



Orlando

Join us at Disney Springs for MSC's 54th Annual Meeting!

Covering topics for everyone from
owners and plant managers to
account and marketing managers to
industry suppliers.

This year's meeting topics will include:

- The Crow Report - What's Going on in Washington D.C.
- The Future of Raw Material
- Leveraging Screening Methods for Cost Savings & Quality Control
- The Facts About Mold and Fungi In Mulches
- Mulch Color Trends Panel

Keynote Speaker: Rudy Ruettiger

RU-DY! RU-DY! RU-DY!

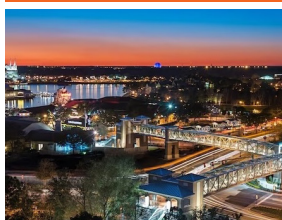
Rudy, the ultimate underdog, will share a powerful message of "NEVER QUIT" and "YES I CAN" from his personal experience of adversity and triumph that lasts a lifetime.

We hope to see you there!

Mulch & Soil Council 2025 Annual Meeting *Celebrating 54 Years!*

September 30 - October 2 Hilton Orlando Lake Buena Vista Disney Springs

For more info, go to
www.mulchandsoilcouncil.org



2025 MSC Annual Meeting

September 30 - October 2, 2025

Hilton Orlando Lake Buena Vista - Disney Springs

Tuesday, September 30

1:00p-5:00p MSC Committee Meetings

Members in good standing are welcomed to participate in committee meetings as observers.

5:00p-6:30p Meet the MSC Board of Directors

Join the MSC Board of Directors for informal talks over cocktails as they share information on the programs and activities of the Council and the industry. *Sponsored By Premier Tech*

Wednesday, October 1

8:00a-12:00p Board of Directors Meeting

Members in good standing are welcomed to participate in the Board of Directors meeting as observers.

12:30p-1:00p Break *Sponsored By SPR Packaging*

1:00p-1:30p Official Opening and Welcome

Hear from MSC President Jim Weber, Program Chair Tom Kohut, Legal Counsel John Hazard and Executive Director Robert LaGasse as we invite you to join us for the start of the 54th MSC Annual Meeting.

1:30p-2:30p Crow Political Report

Join us as MSC Legislative Representative **David Crow** presents our annual update on the state of US politics and how what's going on in Washington impacts you.

2:30p-3:00p Break *Sponsored By ProAmpac*

3:00p-4:30p 54th MSC Annual Membership Meeting

Hear reports from MSC leadership and committees, elect Council directors and discuss MSC programs and activities as they may impact your business and the industry. **Moderator: Robert LaGasse, MSC Executive Director**

4:30p - 7:00p Opening Reception & Affiliate Member Displays

Join us to meet with old friends and new members over cocktails and hors d'oeuvres while visiting with the industry's leading suppliers and vendors. *Sponsored By Vermeer Corporation*

Thursday, October 2

8:00a-9:00a Grab n' Go Breakfast *Sponsored By TH Glennon*

9:00a-10:00a The Future of Raw Material

Join us as our speakers delve into their firsthand experiences sourcing raw materials across two distinctly different regions of the country—Northeast and Texas. They will explore the unique challenges and opportunities presented by each location and provide valuable insights into how they navigate the complexities of the ever-changing market.

Speakers: Sean Martini, Britton Industries & Grant Williamson, Austin Wood Recycling

10:00a-10:30a Break

10:30a-11:30a Leveraging Screening Methods for Cost Savings & Quality Control

Hear from MSC member companies that have a wealth of knowledge and experience in the mulch & soil industry as they explain grinding vs screening, benefits and cost savings of screening more and grinding less and understanding the importance of controlling your mulch fines.

Speakers: Kevin Yunker, Viably & Matt Smith, Smith Creek

11:30a-2:00p Keynote Luncheon: RUDY! RUDY! RUDY!

It took years of fierce determination to overcome obstacles and criticisms, yet Rudy Ruettiger achieved his first dream - to attend Notre Dame and play football for the Fighting Irish. As fans cheered his name... RU-DY, RU-DY, he sacked the quarterback in the last 27

seconds of the only play, in the only game, of his college football career. He is the only player in the school's history to be carried off the field on his teammates' shoulders. Rudy entertains audiences with a unique, passionate, and heartfelt style of communicating. His captivating personality and powerful message of "Dream, Big & Never Quit" will stay with you forever. *Sponsored By Agricoatings*

2:00p-3:00p The Facts About Mold and Fungi In Mulches

Are your customers alarmed or grossed out by unusual growths like dog vomit slime mold or artillery (shotgun) fungus in their landscapes? You're not alone. These common but often misunderstood fungal issues can cause concern for homeowners and frustration for landscape professionals. Join us as a plant pathologist shares practical, real-world insights on identifying, managing, and effectively communicating about these fungi. Learn helpful cleanup techniques and gain tips you can confidently pass along to your customers. **Speaker: Kim Leonberger, University of Kentucky**

3:00p-3:30p Break *Sponsored By Chromascape*

3:30p-4:30p Mulch Color Trends Panel

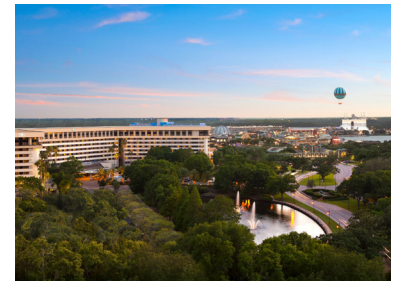
Join our expert panel of seasoned industry professionals as they explore the evolving world of mulch color trends. From the early days of natural tones to today's bold, vibrant options, our panelists will discuss how consumer preferences, regional influences, and market innovations have shaped the landscape. Discover where mulch color trends have been, where they currently stand, and what exciting directions they're heading in next. **Panelists: Stephen Harney, Agricoatings, Nick Lincoln, Colorbiotics, & Bryan Young, Chromascape**

