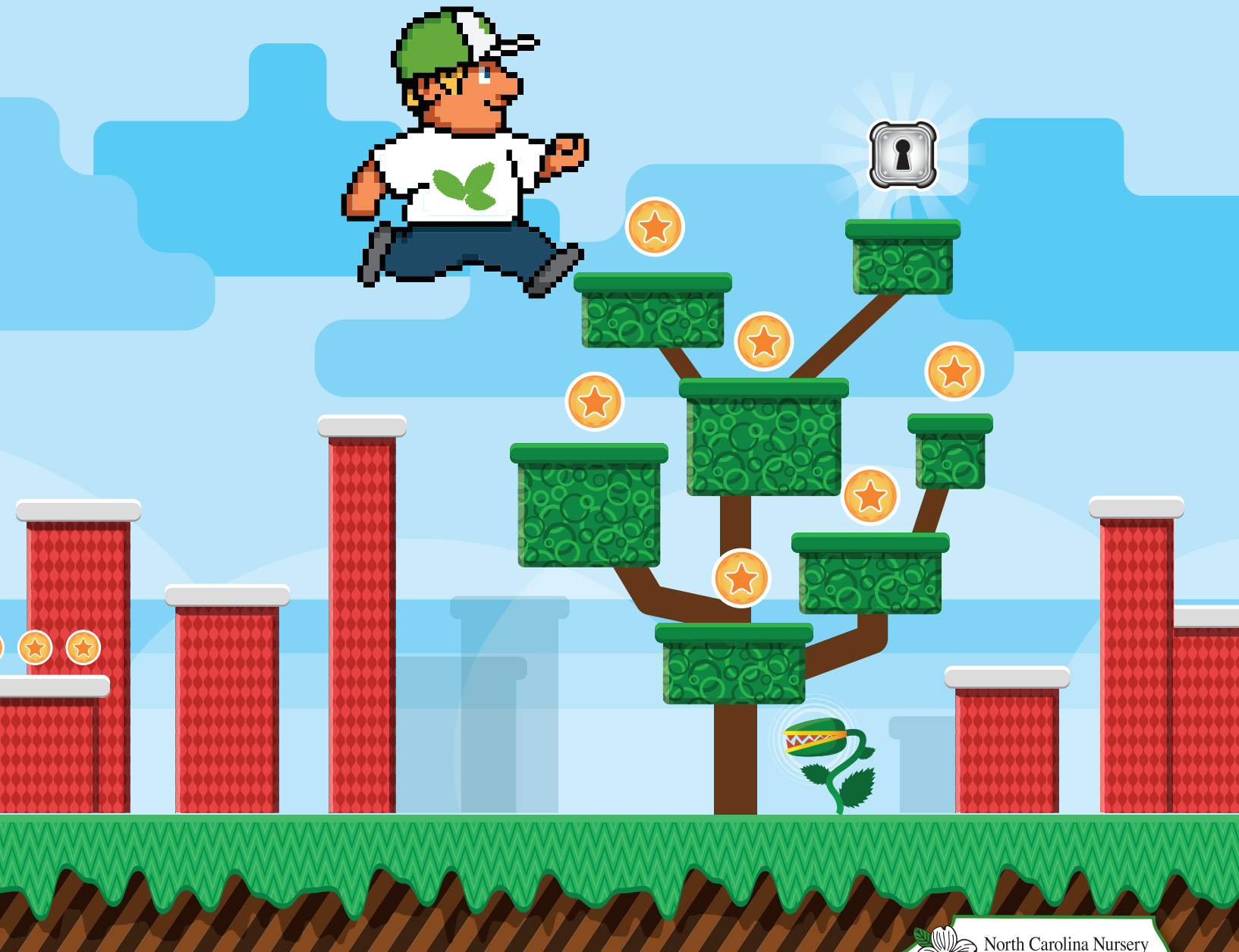


# GET IN THE GAME

## GREEN & GROWIN' 18

January 15-19, 2018  
Greensboro, NC

Education: January 15-17 | Marketplace: January 18-19



[GreenandGrowin.com](http://GreenandGrowin.com)





# GET IN THE GAME

# GREEN & GROWIN' 18

**Education: January 15-17**

**Marketplace: January 18-19**



**G**et your game on this January 15 – 19 at *Green & Growin' 18*. Year after year, thousands of horticulture and landscape professionals head to Greensboro, NC to take advantage of G&G's world-class education program and explore the G&G Marketplace — a tradeshow as large and diverse as the industry itself.

Everybody wins at the Southeast's premier industry event. It's a one-stop-shop for green industry professionals looking to expand expertise, earn or maintain licensing credentials, find top products and build solid business connections.

G&G 18 kicks off on Monday, January 15 with three days of timely, targeted education. This year's program is packed with CEU-infused seminars, interactive workshops, specialty classes – plus two dynamic Keynote presentations.

Thursday and Friday are all about the Marketplace. It's a prime opportunity to see products from a wide array of producers and suppliers. There were 412 exhibiting companies on the tradeshow floor last year.

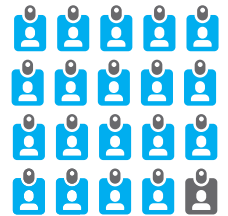
G&G is your chance to find fresh thinking, innovative solutions and expand your network of peers. Read on for a preview of what we have in store for 2018, and make it a point to check our website, [GreenandGrowin.com](http://GreenandGrowin.com) regularly for the latest updates.

## Green & Growin' by the numbers\*



**4,602**

Total Attendees

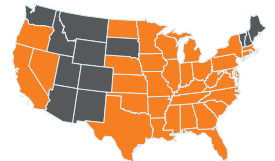


**1,900**

Companies Attended



**95%** Rate of Returning Exhibitors



**37** States Represented plus Canada and Australia



**412** Exhibiting Companies



\*Statistics based on G&G 17



## EDUCATION

More than 100 hours of top quality training, specialty seminars and interactive workshops fill the G&G' 18 education line-up. Nine Education Tracks — including the new Landscape Design University — feature almost 50 expert sessions. Attendees can choose to attend all the sessions in a single track, or mix-and-match to meet their needs.

## NETWORKING

Connecting with peers is an essential part of G&G. Be sure to take advantage of these “meet-and-greet” opportunities.

### Networking Lunches

Catch up with your industry peers over lunch.

- Tuesday, January 16  
11:30 AM – 12:45 PM
- Wednesday, January 17  
11:30 AM – 12:45 PM

### Keynote Breakfast

- Wednesday, January 17  
8:00 – 9:15 AM

### Women in the Green Industry Gathering

- Friday, January 19  
11:30 AM – 12:30 PM



## Green & Gather

- Wednesday, January 17  
7:00 PM - 10:00 PM

Wrap up the evening in the Sheraton North Lobby with drinks and pleasant conversation amongst peers.

### Confection Reception

- Thursday, January 18  
8:00 PM - 10:00 PM

Grab a bite then head back to the Sheraton to enjoy dessert and fellowship with industry professionals.



## ATTENDEE PERKS

**FREE DRINK** ticket on your Registration Badge — attend a Networking event and receive a complimentary beverage of your choice (up to \$5).

