



The Florida Sod
Growers Cooperative's

Field Day

April 22-23, 2010

Lykes Bros., Inc.

Lake Placid, Florida

Registration and Vendor Information

Important Dates:

Thursday, April 15:

Sponsorship pledges must be received to be included on event signage

Friday, April 16:

Last day for guaranteed rate at host hotel
(reservations made after this date are subject to availability; group rate cannot be guaranteed)

Friday, April 16:

Last day to pre-register (registrations will be accepted on site, but lunch cannot be guaranteed)

For more information, call
(863) 675-2144

Email: fldsogrowers@aol.com
or visit

www.floridasodgrowers.com

Florida Sod Growers Cooperative
P. O. Box 217
LaBelle, FL 33975

Betsy McGill, Executive Director

Host Farm

Lykes Turf Farm / Lykes Bros., Inc.

350 Driggers Road, Lake Placid, Florida 33852

Telephone: (863) 763-3041

Website: www.lykestreesandturf.com

From SR-27: Take State Road 27 South to County Road 621. Travel east on County Road 621 for just over six miles. Turn south on Driggers Road and follow the Sod Field Day signs.

Host Hotel / Seminar & Reception Site

Four Points Sheraton - Chateau Elan

150 Midway Drive, Sebring, FL 33870

At the Sebring Raceway

Telephone: (863) 655-7200

Website: www.chateaulansebring.com

The Four Points Sheraton - Chateau Elan is located south of Sebring just off State Road 27 via US 98. Located adjacent to the Sebring International Raceway, the facility also boasts the area's only European-style spa (a great place for your guests to relax while you attend seminars or Field Day). When making your reservation, ask for the Florida Sod Growers group rate (\$99 per night / standard room, \$119 per night / suite wing, plus applicable tax and fees).





Join us for the
Florida Sod Growers Cooperative's

Field Day 2010



Seminars ■ Thursday, April 22nd ■ Four Points Sheraton, Sebring ■ 1:00 - 5:00 PM

An afternoon of educational and informational topics specifically for sod producers and other turfgrass professionals. (*\$25 per participant; registration required as space is limited. CEUs applied for.*)

receive a copy of the newly revised publication *Natural Grass and Artificial Turf: Separating Myths and Facts*, by the Turfgrass Resource Center.

Business Strategies for Tough Times

1:00 PM Facing Financial Challenges in Today's Ag Economy

Regina Thomas, Senior Vice President
Farm Credit of Central Florida

Today's economic conditions have created unprecedented challenges for agricultural businesses. Farm Credit of Central Florida's Senior Vice President Regina Thomas will share creative, helpful hints on how to navigate the turbulent waters in today's uncertain climate and how to strategically use credit to your advantage. Thomas, who grew up on a farm, has been with Farm Credit since 1994.

Synthetic Turf

2:00 PM Considerations & Use of Synthetic Turf

Dr. Jason Dettman-Kruse, Assistant Professor
University of Florida / IFAS, Gainesville

Are your customers considering artificial turf due to promises of cost savings, fewer inputs or environmental friendliness? Dr. Jason Dettman-Kruse will focus on the factors driving increased installation of synthetic turfgrass systems including maintenance, quality, playability, durability, and environmental impact. Discussion will include recent research related to environmental, safety, and health concerns of synthetic systems and how they compare to natural turfgrass systems. Participants will

Pesticide Handling & Safety

3:00 PM PMU Spill Control Training

Paul Mitola, Environmental Specialist
Bureau of Entomology and Pest Control
Florida Dept. of Agriculture & Consumer Services

Refresh your skills on the safe handling of pesticides through hands-on mock pesticide spill drills, which includes proper labeling of pesticide concentrate containers, proper use of personal protective equipment according to the pesticide label, proper disposal of pesticides and pesticide containers and a discussion on the liabilities of pesticide spills.

Pest Control Research

4:00 PM Recent Research in Turf Entomology

Dr. Ron Cherry, Professor
UF/IFAS Everglades Research & Education
Center, Belle Glade

Chinch bugs are a significant pest in Florida turf varieties, especially as they've become resistant to many of the insecticides that formerly offered some measure of control. Dr. Cherry will examine the development of this resistance as well as the history of host plant resistance to southern chinch bugs. He'll also discuss recent tests on the effect of fertilization on chinch bug populations and disease in St. Augustinegrass and the recent discovery of a turf herbicide which kills sod webworms.

