAA Education Points and 24 CEU hours for the Irrigation Association (National).

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## Repair and Maintenance of Golf Course Irrigation Systems

**December 12 and 13, 2011** 9:00am - 3:30pm

\$395 before November 28, 2011; \$435 after. [AT0306CA12](#)

Mainline breaks seldom occur in cool, moist weather. Golf course satellite controllers and their complex wiring systems seem to function flawlessly from September through May. It's only when you need them most that they fail. Are your sprinkler heads and valves causing problems? Could something have been done to prevent any of these problems? Certified Irrigation Contractor and Golf Course Irrigation Designer Bob Dobson brings over forty years of experience to the classroom to address these problems. Learn from practical experiences and through hands-on exercises. The course will definitely change the way you maintain your irrigation system.

This class has been approved for 1.25 GCSAA Education Points and 6 CEU hours for the Irrigation Association (National).



## **Irrigation Systems: Repair and Maintenance**

**February 24, 2012** 9:00am - 4:00pm  
\$245 before February 10, 2012; \$275 after. **AL0603CA12**

With any irrigation system, the ability to troubleshoot and repair is a crucial skill necessary to maintain a well-functioning, efficient system. In this class, you will learn how to diagnose and repair the most common problems encountered with irrigation systems. Learn through a combination of classroom instruction, hands-on exercises, and the demonstration of state-of-the-art troubleshooting equipment. Proper system activation, in-season maintenance, and system winterization will be covered. Certified Irrigation Contractor and Designer Bob Dobson brings over 45 years of real world experience into the classroom.

This class has been approved for .60 GCSAA Education Points and 6 CEU hours for the Irrigation Association (National).

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## **Irrigation Scheduling**

**March 9, 2012** 9:00am - 3:30pm  
\$195 before February 24, 2012; \$225 after. **AL0604CA12**

Over-watering by unskilled hands can kill plants and ruin landscapes even more quickly than droughts brought on by Mother Nature. In this class, instructor Bob Dobson introduces the “checkbook method” of irrigation scheduling, which operates just like deposits and withdrawals in your bank checking account. Learn the four key elements of efficient irrigation systems, and how to properly calculate sprinkler run times and create irrigation schedules. Understand the basics of SMART controller technology and how SMART controller technology can be implemented on any system to conserve water and more efficiently irrigate the landscape.

This class has been approved for 1.25 GCSAA Education Points and 6 CEU hours for the Irrigation Association (National).

## **Pesticide Calibration**

**February 1, 2012** 9:00am - 1:00pm  
\$195 before January 18, 2012; \$225 after. **AL0416CA12**

This class is designed to make pesticide math easier, more painless, and error-free. Measuring, mixing and calibrating requires a series of calculations and conversions, such as: acres into square footage (application area), pounds or ounces of material (chemical amount) to amount of active ingredient (percentage active ingredient), ounces per second into gallons per minute (flow rates), and feet per second into MPH (speed of applicator). One mistake at any stage could turn an emerald green lawn into a barren, burned out eyesore and waste time and money.

**Approved Pesticide Credits: NJ/CT:** 8 in CORE  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

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## **Integrated Pest Management (IPM)**

**January 17, 18 and 19, 2012** 9:00am - 4:00pm  
\$395 before January 3, 2012; \$445 after. **AL0401CA12**  
\$195 (Single Day January 17 only)

This two-part class focuses on ornamental plant care. You may take Day One only to focus on the philosophy of IPM and the fundamentals of monitoring and implementing IPM for a business, school or public space. You may choose to take the full three-day class to develop a deeper understanding of IPM tools, techniques and skills, including: degree day models; biorationale controls; insect and disease identification; improving soil health; and building IPM into your personnel and organizational structure.

**Approved Pesticide Credits:**  
**NJ/CT(1 Day):** 3 in CORE; 8 in 2, 3A, 6B, 8C, and PP2  
**NJ/CT (3-Days):** 4 in CORE & 13; 16 in 2, 3A, 6B, 8C, and PP2  
**NY, PA, DE, MD, MA and ISA Credits:** Please call 732-932-9271 x625 for updated info.

*Please call 732-932-9271 x625 for more information on this program.*



# December 2011

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
			<b>1</b> Snow & Ice Removal	<b>2</b>	<b>3/4</b>
<b>5</b> Soil & Plants Day 1	<b>6</b> NJ Green EXPO	<b>7</b> NJ Green EXPO	<b>8</b> NJ Green EXPO CORE - English	<b>9</b>	<b>10/11</b>
<b>12</b> Soil & Plants Day 2 Golf Irrigation Day 1	<b>13</b> Water Mgmt & Drainage Golf Irrigation Day 2	<b>14</b>	<b>15</b> Basics of Turf Mgmt Lg Tree Climbing Day 1	<b>16</b> Turfgrass Establishment Lg Tree Climbing Day 2	<b>17/18</b>
<b>19</b> Snow & Ice (Snow Date)	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24/25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31/1</b>

