

GREEN & GROWIN' 16

January 11-15, 2016
Greensboro, NC



LEARN | BUY | CONNECT

G&G EDUCATION

January 11-13

Enjoy world-class educational sessions,
refresh your skills, train your team

80+ sessions
140 CEUs

G&G MARKETPLACE

January 14-15

Discover new products, make valuable
connections, expand your market

450+ vendors
4500+ attendees



North Carolina Nursery
& Landscape Association

You're Good. **GET GREAT!**

GET GREAT at GREEN & GROWIN' 16

Take thousands of horticulture and landscape professionals, and set them down in the North Carolina Piedmont with a world-class education program (peppered with plenty of CEUs of course). Combine with a tradeshow marketplace as large and diverse as the industry itself, then add networking for spice and a heapin' spoonful of warm Southern hospitality...

That's NCNLA's recipe for one great event...and YOU'RE invited.

Green & Growin' 16. January 11-15. Greensboro, NC.
Here's a peek at what's in store.



LEARN

Green & Growin' 16 Education (Jan 11-13) includes more than 55 business sessions, specialty classes and certification courses. It's also a **one-stop CEU shop for green industry professionals** looking to earn credits toward eight different accreditations at the national, regional and state levels. All education programs take place at the Sheraton Greensboro at Four Seasons.



BUY

Green & Growin' 16 Marketplace (January 14-15) is a prime opportunity to see top products from a broad array of industry producers and suppliers, chat with representatives and place orders for the coming year. With an average of 450 exhibiting companies and 4,500 attendees, the annual trade show has been described as **the place where "critical mass" meets "don't get lost in the crowd."** It takes place in the Special Events Center at the Greensboro Coliseum.



CONNECT

North Carolina's green industry enjoys a unique culture of cooperation and camaraderie among its family-owned farms and small businesses. Networking opportunities throughout the show make it a **great place to connect and build relationships.** Be sure to join us at Green & Growin' 16 — you won't find anything like it on the trade show circuit this winter.



www.GreenandGrowin.com



EDUCATION

January 11-13
 Sheraton Greensboro at Four Seasons
Professional Credits (CEU) Key (See page 10)

MONDAY, JANUARY 11	
8:00 AM – 5:00 PM	SPECIALTY WORKSHOPS & CERTIFICATIONS (See page 4 for topics)
TUESDAY, JANUARY 12	
8:00 AM – 5:00 PM	SPECIALTY WORKSHOPS & CERTIFICATIONS (See page 4 for topics)
8:00 AM – 5:00 PM	TUESDAY EDUCATION (See page 6 for topics)
WEDNESDAY, JANUARY 13	
8:30 AM – 9:45 AM	KEYNOTE ADDRESS BY BOB DOLIBOIS The Horticultural Industry Comes of Age
8:30 AM – 7:30 PM	NC Sod Producers Association Annual Meeting
10:00 AM – 5:00 PM	WEDNESDAY EDUCATION (See page 10 for topics)
5:00 PM – 7:30 PM	NC Green Industry Council Annual Meeting



Keynote Speaker
Bob Dolibois

In the 40 years since *A Century of Service* described the evolution of the nursery and landscape industry, the horticulture industry in the U.S. has undergone a lifetime of change. From clipboards to computers — and from

operating comfortably under the radar to experiencing increased governmental and regulatory scrutiny — commercial horticulture has evolved to become an economic force that's larger than Hollywood.

How we grew is a fascinating tale told expertly by Bob Dolibois, who guided the American Nursery & Landscape Association for 21 years through tumultuous growing pains as well as bountiful boom times. Dolibois has combined keen insight, unsurpassed knowledge, and a dose of humor to this chronicle of a dynamic and sometimes confounding — but ever evolving — industry. It's a "coming of age" story you won't forget!

MARKETPLACE

January 14-15
 Special Events Center at the Greensboro Coliseum

THURSDAY, JANUARY 14	
7:30 AM – 9:00 AM	NCNLA Membership Breakfast & Annual Meeting <i>Sponsors: Arbor Enterprises, Campbell Road Nursery, Inc.</i>
9:00 AM – 5:00 PM	GREEN & GROWIN' MARKETPLACE (Registration hours: 8:00 AM – 4:00 PM)
6:00 PM – 10:00 PM	GREEN & GROWIN' WELCOME PARTY Sheraton Greensboro at Four Seasons <i>Sponsored by Panther Creek Nursery</i>
FRIDAY, JANUARY 15	
9:00 AM – 3:00 PM	GREEN & GROWIN' MARKETPLACE (Registration hours: 8:00 AM – 2:00 PM)
11:30 AM – 12:30 PM	Women in the Green Industry Gathering

Quality Products and a Big Market Base

Savvy plant buyers head to the Green & Growin' Marketplace each year to find a diverse array of top quality plants. With 300 miles of coastline, the highest peaks east of the Rockies and every climate in between, North Carolina's growers produce varieties that thrive in many different planting zones.

Smart sellers exhibit at Green & Growin' to gain prime market exposure. It's located in Greensboro, the 10th largest U.S. city (by population) in the South Atlantic region. Less than two hours away are the burgeoning markets of Charlotte (2nd) and Raleigh (7th).

HOTEL

Sheraton Greensboro at Four Seasons - HOST

The Sheraton Greensboro at Four Seasons, where education and many special events take place, is the host hotel for Green & Growin'.

3121 High Point Rd., Greensboro, NC 27407 | P: 336-292-9161
 Sales and Reservations: 800-242-6556

Mention you are with the Green & Growin' Show group for your discount! Deadline: Dec. 10, 2015. **Group Discount: \$133 + tax**

Online Reservations: Book your reservation online at the special Green & Growin' 16 rate by visiting the reservations site:

https://reservations.ihotelier.com/crs/g_login.cfm?hotelID=2576 and entering the Attendee Code: NCNLA15

Specialty Classes and Certifications, 1- and 2-day Classes

Gain marketable skills and career-boosting credentials. Sign up soon. *Class size is limited.*



www.GreenandGrowin.com

	MONDAY, JAN. 11	TUESDAY, JAN. 12	WED., JAN. 13
8:00 AM – 5:00 PM	Landscape Budgeting & Estimating Workshop	Landscape Budgeting & Estimating Workshop	
8:30 AM – 4:00 PM	Pesticide License Class	Pesticide License Class & Test	
8:30 AM – 4:30 PM	Landscape Design and Graphics Part I – The Fundamentals	Landscape Design and Graphics Part III – Designing the Sustainable Landscape	
8:30 AM – 5:00 PM	ICPI PICP Specialist Course <i>Sponsored by Belgard</i>	ICPI Level One Paver Certification <i>Sponsored by Belgard</i>	
	ICPI Level One Paver Certification <i>Sponsored by Belgard</i>		
8:30 AM – 5:30 PM	Spanish Pesticide License part 1 Class <i>Sponsored by National Hispanic Landscape Alliance</i>	Spanish Pesticide License part 1 Class (8:30 AM-12:00 PM) & Test (1:00 PM-5:30 PM) <i>Sponsored by National Hispanic Landscape Alliance</i>	Spanish Pesticide License part 2 Class (8:30 AM-12:00 PM) & Test (1:00 PM-5:30 PM), <i>Sponsored by National Hispanic Landscape Alliance</i>
9:00 AM – 3:30 PM	Energy Saving Landscape Certification		
1:00 – 5:00 PM	Landscape Weed ID & Management Workshop		