**CASH RAFFLE** — buy a \$20 RAFFLE ticket to support The NCSU Research & Extension Support Fund and get a chance to win up to 10% of total money raised.

## SCHEDULE AT A GLANCE

# GREEN & GROWIN' 18 EDUCATION

January 15 – 17  
Sheraton Greensboro  
at Four Seasons

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# GREEN & GROWIN' 18 MARKETPLACE

January 18 – 19  
Special Events Center  
at the Greensboro Coliseum

MONDAY, JANUARY 15	
8:00 AM – 5:00 PM	<b>SPECIALTY CLASSES &amp; CERTIFICATIONS</b> (See pages 4-5 for topics)
TUESDAY, JANUARY 16	
8:00 AM – 5:00 PM	<b>SPECIALTY CLASSES &amp; CERTIFICATIONS</b> (See pages 4-5 for topics)
8:00 AM – 9:15 AM	<b>KEYNOTE ADDRESS</b> Eric Chester
9:30 AM – 5:00 PM	<b>EDUCATION TRACKS</b> (See page 6 for topics)
11:30 AM – 12:45 PM	Networking Lunch
WEDNESDAY, JANUARY 17	
8:00 AM – 9:15 AM	<b>KEYNOTE BREAKFAST &amp; ADDRESS</b> Bryce Lane
8:30 AM - 7:30 PM	NC Sod Producers Association Annual Meeting
9:30 AM – 5:00 PM	<b>EDUCATION TRACKS</b> (See page 10 for topics)
11:30 AM – 12:45 PM	Networking Lunch
5:00 PM - 7:30 PM	NC Green Industry Council Annual Meeting
7:00 PM – 10:00 PM	<b>GREEN AND GATHER NETWORKING</b>

THURSDAY, JANUARY 18	
7:30 AM – 9:00 AM	NCNLA Membership Breakfast & Annual Meeting
9:00 AM – 5:00 PM	<b>GREEN &amp; GROWIN' MARKETPLACE</b> (Registration hours: 8:00 AM – 4:00 PM)
6:00 PM – 7:00 PM	Garden Writer's Association Meeting*
5:30 PM – 6:30 PM	NCSU Alumni Reception*
8:00 PM – 10:00 PM	<b>GREEN &amp; GROWIN' CONFECTION RECEPTION*</b>
FRIDAY, JANUARY 19	
7:00 AM – 9:00 AM	● Breakfast with Proven Winners® & Johnson Nursery Corp.
9:00 AM – 3:00 PM	<b>GREEN &amp; GROWIN' MARKETPLACE</b> (Registration hours: 8:00 AM – 2:00 PM)
11:30 AM - 12:30 PM	Women in the Green Industry Gathering

\* Events will be held at the Sheraton Greensboro at Four Seasons

[GreenandGrowin.com](http://GreenandGrowin.com)

### Specialty Classes and Certifications

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

	MONDAY, JAN. 15	TUESDAY, JAN. 16
8:00 AM – 5:00 PM	■ Landscape Budgeting and Estimating Workshop	■ Landscape Budgeting and Estimating Workshop
8:30 AM – 4:20 PM	● North Carolina Landscape Contractors' Licensing Board Review Course	● North Carolina Landscape Contractors' Licensing Board Review Course
8:30 AM – 4:00 PM	● Pesticide License Class & Test	● Pesticide License Class & Test
8:30 AM – 5:00 PM	● ICPI Level One Paver Installer Course <i>Sponsored by Belgard</i>	● ICPI Level One Paver Installer Course <i>Sponsored by Belgard</i>
	● ICPI PICP Specialist Course <i>Sponsored by Belgard</i>	
1:00 PM – 5:00 PM	● Landscape Weed ID & Management Workshop	

● **LC** Landscape Contractor License\* (NC) – Technical CEU  
 ■ **LCB** Landscape Contractor License\* (NC) – Business CEU

■ **ICB** Irrigation Contractor License (NC) – Business CEU  
 ● **PA** Pesticide Applicator License (FL, NC, SC, TN, VA)

\*4 Total CEUs towards the license specified

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

### ● ICPI Level One Concrete Paver Installer Course

**Sponsored by Belgard\***

Earn Your ICPI LEVEL ONE Paver Certification — Learn Skills to Increase Your Bottom Line

**\*\*Class is limited to 60 people — you must be pre-registered to attend\*\***

**January 15 – 16**

8:30 AM – 5:00 PM

**Registration Fee: Class and Certification Test**

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

*\*Belgard will provide breakfast, lunch and breaks*

**Instructor: Belgard Representative**

This practical two-day course is designed to enhance the knowledge of individuals involved in the construction and installation of interlocking concrete pavements. The 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 topics:** 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, Safety, Estimating and job costing, and Contract basics

**\*\*You may study before the course by reading the student manual online at: <http://www.icpi.org/studyicpi>. A student manual will be provided on-site, so it is NOT necessary to print the manual from the online files.\*\***

### ● ICPI PICP Specialist Course

**Sponsored by Belgard\***

Earn Your ICPI PICP Specialist Technician Certification — learn skills to increase your bottom line.

**\*\*Class is limited to 60 people — you must be pre-registered to attend\*\***

**Monday, January 15**

8:30 AM - 5:00 PM

**Registration Fee: Class and Certification Test**

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

*\*Belgard will provide lunch, breakfast & breaks*

**Instructor: Belgard Representative**

This classroom-based program is designed for contractors presently doing residential and/or commercial concrete pavement installations. Companies may already be installing permeable

interlocking concrete pavement (PICP) or planning to expand into the PICP market. Participants should be experienced contractors.

**Curriculum topics:** Overview and systems, Job planning & documentation, Job layout, flow & estimating quantities, Soil & site characteristics, Sub-base & base materials, Edge restraints, Bedding & jointing materials, Paver selection & installation, and Maintenance.

**Course Objectives**

1. Help potential and existing PICP contractors learn how to meet industry-established guidelines for residential and commercial PICP applications.
2. Broaden, evaluate and recognize the knowledge of individuals who have completed the course successfully and passed an exam.
3. Enhance the credibility of individual contractors by providing additional industry credentials.
4. Serve design professionals and the general public by improving the value and quality of PICP installations.

**\*\*You may study before the course by reading the student manual online at: <http://www.icpi.org/studyicpi>. A student manual will be provided on-site, so it is NOT necessary to print the manual from the online files.\*\***





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

## ●● Landscape Weed ID & Management Workshop

*\*\*Class is limited to 30 people\*\**

**Monday, January 15**

1:00 PM - 5:00 PM

**Registration Fee** for Class & Materials

Early-Bird Rate Before 12/29/17		Regular Rate After 12/29/17	
Members	Non-members	Members	Non-members
\$115	\$165	\$130	\$180

**Instructor: Joe Neal, NC State University**

This 1/2 day, hands-on workshop offers training on how to identify weeds and how to develop a landscape weed management plan.

