

# SCHEDULE AT A *Glance*



## **EDUCATION: Jan. 16-18**

**Sheraton Greensboro at Four Seasons**

### **Monday, January 16**

**8:30 AM-5:00 PM** Specialty Workshops

### **Tuesday, January 17**

**7:30-8:30 AM** Check-in & Coffee

**8:30 AM-4:00 PM** Education Sessions

**11:30 AM-12:50 PM** Lunch & Keynote Address:  
Marty Grunder

### **Wednesday, January 18**

**7:30-8:30 AM** Check-in & Coffee

**8:30 AM-4:00 PM** Education Sessions

**11:30 AM-12:50 PM** Lunch & Keynote Address:  
Kim Eierman

## **MARKETPLACE: Jan. 19-20**

**Greensboro Coliseum Special Events Center**

### **Thursday, January 19**

**7:30-9:00 AM** NCNLA Membership Breakfast  
& Annual Meeting

**9:00 AM-5:00 PM** Green & Growin' Marketplace

**8:00 PM** President's Reception

### **Friday, January 20**







**9:00 AM-3:00 PM** Green & Growin' Marketplace





**11:30 AM-12:30 PM** Women in the Green  
Industry Gathering

# GREEN & GROWIN' 23

# Education

Schedule is subject to change.

<b>MONDAY, JAN. 16</b> <i>Lunch served at 11:30 AM</i>	
8:30 AM-4:30 PM	<b>Designing the Environmentally Responsive Landscape — A Nature Inspired Approach <i>*NEW*</i></b>  PENDING  APPROVED
8:30-11:30 AM	<b>Are All Lighting Systems Created Equal and Why Does it Matter? <i>*NEW*</i></b>  PENDING  APPROVED
1:00-5:00 PM	<b>Principles of Pruning: From Theory to Topiary <i>*NEW*</i></b>  PENDING  APPROVED
1:00-5:00 PM	<b>NC Certified Plant Professional Exam</b>







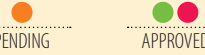



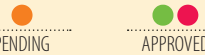




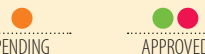







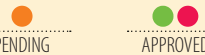

<b>TUESDAY, JAN. 17</b> <i>Lunch served at 11:30 AM</i>	
8:30 AM-5:00 PM	<b>NC Commercial Pesticide Applicator Training School</b>  PENDING  APPROVED
<b>WEDNESDAY, JAN. 18</b> <i>Lunch served at 11:30 AM</i>	
8:30-11:30 AM	<b>NC Commercial Pesticide Applicator Training School</b>  PENDING  APPROVED
1:00-5:00 PM	<b>NCDA&amp;CS Pesticide Exam</b>

# GREEN & GROWIN' 23 Education

Schedule is subject to change.

## TUESDAY, JAN. 17

7:30-8:30 AM: Check-in & Coffee


EDUCATION TRACKS	MANAGEMENT PRINCIPLES	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	PESTS, WEEDS & DISEASES
8:30-9:20 AM	<b>Budgeting &amp; Estimating</b>  PENDING APPROVED	<b>Measure What You Manage</b>  PENDING APPROVED	<b>Nuts &amp; Bolts of Pruning: Theory, Tools, Technique &amp; Timing</b>  PENDING APPROVED	<b>Timely Management of Scale Insects</b>  PENDING APPROVED
9:30-10:20 AM	<b>Valuation of Landscape Contracting Businesses: What's My Business Worth, and What Are Three Things I Can Do To Increase the Long Term Value?</b>  PENDING APPROVED	<b>How to KNOW How Your Customers Use Your Website</b>  PENDING APPROVED	<b>Sowing the Seeds of Success with Lighting Design</b>  PENDING APPROVED	<b>Integrated Pest and Pollinator Management for Ornamental Plants</b>  PENDING APPROVED
10:30-11:20 AM	<b>The Importance of Shift, Change, and Innovation in an Uncertain Economy</b>  PENDING APPROVED	<b>5 Steps to Safe Digging</b>  PENDING APPROVED	<b>Keys to Success: 15 Perennials for Landscapes</b>  PENDING APPROVED	<b>Management of Soilborne Diseases in the Greenhouse, Nursery and Landscape</b>  PENDING APPROVED
11:30 AM-12:50 PM	<p>11:30 AM-12:00 PM — Lunch            12:00-12:50 PM — Keynote</p> <p><b>Marty Grunder, President &amp; CEO of Grunder Landscape Company and The Grow Group</b>  <i>More Than Just a Job: How to Be a Great Team Player</i></p>  <p>It takes a whole team for a landscaping company to succeed. From hard-working field crews and sales professionals to owners, managers, and office administrators, we all play an instrumental role. In this talk, Marty will help you examine your strengths and weaknesses as a team player and identify changes you can make to get the most, professionally and personally, out of your workday. Because when you're part of a great team, you have more than a job—you have a purpose.</p>			
1:00-1:50 PM	<b>Achieving Sustainable Growth for Your Landscape Company</b>  PENDING APPROVED	<b>Intro to Financial Statements — Taking the Mystery Out of Financial Reports</b>  PENDING APPROVED	<b>Defining Spaces for Synthetic Grass</b>  PENDING APPROVED	<b>Red-Headed Flea Beetle Integrated Pest Management</b>  PENDING APPROVED
2:00-2:50 PM	<b>The Keys to Success: Using Training and Incentives to Set Your Team Up</b>  PENDING APPROVED	<b>How to Create a Digital Marketing Strategy, Where to Start?</b>  PENDING APPROVED	<b>National Pesticide Safety Education Center Pollinator Collaboration Efforts</b>  PENDING APPROVED	<b>Practical Aspects of the Use of Plant Growth Regulators</b>  PENDING APPROVED
3:00-3:50 PM	<b>H-2A Discussion</b>  PENDING APPROVED	<b>How Healthy is Your Employee Handbook?</b>  PENDING APPROVED	<b>Segmental Retaining Wall Basics</b>  PENDING APPROVED	<b>Integrated Pest Management of European Pepper Moth</b>  PENDING APPROVED

