Interstate Partnerships: The Impacts of the Tri-State Green Industry Conference

Hawley, J; Crook, J; Boggs, J; Neal, N; Benitez, JT; Stanton, M; Augustine, H; Beuerlein, S; Bonham, B; Burns, R; Deacon, M; Emley, G; Gressley, D; Gulick, J; Heinz, B; Jorg, B; Martini, K; Palmieri, J; Simmons, P

Introduction

The purpose of the annual Tri-State Green Industry Conference (GIC) is to provide training that is both relevant and timely. For over eighty years, professionals in the green industry, including arborists, tree-care specialists, greenhouse and garden center managers, turf experts, and many others have flocked to the GIC for the latest industry research and professional recommendations.

The 2020 GIC featured 8 training tracks with 33 speakers making 35 teaching presentations.

The overall success of the 2020 Tri-State GIC is reflected by the program evaluation results. A rating scale of 1 - 5 was used [1 = strongly disagree; 5 = strongly agree]:

Respondents strongly agreed (4.59) new knowledge gained from the GIC will be useful to their job, business, organization, or personal interest.

Respondents strongly agreed (4.61) the GIC ranks at the top of educational programs they have attended.

Respondents strongly agreed (4.80) that they will recommend others attend the GIC.

Respondents agreed (4.33) they will change some pest management practices based on new knowledge gained from the GIC.

Respondents agreed (4.20) new knowledge gained from the Trade Show will be used to make future purchasing decisions.

Non-Extension Partnerships: A Key to Success

2020 Tri-State Green Industry Conference Partners:
- Boone County (Kentucky) Arboretum
- Cincinnati State Technical & Community College
- Cincinnati Zoo & Botanical Gardens
- Hyde Park Landscaping
- Spring Grove Cemetery
- Target Specialty Products
- Turpin Farms
- Urbancanopy Works, LLC

Growth in GIC Attendance Since 2015

2015: 471
2016: 558
2017: 582
2018: 647
2019: 759
2020: 871