*\*\*This class includes the Weeds of Southern Turfgrass book by Tim Murphy. \*\**

## ● Pesticide Licensing

*\*\*Class is limited to 100 people — you must be pre-registered to attend\*\**

**January 15 – 16**

**Class registration fee**

(Includes Cost of Books & Lunch)

Early-Bird Rate Before 12/29/17		Regular Rate After 12/29/17	
Members	Non-members	Members	Non-members
\$155	\$205	\$180	\$230

**Test registration** (paid to NCDA on site)

Core Test	Categories
\$50	\$20 each

*\*\* You will pay the test fee to NCDA when you arrive on Tuesday to take the exam\*\* Cash or check only*

**Instructor: Wayne Buhler, North Carolina State University**

### Day 1: Monday, Jan. 15

8:30 AM – Noon	Core Safety Training and NC laws
Noon – 1:00 PM	Lunch break
1:00 – 4:00 PM	Continue session

### Day 2: Tuesday, Jan. 16

8:30 AM – Noon	Ornamental and Turfgrass Training
Noon – 1:00 PM	Lunch break
1:00 – 5:30 PM	NC Pesticide Applicators Licensing Exam (given by NCDA)

*\*\* You have to pay for the exam separately\*\**

## ● North Carolina Landscape Contractors' Licensing Board Review Course

Sponsored by North Carolina Cooperative Extension Service

*\*\*This class is limited to 50 people (no more than 2 people from the same company) — you must be pre-registered to attend\*\**

**January 15 – 16**

**Registration Fee** (Includes lunch)

**Class registration fee**

(Does not include cost of book, must buy separately)

Early-Bird Rate Before 12/29/17		Regular Rate After 12/29/17	
Members	Non-members	Members	Non-members
\$205	\$280	\$255	\$305

**Instructor: Cliff Ruth, NC Cooperative Extension Service**

### Day 1: Monday, Jan. 15

8:30 AM – Noon	Class 1 – Landscape Design and Construction
1:00 – 4:20 PM	Class 2 – Landscape Math, Plan Reading Concepts, and Practice

### Day 2: Tuesday, Jan. 16

8:30 AM – Noon	Class 3 – Basic Professional Horticulture Principles
1:00 – 4:20 PM	Class 4 – Landscape Business Planning, Practices, Landscape Contractor Laws, and Minimum Standards

## ■ Landscape Budgeting & Estimating Workshop

*\*\*Class is limited to 50 people — you must be pre-registered to attend\*\**

**January 15 – 16**

**Registration fee** (Includes lunch)

Early-Bird Rate Before 12/29/17		Regular Rate After 12/29/17	
Members	Non-members	Members	Non-members
\$305	\$355	\$320	\$390

This workshop will be based on real-world information and scenarios.

**Instructor: Marcus vandeVliet, MV Enterprises**

### Day 1: Monday, Jan. 15

8:00 AM – 5:00 PM	Develop a budget specifically for your company, projected for 2018 — including budgets for sales, production costs and recovering overhead. Key financial ratios will be reviewed and compared to industry standards. You'll be able to use this budget to project your company's monthly cash flow and to develop an overhead recovery method.
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### Day 2: Tuesday, Jan. 16

8:00 AM – 5:00 PM	Estimate a landscape project using your company's costs and overhead — including labor, materials, equipment and subcontractor costs. You'll also determine the recovered overhead and profit amount. All attendees will submit a bid and the prices will be shared anonymously.
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All programs take place at the Sheraton Greensboro at Four Seasons

TUESDAY, JANUARY 16

8:00 AM – 9:15 AM	<p><b>KEYNOTE ADDRESS Eric Chester CSP, CPAE</b></p> <p><b>On Fire at Work – How Great Leaders Ignite Passion in their People</b></p> <p>Business leaders in every industry are looking for ways to ignite passion in their workforce — to create a culture where people perform better and stay longer. They're seeking ways to connect with young employees who have radically different work ethic values. Join award-winning speaker and bestselling business author Eric Chester for a riveting look at how leaders of the world's top corporations engage their people and ignite their passion for excellence. The author of five best-selling books on employee development, Eric has shared his insights with more than two million people around the globe. Described by audiences as "riveting" and "electrifying," his presentations are filled with solid "how-to" solutions, tools and strategies for attracting, developing and keeping top talent. It's impossible to experience "On Fire" without igniting your own passion for excellence and the desire to fan those flames throughout your organization.</p> 			
EDUCATION TRACKS	IN THE DIRT	LANDSCAPE DESIGN UNIVERSITY	UP AT NIGHT	THROUGH THE PIPES Provided by the Carolina's Irrigation Association
9:30 AM – 10:20 AM	● Tools of the Trade: Ins and Outs of Equipment Used in Nursery and Landscape	● New Plant Twists on Old Classics!	■ Forget the Closing Sale, It All Starts with the Introduction	● Irrigation Technician Career Path
10:30 AM – 11:20 AM			■ Let Go to Get More!	● Basic Irrigation Troubleshooting
11:30 AM – 12:45 PM	<b>NETWORKING LUNCHEON</b>			
1:00 PM – 1:50 PM	● Shrub & Trees for Pollinators & Other Wildlife	● This One's for the Birds: Attracting Wildlife to Your Garden	■ Keeping Your Best Employees	● Advanced Irrigation Troubleshooting
2:00 PM – 2:50 PM	● Landscape Weed Management Calendar	● Plant Picks That Please Clients	■ Online Reputation Management	● Irrigation Design Concepts
3:00 PM – 3:50 PM	● Emerging Pest Forum: Crape Myrtle Scale is Headed Your Way!	● Annuals That Deliver	■ Managing the Tax Monster	● Water Conservation Practices
4:00 PM – 4:50 PM		● The Best Native Plants for the Southeast	■ Don't Allow the Economy to Drive your Business!	■ Irrigation Technician Business Concepts

**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. **1 credit per hour.**

- **LC** Landscape Contractor License (NC) - Technical CEU
- **IC** Irrigation Contractor License (NC) – Technical Irrigation CEU
- **ISA** International Society of Arboriculture – Certified Arborist
- **LCB** Landscape Contractor License (NC) – Business CEU
- **ICB** Irrigation Contractor License (NC) – Business CEU
- **NALP** National Association of Landscape Professionals – Landscape Industry Certified
- **LA** Landscape Architect License (NC)
- **PA** Pesticide Applicator License (FL, NC, SC, TN, VA)

**Earn CEUs when you walk the Marketplace floor:**  
 ● (1) ● (2) ● (4)

\*1 CEU per hour. All classes have been approved for NALP credits, other CEUs are pending approval. Check GreenandGrowin.com for latest updates.

**➔ IN THE DIRT**

**● Tools of the Trade: Ins and Outs of Equipment Used in Nursery and Landscape**

**Representative, Bobcat**

A representative from Bobcat Company will present a variety of equipment and attachments that can be used in the Nursery and Landscape industry to maximize time and efficiency on the farm or a landscape installation project.

**●●● Shrubs & Trees for Pollinators & Other Wildlife**

**Nancy Lee Adamson, PhD, Xerces Society for Invertebrate Conservation and USDA Natural Resources Conservation Service East National Technology Support Center**

The flowering shrubs and trees you plant throughout our communities add beauty; provide vital pollen, nectar, and shelter for pollinators and other wildlife; and protect our watersheds. Some can also provide income via harvested fruit or woody ornamentals. Join Nancy Adamson of the Xerces Society and the USDA Natural Resources Conservation Service to learn ways to better support the bees and other wildlife that help ensure abundant harvests, keep our ecosystems healthy, and enrich our communities; plus ideas for showcasing stewardship for clients interested in growing green. For information on pollinator conservation, visit <http://www.xerces.org/pollinator-resource-center/> or contact [nancy@xerces.org](mailto:nancy@xerces.org).

