

FOR IMMEDIATE RELEASE

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Session Schedule Just Released for SHADE 2010!

Presented by the Arizona Nursery Association (ANA), SHADE: Southwest Horticulture Annual Day of Education will be held on Friday, August 13, 2010 at The Renaissance Glendale in Glendale, Arizona next to the Cardinal's Stadium. This year is the 6th Anniversary of SHADE! Registration begins at 7:00 a.m. and morning sessions begin at 8:00 a.m.

SHADE is designed for green industry professionals, landscape architects and contractors, arborists, business owners and managers, suppliers, irrigation specialists, maintenance personnel, wholesalers, and retailers. Attendees will profit from this educational event, which features five tracks, including the new Irrigation track, containing *five sessions each* with a special sixth session in the Pest Management and Plant Health track. All sessions are presented by industry experts. The Design Track has been endorsed by the Arizona Chapter of the American Society of Landscape Architects and is sponsored by Evergreen Turf. The Irrigation Track is sponsored by the Central Arizona Project (CAP). Give your business the recognition it deserves and call (480) 966-1610 to be a sponsor of any of the remaining tracks or for SHADE itself.

The five tracks are: **Pest Management & Plant Health**, featuring *New Products to Tackle Old Diseases* with Gabe Towers, Plant Pathologist at Target Specialty Products and *Utilizing Beneficial Insects and Organisms* with Rob Deacon, Technical Sales Rep. at Lebanon Seaboard Corporation. **Design**, sponsored by Evergreen Turf and endorsed by ASLA, includes *Envisioning the Future of the Urban Forest* with Richard Adkins, City of Phoenix, and Irene Ogata, City of Tucson and *Trash to Treasures: Infusing New Life into Residential Landscapes* with Janet Rademacher, Mountain States Wholesale Nursery. **Trees & Plants**, featuring *Planting too Deep and Other Problems Below Ground* with John Eisenhower, Integrity Tree Service and *Arboriculture Starts in the Nursery: Improving Root Systems of Container-Grown Trees* with Brian Kempf, Urban Tree Foundation. **Irrigation**, sponsored by CAP, featuring *5 Ways to Increase Irrigation Efficiency* with Jeffery Knight, Ewing Irrigation and *Reclaimed Water: Panacea or Pandora's Box?* with Andy Terrey, City of Phoenix. **Business**, sponsored by Ball Horticulture, featuring *Arizona Economic Standpoint 2010* with Brian Cary, SRP and *Identifying and Capturing Your Market Niche* with Julie Murphree, Arizona Farm Bureau.

Continuing Education Units (CEU) will be available from ADA, ASLA, GCSAA, IA, ISA, and OPM (formerly SPCC). A complete list of session descriptions and presenters is available on the Arizona Nursery Association's website, www.azna.org.

The MARKETPLACE at SHADE provides an opportunity to interact with companies and learn about their products, visit with industry professionals, and explore resources that support your business. Begin your journey with the educational sessions and visit the MARKETPLACE during lunch and the reception.

The cost for early registration (by July 31) is \$88 per person and includes lunch, morning and afternoon refreshments, and an hors d'oeuvres reception. For companies sending more than one person, additional attendees may register for \$78 each. Register today by calling the ANA office at 480-966-1610 or register on-line at www.azna.org/shade.

The Glendale Renaissance is holding a special room rate of \$99.00 and it is available until July 30th. Visit www.renaissanceglendale.com and enter the group code SWASWAA under the "Special Rates & Awards" page to make reservations, or call (623) 937-3700.

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