ICPI PICP Specialist Course ICPI PICP Specialist Technician Certification

Sponsored by Belgard
Instructor: Belgard Representative



Monday, January 11

8:30 AM – 5:00 PM

*Class size is limited to 60 people.**

Are you an experienced contractor doing residential and/or commercial concrete pavement? If you're already installing permeable interlocking concrete pavement (PICP) or aiming to expand into the market, this course is for you. Learn how to meet industry-established guidelines for residential and commercial PICP applications; and improve the quality and value of your PICP installations. Curriculum:

- Overview and systems
- Job planning and documentation
- Job layout
- Flow and estimating quantities
- Soil and site characteristics
- Sub-base and base materials
- Edge restraints
- Bedding and jointing material
- Paver selection and installation
- Maintenance

Go to the head of the class — study in advance.

Read the student manual online:

www.icpi.org/studyicpi

(No need to print it – you'll get a student manual on-site.)

FEE (includes class and certification test)

Belgard will provide breakfast, lunch and breaks.

ICPI members	NCNLA members	Non-members
\$236 (must verify membership with ICPI)	\$266	\$295

***You must pre-register to attend these courses.**

ICPI Level One Paver Certification

Sponsored by Belgard
Instructor: Belgard Representative



2 Day Course Monday, January 11 and Tuesday, January 12

8:30 AM – 5:00 PM

*Class size is limited to 60 people.**

Enhance your knowledge of the construction and installation of interlocking concrete pavements. This practical course is taught by ICPI instructors and is tied together with a video that takes participants through a step-by-step concrete paver installation. Curriculum:

- Job planning and documentation
- Estimating quantities
- Job layout, and flow
- Soil characteristics and compaction
- Base materials
- Edge restraints
- Bedding and joint sands
- Selection and installation of concrete pavers
- Maintenance and management
- Specialty applications and construction tips
- ety, estimating and job costing
- Contract basics

FEE (includes class and certification test)

Belgard will provide breakfast, lunch and breaks both days.

ICPI members	NCNLA members	Non-members
\$280 (must verify membership with ICPI)	\$350	\$315

Budgeting and Estimating Workshop

Instructor: Marcus VandeVliet, MV Enterprises



2 Day Course Monday, January 11 and Tuesday, January 12

8:00 AM – 5:00 PM

*Class size is limited to 50 people and no more than two people from the same company.**

This hands-on workshop is based on real-world information and scenarios!

Day One. Create your company's 2016 budget for sales, production costs and recovering overhead. You'll be able to use it to project monthly cash flow and improve overhead recovery methods. Key financial ratios will also be reviewed and compared to industry standards.

Day Two. Develop an estimate for a landscape project using your company's costs and overhead including labor, materials, equipment and subcontractors. After determining recovered overhead and profit amounts you'll submit your "bid." All attendee bids will be shared anonymously afterward so you can see how you'd fare.

Members	Non-members
\$275	\$325

Landscape Weed ID and Management Workshop



Instructor: Joe Neal, NC State University

Monday, January 11

1:00 PM – 5:00 PM

Class size limited to 30 people

Learn how to identify weeds and develop a landscape weed management plan during this half-day, hands-on workshop. **Bonus:** You'll also get a copy of Tim Murphy's book: "Weeds of Southern Turf Grass."

Members	Non-members
\$100	\$150



Landscape Design and Graphics

Instructors: Dr. Richard Ludwig and Bill Slack

*Class size is limited to 40 people**

Monday, January 11

8:30 AM - 4:30 PM

■ Part I – The Fundamentals

This workshop provides concentrated training in the fundamental skills of landscape design. It introduces the concept of Speed Graphics-techniques that create “jump off the page” symbols in a fraction of the time of regular drafting. Whether you’re a newcomer working the garden center front lines or an experienced landscape contractor, this unique, hands-on, face-to-face session will dramatically improve your ability to communicate landscape design ideas on paper.

Tuesday, January 12

8:30 AM - 4:30 PM

■ Part III – Designing the Sustainable Landscape

(The Level I course is encouraged, but not required as a pre-requisite.)

This course was designed for landscape professionals who want to create environmentally friendly landscapes and gardens. The hands-on workshop provides extensive training — moving from the basics to a sustainable master plan in just one day. Improve your design skills as you learn how to create — and sell — practical, profitable, earth-friendly solutions to the eco-savvy client.

FEE	One Day	Both Days
Members	\$275	\$500
Non-Members	\$325	\$600

***You must pre-register to attend these courses.**

See CEU Symbol Key on page 10.

Energy-Saving Landscape Certification

6.5  

5.25 

5 

Monday, January 11

9:00 AM - 3:30 PM

Learn the key areas of energy-saving landscapes from industry experts and receive your certificate at the end of the day.

■ The Economics of Energy Efficiency

Dr. Barbara Fair, NC State University, shares valuable background information and details about making your landscape — and that of your clients — more energy efficient. Find out why it is so important to our economic and environmental health.

■ Designing Energy Efficient Landscapes

Cathy Lindsey, Lindsey Landscape and Design, explains where to place plants to save energy around both residential and commercial properties. Find out what plants will work well in your part of North Carolina.

■ Selecting Plants for Energy Efficient Landscapes

Bryce Lane, NC State University, Emeritus, explores what “right plant, right place” means in an energy-saving landscape. Learn which site and plant considerations should take priority and hear about plants with great reputations during this review of the selection process.

■ Can Turf Contribute to an Energy Efficient Landscape?

Danesha Carly, NC State University, explains the important role of turf in energy-efficient landscaping. Get tips on minimizing the inputs to maximize the benefits.

■ Green Roofs

Mark Weathington, JC Raulston Arboretum, NC State University, explains how a green roof can save energy.

FEE (includes lunch and certificate)

Members	Non-members
\$100	\$150

NC Pesticide License Class and Test

2 Day Course **Monday, January 11 and Tuesday, January 12**

Monday, January 11 8:30 AM – 4:00 PM

Tuesday, January 12 8:30 AM – 5:30 PM
*Class is limited to 100 people**

Day One covers core ety training and NC laws. On Day Two you’ll learn ornamental and turf grass training in the morning and take the NC Pesticide Applicators Licensing Exam (administered by NCDA) in the afternoon.

