

# 2010 CAVICCHIO LANDSCAPE SEMINARS

**Wednesday**  
**February 24th, 2010**

Location:  
Best Western Royal  
Trade Plaza  
Marlborough, MA

## Insect Pests

Registration: 8:00 AM  
Class: 8:30-12:00

### ***Lunch Included***

Price: \$35.00 pp

## Landscape Design

Registration/Lunch: 12:00  
Class: 1:00-4:00

Price: \$35.00 pp

**Thursday**  
**March 4th, 2010**

## Perennials with Dividends

Registration: 8:00 AM  
Class: 8:30-12:00

### ***Lunch Included***

Price: \$35.00 pp

**Register by calling :**  
**978-639-6338**

## Insect Pests Associated with Trees and Shrubs in the Northeast

**Guest Speaker Robert D. Childs**

*Professor of entomology U-Mass Amherst*

This 3-hour talk will discuss, in detail, many of the problematic insect pests that are associated with trees and shrubs in the Northeast and much emphasis will be placed on:

- how to properly identify these pests in all life stage
- the various monitoring tools and techniques available for detecting their presence
- establishing thresholds for population sizes
- the IPM strategies that are available for reducing numbers of these pests along with ways to prevent future problems
- Management strategies that range from chemical to the bio-rational and least toxic means
- Current biological control research
- horticultural practices that can help discourage or reduce pest numbers
- resources for future reading

Some of the insects being discussed will include: hemlock woolly adelgid, lily leaf beetle, viburnum leaf beetle, winter moth, various tree-infesting caterpillar species, emerald ash borer, Asian longhorned beetle, more.

**This class will carry 3 Credit hours towards certification requirement**

*About the instructor:*

Bob has been an instructor of entomology at U-Mass Amherst since 1984. He currently teaches 3 entomology courses per year at U-Mass with the bulk of his students being enrolled in the Stockbridge School of Agriculture. In addition to teaching, Bob also has an Extension appointment to the Landscape, Nursery and Urban Forestry program. His role there is to provide accurate and timely diagnostics of insect pests, make recommendations for pest control, write about current trends in pest identification and management, and to act as an overall resource for the Green Industry.

***Note: Certification credits for attendees can be arranged at an additional charge at the meeting. We will provide proper paperwork and instructions for these credits at meeting***

**To register please contact:**  
***Dawna at 978-639-6338 or email dawna@cavicchio.com***

## Landscape Design Principles for the Beginner

**Guest Speaker Jack Tremblay**

*Landscape Architect from Amesbury, MA*

This class is structured for the maintenance contractor who is being asked to perform this function for their clients. It can also act as a refresher course for those who have not done a lot of landscape construction recently and want to brush up.

The class will cover the proper sequence from initial meeting with client through the design and construction phases. Topics will include evaluating the needs of your client, surveying the site, grading considerations, elevations, hardscaping, watering systems, plant selection and placement as well as determining your crews limitations and capabilities.

Planning a project in advance makes it much easier and more profitable due to increased efficiency. Properly planned projects come together more smoothly and generate happy clients.

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## Perennials that Pay Dividends

**Guest Speaker Landscape Designer Adriana O'Sullivan of Sharon, MA**

*Assisted by Cynthia Kaplan and Kellye Stanley from the Cavicchio sales team*

Come join us and learn how to florascap. Florascap is a design technique that uses perennials to create "hot" beds, rich in color, texture, and character. Create multi season interest in all of your landscapes, public, residential, and commercial.

This class on designing with color is structured for the inexperienced beginner on using perennials in their everyday offerings. You will have a better understanding of the benefits and will be more comfortable selling them to your clients. This will be a down to earth seminar and is an excellent class choice for maintenance contractors, lawn service professionals or the landscaper trying to expand their professional offerings.

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