**●●● Landscape Weed Management Calendar**

**Joe Neal, NC State University**

Weed management is optimized when we tailor our management practices to the weed species and most susceptible life stages. Preemergence herbicides must be applied before emergence. Timing the applications will depend on when the target weeds are expected to emerge. Postemergence weed control

can often be improved by timing herbicide applications to the most susceptible growth stage. In this presentation, Dr. Neal will review the calendar of weed management practices so you can optimize your efforts and investments.

**●●● Emerging Pest Forum: Grape Myrtle Scale is Headed Your Way!**

**Panel Discussion**

Since first invading the deep south, crape myrtle bark scale has been steadily marching into the south-east and mid-west. Learn the signs, symptoms, biology, and management practices needed to prevent infestation and control outbreaks in the nursery and landscape. Scout and prevent infestations first, then choose chemical intervention options for management. Advance your IPM game to the next level.

**➔ LANDSCAPE DESIGN UNIVERSITY**

**●●● New Plant Twists on Old Classics!**

**Panel Discussion**

Tighten-up your new-plant game! Create some space between you and your opponents by learning the latest woody, annual or perennial plant introductions for today's landscape. If you haven't played video games since Atari's Pong, come learn about how classic garden favorites have been reimaged with an innovative future twist. This 2-hour workshop will present woody ornamentals first followed by annuals and perennials in the second hour. Immerse yourself in an open world of infinite possibilities that is perfect for everyone from beginner to expert.

**●●● This One's for the Birds: Attracting Wildlife to Your Garden**

**Bryce Lane, NC State University Emeritus**

Creating dynamic outdoor spaces for viewing and interacting is the name of the game in the land-

scape industry. Both residential and commercial clients desire landscapes that are appealing, but also contribute to the environment in positive ways. Landscapes that attract wildlife (birds, insect pollinators, butterflies, etc.) add significant value to the outdoor spaces we create. They also contribute to the overall ecology of a landscape. Come find out how to create outdoor spaces that attract and support wildlife.

**●●● Plant Picks That Please Clients**

**C.L. Fornari, Garden Lady**

There are thousands of great plants, but not every plant is right for all people. As an avid gardener I recognize that some of the selections that are appropriate for people like myself are not good choices for most of my customers or clients. Plant geeks have different standards for their gardens than home-landscapers or the general public. This talk is designed to help landscapers and garden center employees recognize which plants will make their customers happiest. In this talk I'll show a few examples of gardeners' plants and explain why they may not be the best choices for your clients. This is followed by a large range of annuals, perennials, and shrubs that will keep your customers content and coming back for more.

**●●● Annuals That Deliver**

**C.L. Fornari, Garden Lady**

If your clients and customers are paying for new annuals every summer, they want plants that deliver color. From the brand new to the tried and true, this talk shows plants that are an asset in the garden from planting to hard frost. You will come away with a list of annuals that will flower all summer in a variety of growing conditions.

**2017 License Requirements**

**NC Pesticide License**

- The different licenses hold different requirements so make sure you are familiar with them.
- Most of our pesticide classes offer the L N D X categories.
- For more info, visit [ncagr.gov](http://ncagr.gov).

**NC Landscape Contractors Licensing Board**

- Requires proof of attendance forms.
- At least three out of the seven CEUs must be technical (landscape) credits and at least two of the seven CEUs must be business credits. The remainder two hours can come from either technical (landscape) or business credits.

**NC Irrigation Contractors License**

- Requires proof of attendance forms.
- License requires four (4) business credits and six (6) turf irrigation credits.

**NC Landscape Architect**

- Requires proof of attendance forms.
- For more info, visit [ncbola.org](http://ncbola.org).

**NC Certified Arborist**

- There are six ISA certification credentials.
- For more info, visit [isa-arbor.com](http://isa-arbor.com).





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**TRIANGLE**ES

## ●● The Best Native Plants for the Southeast

**Larry Mellicamp, University of North Carolina Charlotte Botanical Gardens, Director Emeritus**

Native Plants of the Southeast. This is a great time to be gardening in the South. There are many new plants becoming available each year, including natural species and especially cultivar selections of our favorite trees, shrubs, wildflowers, ferns, and perennials. There is a trend towards using more natives, not just because they are better adapted to our warm southern climates but also because they are interesting in their own right and support native bees, butterflies and birds. Home owners will be asking for them. They ought to be known and grown more widely in the landscape.

## ➔ UP AT NIGHT

### ■ ■ Forget Closing the Sale, It All Starts with the Introduction

**Tim Smith, ignite Business Advisors**

Join us as we explore the Buy/Sell Process from Introduction to Closed Won. Mastering this process will shorten your sales

cycle, provide you with control, and give you and your team direction throughout the sale. Without it, your sales professionals are at the whim of the buyer, or worse, the competition. After participating in this discussion you will know the three goals of initiate and return to your organization able to fill the top of the sales funnel resulting in elevated profits and an increase in revenue!

### ■ ■ Let Go to Get More!

**Denise Ryan, Firestar Speaking**

Sometimes one of the most important business decisions you can make is when to let go. This session will help you decide when it's time to let go of things that are no longer working for you. We'll discuss letting go of: problem customers, problem employees, long time vendors, bad marketing, and your old beliefs about your business. Stop holding on to things that are holding you back! Attend this session and set yourself free!

### ■ ■ Keeping Your Best Employees

**Denise Ryan, Firestar Speaking**

Remember that song, "Only the Good Die Young?" Well, sometimes it seems only the good employees leave! So instead of asking yourself, "Why can't Miserable Marvin go?", let's figure out how to keep Terrific Tom. This session covers the top reasons employees leave and gives

lots of ideas for keeping the good ones. In addition we'll also discuss if our ideas about how long we can retain talent have to change – 91% of Millennials expect to stay in their jobs for less than 3 years. The workforce has changed and our ideas about retention have to change too. Attend this session and get some new ideas!

### ■ ■ Online Reputation Management

**David McBee**

With over 80% of people doing online research before making a buying decision, it is more important than ever that your business has a solid online reputation. This seminar will teach you:

- How to better understand what your customers see when they look for you
- How to find and evaluate mentions of your business online
- How to monitor the web for tweets, posts and comments about your business
- How to create a Google Alert for mentions of your business across the internet
- How to get more positive reviews and press
- How to deal with negative reviews or articles

### ■ ■ Managing the Tax Monster

**Ken Martin, Stancil & Company, CPA's**

This session will provide an update on the latest developments and strategies in sales and income tax. Learn how to avoid the tax traps that lurk for the unsuspecting. Identify tax strategies that can result in a lower tax bill. Learn how to partner with your CPA to effectively manage your tax burden.

### ■ ■ Don't Allow the Economy to Drive your Business!

**Tim Smith, ignite Business Advisors**

Join Tim Smith, President of Ignite Business Advisors, as he outlines key financial disciplines to transform your organization into one driven by data. Tim shares solutions to guide your business to predictable profits and sustainability, no matter the current economic conditions. All of your team members can participate in creating success when you use these proven systems.