# January 2012

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
					<b>1</b>
<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> CORE - Bilingual	<b>6</b> Landscape Plants	<b>7/8</b>
<b>9</b> 3-Wk Turf Begins	<b>10</b> Pest Mgmt of Ornamentals	<b>11</b> Landscape Lighting - Day 1	<b>12</b> Landscape Lighting - Day 2 Managing Diseases	<b>13</b> Landscape Plants Sales/Marketing	<b>14/15</b>
<b>16</b>	<b>17</b> IPM - Day 1	<b>18</b> IPM - Day 2	<b>19</b> IPM - Day 3	<b>20</b> Landscape Plants	<b>21/22</b>
<b>23</b> Common Sense Business	<b>24</b> NJNLA Trade Show	<b>25</b> Parks Risk Mgmt. NJ NILA Trade Show	<b>26</b> Irrigation Design Day 1	<b>27</b> Landscape Plants Landscape Design Social Media Mkt.	<b>28/29</b>
<b>30</b> Growing Ornamentals	<b>31</b> Organic Turf Insect Pests				

## February 2012

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
		<b>1</b> Leadership Skills Pest Calibration	<b>2</b> Irrigation Design Day 2 Pest Mgmt of Turf CORE - English	<b>3</b> Landscape Plants Landscape Design	<b>4/5</b>
<b>6</b> Concrete Pavers GCSAA Trade Show	<b>7</b> Beds & Borders Day 1 GCSAA Trade Show	<b>8</b> Beds & Borders Day 2 GCSAA Trade Show	<b>9</b> Cash Flow Mgmt. Irrigation Design Day 3 GCSAA Trade Show	<b>10</b> Landscape Plants Landscape Design GCSAA Trade Show	<b>11/12</b>
<b>13</b> Outdoor Spaces Turf Insects	<b>14</b> Athletic Fields Day 1	<b>15</b> Athletic Fields Day 2 Retaining Walls	<b>16</b> Irrigation Design Day 4 Six Key Elements	<b>17</b> Landscape Plants Landscape Design	<b>18/19</b>
<b>20</b> Tree Pruning	<b>21</b> Tree Planting Sports Turf	<b>22</b> Baseball/Softball Plant Health Care	<b>23</b>	<b>24</b> Shade Tree Irrigation Repair Landscape Plants Landscape Design	<b>25/26</b>
<b>27</b> Sustainable Landscape Design	<b>28</b> Fence Selection	<b>29</b>			

## March 2012

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
			<b>1</b> Hazardous Tree ID	<b>2</b> Landscape Plants Landscape Design	<b>3/4</b>
<b>5</b> Intro to Pruning	<b>6</b> OPTIONAL DAY Concrete Pavers	<b>7</b> Weeds - Day 1	<b>8</b> Weeds - Day 2	<b>9</b> Landscape Plant/Design Turf Diseases Irrigation: Scheduling	<b>10/11</b>
<b>12</b>	<b>13</b> Two-Cycle Engine	<b>14</b> Intro Sm Engine Session 1	<b>15</b> Advanced Pruning Adv. Sm. Engine Session 1 - Day 1	<b>16</b> Landscape Plant/Design Adv. Sm. Engine Session 1 - Day 2	<b>17/18</b>
<b>19</b> Intro Sm. Engine Session II	<b>20</b> Adv. Sm. Engine Session II - Day 1	<b>21</b> Adv. Sm. Engine Session II - Day 2	<b>22</b> CORE - Bilingual OPTIONAL DAY Walls/Outdoor Sp.	<b>23</b> Snow Date Landscape Plant/Design Roadside Mgmt.	<b>24/25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>

# Turfgrass Management

# Turfgrass Management

## Basics of Turfgrass Management

**December 15, 2011** 9:00am - 3:30pm  
\$195 before December 1, 2011; \$225 after. **AT0406CA12**  
(\$172.50 when also registering for Turfgrass Establishment)

This jam-packed one-day program introduces a full range of turf topics and best practices. Joe Clark (Rutgers Turfgrass/Horticulture Research Farm) and Nancy Bosold (Penn State Cooperative Extension) tag-team to provide practical applications of good turf science. The program covers: prevention and control of turf pests; soils and fertilization; choosing turfgrass varieties; steps to establishing a new lawn, and much more.

### Approved Pesticide Credits:

**NJ/CT:** 5 Units in 3B and PP2; 2 credits in 13; 4 credits in 1A and CORE  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

This is a core class in the *Landscape Management Certificate* and the *Public Grounds Management Certificate Programs*.

