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EDUCATION TRACKS	MANAGEMENT PRINCIPLES	LANDSCAPE OPERATIONS	BUSINESS OPERATIONS	PESTS, WEEDS & DISEASES
Location	Auditorium II	Guilford D	Guilford E	Guilford FG
8:30-9:20 AM	<b>Budgeting &amp; Estimating</b> <i>Ken Thomas, Envisor Consulting</i> <i>Ben Gandy, Envisor Consulting</i>  APPROVED	<b>Nuts &amp; Bolts of Pruning: Theory, Tools, Technique &amp; Timing</b> <i>Bryce Lane, Teacher, Speaker, Horticulturist</i>  APPROVED	<b>Measure What You Manage</b> <i>Connie Hoyes, Southern Garden Inc.</i>  APPROVED	<b>Timely Management of Scale Insects</b> <i>Dr. Juang "JC" Chong, Clemson University</i>  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> <i>Kurt Bland, Bland Landscaping</i> <i>Matt Bland, Bland Landscaping</i>  APPROVED	<b>Sowing the Seeds of Success with Lighting Design</b> <i>Jason Shanabarger, Unique Lighting</i>  PENDING  APPROVED	<b>How to KNOW How Your Customers Use Your Website</b> <i>Timothy Howard, Clarity Connect, Inc.</i>  APPROVED	<b>Integrated Pest and Pollinator Management for Ornamental Plants</b> <i>Dr. Adam Dale, University of Florida</i> <i>Jaret Daniels, Florida Museum of Natural History's McGuire Center</i>  APPROVED
10:30-11:20 AM	<b>The Importance of Shift, Change, and Innovation in an Uncertain Economy</b> <i>Steve Steele, Steele Dynamic Services</i>  APPROVED	<b>Keys to Success: 15 Perennials for Landscapes</b> <i>Kata Kress Wallace, Walters Gardens Inc.</i>  APPROVED	<b>5 Steps to Safe Digging</b> <i>Tami Groves, NC811</i>  PENDING  APPROVED	<b>Management of Soilborne Diseases in the Greenhouse, Nursery and Landscape</b> <i>Inga Meadows, NCSU</i>  APPROVED
11:30 AM-12:50 PM	<b>11:30 AM-12:00 PM — Lunch • 12:00-12:50 PM — Keynote</b> <b>Marty Grunder, President &amp; CEO of Grunder Landscape Company and The Grow Group</b> <b>More Than Just a Job: How to Be a Great Team Player</b> (LCB-1, ICB-1, NALP-1, SAF-0.50 Cat. 2, CPP-1)  APPROVED			
1:00-1:50 PM	<b>Achieving Sustainable Growth for Your Landscape Company</b> <i>Bryan Mours, Mours Enterprises, LLC</i>  APPROVED	<b>Defining Spaces for Synthetic Grass</b> <i>Dana Heredia, XGrass</i>  PENDING  APPROVED	<b>Intro to Financial Statements — Taking the Mystery Out of Financial Reports</b> <i>Steve Steele, Steele Dynamic Services</i>  APPROVED	<b>Red-Headed Flea Beetle Integrated Pest Management</b> <i>Danny Lauderdale, NCSU</i>  PENDING  APPROVED
2:00-2:50 PM	<b>The Keys to Success: Using Training and Incentives to Set Your Team Up</b> <i>Marty Grunder, The Grow Group</i>  APPROVED	<b>National Pesticide Safety Education Center Pollinator Collaboration Efforts</b> <i>Kara Maddox, NPSEC</i> <i>Diane Johnston, Blackhawk Audio Group</i>  APPROVED	<b>How to Create a Digital Marketing Strategy, Where to Start?</b> <i>Brandon Schmidt, YDOP</i>  APPROVED	<b>Practical Aspects of the Use of Plant Growth Regulators</b> <i>Jozsef Racsko, Mycorrhizal Applications</i>  APPROVED
3:00-3:50 PM	<b>H-2A Discussion</b> <i>Andy Jackson, Andrew Jackson Law</i>  APPROVED	<b>Segmental Retaining Wall Basics</b> <i>Brad Stowe, Chandler Concrete</i>  APPROVED	<b>How Healthy is Your Employee Handbook?</b> <i>Christine Mayhew, Jones Insurance</i>  APPROVED	<b>Integrated Pest Management of European Pepper Moth</b> <i>Dr. Steve Frank, NCSU</i>  PENDING  APPROVED

**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.

-  **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
-  **SAF** Society of American Foresters — Certified Forester
-  **CPP** Certified Plant Professional

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

## MANAGEMENT PRINCIPLES

8:30 AM – 9:20 AM

### Budgeting and Estimating



Ken Thomas, Envisor Consulting  
Ben Gandy, Envisor Consulting

(Approved: LCB-1, ICB-1, NALP-1, SAF- 0.50 Cat.2, CPP-1)

Don't miss Envisor's fact-based approach to budgeting and estimating. Don't get caught without knowing your costs! Budgeting will set the financial plan for the year and bidding starts with a fact-based understanding of costs but ends with a strategic approach to pricing. You will learn how to be proficient at estimating and strategic with your bidding—ultimate keys to success in the landscape industry.

