

GREEN & GROWIN' 21

January 11-13, 2021

The Green & Growin' 21 Education Program is 100% online, with more than 25 interactive sessions from the industry's top leaders and educators. Learn new skills or gain credits toward your licenses during the live January broadcast, or view the recordings later on your own schedule. All registered attendees will have access to the sessions until April 30, 2021.

- Log in anytime, anywhere
- Exclusive Monday Q&As with top green industry companies
- Tuesday and Wednesday general education courses
- Watch live to interact with presenters and peers
- CEUs available



For the most current schedule, visit www.greenandgrowin.com

NCNLA EDUCATION COMMITTEE

The NCNLA Education Committee was integral to developing the virtual education program. Committee members offered insight from their areas of expertise to help create a diverse virtual education program. A special thanks to each member for their time!

Shannon Currey, Hoffman Nursery, Inc.

Leslie Moorman, North Carolina Urban Forest Council

Barbara Fair, North Carolina State University

Scott Myatt, Myatt Landscaping Concepts, Inc.

PJ Faust, Terra Green Landscapes

Donna Riddle, North Carolina Community College Horticulture Instructors Association

Gary Gittere, North Carolina Composting Council

NCNLA Board Liaisons:

Justin Snyder, Alamance Community College

Debbie Hamrick, North Carolina Farm Bureau Federation

Tim Johnson II, Tim Johnson Landscaping

Lee Ivy, Horticultural Science at North Carolina State University

Chason Johnson, Johnson Nursery Corp.

THANK YOU, SPONSORS!

Monday Sponsors



Keynote Sponsors



Session Sponsors



8:15-8:30 AM

Welcome Message

Hugh Crump, NCNLA Board of Directors President

8:30-9:30 AM

NALP

New Plants for 2021: What's New for Growers, Retailers and Landscapers for Spring from Proven Winners™

John Antonelli, Four Star Greenhouse; Jane Beggs-Joles, Proven Winners™; and Josh Roggenbuck, Walters Gardens

SPONSORED BY PROVEN WINNERS™

TBD

9:30-10:30 AM

NALP

Gregory Poole Caterpillar: State-of-the-Art Machinery

SPONSORED BY GREGORY POOLE CATERPILLAR

10:30-10:45 AM

BREAK

10:45-11:45 AM

The ABC's Of Building A Successful Training System: Turn Your Rookies into Rockstars

Arden Urbano, Greenius

SPONSORED BY GREENIUS

Join Arden as she covers the fundamentals of building better systems within your landscaping company to attract, onboard and retain your staff.

11:45 AM-1:15 PM

NALP

Yes, You Can Learn to Use Social Media and Grow Your Business!

Meredith J. Croom, Grants Creek Nursery

SPONSORED BY GRANTS CREEK NURSERY

Social media is one of the best ways to connect with people who already love your brand. It's also important for reaching those who haven't heard of your business yet. Getting started with social doesn't have to be scary or expensive. Businesses of any size can reach new markets, build brand awareness, and drive sales. Meredith shows that this doesn't have to be an all-or-nothing approach and that you can use different social channels to reach different audiences, or to meet different business goals.

1:15-2:15 PM

OPA ISA NALP

Fundamentals of IPM: Pest Management Q&A

Suzanne Wainwright-Evans, Buglady Consulting

SPONSORED BY BASF

Invasive Pest Management (IPM) is a key approach for effectively managing and controlling weeds, pests and disease on sustainable farms. By implementing IPM techniques, farmers can prevent problems before they happen and better control those that do. Insect pests can cause some of the most disruptive and damaging issues on your farm, especially in the greenhouse. Join pest management and biocontrols expert Suzanne Wainwright of Buglady Consulting to ask your pressing pest management questions and get answers in real time! This session will include a brief introductory presentation, then will focus primarily on an attendee Q&A, so come prepared with your questions! Pesticide credit for D, N, O, X.