Class registration (does NOT include test)

Members	Non-members
\$100	\$150

Test registration (paid to NCDA on site)

Core Test	Categories
\$50	\$20 each

Two manuals must be purchased prior to the class. Download the order form: <http://ipm.ncsu.edu/pesticideety/orderform.pdf>

Purchase manuals online:
<http://pesticidemanuals.com>

Or, contact Issac Lewis: 919-515-3113;
ijlewis@ncsu.edu

Be sure to mention that you are attending the Pesticide Class at the Green & Growin’ show to receive free shipping.

Spanish NC Pesticide License Class and Test

Sponsored by the National Hispanic Landscape Alliance

Instructor: Cesar Asuaje, University of Florida/Palm Beach County Extension

Two-Part Course

*Class is limited to 50 people each day**

Monday, Jan. 11, Part 1

8:30 AM – 5:30 PM Training

Tuesday, Jan. 12, Part 1

8:30 AM – 12:00 PM Training

1:00 PM – 5:30 PM NC Pesticide Applicators Licensing Exam

Wednesday, Jan. 13, Part 2

8:30 AM – 12:00 PM Training

1:00 PM – 5:30 PM NC Pesticide Applicators Licensing Exam

Class registration (does NOT include test)
INCLUDES TRAINING MANUALS

Members	Non-members
\$140	\$190

Test registration (paid to NCDA on site)

Core Test	Categories
\$50	\$20 each



**Build and Expand Your Skills,
Learn Best Business Practices,
Earn CEUs!**

TUESDAY, JANUARY 12

	BUSINESS TRACK	LANDSCAPE TRACK	NEW PLANT TRACK	IRRIGATION TRACK <i>Sponsored by the Carolinas Irrigation Association</i>
8:00 – 8:55 AM	Cultivating Leaders in Your Company: Leadership Training Workshop ICB LC LA NALP	Update on the New Pollinator Protection Labeling & Changes to the Worker Protection Standard LC PA NALP	Get Personal! Landscape Varieties that Connect with Your Customers LC LA NALP	Turfgrass and Plants Watering Requirements – Part 1 IC LC NALP
9:00 – 9:55 AM		Assessing and Managing Tree Risk to Scale Insect Infestations LC PA NALP	The Heritage Collection LC LA NALP	Turfgrass and Plants Watering Requirements – Part 2 IC LC NALP
10:00 – 10:55 AM	The Art of the Sale – Panel Discussion ICB LC LA NALP	Do You Have What It Takes to Successfully Manage Fruit Trees in a Landscape? LC LA NALP ISA	Natives Born and Bred for Carolina Gardens LC LA NALP	How to Follow Proper Location & Excavation Guidelines – Part 1 IC LC NALP
11:00 – 11:55 AM	How to Keep Your Team Fired Up! ICB LC LA NALP	Preemergence Weed Control in Landscape Beds – Back to Basics LC PA NALP	The Traveling Plantsman: Reliable and Relevant Plants for 21st Century Horticulture LC LA NALP	How to Follow Proper Location & Excavation Guidelines - Part 2 IC LC NALP
12:00 – 1:00 PM LUNCH ON YOUR OWN				
1:00 – 1:55 PM	Providing World Class Customer Service ICB LC LA NALP	Pollinator Habitat and Conservation in the NC Landscape LC PA NALP	New Plant Introduction Panel LC LA NALP	NC Irrigation Contractors Licensing Board Minimum Standards Rules IC NALP
2:00 – 2:55 PM	Top Ten Biggest HR Mistakes ICB LC LA NALP	Measured Value of Soil and Plants in Green Infrastructure Performance IC LC LA NALP ISA		
3:00 – 3:55 PM	Sales Tips for Those Who Hate Selling ICB LC LA NALP	Timing for Scouting and Treatment of Scale Insects LC PA NALP	Beyond Beauty: Useful Plants for Modern Landscapes LC LA NALP	Pumps - Part 1 IC LC NALP
4:00 – 4:55 PM	The Work of Leaders: How Vision, Alignment, and Execution Will Change the Way You Lead ICB LC LA NALP	Fate and Behavior of Pesticides in the Landscape LC PA NALP	Beautiful Bushes: Super Shrubs for the Landscape LC LA NALP	Pumps - Part 2 IC LC NALP

See CEU Symbol Key on page 10.



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BUSINESS TRACK

8:00 – 9:55 AM

Cultivating Leaders in Your Company: Leadership Training Workshop



Bryce Lane, NC State University, Emeritus

Part of the success of any business is a reflection of the skills and attitudes of its staff. Building leadership skills in yourself and your employees is well worth the investment. This workshop (designed for business owners and employees) provides training in many important areas of leadership, such as effective communication, building confidence, and creativity.

10:00 – 10:55 AM

The Art of the Sale – Panel Discussion



Paige Moody, Arbor Enterprises; Danny VanDevender, Landscape Design of Goldsboro; Hunter Stubbs, BB Barns; Tracy Sides, Landvision Designs

Design build pricing is not the same as commercial estimating – it is all about the negotiation process. Learn from and ask questions to a panel of design/build contractors – whose goal is to quickly close the deal.

11:00 – 11:55 AM

How to Keep Your Team Fired Up!



Denise Ryan, Firestar Speaking

Your employees can make or break your business. If they have bad attitudes, it can be disastrous. In this session, you'll learn some of the mistakes that leaders make and how to avoid them, get lots of lots of ideas for keeping your team motivated and excited (besides money!), and will learn how to create a workplace where enthusiasm can thrive!

NOON

Lunch on your own

1:00 – 1:55 PM

Providing World Class Customer Service



Dennis Kostrzewa, Pro-Motion Consulting Inc.

Ask your employees to assess the level of customer service your business provides to

its clients to attract and retain customers throughout your business.

2:00 – 2:55 PM

Top Ten Biggest HR Mistakes



The HR Group

What you don't know CAN hurt you! Did you know there are over a dozen Federal Laws having to do with human resources that apply to every company that has one or more employees? Failure to comply with these regulations can cost you and your organization BIG time.

3:00 – 3:55 PM

Sales Tips for Those Who Hate Selling



Denise Ryan, Firestar Speaking

Many landscapers and growers are great at what they do, but they are uncomfortable with sales. And if you can't sell, you can't make money! This session is designed to make selling easier. You'll learn that selling is one of the best services you can offer your customers and how to do it in a way that's comfortable for you. We'll cover everything from how to work a booth at a home show (or other event) to how to handle objections. This session will help you make more green!

4:00 – 4:55 PM

The Work of Leaders: How Vision, Alignment, and Execution Will Change the Way You Lead



The HR Group

In this presentation, we will focus on the three major roles of a leader – Crafting a vision, Building alignment, and Championing execution. Will discuss the key skills demonstrated by successful leaders for each of these areas and describe specific behaviors for each. The model will provide a foundation from which you can assess your skill level for each of these areas and enable you to create a manageable, realistic framework to guide development for yourself and others as leaders.

