

# TUESDAY, JANUARY 17

8:00 AM – 9:15 AM	<p><b>KEYNOTE ADDRESS</b></p> <p><b>Jason Goldberg, International Speaker, Trainer, coach and #1 International Best-Selling Author</b></p>		<p><b>The Art of Self-Leadership</b></p> <p>This is NOT just an other self-help, rah-rah, feel good, “mindset” seminar nor is it about the power of positive thinking, vision boards or chanting mantras – this is about practical tools and usable insights (backed by science) of how to be in full control over your experience of the world and of what you are capable of creating as a result.</p>
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EDUCATION TRACKS	IN THE DIRT	AT THE DRAWING BOARD	UP AT NIGHT	THROUGH THE PIPES <i>Provided by Carolinas Irrigation Association</i>	ESPAÑOLA <i>Provided by National Hispanic Landscape Alliance *Classes taught entirely in Spanish*</i>
9:30 AM – 10:20 AM	●●● "Natural" Products for Weed Control in Landscape Plantings	●●● Hot Trends in Landscape Design – Part 1, Outdoor Kitchens & Living Spaces	■□● Labor and Guest Worker Programs	●●● Rainwater Harvesting Systems	■● Increasing Crew & Crew Leader Accountability
10:30 AM – 11:20 AM	●●● Preventing Insect Injuries to Trees and Shrubs from The Ground Up	●●● Hot Trends in Landscape Design – Part 2, Fire & Water Features, Green Technologies & Water Conservation, LED Lighting	■● What's it Worth? Promoting the Green in Green Industry	●●● Irrigation Pump Filtration Systems	■● Creating a Safety Culture

11:30 AM – 12:45 PM **NEW** ■□ **“FEED YOUR MIND” LUNCHEON** \*pre-registration required (details on page 8)

1:00 PM – 1:50 PM	●●● Bringing Bees, Butterflies and Beauty into Gardens and Landscapes	●○● Hardscape Best Practices	■□● NC Sales & Use Tax Update	●●● Two Wire Troubleshooting	●●● Water Pressure – Key to Efficient Irrigation Systems
2:00 PM – 2:50 PM	●●● Pruning the Right Way to Minimize Potential Risk	●●● Plant Selection: Using All We Got!	●● Weather & Drought Preparation	■●● Building your Irrigation Service Department	●●● Booster Pumps and Pressure Regulators – Why, When, Where and How
3:00 PM – 3:50 PM	●●● What We Have Learned about Scale Insect Management	■●● Homeowner's Dream vs. Reality – Part 1	■□● Should I Stay or Should I Go Now? Firsthand Lessons in Transferring Ownership of a Business Under Duress and How You Can Prepare for It	●●● Southeastern Landscape Water Management Practice	
4:00 PM – 4:50 PM	●●● IPM Strategies for New Warm Season Turfgrass Cultivars	■●● Homeowner's Dream vs. Reality – Part 2	■□● Offer Credit to Customers: the Pros and Cons	●●● Five Steps to Digging Safely	