2:15-2:30 PM

Closing Remarks

Leslie Herndon, NCNLA Board of Directors Vice President, Secretary and Treasurer



NCNLA's mission is to provide essential value to our members through education, marketing and advocacy



NC NURSERY & LANDSCAPE ASSOCIATION

www.ncnla.com

8:00-8:10 AM

Welcome Message

Leslie Herndon, NCNLA Board of Directors Vice President, Secretary and Treasurer

8:10-8:20 AM

● NALP

Update from the NCSU College of Agriculture and Life Sciences

Dean Richard Linton

8:30-9:30 AM

■ LCB ● LA ■ ICB ● ISA ● NALP

How to Host a Horticulture Intern/ Apprentice

Dr. Helen Kraus, North Carolina State University, and Dr. Elizabeth Riley, Alamance Community College

SPONSORED BY HC COMPANIES

The horticulture industry is desperate for workers and students are seeking hands-on experiences to broaden their learning. What is the answer to this conundrum? Host an intern or apprentice! Learn how easy it can be for your company to host a student studying horticulture-related curriculum. Creating these opportunities are important for students and may lead to long-term employees for the industry.

9:30-10:30 AM

PICK ONE SESSION IN THIS TIME SLOT TO JOIN LIVE AND WATCH THE OTHERS LATER

● LC ● LA ● PA ● NALP

Lawn Care Pesticide Safety and Handling: How It's Done and Tales from the Dark Side

Bob Mann, National Association of Landscape Professionals (NALP)

Lawn Care Pesticide Safety & Handling: How It's Done and Tales from the Dark Side takes you beyond what's taught in initial pesticide training to give you some real-world examples of why it's so important to pay

attention to what you're doing and to stay safe. Take a virtual field trip with long time lawn care industry champion Bob Mann as he gives you a deep dive into professional lawn care pesticide safety.

Pesticide credit D,L,N, X.

Seasonal Color for Profit

Renee McGrady and Mark McGrady, Carolina Colorscapes

Seasonal color installation is a business, not just an add-on service. In this presentation, go beyond the basics of light, water and compatibility to learn how to make color and aesthetics profit centers, not a drain. Renee and Mark McGrady provide valuable tips on creating beautiful flower beds and containers so you can exceed your clients' expectations with gorgeous color.

■ LCB ● LA ■ ICB ● NALP

Tax & Business Strategies in the "New Normal"

Ken Martin and Scott Hensley, Stancil CPAs & Advisors

Ken and Scott provide an overview of the tax impacts of legislation related to COVID-19 relief and discuss the best strategies for taking advantage of opportunities afforded by current legislation.

10:30-10:45 AM

BREAK

10:45-11:45 AM

■ LCB ● PA ● ISA ● NALP

Biting and Stinging Pests

Laurie Reid, City of Charlotte

SPONSORED BY PENDER NURSERY

Workers in the field may be exposed to various biting and stinging pests. This presentation teaches the outdoor worker how to identify pests and related control and prevention methods.

Pesticide credit B,D,N.

11:45 AM-1:15 PM

■ LCB ● NALP ○ ISA

Keynote: Growing Weeders into Leaders

Jeff McManus, University of Mississippi



SPONSORED BY PLANTWORKS NURSERY

Jeff McManus describes the joys, the defeats, the brilliant problem-solving and the "best laid plans" that are proven worthless—until the bigger picture is told. Growing Weeders into Leaders takes you through the practical applications of empowering people to experience not only what it means to grow outstanding landscapes, but also to grow greatness in themselves and encourage it in others.

1:15-2:15 PM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

■ LCB ● LA ● NALP

Bidding, Estimating and Project Pricing

Eric Jones, Turf Teacher, Inc.

SPONSORED BY JAKE A PARROTT INSURANCE AGENCY

This course demonstrates how to effectively bid, estimate and price a landscape construction job.

● LC ● LA ● ISA ● NALP

Residential Landscape Design Through the Lens of Permaculture

Jennifer L. Verprauskus, BareRoot Designs

An ideal landscape nurtures itself and fits seamlessly into the natural environment. Jennifer Verprauskus from BareRoot Designs teaches you how to successfully create holistic spaces that are aesthetically pleasing and balanced through understanding design while developing beneficial relationships in the ecosystem; minimizing waste and energy; replicating natural systems; valuing diversity; and garden efficiency.

2:15-2:30 PM

BREAK

2:30-3:30 PM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

● LC ● LA ● ISA ● NALP

Alternative Soil Amending Products

Debra Stringer, Stalite

Learn about alternative soil amending products, specifically expanded shales or slates, including one manufactured in North Carolina for over 70 years. Expanded aggregates are available worldwide and nationwide, and are key components for construction and green infrastructure. In 2017, the NC DEQ included ASTM C330 expanded aggregates in their stormwater manual updates because it has demonstrated such efficacy.