LANDSCAPE TRACK

8:00 – 8:55 AM

Update on the New Pollinator Protection Labeling & Changes to the Worker Protection Standard (WPS)



Travis Snodgrass, NCDA & CS

Pollinator Protection – The EPA has taken immediate steps to protect pollinators and changed labels of several products toxic to bees including neonicotinoids commonly used in the nursery and landscape industry. These changes include certain label language such as “Do not apply this product until flowering is complete and all petals have fallen...” WPS – The EPA has proposed changes to the agricultural WPS to increase protection for agricultural workers. Some of these changes include modifying the worker training requirements, worker notification, & PPE requirement.

9:00 – 9:55 AM

Assessing and Managing Tree Risk to Scale Insect Infestations



Steve Frank, NC State University

Planting the right plant in the right place is a cornerstone of landscape IPM. But how do you know if the site is right? We developed a new way to determine if trees will thrive in a site or succumb to scale infestation. Come learn factors that increase scale insect infestation and how to avoid them.

10:00 – 10:55 AM

Do You Have What It Takes to Successfully Manage Fruit Trees in a Landscape?



Mike Parker, NC State University

Attempting to grow fruit trees in the home landscape is a very common event. Buying trees in the spring at major retailers or outside local grocery stores based upon bright and glossy tree tags occurs frequently. However once that tree is planted, in many cases, very little management occurs in the process of waiting 3-4 years before the trees begin to bear fruit if they survive. This problem is becoming much more prevalent

with the “Buy Local” and “Know Your Farmer” slogans and people wanting to grow their own food. This session will address some of the major issues in trying to manage fruit trees in a home landscape setting and managing the trees for fruit production, while also having aesthetic value. Fruit trees do require specialized management, and I believe there is a growing niche, and market, for those who understand these differences.

11:00 – 11:55 AM

Preemergence Weed Control in Landscape Beds – Back to Basics



Joe Neal, NC State University

“An ounce of prevention is worth a pound of cure.” Preventing weed infestations is usually the best approach to landscape weed control. Using proper site preparation, sanitation, mulches, barriers, and herbicides can reduce the need for postemergence herbicide applications and hand weeding.

NOON

Lunch on your own

1:00 -1:55 PM

Pollinator Habitat and Conservation in the NC Landscape



Daneshia Carley, Southern Region / PM Center

Insects are valuable animal pollinators that perform important ecosystem services; most notably pollination of agricultural and ornamental crops and plants. Over the past few decades, insect pollinator populations have declined. We will discuss some of the causes for this decline, as well as how to conserve what we already have. We will also discuss how to increase the amount of non-crop habitat present in a landscape by planting pollinator habitat in suitable areas (which might include roadsides, yards, gardens, urban parks, etc).



2:00 – 2:55 PM

The Measured Value of Soil and Plants in Green Infrastructure Performance



Emily McCoy, ASLA, PLA

This presentation will discuss the preliminary findings of a 5 year monitoring project at the University of Pennsylvania that is looking at the contribution of soil and vegetation in green infrastructure storm water management practices. Healthy soils and vegetation are known to improve water quality, support infiltration of water into the ground, and evapotranspire water to the atmosphere, but we are just beginning to scratch the surface in understanding which species, engineered soil types, and management practices help us maximize storm water management.

This presentation will discuss which design elements, plant species and soil designs are “workhorses” in storm water management and offer suggestions for further research and market development in green infrastructure.

3:00 – 3:55 PM

Timing for Scouting and Treatment of Scale Insects



J.C. Chong, Clemson University

Scale insects are the most common and difficult-to-control pests of ornamental trees and shrubs. This presentation will discuss the identification of the most common scale insect species, as well as the best time to scout and treat for scale insects. The goals of the presentation are to provide growers and landscape professionals with information to develop the most efficacious management program against scale insects, and to use insecticides more effectively and ely.

4:00 – 4:55 PM

Fate and Behavior of Pesticides in the Landscape



Travis Gannon, NC State University

Understanding factors that affect pesticide environmental fate and behavior in the landscape is paramount to ensure the use doesn't adversely affect human or environmental health. Further, understanding these factors allows managers and producers to develop comprehensive pest management plans.

NEW PLANTS TRACK

8:00 – 8:55 AM

Get Personal! Landscape Varieties that Connect with Your Customers



Jeff Gibson, Darwin Perennials

Your landscape customers are as unique as they come. Are the landscape installations you provide for them equally so? Learn what's plant varieties are hot and what's not for each of your customer segments!

9:00 – 9:55 AM

The Heritage Collection



Brie Arthur, Professional Garden Communicator

Camellias are southern classic everyone adores! Join Brie as she presents a photographic tale of the winter Camellia, a cherished southern heritage plant. Learn how camellias shaped history from Ancient Asia, into the Renaissance period of Europe and finally into the new world of America. Discover the fashions, stories and people behind some of the most iconic varieties.

10:00 – 10:55 AM

Natives Born and Bred for Carolina Gardens



Tony Avent, Plant Delights Nursery

See which North American natives you're missing that are great garden performers in our region.

11:00 – 11:55 AM

The Traveling Plantsman: Reliable and Relevant Plants for 21st Century Horticulture



Jared Barnes, Stephen F. Austin State University

Being an academic professor, Jared Barnes is blessed to travel across the country and the world learning about new plants and how to use them, and then he carries that knowledge back to share with students to help them stay on the cutting edge of our industry. In this session, Jared will bring the classroom to YOU as he discusses reliable and relevant

plants for foodscaping, green roofs, and urban design that you should be using. Jared will also discuss edible and perennial research that he is conducting at Stephen F. Austin State University in Nacogdoches, TX.

NOON

Lunch on your own

1:00 – 2:55 PM

New Plant Introductions



Jeff Gibson, Tom Ranney, Mark Weathington, Phil Dark, Mike Worthington, Rick Crowder, Tony Avent and many more.

North Carolina is known for new plants whether by strategic breeding, nursery selection, or plant hunting in other countries. North Carolina's favorite plantsmen will highlight some of their latest introductions for the green industry. Each speaker gets 5 minutes only, so brace yourself for a rollercoaster ride of great plants.

3:00 – 3:55 PM

Beyond Beauty: Useful Plants for Modern Landscapes



Mark Weathington, JC Raulston Arboretum, NC State University

Consumers are demanding more from their gardens today than ever before. It is no longer enough to just have a pretty flower, people want plants that work. Foodscaping, rain gardens, wildlife and pollinator landscapes provide more than the traditional garden and can be interesting as well. Whether its new plants that multi-task or older ones used in new ways, today's gardens demand that we re-think our approach.