## ➔ THROUGH THE PIPES

### ● Irrigation Technician Career Path

**Kurt Thompson – K.Thompson and Associates; Steve Rimar – Thompson and Associates / Greenlee; Rick Simzyk – Thompson and Associates / Greenlee**

The Irrigation Technician Career Path module will discuss the various benefits and rewards of pursuing a career in the irrigation service technician industry. This one hour class will also introduce you to the various tools and equipment used by irrigation technicians that assist in everyday irrigation system troubleshooting situation.

### ● Basic Irrigation Troubleshooting

**Rick Arena / Site One; Ann Rushing / Educational Manager North Carolina 811**

The Basic Irrigation Troubleshooting module will introduce

you to the function and operation of the various components of an irrigation system. The class will discuss the mechanics of each component and how to best identify, troubleshoot and repair issues that may be associated with each component. In addition, this class will discuss the required laws associated with identifying utilities and the steps needed to order a line location service.

### ● Advanced Irrigation Troubleshooting

**Jeff Flemming / Hunter Industries Rick Simzyk – Thompson and Associates / Greenlee**

The Advanced Irrigation Troubleshooting module will introduce you to the more advanced troubleshooting techniques required to identify and repair conventional and decoder based irrigation systems. This class will focus on the electrical components of the irriga-

tion system with an introduction of today's most advanced electrical troubleshooting equipment.

### ● Irrigation Design Concepts

**Rick Arena / Site One; Norm Bartlett / Creative Sensor Technology**

The irrigation design concept class will introduce you to the hydraulic concepts associated with an irrigation system. The class will start with identifying the water source, creating irrigation zones with matched precipitation rates and properly sizing mainline and lateral pipe. The class will also discuss the benefits of adding flow sensor technology as well as advanced equipment used to add / upgrade existing irrigation systems to today's modern technology.

### ● Water Conservation Practices

**Bert Wood / Rain Bird; John Holmes / Central Piedmont Community College**

The water conservation practice class will provide you with a good

understanding of the plant water relationship associated with the various southern climate plants. This class will give you the tools needed to create efficient irrigation schedules that are focused on water conservation. In addition, you will be introduced to the advanced water conservation equipment used to manage today's irrigation systems.

### ■ Irrigation Technician Business Concepts

**Kurt Thompson / K.Thompson and Associates; Mike Yarussi / Simmons Irrigation Supply**

The irrigation technician business class will provide you with the tools needed to successfully manage an irrigation service division. In addition, you will be introduced to new ideas and concepts that can help generate additional revenue for your irrigation service division.





All programs take place at the Sheraton Greensboro at Four Seasons

## WEDNESDAY, JANUARY 17

8:00 AM – 9:15 AM	<b>KEYNOTE BREAKFAST Bryce Lane</b> <b>Breakfast with Bryce</b> Bryce Lane is a three-time Emmy Award winning television personality, NC State University Alumni Distinguished Undergraduate Professor Emeritus and a nationally accomplished garden speaker. Bryce teaches both large and small courses for horticulture majors and non-majors. In the past 30+ years, he has taught more than 20,000 students. He has received numerous local, regional and national teaching awards and is frequently invited to speak at workshops and symposia across the country — about teaching as well as horticulture and gardening. He is the former host and producer of the UNC TV public television show, “In the Garden with Bryce Lane,” which ran for eleven seasons and still airs on North Carolina Public Television.					
EDUCATION TRACKS	BACK AT THE OFFICE	LANDSCAPE DESIGN UNIVERSITY	OUT IN THE NURSERY	AROUND THE CANOPY <i>Provided by NC Urban Forestry Council</i>	ON THE LAWN <i>Provided by NC SOD Producers Association</i>	
9:30 AM – 10:20 AM	<b>Business Acquisition: Buying Without the Bank</b>	<b>Gardening Trends for Your Outdoor Living Space</b>	<b>Retailers (and Suppliers!): Buckle Up, We're Re-Inventing Garden Retail!</b>	<b>Keeping 'Em Alive: Care for Mature Trees in a Changing World</b>	<b>Understanding Pesticide Fate in the Turf Environment / Turf Weed Management for Lawn Care Operators</b>	
10:30 AM – 11:20 AM	<b>Employment Law Overview</b>			<b>Management Strategies for the Emerald Ash Borer</b>	<b>Soil Fertility Management for Successful Lawns and Landscapes</b>	
11:30 AM – 12:45 PM	<b>NETWORKING LUNCHEON</b>					
1:00 PM – 1:50 PM	<b>How to Cut Back on Accidents: Growing the Safety Culture of Landscaping</b>	<b>The Foodscape Revolution</b>	<b>Drones in Landscaping and Nurseries: Data Collection and Analysis</b>	<b>Plant Diagnostics 101</b>	<b>Disease Management Strategies for Cool and Warm Season Turf</b>	
2:00 PM – 2:50 PM	<b>Employee Accountability</b>	<b>So What's the Big Deal about Green Infrastructure and Functional Landscapes?</b>	<b>Emerging Pests/Threats/Treatment Within the Horticulture Industry</b>	<b>Pruning Standard to Maintain Landscape Trees</b>	<b>Controlling Difficult Insect Pests in Warm and Cool Season Turf</b>	
3:00 PM – 3:50 PM		<b>Art and Horticulture Collide: The World of Living Walls</b>	<b>Q&amp;A: Bring Questions to the Consultant</b>	<b>Right Plant, Right Place</b>	<b>Developing Preventative Pesticide Strategies for Cool and Warm Season Turf Pests</b>	
4:00 PM – 4:50 PM	<b>Loan or Lease: Strategies to keep more profits in your pockets</b>	<b>Landscaping in Small Spaces: Big Ideas for "Little" Gardens</b>	<b>First Person Scouter: Learn the Basics of Pest and Plant Disease Identification</b>	<b>Using i-Tree Design to Improve the Functionality of Your Landscape Plan</b>		

**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. **1 credit per hour.**

- **LC** Landscape Contractor License (NC) - Technical CEU
- **LCB** Landscape Contractor License (NC) – Business CEU
- **LA** Landscape Architect License (NC)

- **IC** Irrigation Contractor License (NC) – Technical Irrigation CEU
- **ICB** Irrigation Contractor License (NC) – Business CEU
- **PA** Pesticide Applicator License (FL, NC, SC, TN, VA)

- **ISA** International Society of Arboriculture – Certified Arborist
- **NALP** National Association of Landscape Professionals – Landscape Industry Certified

**Earn CEUs when you walk the Marketplace floor:**  
● (1) ● (2) ● (4)

\*1 CEU per hour. All classes have been approved for NALP credits, other CEUs are pending approval. Check [GreenandGrowin.com](http://GreenandGrowin.com) for latest updates.

## ➔ BACK AT THE OFFICE

### ■ ■ Business Acquisition: Buying without the Bank

**Dana Massey and Doug Chapman, Plantworks Nursery**

Nursery owners Dana Massey and Doug Chatman will talk attendees through their personal experience of transitioning a business from one individual to another without the traditional assistance of bank loans or other such interests. They will discuss the challenges they faced and the unique perspectives and avenues they used to ensure the business could continue for many years to come.