## Turfgrass Establishment

**December 16, 2011** 9:00am - 3:45pm  
\$195 before December 2, 2011; \$225 after. **AT0409CA12**  
(\$172.50 when also registering for Basics of Turfgrass Management)

Grow stronger, healthier grass from the beginning – before you even plant the seed! Joe Clark, who establishes countless acres of grass at the Rutgers Turf Research Farm, and Nancy Bosold combine classroom lectures with hands-on field demonstrations to provide practical turf management instruction, including:

- Preparing your plan
- Seeding rates
- Soil preparation
- Fungicides
- Soil testing and interpretation
- Irrigation rates
- Weed control

### Approved Pesticide Credits:

**NJ/CT:** 7 Units in 3B and PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credits.

## Organic Turfgrass Management

**January 31, 2012** 9:00am - 1:00pm  
\$195 before January 17, 2012; \$ 225 after. **AT0410CA12**

Any successful and sustainable Organic Turf Management program must be based on sound, science-based Turfgrass Management principles and practices. This half-day program, led by Dr. James Murphy, Extension Specialist in Turf Management, and Brad Park, Sport Turf Education and Research Coordinator, will introduce and explain the science underlying a sound, long-term organic turf program.

### Approved Pesticide Credits:

**NJ/CT:** 4 in 3B and PP2  
**NY, PA, DE, MD and MA Credits:** Please call 732-932-9271 x625 for info.

## Three-Week Golf Turf Management

**January 9 - 27, 2012** 9:00am - 3:30pm  
\$1,495 before December 19, 2011; \$1,545 after. **AT0301CA12**

Interested in a career in and around the game of golf? This intensive three-week program provides both skills and a key credential that employers immediately recognize and value. You'll learn a wide range of skills and topics – from disease identification and control to irrigation troubleshooting and equipment maintenance. You'll also gain access to two valuable sources of jobs in the industry – an active job bank of golf courses in need of workers and a loyal alumni network of more than 1,800 Rutgers Turf graduates at golf courses around the world. Topics include:

- Golf course construction
- Irrigation repair and maintenance
- Soil, fertility and drainage
- Turf establishment and renovation
- ID and control of diseases, insects and weeds
- Mowing strategies and equipment maintenance
- Financial and personnel management

Visit <http://golfturf.rutgers.edu/> or call Casey Noon at 732-932-9271 x606.

## **Pest Management of Ornamental Landscape Plants**

**January 10, 2012** 9:00am - 3:30pm  
\$195 before December 20, 2011; \$225 after. [AL0402CA12](#)

Early recognition, diagnosis, and prompt treatment of disease and insect problems can greatly reduce costly plant damage and death. Prevent the unnecessary loss of expensive trees, shrubs and customers. This one-day course covers identification and control of diseases, weeds, and insect problems in ornamental plants. Led by Extension Specialist Dr. Ann B. Gould, this course is the natural precursor to **Managing Diseases of Ornamental Plants** (see below). *This is a core class in the Landscape Management and the Public Grounds Management Certificate Programs.*

### **Approved Pest Credits:**

**NJ/CT:** 2 in CORE; 8 in 2, 3A, 6B, 8C, and PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credits  
**ISA Credits:** Certified Arborist-5.25; BCMA-Practice-2; BCMA-Management-3.25

## **Managing Diseases of Ornamental Plants**

**January 12, 2012** 9:00am - 3:30pm  
\$195 before December 22, 2011; \$225 after. [AL0408CA12](#)

This one-day, hands-on class is for anyone who wants to get serious about identifying and controlling plant diseases. You will get down to business identifying the agents that can cripple your ornamental plants. This class is a natural follow-up to **Pest Management of Ornamental Plants** (see above). It provides six hours of focused instruction on identification tips, prevention and control strategies, and emerging diseases affecting plants in the northeast.

### **Approved Pesticide Credits:**

**NJ/CT:** 10 in 2, 3A, 6B, 8C, and PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.  
**ISA Credits:** Certified Arborist-4.5; BCMA-Science-1.5; BCMA-Practice-3

## **Managing Insect Pests of Ornamental Plants**

**January 31, 2012** 9:00am - 3:30pm  
\$195 before January 17, 2012; \$225 after. [AL0406CA12](#)

Controlling insects is a lot more complicated than just applying pesticide controls. To effectively manage insects, you must:

- Identify the insect
- Understand its life cycle
- Distinguish between beneficial and harmful insects
- Apply the right control at the right time

This one-day, hands-on class covers all four of these topics with practical tips and quick identification clues. This course is taught by Dr. Paula Shrewsbury, Extension Specialist, University of Maryland.

### **Approved Pesticide Credits: NJ/CT:** 10 in 2, 3A, 6B, 8C, and PP2

**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

**ISA Credits:** Certified Arborist-5.25; BCMA-Science-3; BCMA-Practice-2.25

## **Pest Management of Landscape Turf**

**February 2, 2012** 9:00am - 3:30pm  
\$195 before January 19, 2012; \$225 after. [AL0403CA12](#)

Troubleshooting pest problems is a skill customers expect (and demand) from landscape professionals and public grounds managers. Weeds, diseases and insects are ready to attack weak turf and create an eyesore. In this one-day class, you will learn valuable clues to effectively diagnose and treat insect, disease, and weed problems in turf. Instructor Rich Buckley, Director of the Rutgers Plant Diagnostic Laboratory, makes this class both fun and very practical.