4:00 – 4:55 PM

Beautiful Bushes: Super Shrubs for the Landscape



Bryce Lane, NC State University, Emeritus

What makes a shrub a great plant for the landscape? What does it mean to be time tested, and what's all the hype about new plants? When it comes to choosing plants for the landscape, trees, and herbaceous plants get all the attention! Any landscape would be incomplete without woody shrubs. Shrubs provide additional color, texture, and function to all kinds of garden spaces. The selection of native, naturalized and "friendly" exotic shrubs is immense. This talk will feature some of the best, new, old, and time tested shrubs for the landscape garden, and show how they can be used with many other kinds of plants.

IRRIGATION TRACK

Sponsored by the Carolinas Irrigation Association

8:00 – 8:55 AM

Turfgrass and Plants Watering Requirements – Part 1



Grady Miller, NC State University

9:00 – 9:55 AM

Turfgrass and Plants Watering Requirements – Part 2



Grady Miller, NC State University

Grady will cover specific plant materials and their unique watering requirements during Part 1 and Part 2.

10:00 – 10:55 AM

How to Follow Proper Location & Excavation Guidelines – Part 1



Ann Rushing, NC811

11:00 – 11:55 AM

How to Follow Proper Location & Excavation Guidelines – Part 2



Ann Rushing, NC811

Ann will discuss how to protect our underground public utilities and how to properly and ely work around them, during Part1 and Part 2.

NOON

Lunch on your own

1:00 – 2:55 PM

NC Irrigation Contractors Licensing Board Minimum Standards Rules



Patrick Freeman, Carolinas Irrigation Association

In this course, Patrick will cover the Basic Minimum Standards set forth by the NCICLB. We will focus our efforts on the most frequently violated minimum standards based on the violations issued by the NCICLB.

3:00 – 3:55 PM

Pumps – Part 1



Rick Arena, John Deere Landscapes

This class will review the most common types of pumps used in irrigation and methods of controlling them. We will focus on the importance of the irrigation contractor's role in the pump selection process.

4:00 – 4:55 PM

Pumps – Part 2



Rick Arena, John Deere Landscapes

Intended as "Part 2" of the "Selection & Operation" class, covering the "do's & don'ts" of pump installation. Troubleshooting and some of the common reasons for pump underperformance and pump failure will be discussed.

Lights, Camera, Action!

Green & Growin' Welcome Party

Thursday, Jan. 14, 6-9 PM

Sheraton Greensboro at Four Seasons

Sponsored by Panther Creek Nursery

Join us for a night of networking, dancing, awards presentation, silent auction, and photo booth!



www.GreenandGrowin.com

WEDNESDAY, JANUARY 13

8:30 – 9:45 AM

**KEYNOTE ADDRESS BY BOB DOLIBOIS
The Horticultural Industry Comes of Age**

Breakfast will be served at 8:00 AM



	BUSINESS TRACK	LANDSCAPE TRACK	RETAIL TRACK	GROWER TRACK	TURF & LAWN MAINTENANCE TRACK <i>Sponsored by the NC Sod Producers Association</i>	URBAN FOREST TRACK <i>Sponsored by the NC Urban Forest Council</i>	IRRIGATION TRACK <i>Sponsored by the Carolinas Irrigation Association</i>
10:00 – 10:55 AM	Managing Sales as a Process ICB LC LA NALP	Ensuring Your Work is Profitable ICB LC NALP	Hot Pots NALP	Checklist for Substrates in Nursery Production NALP	Turfgrass Selection Considerations for North Carolina LA NALP	Drought Tolerant Trees ISA LC LA NALP	Bidding and Estimating for Irrigation Contracting IC NALP
11:00 – 11:55 AM	Job Costing, And Why It Is Critical to Maximize Your Profits ICB LC LA NALP		Inventory...Friend or Foe?? ICB NALP	Source Water Quality Used for Irrigation IC NALP	Bio-rational Materials for Pest Management PA NALP	Pruning Trees ISA LC LA NALP	Underground Cisterns and Associated Pumping Systems ICB NALP
12:00 – 1:00 PM LUNCH ON YOUR OWN							
1:00 – 1:55 PM	AB Testing, What Is It and Why Should I Care? ICB LC LA NALP	The Plants, The Pests and the Bees: Surviving the Three-Way Duel PA NALP	Know Your Customer, Grow Your Sales. The Retail Garden Market is Changing - Are You? ICB NALP	Scouting, Monitoring, and Managing Major Diseases of Field and Container Plants NALP	Effective Disease Management Strategies for Cool and Warm Season Turf PA NALP	Caring for Trees After a Storm ISA LC NALP	Basic Irrigation System Design IC NALP
2:00 – 2:55 PM	Get More Jobs Done in Less Time! LC LA NALP	Breeding Turfgrass for Stress Tolerance and Pest Resistance in the Transition Zone PA NALP	Tips for Writing Good Marketing Copy & Designing Great Signs and Advertising ICB NALP	Getting Started, Again, in the Nursery Business NALP	Advanced Turf Weed Management for Lawn Care Operators ICB NALP	Trees and Utilities ISA LC LA NALP	Water Conservation & Responsible Irrigation IC NALP
3:00 – 3:55 PM	Employee Incentive Systems: How to Motivate Staff Above and Beyond Compensation LC LA NALP	Site Assessment and Preparation- Getting it Right and Making Some Dough LC LA NALP	Herbicides for Consumers – What Your Customers Need to Know About the Products on Your Shelves PA NALP	Scouting, Monitoring, and Managing Major Pests on Field and Container Grown Plants NALP PA	Preventative Pesticide Strategies for Cool and Warm Season Turf Pests PA NALP	Minimizing Tree Damage in the Construction Process ISA LC LA NALP	Creating Business Opportunities Through Water Conservation IC NALP
4:00 – 4:55 PM	Using Google Analytics to Improve Your Business ICB LC LA NALP	Choosing the Right Plant for the Job: Landscape Plant Selection and Use LC LA NALP	Controlling the Uggs and Bugs: Preventing and Treating Disease and Insects PA NALP			The Crap People Do to Trees ISA LC NALP	Irrigation Troubleshooting Tools and Techniques IC NALP

Professional Credits (CEU) Key Attend the sessions of your choice to earn continuing education credits toward state or national accreditations. Look for the icons below. ALL sessions qualify for NALP Landscape Industry Certified credit (1 CEU/hour).

- IC** Irrigation Contractor License* (NC) – irrigation CEU
- LC** Landscape Contractor License* (NC)
- NALP** National Association of Landscape Professionals – Landscape Industry Certified
- ICB** Irrigation Contractor License (NC) – business CEU
- PA** Pesticide Applicator License (NC, SC, TN, VA)
- *Earn 2 CEUs when you walk the Marketplace floor
- LA** Landscape Architect License* (NC)
- ISA** International Society of Arboriculture – Certified Arborist*

BUSINESS TRACK

10:00 – 10:55 AM

Managing Sales as a Process



Dennis Kostrzewa, Pro-Motion Consulting Inc.

