

# Grow Maine Green Expo

Wednesday, January 23, 2019  
Augusta Civic Center

**7:30 am - 8:30 am** Registration & Continental Breakfast *Main Lobby*

**8:00 am** **Grow Maine Green Expo Trade Show Floor Opens**

**9:00 am - 10:15 am** **William Cullina** *North Wing, 2nd floor*  
Executive Director, Coastal Maine Botanical Gardens

## Keynote - "Sugar, Sex, and Poison: Shocking Plant Secrets Caught on Camera"

As we all know, plants are at the base of both the human and non-human food chain. Everything eats them directly or indirectly, which may or may not be a good thing as far as plants are concerned. Because they do not move around, it is easy to forget that plants are not helpless. They have evolved an incredible arsenal of chemicals, camouflage, spines, hairs, and waxes to discourage herbivores. On the other hand, they spend a huge amount of their energy on pollen, nectar, edible fruits, and sugary root exudates designed to attract and nourish animals, insects, fungi and bacteria so they can perform services such as pollination, seed dispersal, defense, and nutrient acquisition. It is a carefully balanced natural economy and community based on the products of photosynthesis that is amazing in its complexity and efficiency. Strengthening this natural economy through sound horticultural and agricultural practices is in essence what the organic movement is all about. In this talk, Bill Cullina will show how this world of pollen, poisons, pigments, pheromones, sugars and sex translates to sound organic practices we all can benefit from.

**10:15 am - 10:30 am** Break, exhibitor viewing *Paul Poulin Auditorium*

**10:15 am - Rope Climbing Demonstration by Melissa Levangie** *Paul Poulin Auditorium*

**10:30 am - 11:45 am** **Nicholas DiBenedetto, CLP, MCLP** *Penobscot Room*  
Co-Owner, ND Landscape, Inc.

## Seminar – "The Golden Trilogy - Taking Your Company to the Next Level"

The landscape management market is a tough discipline in order to find success and not just survive there must be a sound strategy to execute success. Concentrating on three specific areas and balancing them throughout the process is essential. Your customers must perceive a high level of value, your employees must have a clear understanding of their jobs and be proud of the work and be happy. And your P&L must show double-digit profits. Easier said than done but Nick DiBenedetto a 38 year veteran will show you a roadmap to help you find the way.

**10:30 am - 11:45** **Kevin Smith, PhD** *Androscoggin-Aroostook-Cumberland Room*  
Supervisory Plant Physiologist, USDA Forest Service

## Seminar – "Tree Structure and Wood Decay"

The words "decay" and "rot" can inspire fear and urgent action for the teeth in our mouth and wooden beams in the barn. Should that be the same for decay in living trees? The presentation will explore what tree decay is, what causes it, and what may be an appropriate level of concern.

**11:45 am – Noon** Break, exhibitor viewing *Paul Poulin Auditorium*