### **Approved Pesticide Credits: NJ/CT:** 11 in 3B and PP2

**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

*This is a core class in the Landscape Management and the Public Grounds Management Certificate Programs.*



## Reducing Pesticide Inputs and Exploring Organic Options for Sports Turf

**February 21, 2012** 8:00am - 12:00pm (1/2-Day)  
\$175 before February 7, 2012; \$195 after. [AT0504CA12](#)

Turf managers are increasingly asked to reduce or even eliminate synthetic fertilizers and pesticide applications. When faced with the prospect of reducing traditional inputs, AND maintaining acceptable turf quality, managers know that 'going green' is easier said than done. This half-day course will provide strategies to manage sports turf either organically or with fewer pesticide inputs. Topics will include:

- Organic sports field management – What is it?
- The importance of soil management and turfgrass selection in an organic program
- Low-impact pesticide options
- Management of sports fields and turfgrass sites in Central Park, New York City

**Approved Pesticide Credits: NJ/CT:** 5 in 13; 11 in 3B, 6B, 8C, PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 for updated credits.

## Managing Turfgrass and Landscape Weeds

**March 7 and 8, 2012** 9:00am - 3:30pm  
\$395 before February 22, 2012; \$445 after. [AT0404CA12](#)

Landscape managers spend more time and money controlling weeds than insects and diseases. To provide a clear understanding of weed biology and management strategies, this two-day class will discuss: chemical controls; control strategies for your weed problems; and alternative control strategies. This course also includes hands-on weed identification exercises, weed life cycles, ecology, proper use of mulches and other aspects of a comprehensive weed control program. This course is taught by Scott Guiser, Extension Educator, Penn State University.

**Approved Pesticide Credits:**  
**NJ/CT:** 2 in CORE; 8 in 2 & 3A; 16 in 3B, 6B, 8C and PP2  
**NY, PA, DE, MD, MA:** Please call 732 932-9271 x625 for updated credits.

## Managing Turfgrass Insects

**February 13, 2012** 9:00am - 3:30pm  
\$195 before January 30, 2012; \$225 after. [AT0407CA12](#)

Confront insect infestations by understanding:

- Which insects have infested the turf?
- How severe is the infestation?
- How to use insect life cycles/biology to control them
- How to prevent future problems

This one-day, hands-on course will review common insect pests and their natural enemies in landscape turf. You'll learn how to identify turf insects and their damage. Dr. Albrecht Koppenhofer will help improve your ability to assess the severity of an infestation and select the right control measures based on the insects' biology.

**Approved Pesticide Credits: NJ/CT:** 10 in 3B, 6B, 8C, and PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credits.

## Turfgrass Disease Management

**March 9, 2012** 9:00am - 3:30pm  
\$195 before February 24, 2012; \$225 after. [AT0403CA12](#)

This one-day class focuses exclusively on the major turf diseases you will battle in the field. Rich Buckley, Director of the Rutgers Plant Diagnostic Lab, will teach you how to identify and control turf diseases from Dollar Spot to Pythium Blight. Rich emphasizes an integrated pest management approach to identify and alleviate the cause of the problem, rather than repeatedly treating its symptoms.

**Approved Pesticide Credits: NJ/CT:** 10 in 3B, 6B, 8C, PP2  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credits.

Here's what your colleagues have to say about instructor, Rich Buckley:

*"Best instructor I've ever had."* *"Always informative."*  
*"Insightful and energetic."* *"Kept my interest the entire time."*

## Lake and Pond Management

**November 17 and 18, 2011** 8:30am - 4:30pm  
\$375 before November 3, 2011; \$395 after; \$355 multiple.  
EW0301CA12

If your park or property includes a lake or large pond, this two-day class led by Steve Souza, former president of the North American Lake Management Society, focuses on those stubborn aquatic problems you face. It covers:

- Monitoring water quality
- Identifying problem algae and aquatic plants
- Selecting the right rehabilitation strategy to protect or enhance your water body
- Evaluating the benefits and pitfalls of common lake and pond management options
- Permitting requirements for your management options.

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## Introduction to Wetland Identification

**November 3, 2011** 9:00am - 4:00pm  
\$285 before October 20, 2011, \$295 after; \$275 multiple.  
EH0102CA12

Whether wetlands are in parks or private lands, virtually all activities conducted in and around wetlands are regulated, including many of your landscape and hardscaping design ideas. Yet, many wetlands are not visibly wet for much of the year. So how do you know when you have crossed into wetland? By examining the three key parameters taught in this class: vegetation, soils and hydrology.

In this one-day combination classroom and field course, Ralph Tiner reviews the skills you need to identify freshwater wetlands and their boundaries. You'll also learn how to access and use government maps to identify wetlands on the properties you may be designing or managing.