Most successful businesses are successful because they have internal processes to support leadership in managing various aspects of their business. In this session we will examine one method of Managing Sales as a Process to assist teams in meeting their sales objectives.

11:00 – 11:55 AM

Job Costing, And Why It Is Critical to Maximize Your Profits



Marcus VandeVliet, MV Enterprises

Job costing is required for an Owner & Manager to consistently track the performance of crews when you cannot be in the field. It is a vital tool to improve estimating, accountability and employee management. Job costing allows you to get a profit and loss statement for each project, providing current and accurate data. Job Costing software and reports will also be reviewed. Job Costing is your company's scorecard, providing metrics for improvement.

NOON

Lunch on your own

1:00 – 1:55 PM

AB Testing, What is it and Why Should I Care?



Timothy Howard, Clarity Connect

A/B testing, or split testing, is comparing two web pages by showing the two page options, 'Y' and 'Z'. 50% of visitors see 'Y' and the others see 'Z'. The variations on the page are minimal so you know the reason for better performance by one page is due to the specific difference. Additionally, the variant needs to create a measurable action, for example, clicking a button. In this presentation, we will: Review real-world examples, Discuss potential A/B testing for selected web site pages from audience members, Extrapolate A/B testing to other parts of your business (not just your website).

2:00 – 2:55 PM

Get More Jobs Done In Less Time!



Mike Lysecki, LMN

TBG Landscape has been a fixture on Lawn and Landscape magazine's top-100 list for several years, but what is so outstanding about their achievement is their industry-leading productivity. Their sales-per-person always rank at or near the top of the list. So join Mike as he describes the methods TBG employees use to increase the velocity of their jobs and the productivity of their team by: Using equipment to reduce job time and overhead cost, Knowing when to invest in equipment/overhead, Building a company where everyone is accountable to the estimate.

3:00 – 3:55 PM

Employee Incentive Systems: How to Motivate Staff Above & Beyond Compensation



Mike Lysecki, LMN

If you don't measure your employees and relay the results to them, they have no way to measure their success. On the other hand, with an understanding of their measurements, they can reassure themselves, despite minor setbacks (which would usually lead to lost motivation) that they are successful. And when they know they're successful, they're motivated. Need a greater motivator – tie measurements into a bonus structure. When you tie measurements into a bonus structure, you create opportunities and, therefore, incentive.

In this session, Mike will show you how to create an incentive system that allows you to 'fairly' differentiate your employees. Learn how to set realistic and attainable budgets and sales goals for your employees. Learn how to communicate these to your employees and explain how your measurement system and bonus structure will work. People don't reach their true potential unless they're measured or know how to measure themselves. If you implement a system that measures people on efficiency and productivity, your newcomers will see opportunities.

4:00 – 4:55 PM

Using Google Analytics to Improve Your Business



Timothy Howard, Clarity Connect

Much like retailers study how visitors navigate their store, how long they stay and what they look at longest, you can do the same thing with your website visitors using the free Google Analytics. Based on those facts, you learn what changes need to be made to your site to help gain more site visitors and improve their experience on the site.

LANDSCAPE TRACK

10:00 – 11:55 AM

Ensuring Your Work is Profitable



Paige Moody, Arbor Enterprises & Lee Ivy, NC State University

Lee, a NC State University professor, and Paige, a small business owner, will present a real life case study of a mid-range landscape job. Topics will include how to design and sell it, estimate the costs, evaluate the profitable end result and understand the process.

NOON

Lunch on your own

1:00 – 1:55 PM

The Plants, The Pests and the Bees: Surviving the Three-Way Duel



J.C. Chong, Clemson University

Maintaining and producing high-quality ornamental plants while keeping pesky insects down is no longer just about using the most effective insecticides. A third player – pollinator – is becoming a more important opponent in this duel and making proper use of insecticides more critical than ever. This presentation will briefly review the properties and use of neonicotinoids, their impacts on pollinators, and guidelines on proper use of insecticides to minimize impacts of pollinators and other beneficial arthropods.

2:00 – 2:55 PM

Breeding Turfgrass for Stress Tolerance and Pest Resistance in the Transition Zone



Susana Milla-Lewis, NC State University

This presentation will describe research conducted to screen materials for gray leaf spot resistance and chinch bug resistance in St. Augustine grass, and large patch resistance in zoysia grass. Additionally, efforts to breed for heat and drought tolerance in tall fescue will be described.

3:00 – 3:55 PM

Site Assessment and Preparation- Getting it Right and Making Some Dough



Barbara Fair, NC State University

In this presentation we will talk about what it really means to perform a thorough assessment and preparation work. What does it mean if you don't prep the site? How do you up-sell this important phase of landscape developments.

4:00 – 4:55 PM

Choosing the Right Plant for the Job: Landscape Plant Selection and Use



Bryce Lane, NC State University, Emeritus

Choosing the best plants for a correctly prepared landscape site can be challenging and confusing. However, it is an essential step for creating a successful, manageable landscape. With so many plants to choose from, it can be difficult to pick those that will thrive and meet our clients' needs. Come find out all there is to know about selecting the "right plant for the right place."



IRRIGATION TRACK

Sponsored by the Carolinas Irrigation Association

10:00 – 10:55 AM

Bidding and Estimating For Irrigation Contracting



Art Elmers, Netafim USA

This class will discuss the right way to bid your irrigation projects and effectively price your projects with confidence.

11:00 – 11:55 AM

Underground Cisterns And Associated Pumping Systems



Russ Jackson, Rainwater Harvesting Systems

This class will cover the different types of storage tanks and installation methods of rainwater cisterns. We will also cover cistern pumping systems for irrigation use.

NOON

Lunch on your own

1:00 – 1:55 PM

Basic Irrigation System Design



Mike Yarussi, Carolinas Irrigation Association

Mike will explain how to properly design basic residential to small commercial irrigation systems.

2:00 – 2:55 PM

Water Conservation & Responsible Irrigation



Rick Arena, John Deere Landscapes

Overall, the state of North Carolina enjoys the benefit of a substantial fresh water supply while other states suffer from severe drought. Wasteful irrigation practices not only tarnish the image of the irrigation industry, but can impact all of us who make a living from it.

3:00 – 3:55 PM

Creating Business Opportunities Through Water Conservation



Rick Arena, John Deere Landscapes

Awareness of water-conserving methods and new technologies can create new business opportunities for your business. Simple observation and testing, coupled with a good presentation can set you apart from the competition!

4:00 – 4:55 PM

Irrigation Troubleshooting Tools and Techniques



Rick Simzyk

This class will cover the basics on electrical troubleshooting and how to use the proper tools to locate, diagnose and repair irrigation electrical systems.