### ■ ■ Employment Law Overview

**Emily Hinesley, SPHR, SHRM-SCP | HR Business Partner and Advisor**

Employers must juggle meeting customer demands, managing challenging employee relations issues and remaining compliant in an ever-changing regulatory landscape. This session will provide business owners and managers with a practical, real life understanding of key employment laws and issues that can adversely impact their businesses. Topics will include I-9 compliance, wage and hour regulations, the “at-will” employment doctrine and more.

### ■ ■ How to Cut Back on Accidents: Growing the Safety Culture of Landscaping

**Bernard Urtecho, Builder's Mutual Insurance Company**

Every profession has a degree of on-the-job risks that anyone can encounter, and the Landscaping industry is no different. In this session, attendees will review the aspects of a “Safety Culture” and how to use safety to prevent incidents on the job.

Other topics will include:

- The importance of Personal Protective Equipment (PPE) and

how to get your employees to use PPE when unsupervised

- Two crucial elements to the success of your safety program - Training and Education
- How to give and/or get top down support for safety

### ■ ■ Employee Accountability

**Marcus vandeVliet, MV Enterprises**

Employee accountability is a significant challenge for most business owners and managers. It is critical to clearly define expectations including measurable goals. Setting goals will improve management consistency and establish employee metrics. Ultimately there needs to be a link between performance and consequence.

- Job Descriptions and Orientation
- Setting Goals and Priorities
- Accountability Metrics
- Performance Based Compensation
- Employee Reviews
- Training & SOPs

### ■ ■ Loan or Lease: Strategies to keep more profits in your pockets

**Jay Darden, Carolina Farm Credit**

Jay Darden with Carolina Farm Credit will give you a in-dept look at the loaning vs. leasing decisions you face as a green industry professional. Weigh the pros and cons and gain insight you can apply to your green industry business.

## ➔ LANDSCAPE DESIGN UNIVERSITY

### ● ● Gardening Trends for Your Outdoor Living Space

**Maria Zampini, UpShoot**

Maria Zampini of UpShoot will introduce you to the latest gardening and landscaping trends, what’s hot and what’s not, in colors, plants, gardening products and accessories and designs so that you can bring them to life for your landscape and retail clients.

### ● ● ● The Foodscape Revolution

**Brie Arthur, Brie Grows**

Brie has fine-tuned her signature design technique of Foodscaping, a sustainable landscape practice that embraces beauty and utility. Working with public school systems and suburban developments, Brie is the changing the way green spaces are designed, managed and utilized. Encouraging everyone to think outside of the box & learn how to pair edibles in a traditional ornamental landscape is an opportunity to expand your landscape market and provide a service that adds purpose to everyday spaces. The best edible and ornamental plants are featured to inspire designers and homeowners to create purposeful landscapes that engage people of all ages.

### ● ● ● So What’s the Big Deal about Green Infrastructure and Functional Landscapes?

**Debbie Hamrick, NC Farm Bureau**

Green infrastructure is a hot topic now, especially for stormwater management. Is it a marketing opportunity for you? Debbie will help you gain deeper understanding of the positive role that plants play in urban landscapes based on scientific research. She’ll talk about the regulatory and economic drivers of green infrastructure implementation in urban regions across the US. As a result, you’ll gain insights and understand the role the green industry plays in implementing green infrastructure in managed urban spaces. You’ll be challenged and inspired to develop language and thought patterns to enable cross-disciplinary understanding and communication for the purpose of better green infrastructure outcomes.

## 2017 License Requirements

### NC Pesticide License

- The different licenses hold different requirements so make sure you are familiar with them.
- Most of our pesticide classes offer the L N D X categories.
- For more info, visit [ncagr.gov](http://ncagr.gov).

### NC Landscape Contractors Licensing Board

- Requires proof of attendance forms.
- At least three out of the seven CEUs must be technical (landscape) credits and at least two of the seven CEUs must be business credits. The remainder two hours can come from either technical (landscape) or business credits.

### NC Irrigation Contractors License

- Requires proof of attendance forms.
- License requires four (4) business credits and six (6) turf irrigation credits.

### NC Landscape Architect

- Requires proof of attendance forms.
- For more info, visit [ncbola.org](http://ncbola.org).

### NC Certified Arborist

- There are six ISA certification credentials.
- For more info, visit [isa-arbor.com](http://isa-arbor.com).

## ●● Art and Horticulture Collide: The World of Living Walls

**Leslie Herndon, Greenscape**

Join us as we explore the world of living walls in this photo driven talk. There are many different approaches to living walls, and we will explore these while also giving you a behind the scenes look at how we create our own living art walls at Cameron Village Shopping Center in Raleigh. We will also look at the many different systems and options on the market, and what it takes to install and maintain them. The focus of this talk is on exterior living walls.

## ●●● Landscaping in Small Spaces: Big Ideas for “Little” Gardens

**Bryce Lane, NC State University Emeritus**

The average home property size is shrinking, Baby Boomers are aging, young people are going urban, and patios and decks abound. Small space gardening is everywhere! What are the basics to gardening in small spaces? From plant selection, to landscape design, to installation, we will talk about how to promote and educate gardeners about gardening in small spaces.

## ➔ OUT IN THE NURSERY

### ■ ■ Retailers (and Suppliers!): Buckle Up, We’re Re-Inventing Garden Retail!

**Ian Baldwin, Business Adviser for Garden and Hardware Retailers**

As more and more consumers shop online, where does that leave the nursery and garden business? Surely someone is going to figure out plant delivery to consumers and then we are all finished, right? Wrong. The fastest growing trend in retail now is “Click and Collect” which puts you front and center IF you can adapt your business, your team, your image and your “numbers”. What worked for 40 years won’t win in the future. Ian will share his insights and show you

how the winning garden retailers are thriving.

**Market:** Who will be our customer and what do we need to do to win them over? Ian digs into his yearly analysis of the National Gardening Survey to pull out key facts about consumer trends in garden and home - and the news is GREAT if you can sell the way they want to buy!

**Money:** How can we make money doing this? Ian shares his 30+ years of garden center “numbers” to create a dash-board for you to compare your profitability with the winners as we all build a new business model.

**Method:** How will bricks and mortar garden centers thrive in the online world? You may be surprised to hear that they can be the sweet spot, local, knowledgeable, authentic and competitive. Ian will show you how it’s already starting.

## ●● Drones in Landscaping and Nurseries: Data Collection and Analysis

**Matt Mulhern, Go Unmanned, a Division of Benchmark Tool and Supply**

Go Unmanned team members will provide an educational session on the benefits of UAV technology in irrigation/land planning, plant counting and more. Landscapers, nursery owners and crop farmers are encouraged to attend to learn about cost-saving practices implemented through aerial technology. Q&A is encouraged.

## ●● Emerging pests/ Threats/Treatment within the Horticulture Industry

**Joy Goforth, NCDA&CS – Plant Industry Division**

Joy Goforth, NCDA&CS Plant Pest Administrator will highlight current regulated pest quarantines and provide updates on emerging insects and diseases that pose a threat to nurseries and the agricultural community. Discussion will cover how these pests arrived in NC, what the North Carolina Department of Agriculture is doing to control and/or safeguard the

green industry and provide insight on measures nurseries can take to prevent their introduction and/or spread. NC pest quarantines will be covered with emphasis on how these are likely to impact plant movement, sales, and marketability of certain crops.