## Roadside and Right-of-Way Vegetation Management

**March 23, 2012** 9:00am - 3:30pm  
\$195 before March 9, 2012; \$225 after. AL0405CA12

This one-day class provides pesticide credits in the right-of-way category, and it focuses exclusively on the challenges of managing vegetation along highways, byways and rights-of-way. Learn how to control unwanted vegetative growth and discuss when, where and why plant growth regulators may be used. Topics to be discussed may include pesticide regulation updates, various application techniques, weed identification, invasive plants, types of equipment and more!

### Approved Pesticide Credits:

**NJ, CT, NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

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## Snow and Ice Removal

**December 1, 2011** 8:30am - 3:30pm  
\$195 before November 17, 2011; \$225 after. AL0236CA12

This popular one-day class provides the latest guidance, strategies and solutions for anyone who clears roads, lots and sidewalks in winter. The course includes separate sessions for private contractors and public grounds managers, including schools, colleges and hospitals. The audiences meet together for cross-cutting topics, such as: equipment options, weather forecasting, and use of de-icing and anti-icing chemicals. The Public Sector Session includes: establishing best practices, designing efficient routes and training strategies. In the Private Session you will cover key topics in business management, including pricing, marketing, training and integrating with existing clients and services.

*CPWM Credits are pending approval, please call 732-932-9271 x625 for updates.*

**SIMA Credits Available:** Six Certified Snow Professional credits are offered by SIMA (Snow and Ice Management Association).

## Parks and Athletic Fields

### Athletic Field Construction and Maintenance

**February 14 and 15, 2012** 8:00am - 4:00pm  
\$395 before January 31, 2012; \$445 after. [AT0501CA12](#)

This popular two-day program explores establishment, maintenance, and renovation of athletic fields. This is a core class in the *Public Grounds Management Certificate Program* and is approved for both pesticide recertification and CPWM credits. Topics include:

- Soil physical and chemical properties and how they affect construction, establishment, and management
- Safety and liability issues
- Design, operation and maintenance of irrigation systems
- Cool-season turfgrasses for athletic fields
- Maintenance procedures for athletic fields
- Insect, disease and weed control strategies
- Budgeting concepts
- Renovation, repair, and seeding strategies
- Management of baseball and softball skin surfaces
- Striping, lining, and painting techniques

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### Baseball and Softball Skin Surface Selection and Management

**February 22, 2012** 8:00am - 12:00pm  
\$175 before February 8, 2012; \$195 after. [AT0503CA12](#)

This hands-on class will help you select the proper infield mix for your facility based on your site-specific environment and management regime. In the classroom, the course will address construction of skinned areas, pitchers' mounds, and batters' boxes, as well as proper management techniques for these areas. This class then moves to a nearby baseball field, where the **hands-on** learning experience allows you to get down to the ground level of proper infield construction and maintenance.

**Approved Pesticide Credits: NJ/CT:** 4 in 13; 4 in 3B  
**NY, PA, DE, MD, MA:** Please call 732-932-9271 x625 for updated credit information.

## Parks and Athletic Fields

### Leadership Skills for Parks, Golf and Field Managers

**February 1, 2012** 9:00am - 3:30pm  
\$195 before January 18 2012; \$225 after. [AL0901CA12](#)

This highly interactive, one-day class, taught by popular management instructor Ned Lipman, provides insights into your management style and strengths. You'll complete an in-class Management Temperament survey that helps you understand how to work more effectively with different temperaments around you. You'll also examine strategies to increase trust with and among your staff through concrete strategies that tie credibility to results and tackle tough issues head-on.

*"Ned has great abilities to engage the class in conversations and he brings expertise on issues relevant to the audience,"* said one front-line manager. *"He is very knowledgeable and motivational. He really helps you visualize the materials he is bringing to the table,"* said another.

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### Risk Management for Parks, Golf and Field Managers

**January 25, 2012** 9:00am - 12:00pm (1/2-Day)  
\$175 before January 11, 2012; \$195 after. [AL0902CA12](#)

Rutgers professor and risk management expert Neil Dougherty takes the myth, mystery and fear out of the threat of lawsuits by helping you understand three core issues of risk management:

- Understanding the circumstances in which losses are most likely to occur
- Designing and implementing policies to minimize the likelihood that they will occur
- Taking appropriate steps to minimize the impact of losses that cannot be avoided

Neil consults and testifies in park and playground lawsuits around the country, and he fills the class with actual events, accidents and outcomes that help you understand the standards and guidelines that the "prudent professional" should follow.

This is a core class in the *Public Grounds Management Certificate Program*.

## Hazardous Tree Identification

AL0803CA12 - Winter Session

**November 29, 2011** 9:00am - 3:30pm

\$245 before November 15, 2011; \$275 after.

AL0803CB12 - Spring Session

**March 1, 2012** 9:00am - 3:30pm

\$245 before February 16, 2012; \$275 after.