Reception & Dinner ■ Thursday, April 22nd ■ Four Points Sheraton, Sebring ■ 6:30-9:00 PM



Kick-off your Field Day experience by joining us on **Thursday evening, April 22nd** for our popular **Field Day Reception**, set this year at the Four Points Sheraton Chateau Elan in Sebring! This casual reception and dinner buffet is a unique opportunity to visit and network with other industry professionals or simply catch up with old friends. (*Reservations are required; \$25 per person*)





Invest in your business and your industry - and have fun doing it!

The FSGC Field Day is the state's only trade show to feature equipment, goods and services geared specifically to the needs of sod producers and those who work in the industry. This day-long event features static vendor displays as well as demonstrations of larger equipment. You'll also have the chance to "pick your own prize" in our popular bucket raffle! *\$35 members; \$40 non-members.*

Admission includes continental breakfast and lunch on site, prepared and provided this year by **Everglades Farm Equipment**.

About Lykes Bros., Inc.: Well over 100 years ago, Dr. Howell Tyson Lykes left a medical career to raise cattle and citrus on the family homestead in rural Hernando County, Florida. By the turn of the century, Dr. Lykes had moved his family and business operations to Tampa and was shipping cattle to Cuba aboard a three-masted wooden schooner. One by one, each of Dr. Lykes' seven sons joined the business. Working together, they expanded and diversified, incorporating as Lykes Bros., Inc. in 1910. Descendents of Dr. Lykes have retained ownership of Lykes Bros. and continue to build on the solid foundation laid by the doctor and his seven sons. The Turf and Tree division produces Floratam St. Augustine and JaMur Zoysiagrass, as well as sabal palms, pines, and a variety of other trees.



SCHEDULE

Thursday, April 22

- 8:00 AM Equipment Vendor Move In Begins
Lykes Bros., Inc., Lake Placid
- 1:00-5:00 PM Sod Educational Seminars
Four Points Sheraton, Sebring
- 6:30-9:00 PM Reception / Buffet Dinner
Four Points Sheraton, Sebring

Friday, April 23 (all activities - Lykes Bros, Inc.)

- 7:30 AM Tabletop Vendor Move In
- 8:30 AM Registration - Trade Show Open
- 9:30 AM Equipment Demonstrations Begin
- 12:00 PM Lunch, Program, Raffle
- 1:30 PM Trade Show - Demos Continue
- 3:00 PM Field Day Closes / Vendor Move Out

Sponsorships ■ **Support the association and increase exposure for your company!**

Field Day Sponsorships are a great way to contribute to the efforts of the association on behalf of the sod industry. All sponsors are recognized on signage at the event and in the FSGC quarterly newsletter. Additional benefits are available according to sponsorship level.

Silver Field Day Sponsor: \$250

Silver sponsors receive recognition on signage at the event and in the FSGC quarterly newsletter, plus admission to Field Day and lunch for **two** company representatives.

Platinum Field Day Sponsor: \$1,000

Platinum sponsorships include your choice of a booth or equipment demonstration space; recognition on signage at the event and in the FSGC quarterly newsletter; admission to Field Day with lunch for **four** company representatives; and a full page advertising space in *Florida Lawn*, the association's quarterly newsletter.



Bronze Field Day Sponsor: \$100

Bronze sponsors receive recognition on signage at the event and in the FSGC quarterly newsletter, plus admission to Field Day and lunch for **one** company representative.

Raffle Prize or Auction Item Sponsors:

Add to the fun of Field Day by donating a raffle prize or auction item!

Cash donations will be used to purchase prizes on the sponsor's behalf. *Minimum suggested donation: \$25.*

Gold Field Day Sponsor: \$500

Gold sponsors receive recognition on signage at the event and in the FSGC quarterly newsletter; admission to Field Day and lunch for **three** company representatives; and a half page advertising space in *Florida Lawn*, the association's quarterly newsletter.

Evening Reception Sponsors

Special thanks to

Florikan ESA and Helena Chemical Company,
co-sponsors of our Field Day Reception & Dinner!



FSGC 2010 Field Day & Trade Show

Attendee/ Non-Exhibiting Sponsor Registration Form

Deadline to Early Register: Friday, April 16 (Please register on-site after this date)

Sponsorship pledges must be received by Thursday, April 15 to be included on event signage.

COMPANY: _____ CONTACT PERSON: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

COMPANY REPRESENTATIVES ATTENDING (as it should appear on name badges). Please check the activities that each individual will attend **and total in the bottom section**. You may list additional attendees on a separate sheet.