● LC ● LA ● PA ● NALP

Planting for Pollinators, Part 1: Woody Plants and Vines

Annabel Renwick and Jason Holmes, Sarah P. Duke Gardens

SPONSORED BY UNIVERSITY OF MOUNT OLIVE

Woody plants and vines provide excellent habitat for pollinators and beneficial insects. Learn which trees, shrubs and vines attract and nurture native bees and butterflies, and how to structure plantings to foster

year-round pollinator interest. This session will include plants commonly available and lesser-known plants for pollinators in your landscapes and gardens. The plants will be presented from the pollinator’s perspective to demonstrate how designers, nurseries, landscapers and retailers can profit from the surge in pollinator plant demand. Organized by the NC Pollinator Conservation Alliance.

Pesticide credit D,L,N,X.

3:30-4:30 PM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

● LC ● LA ● PA pending ● NALP

Planting for Pollinators, Part 2: Annuals, Perennials, Herbs and Grasses/Sedges

Annabel Renwick and Jason Holmes, Sarah P. Duke Gardens

SPONSORED BY ERNST SEEDS

Horticultural bling in the form of flowers provide pollinators with pollen and nectar rewards—both vitally important in sustaining populations. Most horticultural pollinator gardening or landscape plans rely on herbaceous plants. Dive below the surface of popular pollinator garden advice to talk about how the garden looks from the perspective of the pollinator. Learn why some common pollinator plants work and discover other plants that are beneficial. This session is instructive to designers, nurseries, landscapers and retailers and will up your pollinator plant game for spring 2021.

Soil Moisture: The Most Important Factor for the Survival of Newly Planted Tree

Wei Zhang, Zynnovation LLC and Dan Whitehead, HortSource

SPONSORED BY TREEDIAPER

This session reviews the key feature of a new irrigation technology: stabilizing soil moisture and significantly boosting the PAW without drowning the plant roots. In addition, Wei and Dan also discuss the other factors that may not result in casualty, but greatly impacts the overall plant health and overall growth potential, e.g., girdling roots and soil compaction.

4:30-4:45 PM

Closing Remarks

Kevin Cagle, NCNLA Board of Directors

8:15-8:30 AM

Welcome message

Kevin Cagle, NCNLA Board of Directors

8:30-9:30 AM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

● LC ● PA ● NALP

Turf Pest Update

Tom Glasgow, NCSU Extension

Tom Glasgow presents an overview of some insect and disease issues of particular interest for turf managers in 2021.

Pesticide credit D,L,N,X.

● LC ● NALP

Robots in the Landscape

Oscar Holmberg, Husqvarna Group, North America

More and more we are seeing automation in daily lives. And now we have robots maintaining our lawns! But did you know this technology has been around for more than 25 years? Join us to learn how it all started, the concept and practical use in both residential and commercial applications.

9:30-10:30 AM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

■ LCB ● ISA ● NALP

Introduction to the Green Industry

Leslie Herndon, Greenscape, Inc.; Lee Ivy, NCSU Horticulture Science; Tim Johnson, Tim Johnson, Landscaping; and Leslie Moorman, NC Urban Forest Council

SPONSORED BY ALAMANCE COMMUNITY COLLEGE

Join a panel of NCNLA Board and Education Committee Members as they provide information on NCNLA membership, the Certified Plant Professional (CPP) designation, the advantages and requirements of the various industry licenses, and where to find job opportunities. This is an interactive session so please come prepared with questions for these industry experts!

○ PA ● NALP

NCDA&CS Disease Regulation Updates and Newly Reported Diseases

HT Tseng, NCDA&CS Plant Industry Division

HT Tseng returns to provide information on changes in regulatory diseases and provide information on newly reported disease management practices that growers need to know. Pesticide credit for D, I, N.

10:30-10:45 AM

BREAK

10:45-11:45 AM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

Fig Buttercup, Floodplain Menace

Pete Schubert, North Carolina Invasive Plant Council

In this session, learn about this invasive plant and how to recognize it on work sites so you can educate your clients about the damage it could do. Learn how to control it either by manual removal or herbicide treatment prevent its spread and help eradicate it. This is a business opportunity waiting to be realized for landowners who want to get rid of this plant on their property.