Hazardous trees pose a double danger. They are tough to recognize, and they can be costly – even deadly – if not managed before an avoidable accident happens. In this one-day course, Certified Tree Experts Ted Szczawinski and Steve Chisholm, will walk you through the step-by-step process of identifying and dealing with the hazards, and properly documenting your findings and any work performed. This course offers credits for Community Foresters as well as 5 Technical hours for Certified Public Works Managers. **This is a core class in the *Public Grounds Management Certificate*.**

**ISA Credits: November/March:** Certified Arborist-5; BCMA-Practice-2.5; BCMA-Management-2.5

## Large Tree Climbing and Rigging

**December 15 and 16, 2011** 9:00am - 3:30pm

\$395 before December 1, 2011; \$445 after. AL0802CA12

You don't need to sacrifice safety for speed! In this two-day class, discover the techniques that increase your productivity while maintaining the high level of safety that is the mark of a good arborist. Steve Chisholm, a Certified Tree Expert and leading arboriculture educator, and his brother, Mark Chisholm, a three-time International Tree Climbing Champion and 19-time New Jersey State Tree Climbing Champion, will combine classroom lectures with field demonstrations of climbing and rigging techniques.

**ISA Credits/Day 1:** Certified Arborist-5; TW Climbing Specialist-5; BCMA-Practice-5; **Day 2:** Certified Arborist-6; TW Climbing Specialist-6; BCMA-Practice-6

## Tree Pruning

**February 20, 2012** 9:00am – 3:30pm

\$245 before February 6, 2012; \$275 after. AL0806CA12

The ANSI standards dictate how to properly perform pruning, cabling and bracing work, and this class will explain how to meet those hard-to-understand standards. You will learn:

- Crown raising, thinning, cleaning and reduction pruning
- Where to prune: identifying the branch collar, branch bark ridge and proper location of the final cut while avoiding lion-tailing
- Understand timing of pruning schedules
- Sanitation of tools and plants affected by pests and disease
- Production practices for safe and effective operations
- Choosing the right equipment and tools for the job
- When and how to use cabling and bracing hardware along with standardized hardware requirements to increase your productivity

Outdoor, **hands-on** demonstrations will be included weather permitting.

**ISA Credits:** Certified Arborist-4.5; BCMA-Management-4.5

## Tree Planting and Installation

**February 21, 2012** 9:00am – 3:30pm

\$245 before February 7, 2012; \$275 after. AL0805CA12

Proper planting is far more than digging holes; it can literally determine life or death for a tree. You first must match the plant with the conditions of your site and then determine proper excavation depth and width. You also need to identify girdling roots and the location of trunk flares – then use suitable backfill to create good soil structure. You will learn how to take control of the process with detailed specifications to assist in evaluating, preserving and remediating trees on construction sites. Hands-on outdoor demonstrations will be provided if the weather cooperates.

**ISA Credits:** Certified Arborist-5.25; BCMA-Practice-2.25; BCMA-Management-3



## Plant Health Care

**February 22, 2012** 9:00am – 3:30pm  
 \$245 before February 8, 2012; \$275 after. **AL0804CA12**

Customizing treatments for nutrient deficiencies is not just good plant health care, it is also a valuable new service offered by conscientious arborists. Yet, the complexity of the issues and products can be intimidating. Which products are truly worthwhile and which are just sales hype? This class will provide answers on a wide range of issues, such as: water soluble versus WIN; Bio-stimulants; Mycorrhizae or compost tea; trunk injection or implants; pH; micronutrients; and proper timing of applications. Cultural, biological and chemical control strategies and the Growing Degree Day (GDD) method of tracking pests and diseases will be outlined and detailed for effective use and marketing. Hands-on outdoor demonstrations will be provided (weather permitting).

**ISA Credits:** Certified Arborist-4.75; BCMA-Practice-1.75; BCMA-Management-3

## Municipal Shade Tree Management

**February 24, 2012** 9:00am – 3:30pm  
 \$245 before February 10, 2012; \$275 after. **AL0807CA12**

Communication is the number one challenge in shade tree management, and this one-day class provides new tools and strategies to communicate more clearly with your most important constituents. To communicate more effectively with tree care contractors, builders and engineers, you'll leave with detailed specifications to ensure a higher level of efficiency and accountability. To communicate more effectively with residents, elected officials and the media, you will learn new visual tools to create and manage shade tree inventories with GIS (Geographical Information Systems). You will also learn hands-on technical skills and review and receive a municipal shade tree ordinance database that is provided to all course participants.

**ISA Credits:** Certified Arborist-4.75; BCMA-Practice-4; BCMA-Management-.75

## Introduction to Small Engine Repair

**AL0209CA12** (1st Session)  
**March 14, 2012** 9:00am - 3:30pm  
 \$295 before February 29, 2012; \$345 after

**AL0209CB12** (2nd Session)  
**March 19, 2012** 9:00am - 3:30pm  
 \$295 before March 5, 2012; \$345 after

Learn the keys to preventative maintenance and protect your equipment investment without waiting for or paying someone else to do it! A representative of Gardner-Connell, Inc., will reveal the top reasons engines fail and teach you how to maintain and perform routine repairs, without voiding your warranty. This **hands-on** class gives you answers to your specific questions - something a manual or video cannot deliver. **Please choose one of the two sessions above.**