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## WEDNESDAY, JAN. 18

7:30-8:30 AM: Check-in & Coffee

EDUCATION TRACKS	LANDSCAPE OPERATIONS	IRRIGATION Coordinated by the Carolinas Irrigation Association	TURF MANAGEMENT Coordinated by the North Carolina Sod Producers Association	URBAN FORESTRY & ARBORICULTURE Coordinated by the North Carolina Urban Forest Council
8:30-9:20 AM	<b>Business Tax in 4 Steps</b>  PENDING APPROVED	<b>Defining Your Value Proposition, Discovering Your Path to Productive Solutions</b>  PENDING APPROVED	<b>Using www.turfFiles.ncsu.edu and Extension Publications</b>  PENDING APPROVED	<b>Pick it Right - Plant it Right = Successful Projects</b>  PENDING APPROVED
9:30-10:20 AM	<b>Hardscaping Options and Selections</b>  PENDING APPROVED	<b>Regulations Regulating Regulation</b>  PENDING APPROVED	<b>Managing Insect Pests in Warm and Cool Season Turf using IPM Techniques</b>  PENDING APPROVED	<b>Soil Moisture: Top Factor For Newly Planted Tree Survival</b>  PENDING APPROVED
10:30-11:20 AM	<b>The Basics and Necessities of Business Contracts</b>  PENDING APPROVED	<b>What Do You Mean Drip Irrigation is Inefficient?</b>  PENDING APPROVED	<b>Identification and Management of Difficult Landscape Turf Weeds</b>  PENDING APPROVED	<b>ABCs of Young &amp; Small Tree Pruning</b>  PENDING APPROVED
11:30 AM-12:50 PM	<p>11:30 AM-12:00 PM — Lunch 12:00-12:50 PM — Keynote</p> <p><b>Kim Eierman, Founder of EcoBeneficial LLC</b> <i>Taking Landscapes to the Next Level: From Leveraging Ecosystem Services to Changing Cultural Norms</i></p>  <p> PENDING APPROVED</p> <p>With increasing development and diminishing natural areas, our landscapes have become the final frontier for environmental improvement. Learn the latest strategies to take any landscape to the next level. Enhancing biodiversity, emulating natural systems, leveraging ecosystem services, mitigating the impacts of climate change, storing more carbon, utilizing informed plant selection techniques, and using cues to care, are some of the strategies Kim Eierman will share.</p>			
1:00-1:50 PM	<b>Perennial Combos for Every Season</b>  PENDING APPROVED	<b>Grounding and Lightning Protection for Irrigation Systems</b>  PENDING APPROVED	<b>Advanced Disease Management in Turfgrass Landscapes</b>  PENDING APPROVED	<b>The Past, Present, Future, and Alternatives for Neonicotinoid Insecticides</b>  PENDING APPROVED
2:00-2:50 PM	<b>Soil Oxygen, or Lack of, is The Difference Maker of Your Soil</b>  PENDING APPROVED	<b>Working Smarter Not Harder</b>  PENDING APPROVED	<b>New Challenges and Changes Ahead with Turf Pesticides</b>  PENDING APPROVED	<b>Preventing Tree Loss Before, During and After Construction</b>  PENDING APPROVED
3:00-3:50 PM	<b>Ornamental Plant Breeding: Benefits for Growers and Landscapers</b>  PENDING APPROVED	<b>Why is Remote Management a Crucial Tool to Add to Your Business?</b>  PENDING APPROVED	<b>Annual Management Strategies for Cool and Warm Season Turf Pests</b>  PENDING APPROVED	<b>Spotted Lantern Fly, the New Pest on the Block</b>  PENDING APPROVED