4:30p-6:00p President's Happy Hour

Join us for our closing event filled with some magic only Disney can offer! Come ready to sip and celebrate with friends old and new before returning home reenergized with new ideas to impact your business! *Sponsored By Viably*

Hotel Information:

Across the Street from Disney Springs, magical moments begin at the **Hilton Orlando Lake Buena Vista - Disney Springs**. As an official Walt Disney World hotel, guests have access to exclusive Disney benefits including being directly connected to Disney Springs via pedestrian sky bridge. With 6 on site dining options, 24-hour arcade, 2 pools and the 4 Courses at Walt Disney World® Golf nearby, your stay is sure to be memorable.



Hilton Orlando Lake Buena Vista Disney Springs Reservations:

A special block of rooms has been set-aside for MSC meeting participants with a rate of \$209 (+tax)/night. The deadline for discounted room rates and space availability is when the block is sold out or **SEPTEMBER 3, 2025 - WHICHEVER COMES FIRST.**

A link to online hotel reservations will be provided in the registration confirmation e-mail.

Everyone is Welcomed to Participate!

Sharing experiences and learning from others who have gone through the same trials is one of the major reasons for industry meetings. There is no better proof of the value of getting together as an industry than MSC's last 5 years of RECORD BREAKING attendance. Building on that experience, we plan to set another record in Orlando for 2025.

From owners to plant managers or marketing and sales executives to industry suppliers, the MSC invites all interested parties to Orlando for the 54th MSC Annual Meeting. Come in person to network with industry people and to hear what the Council is doing for your benefit.

General Meeting Guidelines:

Non-Members: Participation from non-member companies is welcomed. Non-member participants may attend one association meeting as a first-time registrant and are entitled to the member registration rate. Participation at a second meeting as a non-member is permitted at non-member registration rates. Attendance at additional meetings is by special invitation only. Non-members of MSC may join the Council at any time prior to the Annual Meeting and receive an immediate discount on the registration fee. For information on becoming a member, contact the MSC office at (806) 832-1810.

Meeting Registration: Registration fees include participation at education sessions, handouts, coffee breaks, receptions and the Keynote lunch. Travel to the meeting and hotel accommodations are NOT included in the registration.

Cancellations & Refunds: Cancellations must be received in writing at the MSC office by September 12, 2025, and will be subject to a cancellation fee of 25%, which will be deducted from the refund. No refund will be made for cancellations received after September 12, 2025.

Limits of Liability: The planners, sponsors and host hotel owners, management and staff of the MSC Annual Meeting and its associated events claim no liability for the acts of any supplier to this meeting, nor for the safety of any attendee while in transit to, in residence at or in transit from this event. Attendees who purchase non-refundable airline tickets do so at their own risk. In the event of meeting cancellation, the total amount of liability of the planners and sponsors will be limited to a refund of the registration fee. Submission of the registration form acknowledges acceptance of these provisions

TO DOWNLOAD REGISTRATION FORM FOR THE MEETING: [CLICK HERE](#)

THANK YOU TO OUR 2025 ANNUAL MEETING SPONSORS:

-----Diamond Sponsors-----



-----Platinum Sponsors-----



-----Gold Sponsors-----



-----Silver Sponsors-----



Registration Form

54th MSC Annual Meeting • September 30 - October 2, 2025
Hilton Orlando Lake Buena Vista Disney Springs

(Please print clearly in block letters and photocopy for additional registrants)



Name: _____ Nickname
 for Badge: _____
 Spouse (if attending): _____ Spouse's Nickname: _____
 Company or Affiliation: _____
 Street Address: _____
 City, State, Country & Postal Code: _____
 Phone #: _____ E-mail: _____

***** Please Submit Individual Forms for Each Additional Company Representative *****

Registration & Activity Fees

	Postmarked by September 5	Postmarked after September 5	Amount Due
Annual Meeting Registration			
Member: Company Representative	\$449	\$555	Yourself \$ _____
First-Time Non-member	\$449	\$555	
Non-member	\$800	\$900	Spouse \$ _____
Spouse Registration (Member or Non-member)	\$125	\$125	
Grand Total (Pay this amount)			Grand Total \$ _____

General Registration Information:

- Member and first-time non-member registration fees postmarked on or before **September 5, 2025**, will receive the early meeting registration discount.
- All advance registrations must be accompanied by the appropriate registration fees to be eligible for the registration discount.
- Registration fees cover attendance for all meetings, receptions, and coffee breaks. Lodging and recreational activities are not included in the registration fees.
- Non-member companies are welcome to attend the meeting and all functions. Non-members may attend one Council meeting as a first-timer at member rates and a second meeting at non-member registration rates. Attendance at additional meetings is by special invitation. Non-member spouses are invited to attend the program at member spouse rates at all times.
- **Cancellations & Refunds:** Cancellations must be received in writing at the MSC office by **September 12, 2025** and will be subject to a cancellation fee of 25%, which will be deducted from the refund. No refund will be made for cancellations received after **September 12, 2025**.

Credit Card Payment Option

Card Type: VISA MC AmEx

Card No.: _____

Name On Card: _____

Exp Date: _____ CVV Code: _____

Billing Zip Code: _____

Signature: _____

SEND COMPLETED REGISTRATION FORM WITH PAYMENT TO:

meetings@mulchandsoilcouncil.org

MSC • 7809 N. FM 179 • Shallowater, TX 79363

Tel: (806) 832-1810 • Web: www.mulchandsoilcouncil.org