


# 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