## ■ ■ Q & A; Bring Questions to the Consultant

**Ian Baldwin, Business Adviser for Garden and Hardware Retailers**

Ian Baldwin, an expert in green industry retail markets, will spend an hour with attendees answering questions about retail market strategies to enhance their business.

## ●●● First Person Scouter: Learn the Basics of Pest and Plant Disease Identification.

**Panel Discussion**

Increase the number of lives your plants have left by correctly scouting, diagnosing, and choosing an intervention strategy for some of the most difficult to control pests and plant diseases in the nursery and landscape. Increase your pest kill ratio by preventing or managing pests before they kill your plants or damage sales. Learn how to control multiple pest complexes using basic diagnosis and scouting techniques, and intervention strategies. Don’t let pests make your bottom line go Berserk.

## ➔ AROUND THE CANOPY

### ●●● Keeping ‘Em Alive: Care for Mature Trees in a Changing World

**Katie Rose Levin, Leaf & Limb**

The bigger the tree, the bigger the benefits... and sometimes the bigger the needs. During the presentation, we’ll learn how to successfully manage mature trees in a world that’s changing around them. We’ll start by reviewing how a tree naturally ages, then look at ways to manage them safely and efficiently throughout their years. We’ll learn low-tech to high tech management techniques,

and touch on construction impact considerations.

## ●● Management Strategies for the Emerald Ash Borer

**Kelly Oten, NC Forest Service**

The emerald ash borer is sweeping across North Carolina at an alarming rate, leaving forest managers and natural resource professionals wondering what, if anything, can be done to save our ash? This presentation will address the various management options, discuss what others are doing, and focus on efficacy of each of the strategies.

## ●●● Plant Diagnostics 101

**Mike Munster, NC State University**

In this presentation Mike Munster will provide you with the tools to help you diagnose disease and abiotic issues that affect plant growth and health. Knowing the difference between the two is key to prevention and treatment.

## ●● Pruning Standard to Maintain Landscape Trees

**Bruce Fraedrich, Bartlett Research Laboratories**

The most recent revision of the A-300 Pruning Standard reintroduces pruning systems. Review the major pruning systems used to maintain landscape plants, discuss the importance of systems for arborists and consumers, and discuss systems in relation to pruning for tree structure, maintenance and renovation.

## ●●● Right Plant, Right Place

**Jennifer Rall, Town of Wake Forest**

“Right Plant, Right Place” will cover some best practices for the appropriate use of trees and shrubs under or near overhead utility lines, from the planning phase through design and installation. We will also touch on avoiding conflicts with other hardscape features. Jennifer will provide some great tools for urban foresters, planners, and others involved in the implementation of new or updated plans.



## ●●●● Using i-Tree Design to Improve the Functionality of Your Landscape Plan

**Leslie Moorman, NC Urban Forest Council**

The i-Tree toolbox is a free, web-based tool that estimates the value a tree provides a property. This presentation will introduce you to the program, how it can help identify the best placement of trees on a property to get the most benefit, and how to determine the costs of removing a tree from the site. With inputs of location, species, tree size and condition, and adding a building footprint, users can see the tree benefits related to greenhouse gas mitigation, air quality improvements and stormwater interception.

## ➔ ON THE LAWN

## ●● Understanding Pesticide Fate in the Turf Environment / Turf Weed Management for Lawn Care Operators

**Travis W. Gannon, PhD, Assistant Professor NCSU, Department of Crop and Soil Sciences**

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. But what happens to these pesticides after they are applied to the landscape....How long does it take for them to break down? Participants will learn about the fate and behavior of pesticides in a turfgrass environment. Information provided will be the latest NCSU pesticide research concerning how pesticides react in a turfgrass system.

## ●●● Soil Fertility Management for Successful Lawns and Landscapes

**David H. Hardy, Ph.D., Section Chief- Soil Testing Agronomic Division, NCDA&CS**

Managing nutrients through optimum soil fertility is a cornerstone to success for beautiful lawns and landscapes. Soils in North Carolina are usually naturally acidic so pH management depending on turf type is important in optimizing healthy root growth along with nutrient availability and uptake. Turf requires many essential nutrients but nitrogen, phosphorus and potassium are the primary nutrients where management is focused. Nutrient source selection, timing of application, and safeguarding nutrient loss from application sites are important considerations. The chemistry of irrigation water can also impact soil nutrient availability. This session will cover nutrient management with a focus on interpretation of recommendations / lab tests

offered through the Agronomic Services- NCDA&CS.

## ●● Disease Management Strategies for Cool and Warm Season Turf

**Jim Kerns, Ph.D., Associate Professor and Extension Specialist of Turfgrass Pathology**

Diseases are a seasonal problem in landscape in cool and warm season turf. In many cases, fungicide applications are the most expensive pesticide applications that turf managers utilize. This makes it very important to identify the disease, understand the proper fungicide, and apply the product at the appropriate time. In this seminar, information provided will focus 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.

## ●● Controlling Difficult Insect Pests in Warm and Cool Season Turf

**Rick L. Brandenburg, Ph.D., Wm. Neal Reynolds Distinguished Professor, Co-Director, Center for Turfgrass Environmental Research and Education**

This session will provide information on effective insect management for common turfgrass pests

found in commercial and residential lawns in North Carolina. During the past few years there have been several pests that have made resurgence in the Southeastern US. Information presented will include the latest research-based information and recommendations on current and forthcoming insecticides as well as cultural management practices for effective insect management. This seminar will also include information on the fate and behavior of insecticides in a turfgrass environment.

## ●● Developing Preventative Pesticide Strategies for Cool and Warm Season Turf Pests

**Matt Martin, Extension Associate, Turfgrass Crop Science Department**

This seminar will focus on managing turfgrass pests from planting to establishment utilizing seasonal preventative pest maintenance programs. Participants will learn how to implement integrated programs for reduction of disease, insect, and weed activity, taking advantage of cultural, biological and chemical strategies. 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.

## 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

**Group Discount: \$133 + tax**  
**Deadline: December 29, 2017**

Online Reservations: Book your reservation online at the special Green & Growin' 18 rate by visiting the reservations site:

**<https://reservations.travelclick.com/2576?groupID=2047271&hotelID=2576#/guestsandrooms>**

# GREEN & GROWIN' 18 MARKETPLACE

January 18 – 19 | Special Events Center at the Greensboro Coliseum

SEE WHO IS EXHIBITING...  
GreenandGrowin.com



## 🕒 QUALITY PRODUCTS AND A BIG MARKET BASE

GET IN THE GAME on Thursday and Friday when thousands of horticulture professionals will gather at G&G' 18 Marketplace ready to do business, network and learn the latest about green industry trends for the year ahead. It's a prime opportunity to see products from a wide array of producers and suppliers.