**5 Technical  
 CPWM Credits**

**6 TCH Credits**

## Advanced Small Engine Repair

**AL0210CA12** (1st Session)  
**March 15 and 16, 2012** 9:00am-3:30pm  
 \$495 before March 1, 2012; \$545 after

**AL0210CB12** (2nd Session)  
**March 20 and 21, 2012** 9:00am-3:30pm  
 \$495 before March 6, 2012; \$545 after

In this two-day program, a representative of Gardner-Connell, Inc. uses a complete "tear down" and rebuild of a 4-cycle Kohler engine to demonstrate maintenance and repair of small engines. You will walk away with these skills: knowing why and how to adjust the governor, making carburetor adjustments, selecting the best oil and gas types for the season and your equipment, and understanding and avoiding common problems like vapor lock. This class will be your first step in saving countless repair dollars and time! **Please choose one of the two sessions above.**

**5 Technical &  
 5 Management  
 CPWM Credits**

**12 TCH Credits**

## Two-Cycle Engine Maintenance

**March 13, 2012** 9:00am - 3:30pm

\$275 before February 28, 2012; \$295 after. [AL0255CA12](#)

6 TCH Credits

This new hands-on class is designed to prepare you to properly maintain the two-cycle engines that run your hand-held landscape equipment including string trimmers, chain saws, and backpack blowers. You will participate in a teardown and reassembly of a typical two-cycle engine. Discussion topics include:

- Maintenance techniques
- Carburetion problem solving
- 2-Cycle engine theory
- 2-Cycle engine selection
- 2-Cycle design principles

## Sales, Marketing and Branding Techniques for the Success-minded Landscape Contractor

**January 13, 2012** 9:00am - 3:30pm

\$195 before December 23, 2011, \$225 after. [AL0313CA12](#)

For business owners seeking to differentiate their company, attract better leads, retain and sell more clients, and build a sustainable business, Green Industry consultant, Jeffrey Scott, will cover:

- Proven cost-effective techniques for marketing and building your brand
- Creating a marketing calendar that ensures marketing happens even in your peak season
- Budgeting, measuring and managing marketing efforts to maximize ROI
- The role of direct mail, public relations, e-mail marketing, web/social media marketing, community, neighborhood and referral marketing
- What it means to cost-effectively brand a landscape company
- How to identify and create a profitable niche around your company's "ideal" client profile
- Sales techniques for setting up and closing the sale – at the right price
- How to better communicate with and up-sell your existing clients

## Common Sense Business and Pricing Strategies

**January 23, 2012** 9:00am - 4:00pm

\$195 before January 9, 2012; \$225 after. [AL0307CA12](#)

Tight times demand smart business decisions. Spend a day with two of New Jersey's most experienced landscape contractors in this course to discuss:

- Pricing and selling jobs – It's tough to resist price cutting to win a job, but how low is too low? How much negotiation room should you build into a price?
- Cost estimating strategies – Unless you're covering your full costs, you might be slowly losing money on every job
- Job costing and tracking – Setting a good price depends on knowing your individual cost of service. Make sure you become a better estimator with each job – and then once you win the job, make sure you manage the Profit/Loss
- Q&A – You'll have wide open class time to leave with answers to the specific concerns facing your business

## Cash Flow Management for the Landscape Contractor

**February 9, 2012** 9:00am - 3:30pm

\$195 before January 26, 2012; \$225 after. [AL0312CA12](#)

Cash flow has become a major challenge for many small businesses, and this one-day course will present strategies to improve your cash flow. In class, you'll develop an actual operating budget for your company to project long-term cash reserve requirements.

This course will cover: Developing Payment Schedules That Stay Ahead of Project Expenses; Understanding Your Project Costs; The Break Even for Each Project and The Profit Projected; Implementing a Strong Accounts Receivable System; and Monitoring Your Budget Versus Actual Income and Expenses and Making Necessary Adjustments.

*During the program, each attendee will develop an actual 2012 operating budget for your company to project long-term cash reserve requirements.*

# Business Classes

# Pesticide Certification

## Six Key Elements of Success for Landscape Contractors

**February 16, 2012** 9:00am - 3:30pm  
\$195 before February 2, 2012; \$225 after. **AL0306CA12**

In rough real markets, landscape companies must improve on multiple fronts to survive and thrive. That means honestly analyzing strengths and weaknesses, and it means executing on six key elements of success:

- Effective leadership
- Business & strategies planning
- Implementing change
- Production & overhead systems
- Employment accountability
- Production feedback through job costing

Taught by landscape industry consultant, Marcus vandeVliet, who leads the ANLA's Masters in Landscape Business Management Program, this course provides solutions that you can implement immediately.