- | | | | |
|----------|----------------------------------|------------------------------------|------------------------------------|
| 1) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 2) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 3) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 4) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 5) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |

TOTAL REGISTRATIONS PER CATEGORY (enter below) _____

SPONSORSHIPS for Non-Exhibitors (please see the information packet for a complete list of sponsorship benefits)		Qty	Price	Total
Reception Sponsor		<i>Not Available</i>		
Platinum Field Day Sponsor (includes four Field Day admissions with lunch)			\$1,000	
Gold Field Day Sponsor (Includes recognition and three Field Day admissions with lunch)			\$500	
Silver Field Day Sponsor (includes recognition and two Field Day admissions with lunch)			\$250	
Bronze Field Day Sponsor (includes recognition and one Field Day admission with lunch)			\$100	
Auction / Raffle Prize Sponsor (indicate amount for cash donations)		n/a		
ATTENDEE Registrations		Qty	Price	Total
Seminar Registrations (no charge for UF faculty or extension; please enter total as -0-)			\$25	
Field Day Reception - Dinner Registrations (NOT INCLUDED WITH SPONSORSHIPS UNLESS NOTED ABOVE)			\$25	
Field Day Registrations (includes lunch on-site)				
FSGC Member or Employee of Member Company			\$35	
Non-Member			\$40	
University of Florida Faculty or Extension			-0-	
TOTAL DUE: *Most sponsorships include admission to Field Day. Be sure to subtract these from your total payment!				
Method of Payment:	We cannot accept credit cards at this time. Checks should be payable to Florida Sod Growers Cooperative.			
	<input type="checkbox"/> TOTAL ENCLOSED <input type="checkbox"/> Check to Follow <input type="checkbox"/> Please invoice me (FSGC MEMBERS ONLY)			

Complete and return with payment to: **Florida Sod Growers Cooperative**
 P. O. Box 217, LaBelle, Florida 33975
 Phone / Fax: **863-675-2144**
 Email: flsodgrowers@aol.com



FSGC 2010 Field Day & Trade Show

Exhibitor Registration Form

Space is assigned on a first-come, first-served basis or as needed to accommodate special requirements. **Sponsorship pledges must be received by Thursday, April 15** to be included on event signage.

COMPANY: _____ CONTACT PERSON: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

LOCAL REPRESENTATIVE, if different from above: _____

Address/Phone of Local Rep, if different: _____

Product / Service OR Equipment Being Demonstrated _____

Special Requirements, if any: _____

(ex: type of tractor needed to demonstrate equipment, forklift, other)

COMPANY REPRESENTATIVES ATTENDING (as it should appear on name badges). Please check those activities that each individual will attend **and total in the bottom section**. You may list additional attendees on a separate sheet.

- | | | | |
|----------|----------------------------------|------------------------------------|------------------------------------|
| 1) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 2) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 3) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |
| 4) _____ | <input type="checkbox"/> Seminar | <input type="checkbox"/> Reception | <input type="checkbox"/> Field Day |

SPONSORSHIPS (please see the registration brochure for a complete list of sponsorship benefits)		Qty	Price	Total
Reception Sponsor			<i>Not available</i>	
Platinum Field Day Sponsor (includes booth OR equipment space and four Field Day admissions with lunch)			\$1,000	
Gold Field Day Sponsor (includes three Field Day admissions with lunch)			\$500	
Silver Field Day Sponsor (includes two Field Day admissions with lunch)			\$250	
Bronze Field Day Sponsor (includes one Field Day admission with lunch)			\$100	
Auction / Raffle Prize Sponsor (indicate amount for cash donations)		n/a		
EXHIBIT SPACE (Platinum Sponsors: indicate choice of booth OR table space and mark "0" in total)		Qty	Price	Total
Seminar Registrations			\$25	
Field Day Reception - Dinner Registrations (NOT INCLUDED WITH SPONSORSHIPS UNLESS NOTED)			\$25	
Tabletop / Static Outdoor Display: Includes one table with cover, two chairs and admission and lunch for ONE company representative			\$250	
Equipment Demonstration / Display Space for up to FOUR pieces of equipment: Includes admission and lunch for TWO company representatives. Table and 2 chairs provided ONLY if requested in advance. Please provide the following for my equipment display space: <input type="checkbox"/> Table <input type="checkbox"/> Two chairs			\$400	
Additional exhibiting company representatives for Field Day only (includes lunch)			\$20	
2010 FSGC Associate Membership at \$150.00 per year (*Optional: NEW memberships only)			\$150	
TOTAL DUE: *Most sponsorships include admission to Field Day. Be sure to subtract these from your total payment!				
Method of Payment:	We cannot accept credit cards at this time. Checks should be payable to Florida Sod Growers Cooperative.			
	<input type="checkbox"/> TOTAL ENCLOSED <input type="checkbox"/> Check to Follow <input type="checkbox"/> Please invoice me (FSGC MEMBERS ONLY)			

Complete and return with payment to: Florida Sod Growers Cooperative
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