

**Education Workshop
Thursday, February 29, 2024
Keeley's Banquet Center**

2 Pesticide Applicator Credits; 5 Recertification Credits for the Day

9:00 am – 9:25 am REGISTRATION. Coffee.

9:25 am – 9:30 am Welcoming Remarks

9:30 am – 10:30 am **Zac Smith-Hess**, Entomologist and Educator
Maine Botanical Gardens

1 Pesticide Credit

Title: **“Practices for Beneficial Insects.”** With all the buzz around bees, it can be easy to overlook other essential insects that share our garden spaces. Beetles, flies, wasps, and spiders are just a few of the more hidden beneficial arthropods that may be found in your space. We can also plant and landscape to create habitat for predators, reducing the need for chemical pesticides. Together with the charismatic pollinators, bees and butterflies, these critters support any managed ecosystem.

10:40 am -11:40 am **Jesse O'Brien**, Executive Director
Ornamental Horticulture Council

1 Pesticide Credit

Title: **“Update of Advocacy at the Municipal, State and Federal Levels”** Jesse will lead a discussion of recent Ordinances and Laws that have an effect on our industry.

11:45 am – 12:30 pm **LUNCH BREAK** for a delicious luncheon. *(Included in cost of registration)*

12:30 pm -1:30 pm **Bob Ferro**, Owner
Ferro Marketing

Title: **“Digital & Social Media Marketing for the Small Business Owner”** Navigating the Digital Terrain: Ferro Marketing's Exclusive Workshop on Amplifying Your Landscape Business through Effective Digital and Social Media Marketing in Maine.

1:40 pm – 2:40 pm **Rose Wess**, Safety Management Consultant
MEMIC

Title: **“Incident Investigations”** Improve your safety program by developing and implementing an incident investigation process. Learn how to conduct an incident investigation and complete a root cause analysis to help further reduce repeat injuries.

Keeley's Banquet Center is located at 178 Warren Avenue, Portland. From Maine Turnpike I-95, take Exit 48. Turn right onto Riverside Street. At second light, turn right onto Warren Avenue. For answers to any questions, call Don Sproul, 207-623-6430; or email: MngmtPlus@aol.com