RETAIL TRACK

10:00 – 10:55 AM

Hot Pots



Speaker TBD

This new retail talk will discuss how to inspire your customers by creating, displaying, and selling your own prearranged containers. We will examine various types of pots; debunk some old potting how-to myths; explore unique plant combinations; look into the finishing touches that really make an arrangement sell; and, even discuss the trend of growing edibles in pots. Learn how you can provide more dramatic pre-planted containers to those customers who prefer the convenience of ready-made, while still offering the right plants, pots, and potting medium for your crafty DIY clients.

11:00 – 11:55 AM

Inventory... Friend or Foe??



Tom Young, Young Consulting Services

We will take a look at inventory management using a POS (Point of Sale) system. Are you getting the most out of your POS software? What do you do with the information

generated? If you don't have a POS system in place, this seminar will show the benefits of a properly manage system.

NOON

Lunch on your own

1:00 – 1:55 PM

Know Your Customer, Grow Your Sales. The Retail Garden Market is Changing – Are You?



Jeff Gibson, Darwin Perennials

Who's shopping your stores? More importantly, who IS NOT! And why? Learn the latest retail garden retailing trends, and connect with today's consumer in new and different ways.

2:00 – 2:55 PM

Tips for Writing Good Marketing Copy & Designing Great Signs and Advertising



Timothy Howard, Clarity Connect

After reviewing Timothy's tips for good copy and design, the class will review advertising, signs and websites from the horticulture industry. We will see the good, the bad and the ugly of real-world examples. Be prepared to participate and apply the tips when critiquing examples.

3:00 – 3:55 PM

Herbicides for Consumers – What You and Your Customers Need to Know About the Products on Your Shelves



Joe Neal, NC State University

Many herbicides are available to consumers but selecting the best product for the job can be confusing. In this session Dr. Joe Neal will describe and discuss common weeds of landscapes, and common herbicides available in the consumer market – their uses (and misuses).

4:00 – 4:55 PM

Controlling the Uggs and Bugs: Preventing and Treating Disease and Insects



Barbara Fair, NC State University

Many common insect and disease issues can be greatly reduced or eliminated with the correct planting and early care techniques. Homeowners are often a stumbling block in the development of healthy, long-lived

landscapes. Why? They fail to select the right plants for the sight, they install the plants incorrectly, and they lack understanding of the importance of early maintenance. It makes sense then that we often set-up landscape plants various stressors from abiotics to biotics- like insects and diseases. In this presentation, we will refresh or enhance your knowledge of how the proper implementation of IPM practices play a role in successful plant selection and installation.

GROWER TRACK

10:00 – 10:55 AM

Checklist for Substrates in Nursery Production



Brian Jackson, NC State University

Dr. Jackson will discuss some common challenges to procuring consistent quality bark supplies in North Carolina. Know what to look for from your supplier and know what to do to manage your inventories after delivery.

11:00 – 11:55 AM

Source Water Quality Used for Irrigation



Anthony LeBude, NC State University

Dr. LeBude will discuss results from his NCNLA-grant-funded irrigation tour this past summer. Come learn about irrigating with high or low pH water and some plant problems they might contribute to during production. Additionally he will discuss some solutions to common pond management problems.

NOON

Lunch on your own

1:00 – 1:55 PM

Scouting, Monitoring, and Managing Major Diseases of Field and Container Plants



Amanda Taylor, NC Cooperative Extension

Amanda will provide tips on scouting plant diseases in the nursery and provide methods that work best to manage these outbreaks. Additionally she will discuss fungicide modes of action to prevent resistant plant diseases, introduce new chemistries to use on old foes, and discuss fungicide compatibility.

2:00 – 2:55 PM

Getting Started, Again, in the Nursery Business



Tiffany Harrison Wells

Tiffany has a row crops background, but graduated in Horticulture at NC State and quickly learned the trade working at various nurseries in North Carolina. She has recently started her own nursery business and will discuss the challenges and early successes she has experienced, as well as provide some tips for women to break through the glass ceiling of the Good Old Boys Network. Gain valuable insight on starting a small nursery business from scratch in North Carolina.

3:00 – 3:55 PM

Scouting, Monitoring, and Managing Major Pests on Field and Container Grown Plants



J.C. Chong, Clemson University

Dr. Chong will cover various insects that attack roots, trunks and shoots, and foliage. These include year-long nuisance pests like aphids and spider mites, as well as seasonal pests such as borers, flea beetles, leaf hoppers, and scales. Learn how to maintain or increase plant quality by determining when these pests are most active, when they are most vulnerable to low toxic solutions, and when you might have to bring out the big guns to manage outbreaks.

TURF AND LAWN TRACK

Sponsored by the North Carolina Sod Producers Association

10:00 – 10:55 AM

Turfgrass Selection Considerations for North Carolina



Grady Miller, NC State University

Turfgrass selection is a critical component of successful turf management. Understanding how, when, what, and where to plant specific turf species is essential for every turf manager. This presentation focuses on the similarities and differences between the warm and cool season turf species with regards to turf selection. Information provided in this presentation will focus on the most recent NCSU Turf Variety Research on warm and cool season grasses. Participants will learn about

the new warm and cool season turf varieties and their unique characteristics that make them appealing for use in lawn and landscape turf.

11:00 – 11:55 AM

Bio-rational Materials for Pest Management



Charles Peacock, NC State University

This workshop will focus on Bio-rational pesticide products for pest management in warm and cool season turf. In this seminar, participants will learn about new Biological pesticide products and updated application strategies for disease, insect, and weed pests. Participants will learn how to improve turf quality utilizing Bio-rational pesticide products and common turf cultural practice strategies to control turfgrass pests. Information presented will include the latest research-based information and recommendations on current and forthcoming biological materials.

NOON

Lunch on your own

1:00 – 1:55 PM

Effective Disease Management Strategies for Cool and Warm Season Turf



Jim Kearns, NC State University

Diseases are an increasing problem in the landscape for cool and warm season turf. This seminar will provide information on effective disease management and identification for commercial and residential lawn care operators in North Carolina. Information presented will include the latest research-based information and recommendations on current and forthcoming fungicides as well as cultural management practices for effective disease management.

2:00 – 2:55 PM

Advanced Turf Weed Management for Lawn Care Operators



Fred Yelverton, NC State University

Weeds are one of the most challenging parts of turf maintenance in landscapes. In this seminar, participants will learn identification strategies to properly diagnose and manage difficult to control weeds. New herbicide chemistry that provides updated application strategies will be discussed from the relationship of landscape cultural and pesticide

management programs. Attendees will be exposed to weed management practices including chemical and cultural turf weed control techniques in the landscape. Participants will learn about specific weeds in NC with an emphasis on common and troublesome weeds in landscape environments and effective control programs.

