



LURVEY
Landscape Supply

2550 E Dempster Street
Des Plaines, IL 60016
847.299.8333

30560 N Russell Drive
Volo, IL 60073
815.363.4420

Or visit us on line at www.lurveys.com



LURVEY
Landscape Supply



Lurvey Landscape Supply 2012 Winter Educational Series

Thursdays, February 9 - March 15

ALL Sessions will take place at
our new LEED Gold Facility* at
2550 Dempster St (enter off Potter Rd) in Des Plaines, Illinois
please RSVP at least 3 days prior by calling 847-299-8333

**pending certification*

February 9th ALL DAY

Studies in Natural Stone:

8:30-11:30am

Part 1: Bluestone quarrying and production, as well as, other products from that region. Midwest materials, along with imported products and other domestic materials.

Daniel Wood is an Outside Sale Representative for Lurvey specializing in Natural Stone, reclaimed materials and roof deck products. Also, he is on the board of the Building Stone Institute and is actively involved in various natural stone organization committees.

Alex Kiscellus is the manager of our Park City facility and has been with Lurvey for ten years.

Materials for Cleaning, Protecting and Maintaining Hardscapes:

Jim Lucas has been an Independent Manufacturer's Representative from 1970 – present

Representing PROSOCO, Mortar Net USA Ltd, Soudal USA, Cortec Corp, and Aquafin

Complimentary Lunch

11:30-12:15pm

Studies in Natural Stone:

12:15-2:15pm

Part 2: Bluestone quarrying and production, as well as, other products from that region. Midwest materials, along with imported products and other domestic materials.

February 16th ALL DAY

Unilock & Paveloc Products Review:

8:30-11:30am

Get up to speed with the latest and the new exciting options that Unilock has for the 2012 season! This session will be a review of the benefits, characteristics, and improvements created by the latest technology and advancements in concrete paver production. In addition, we will review and familiarize ourselves with Paveloc, Unilock's new concrete paver acquisition. **Dave Kiel**, General Sales Manager, **Jason Prieto**, Territory Manager, **Phil Carlson**, Territory Manager, and **Bruce Walter**, Contractors Services, will all be contributing to the presentation.

Complimentary Lunch

11:30-12:15pm

Clay Paving Brick Expose':

12:15-2:15pm

We will explore the benefits in clay paver design and application and discuss installation techniques. Nothing is as rich in color and as long lasting as natural Clay Paving Brick. See all from the latest in technology to the original old reclaimed street pavers. Learn directly from the experts at **Whitacre Greer**, **Vermont Brick**, **General Shale** and more! Whitacre Greer is a major manufacturer of dry repressed clay paving brick located in Alliance, OH. They just celebrated their 100th year! Offering far more than just a 4x8, come and see just how many shapes, sizes, textures, and colors they produce out of timeless clay. See how this can benefit you and your clientele. **Marc Caifano**, is an outside sale representative for Lurvey specializing in Clay Pavers. **Rob Rollins** has been representing Whitacre Greer for 15 years in our market. **Tim Gerardi**, Sales Manager, Vermont Brick Company, manufacturers of 'waterstruck' clay pavers. Waterstruck clay pavers are known throughout the architectural community to be absolutely authentic rather than a simulation of the past. One glance will reveal their rich quality, true texture, and timeless beauty. This company made bricks for the first buildings to go up in the original colonies!

February 23rd AM

Best in Class—Plants for 2012: Ball Horticultural Company

8:30-11:30am

- Best in Color for 2012's Landscapes & Beyond
- Best performing Annuals, Tropicals, Perennials, & Woodies for Midwestern Landscapes
- New introductions & old forgotten performers
- Will discuss current problems w/diseases & pests, such as Impatiens Downy Mildew, etc & suggested alternatives
- See what's in production & what new plants are around the corner
- Q&A

Speakers: **Jeff Gibson**, Business Manager for Ball's landscape division and **Jim Nau**, Manager of the Gardens at Ball.

March 1st AM

Understanding & Selling LED Lighting:

8:30-11:30am

- Understanding the History of Lighting, from Incandescent to LED, LED Lamps, LED Wiring, Electrical requirements
- Easy LED Installation
- Alliance's Double Lead LED System
- Selling LED to the Homeowner
- Job costing LED vs. Halogen

Robert McKay, Sales Representatives for Alliance Lighting and **Craig Reed** of C. Reed Associates LLC

March 8th AM

Turf Care Options & Reduced Risk Options

8:30-11:30am

A reduced risk lawn-care program is not quite so strict in its adherence to purely natural products, for it relies also on pesticides when necessary. However, pesticides that adhere to the EPA's reduced risk programs.

Come learn about options both conventional and reduced risk. Learn how to communicate reasonable expectations, responsible use, and some new products for 2012 such as Humic DG and Petsafe. **Dave Louttit**, Sales Manager the Anderson Fertilizer Group, **Doug Soldat**, assistant professor and extension specialist, Dept of Soil Science, UW-Madison.

March 15th ALL DAY

Sustainable Solutions:

8:30-11:30am

Pragmatic Green. Dramatic Value. Implementing LEED into our Landscape Industry. - **Ashley Wilhelm**, LEED AP ID+C, Senior Consultant Goby, LLC

The Green Paver - Calstar Pavers - reinvented masonry to meet the needs of green building today. Calstar Pavers use 85% less energy to manufacture and incorporate 40% recycled content. - John McKeivitt - Midwest Marketing Mgr Calstar Products

Kafka Granite - architectural aggregates, decomposed granite, other quarried products. Permeable Paver Grit Applications, Epoxy Overlay Applications, Stalok Material. - **Dan Steidl**, Outside Sales Representative for Kafka Granite Company

Complimentary Lunch 11:30- 12:15pm

12:15-2:15pm

Integrated Rain Garden Design - Rainwater Management - Considering the rain garden as a unifying feature of the entire property. Will include two case studies. - **Greg Schaumburg**, senior designer with Hursthouse Ldsp Architects and Contractors.

Bison Pedestal Systems and Decking Materials - Roof Deck Applications, **Daniel Wood**, Lurvey Landscape Supply