## Growing Your Landscape Business Through Social Media Marketing

**January 27, 2012** 9:00am - 3:15pm  
\$195 before January 13, 2012; \$225 after.  
**AL0314CA12**

**New!**

Facebook, Twitter, LinkedIn. . . these popular sites offer immense marketing capabilities for small businesses. This one-day course, hosted by social media specialist Karlton Utter, will help you understand how these sites – and many others – can be incorporated into an achievable online marketing plan. This course will help you grow your business through the customer interaction and communication that social media offers. Some features of the course:

- Live and hands-on training for Facebook and Twitter
- Discovering tools and apps to make social media work for you
- Sharing less popular sites that could have a huge impact on your business locally
- Social media etiquette

## CORE Pesticide Certification Training

Fee: \$135 for one registrant, \$99 for two to nine registrants, \$89 for 10 or more.

NJDEP Pesticide Control Program (PCP) regulations require commercial applicators and operators to complete a PCP-approved basic pesticide training course and perform 40 hours of on-the-job training. Bilingual courses are taught in English and Spanish. Los cursos bilingües se enseñan en inglés y español. *Licensed applicators may also take this class to earn six (6) CORE credits.*

### Bilingual Class Dates:

November 2, 2011 – AE0801CC12  
January 5, 2012 – AE0801CE12  
March 22, 2012 – AE0801CG12

### English Only Class Dates:

December 8, 2011 – AE0801CD12  
February 2, 2012 – AE0801CF12

Please call 732-932-9271 ext.614 for additional dates.

## Registration Information

### Frequent Learner & Master Gardener Discounts

We have made it simpler for you to save on your training. Any individual or organization qualifies for a 10% discount on all training if they spend \$1,000 or more on total registration fees in one year. On a space available basis, Master Gardeners will be eligible to receive a 10% discount on most programs by including their certificate with registration.

### Continuing Education Credits

Rutgers offers a wide range of credits from New Jersey, New York, Pennsylvania, Connecticut, Delaware, Maryland and Massachusetts. For complete credit information, visit [www.cpe.rutgers.edu/credits](http://www.cpe.rutgers.edu/credits) or call Karen at 732-932-9271 ext. 625.

## Inclement Weather

If winter weather is threatening, we will post information about class cancellations by 6:00am on the home page of our website: [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu) and on a recorded message at 732-932-9271. Cancellations will not be broadcast on the radio.

# Registration Information

# Free On-Line Seminars

For most courses, your registration fees include course materials, a continental breakfast and lunch. You will receive a confirmation letter or email with directions to the course location.

*Please make checks payable to: Rutgers University.*

**Phone:** (732) 932-9271, 8:00am to 4:30pm EST, M-F. Visa, MasterCard or AMEX are accepted.

**Fax:** (732) 932-8726, 24 hours. Please fax credit card information or a copy of your check, money order or purchase order with your registration.

**Mail:** Registration Desk, NJAES Office of Continuing Professional Education, Rutgers University, 102 Ryders Lane, New Brunswick, NJ 08901-8519

**Online:** [www.cpe.rutgers.edu](http://www.cpe.rutgers.edu). Visa, Mastercard or AMEX accepted.

## Payments, Cancellations and Substitutions:

Registration is accepted on a first-come, first-serve basis and will not be accepted without a payment method noted. To guarantee your seat, full payment must be received prior to the course start date. You may withdraw from a class up to three business days before a course begins and receive a refund, less a \$35 processing fee. If our office is not notified three business days before the start of a class, you may be responsible for the full fee. Substitutions are always welcome.

## On-Site Customized Training

If you prefer the convenience of training developed and delivered to meet your specific needs, site and schedule, Rutgers will deliver the instructors, course content, and hands-on skills that you seek. Please call Karen at 732-932-9271 x.625 to start the discussion.

## Free On-Line Seminars

### Risk Management: Myth, Reality and Reason

**October 27, 2011** 2:00 - 3:00pm

Planning for safety is a professional, legal and ethical responsibility, but exactly what does "reasonable" Risk Management require? Join Neil Dougherty, Rutgers Professor of Sports Management, to separate myth from reality. Neil testifies in injury and liability cases nationwide, so discover the lessons he has gleaned from 30 years of litigation.

### Business Valuation: How much is all your hard work worth?

**December 1, 2011** 2:00 - 3:00pm

For more than a decade, Rutgers has partnered with Green Industry consultant Jim Huston, who has helped business owners merge, buy and sell companies to expand operations, improve margins or cash out of the field. Business valuation is part financial math, part consumer psychology, and part shrewd negotiation. Gain insights from Jim's experience with all three.

### Richard Buckley's Best Pest Identification Tips... Ever

**December 20, 2011** 1:30 - 2:30pm

Rich Buckley, Director of the Rutgers Diagnostic Center, and his staff make their living solving your toughest pest problems. Perhaps only the bugs and fungi themselves know more about which pests are hitting where and when – and why! Golf course and ground managers around the country seek his advice before treating outbreaks, and he'll share his top five tips that all landscape, park, and golf course managers should know and embrace.

For information on our programs this season, please call 732-932-9271 x625, or email [ktizzano@rci.rutgers.edu](mailto:ktizzano@rci.rutgers.edu) with any questions.