3:00 – 4:55 PM

Preventative Pesticide Strategies for Cool and Warm Season Turf Pests



Matt Martin, NC State University

Understanding how and when to control pests in cool and warm season using preventative rather than curative pest control measures is critical to successful long term success. Managing turfgrass pests using preventative disease, insect, and weed strategies may provide longer pest control with fewer pesticide applications. This seminar will focus on managing turfgrass pests from planting to establishment utilizing seasonal preventative pest maintenance programs. Participants will also learn how to implement integrated programs for reduction of disease, insect, and weed activity, taking advantage of cultural, biological and chemical strategies.

URBAN FOREST TRACK

Sponsored by the North Carolina Urban Forest Council

10:00 – 10:55 AM

Drought Tolerant Trees



Tom Glasgow, County Extension Director, NC Cooperative Extension

Discussion will focus on two main areas: 1) suggestions of specific tree species that are drought-tolerant (or able to thrive on normal rainfall patterns alone once established) _and 2) management strategies to enhance drought tolerance of our landscape and streetscape trees.

11:00 – 11:55 AM

Pruning Trees



Bill Hascher, Biltmore

Pruning trees is a science, requiring the understanding of how trees grow. It is important to know the reason to prune, when to prune, and what pruning technique to use. This presentation will cover the profes-

sional standards of proper pruning and some common mistakes often seen in the landscape.

NOON

Lunch on your own

1:00 – 1:55 PM

Caring for Trees After a Storm



Nancy Stairs, NC Forest Service

After a storm, homeowners and communities need to decide what to do with their storm damaged trees. Some trees can be treated and saved while others may be damaged enough that they should be removed. This presentation will focus on how to make the decision to restore or to remove and some tree care steps to take before a storm impacts your tree.

2:00 – 2:55 PM

Trees and Utilities



Tom Johnson, Duke Energy

Managing trees around utilities can be tricky. This presentation will go over utility pruning practices, ety precautions, and how communities can work with utility companies on a partnership that guarantees proper tree care along with uninterrupted service.

3:00 – 3:55 PM

Minimizing Tree Damage in the Construction Process



Gene Stano, East Carolina University

From planning to implementation to the final pitchfork of mulch, trees are constantly under stress from the activities involved with construction. How do we design to minimize the damage? What techniques can be used for preservation and installation? And what may need to be done to rehab the area after the project is complete?

4:00 – 4:55 PM

The Crap People Do to Trees



Shawn Cox, City of Statesville

This presentation will explore some of the amazing techniques people use to “prune”, “remove”, and “care” for trees. It will cover the sublime to the ridiculous and everything in between.

GREEN & GROWIN' '16

January 11-15, 2016 | Greensboro, NC

North Carolina Nursery & Landscape Association

968 Trinity Rd., Raleigh, NC 27607

P: 919-816-9119 | F: 919-816-9118



PRE-REGISTRATION FORM

PRE-REGISTRATION ENDS JANUARY 4, 2016

REGISTRATION INFO

Please copy this form and fill out separately for each person, or register online at <http://greenandgrowin.com>

Name _____

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Company Phone _____ Fax _____

Email (required) _____

Check appropriate boxes for all of the events in which you would like to participate. Registrations without payment will not be processed.

MEMBERSHIP

Join NCNLA or renew your membership!
GET GREAT VALUE - including event discounts TODAY!

- New Member \$175
- Renewal \$175
- Student \$30
- Educator/Government \$50 (individual membership)

Business Type

(Check all that apply)

- Allied Supplier
- Grass/Sod/Turf
- Irrigation
- Landscape Architect
- Landscape Install. / Maint.
- Retail Garden Center
- Wholesale Nursery
- Educator/Govt.
- Student
- Other

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EDUCATION

Includes 2-day Marketplace Badge

Get Great Package (Both Tues & Wed Education) \$150 \$200

Tuesday Only \$100 \$150

Wednesday Only \$100 \$150

SPECIALTY WORKSHOPS

LANDSCAPE DESIGN & GRAPHICS

Part I (Monday) \$275 \$325

Part III (Tuesday) \$275 \$325

Both Part I & Part III (Monday & Tuesday) \$500 \$600

ENERGY SAVING LANDSCAPE CERTIFICATION

* Includes lunch (Monday) \$100 \$150

LANDSCAPE WEED ID & MANAGEMENT

(Monday) \$100 \$150

LANDSCAPE BUDGETING & ESTIMATING

* 2-day class (Monday & Tuesday) \$275 \$325

ICPI PAVER CERTIFICATION

ICPI PICP Specialist Certification (Monday) \$266 \$295

ICPI Concrete Paver Certification (Monday & Tuesday) \$315 \$350

Pre-Registration required

LICENSING & CERTIFICATION

Pesticide License Class (Monday & Tuesday) \$100 \$150

(Test - Separate Fee to NCDA day of test)

Spanish Pesticide License Class \$100 \$150

(Test - Separate Fee to NCDA day of test)

COMPLIMENTARY

Keynote Breakfast FREE

NCNLA Annual Breakfast FREE

Welcome Party FREE

Women in the Green Industry Gathering FREE

Pre-Registration required

**Pre-Registering Pays Off!
After pre-registration deadline,
prices will increase.**

MARKETPLACE

Marketplace Admission \$20 \$25

Student Admission FREE \$10
(Student ID Required)

TOTAL REGISTRATION FEE

Membership \$ _____

Education \$ _____

Specialty Workshop \$ _____

Licensing & Certification \$ _____

Marketplace Admission \$ _____

TOTAL DUE: \$ _____

PAYMENT

Credit Card Visa MC AMEX Cash Check # _____

Name on Credit Card _____

Credit Card # _____ Exp. Date _____ CVV Code _____

Authorized Signature _____

Send this form with payment to: NCNLA,
968 Trinity Road,
Raleigh, NC 27607

FAX with completed credit card information for payment to:
919.816.9118 OR
EMAIL: clewis@ncnla.com

Questions, comments or suggestions - Contact Cody Lewis 919.816.9119 or clewis@ncnla.com

North Carolina Nursery & Landscape Association

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GREEN & GROWIN' 16
by the numbers



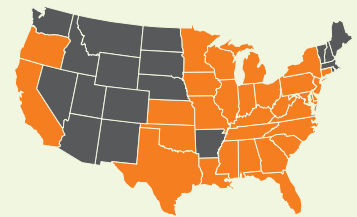
4,437

Average Attendance*



1,688

Companies Attended**



31

States Represented*

*G&G Average: 2012-2015
**G&G 2015

FEATURED VENDORS

Diamond



Gold



Silver



Bronze

After Hours Nursery, LLC
Arborbrace Staking Systems, Inc.

Low Falls Wholesale Nursery
Rhodes Nursery

EXCLUSIVE SPONSORS

Annual Meeting



ARBOR
ENTERPRISES



Lanyards



Coffee Station



G&G Welcome Party