● LC ● ISA ● NALP

Harness the Power of Mycorrhizae in Production and the Landscape

Blair Busenbark, Mycorrhizal Applications

SPONSORED BY MYCORRHIZAL APPLICATIONS

Blair Busenbark explores the science behind mycorrhizae and then moves his focus to how landscapers and growers can utilize the power of mycorrhizae in their operations. Greenhouse and nursery growers can experience the benefits of mycorrhizae in their own growing protocols to grow heartier, more vibrant and more resilient plants for retail sale and landscape installations. Landscape architects, installers and maintenance workers have been utilizing mycorrhizal inoculants

in transplanting and sustainable landscape design for at least the last couple of decades. Whether it is a reduction in landscape plant loss or improved plant performance, mycorrhizae reduces plant stress and, simply put, reduces your stress so you can focus on increasing profits.

11:45 AM-1:15 PM

■ LCB ● NALP

Keynote: Managing Stress and Avoiding Burnout

Jeanie Y. Chang LMFT, CMHIMP, CCTP

SPONSORED BY GREENLEAF NURSERY



The historic pandemic has resulted in an altered workplace that has caused a strain on work-life balance. Managing our stress is vital now, more than ever. In her keynote address, clinician and national speaker Jeanie Chang shares insights on building stress resilience to prevent burnout by being solution-focused and proactive.

1:15-2:15 PM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

● LC ● LA pending ● ISA ● NALP

Hard Rains and Hotter Days: Climate Change Now and in the Future in Our Region

Adam Terando, Southeast Climate Adaptation Science Center, North Carolina State University

As the level of greenhouse gases in the atmosphere rises, and the planet warms, all facets of society are beginning to grapple with what this globally changing climate means locally for their lives and livelihoods. In this session Dr. Adam Terando, research scientist with the US Geological Survey's Southeast Climate Adaptation Science Center, discusses

the most likely changes we could see in our region as laid out in the most recent National Climate Assessment and the North Carolina Climate Science Report. Dr. Terando also explores some of the potential climatic changes that would be most impactful to the nursery and landscape industries.

○ PA ● NALP

Red Headed Flea Beetle

Danny Lauderdale, North Carolina Cooperative Extension, Eastern Region

SPONSORED BY GREEN RESOURCE

The red headed flea beetle has been described by container nursery growers in North Carolina as their number one pest problem. Understanding the life cycle is important to building an integrated pest management program to keep populations low and limit foliar damage that results in lost sales. This presentation reviews those practices and presents insecticide research on management of larva and adult stages. *Pesticide credit for D, L, N, O.*

2:15-2:30 PM

BREAK

2:30-3:30 PM

PICK ONE SESSION BELOW TO JOIN LIVE AND WATCH THE OTHERS LATER

■ LCB ● ISA ● NALP

Outdoor Power Equipment and Chainsaw Safety

Mark Harrison, STIHL

Everyone in the green industry should receive comprehensive training on outdoor power equipment (OPE) like chainsaws and small excavators. This session focuses on chain saws and addresses safety tips for both the novice up to the professional. Mark leads an interactive discussion that includes operator PPE, the dangers of complacency, avoiding and/or overcoming bad habits, chain saw safety features, chain saw usage techniques and preventative maintenance.

SESSION WILL NOT BE AVAILABLE FOR VIEWING ON DEMAND.

Start Strong, Stay Healthy: From Prop Benches to Landscape Beds, Manage Plant Stress With IPM

Emma Lookabaugh, PhD, Turf and Ornamentals, BASF

In this presentation we identify common causes of plant stress and how we can use an integrated approach to prevent diseases, control insect pests and maintain healthy, stress-free plants.

Continuing Education Credits (CEUs)

Look for these icons in the education session descriptions to ensure you can earn continuing education credits toward your state or national accreditations. Some CEUs may be pending approval.

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

3:30-4:30 PM

■ LCB ● ISA ● NALP

Best Safety Practices for the Green Industry Newcomer

Mark Harrison, STIHL

Mark Harrison pulls from his 32 years of experience in safety instruction to provide a need-to-know best practices and techniques in keeping you and your employees safe in the field.

SESSION WILL NOT BE AVAILABLE FOR VIEWING ON DEMAND.

4:30-4:45 PM

Closing Remarks

Hugh Crump, NCNLA Board of Directors President