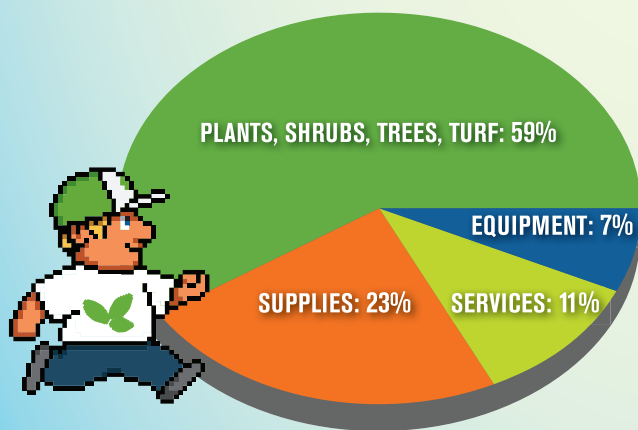
Over 400 exhibiting companies spread across the 167,000 square feet Special Events Center at the Greensboro Coliseum means maximum exposure to the Southeast's biggest 'players in the game'. Everybody wins at Green & Growin' 18.

### Attendee Perks

**FREE Drink ticket** on your Registration Badge - attend a Networking event and receive a complimentary beverage of your choice (up to \$5).

**CASH RAFFLE** - Buy a \$20 RAFFLE ticket to support The NCSU Research & Extension Support Fund and get a chance to win up to 10% of total money raised.

### Marketplace Exhibitor Breakdown (as of Nov. 1)



“This show is like "TOYS'R'US" for grown folk. WOW!”

“Loved the variety of helpful vendors showcasing off their products. As always, the exhibitors were full of information and willing to share. One stop shop.”

“Large enough to make it worthwhile, but small enough to be able to do business.”

GG' 17 Attendee Survey



## VISIBILITY OPTIONS FOR EXHIBITORS AND SPONSORS

Exciting new ways to maximize your visibility at G&G'18. Contact Stephanie Schaefer at 919-609-0803, or email [sschaefer@ncnla.com](mailto:sschaefer@ncnla.com).

Visit [GreenandGrowin.com](http://GreenandGrowin.com)

Earn CEUs when you walk the Marketplace floor:

- LC(1) ● IC(2) ● LA(4)

\* All CEUs are pending approval. Check [GreenandGrowin.com](http://GreenandGrowin.com) for latest updates.





# REGISTRATION FORM

### 1. REGISTRATION INFO

Attendee Name \_\_\_\_\_

Company Main Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (required) \_\_\_\_\_

### 2. NCNLA MEMBERSHIP \*includes all employees at your location

Platinum Member \$375\*       Regular Member \$175

Gold Member \$275\*       Student Member \$30

Silver Member \$225\*       Educator/government \$50 (individual membership)

\*Annual Membership plus donations to NCNLA Horticulture Research Fund & NCNLA Beacon Fund (Advocacy).

### 3. BUSINESS TYPE (Check all that apply)

Allied Supplier       Landscape Install. / Maint.       Wholesale Nursery

Grass/Sod/Turf       Retail Garden Center       Educator/Govt.

Irrigation       Landscape Architect       Student

Other \_\_\_\_\_

### 4. JOB DESCRIPTION (Check all that apply)

Owner       Buyer       Staff/Employee

Manager       Corporate Office

5. REGISTRATION OPTIONS	EARLY-BIRD RATE BEFORE 12/29/17		REGULAR RATE AFTER 12/29/17		TOTAL
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	
<b>GENERAL EDUCATION</b> *Includes Marketplace Badges	EARLY-BIRD RATE		REGULAR RATE		
<b>Get in the Game Package</b> *Best Value* (Includes Tue & Wed Education)	\$165	\$215	\$190	\$240	\$
<b>Tuesday Only</b>	\$115	\$165	\$140	\$190	\$
<b>Wednesday Only</b>	\$115	\$165	\$140	\$190	\$
<b>SPECIALTY &amp; CERTIFICATION CLASSES</b>	EARLY-BIRD RATE		REGULAR RATE		
Landscape Budgeting & Estimating Workshop *Includes Lunch	\$305	\$355	\$320	\$390	\$
ICPI Concrete Paver Certification *Includes Lunch	\$315	\$350	\$315	\$350	\$
PICP Specialist Certification *Includes Lunch	\$266	\$295	\$266	\$295	\$
Landscape Weed ID & Management	\$115	\$165	\$130	\$180	\$
Pesticide License Class *Includes Lunch & Books	\$155	\$205	\$180	\$230	\$
NC Landscape Contractors' License Review Course *Includes Lunch *Books purchased separately	\$205	\$280	\$255	\$305	\$
<b>NETWORKING OPPORTUNITIES</b>	EARLY-BIRD RATE		REGULAR RATE		
Networking Lunch - Tuesday	\$15	\$15	\$15	\$15	\$
Networking Lunch - Wednesday	\$15	\$15	\$15	\$15	\$
Breakfast with Proven Winners & Johnson Nursery	\$10	\$10	\$10	\$10	\$
<b>MARKETPLACE</b>	EARLY-BIRD RATE		REGULAR RATE		
Marketplace Admission	\$20	\$25	\$25	\$25	\$
Marketplace Admission - Student	\$0	\$10	\$0	\$10	\$
<b>RAFFLE TICKET</b> — win 10% of total money raised <small>Proceeds benefit the NCSU Research &amp; Extension Support Fund</small>	\$20	\$20	\$20	\$20	\$

**TOTAL DUE: \$** \_\_\_\_\_

### 6. CEUs

Include your license number(s) beside all licenses you will need for education. Your proof of attendance forms will be emailed to you at the conclusion of Green & Growin' 18.

- **LC** Landscape Contractor License\* (NC) \_\_\_\_\_
- **LA** Landscape Architect License\* (NC) \_\_\_\_\_
- **IC** Irrigation Contractor License\* (NC) \_\_\_\_\_
- **PA** Pesticide Applicator License (FL, NC, SC, TN, VA) \_\_\_\_\_
- **ISA** International Society of Arboriculture – Certified Arborist \_\_\_\_\_
- **NALP** National Association of Landscape Professionals – Landscape Industry Certified \_\_\_\_\_

Earn CEUs when you walk the Marketplace floor: ● LC(1) ● IC(2) ● LA(4)

### 7. PAYMENT

Credit Card       Cash       Check # \_\_\_\_\_

Visa     MC     AMEX

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Billing Address (if different) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**North Carolina Nursery & Landscape Association**

968 Trinity Road  
Raleigh, NC 27607

Non-Profit Org.  
U S POSTAGE  
**PAID**  
Raleigh, NC  
Permit #2255

# GREEN & GROW N' 18

January 15 – 19  
Greensboro, NC

## FEATURED VENDORS

### Ruby



### Platinum



Triad Irrigation and Landscape Supply



"Quality You Can Grow On"



**Spivey's Nursery**

### Silver



Jake A Parrott

Insurance Agency Inc.  
Since 1937



### Bronze

Fowler's Nursery

Low Falls Wholesale Nursery

North Carolina Composting Council

Piedmont Carolina Nursery

## EXCLUSIVE SPONSORS

### Lanyards



JOHNSTON COUNTY NURSERY MARKETING ASSOCIATION

### Badges



### GG18 App



### Ice Sponsor



### Tote Bags



### Coffee Station



### Food Truck Rodeo



### Annual Meeting & Breakfast



### Official Education Sponsor



### Women in the Green Industry Gathering



ARBOR ENTERPRISES



Mellow Marsh Farm, Inc.  
Wholesale Native Plants