9:30 AM – 10:20 AM

### Valuation of Landscape Contracting Businesses; What's My Business Worth, and What Are Three Things I Can Do to Increase The Long Term Value?



Kurt Bland, Bland Landscaping  
Matt Bland, Bland Landscaping

(Approved: ICB-1, NALP-1, CPP-1)

Join brothers, Kurt and Matt Bland, for an in-depth session where they will share knowledge gained from their experience with mergers and acquisitions. Under their leadership throughout the past twenty years, Bland Landscaping Company has grown more than 500%. Since recapitalizing their family business in 2017 to include private equity partners, Kurt and Matt have participated in valuation, negotiation and integration of multiple companies as add-on acquisitions to their platform. Along the way, they have been privileged to gain firsthand knowledge about what drives value in landscaping companies and how owners can positively or negatively affect enterprise value through everyday business practices.

This session is intended for landscaping company owners and senior executives.

10:30 AM – 11:20 AM

### The Importance of Shift, Change, and Innovation in an Uncertain Economy



Steve Steele, Steele Dynamic Services

(Approved: LCB-1, ICB-1, NALP-1, SAF- 0.50 Cat.2, CPP-1)

It may be difficult to know what the right decisions are to remain successful when there is so much economic uncertainty. Do you continue to do the same things that have brought previous success? Or do you change everything? This session will explore key areas such as economic forecasts, financial reports, ratio analysis, and dashboarding that can help provide the necessary information to support good decision making in some of the most challenging times many of us have ever seen.

1:00 PM – 1:50 PM

### Achieving Sustainable Growth for Your Landscape Company



Bryan Mours, Mours Enterprises, LLC

(Approved: LCB-1, ICB-1, NALP-1, SAF- 0.50 Cat.2, CPP-1)

Landscape companies have traditionally been run and grown without truly having good processes in place or a true understanding of the business' performance. In today's world, technology plays a key role in providing business owners a tool to build processes around and to collect data that aid in proper performance analysis. This session will discuss how to identify and utilize technology to achieve sustainable growth.

2:00 PM – 2:50 PM

### The Keys to Success Using Training and Incentives to Set Up Your Team for Setting Up



Marty Grunder, The Grow Group

(Approved: LCB-1, ICB-1, NALP-1, SAF- 0.50 Cat.2, CPP-1)

Getting your team to do what you want and need them to do starts with training employees on how to do it and communicating expectations. In this session, Marty Grunder will share how to train and motivate your team at to accomplish all jobs on time and under budget. This session is for owners who want to build a culture where everyone is working towards the same goals.

3:00 PM – 3:50 PM

### H-2A Discussion



Andy Jackson, Andrew Jackson Law

(Approved: NALP-1, CPP-1)

Attorney Andrew Jackson represents H-2A and H-2B employers and will share his expertise by providing an overview of the H-2A temporary agricultural visa program for nurserymen. The course will open with a summary of the application process from start to finish; employer eligibility requirements to participate; foreign worker eligibility requirements for a visa; requirement to recruit U.S. workers first; H-2A employer obligations; compliance and enforcement issues; and Q&A session at the end.

## LANDSCAPE OPERATIONS

8:30 AM – 9:20 AM

### Nuts & Bolts of Pruning: Theory, Tools, Technique & Timing



Bryce Lane, Teacher, Speaker, Horticulturist and Host of "In the Garden with Bryce Lane"  
(Approved: LC-1, LA-0.83, ISA- Certified Arborist: 0.75, BCMA - Practice: 0.75, TW Climber Specialist: 0.75, TW Aerial Lift Specialist: 0.75, NALP-1, SAF- 0.50 Cat.1, CPP-1)

This session is designed to equip horticultural professionals in the art and science of pruning. We will talk about how plants grow, pruning theory, tools, technique, timing, and look at unique and historical pruning techniques, such as topiary, pollarding, espalier, coppicing, rejuvenation, and pleaching.

9:30 AM – 10:20 AM

### Sowing the Seeds of Success with Lighting Design



Jason Shanabarger, Unique Lighting

(Pending: LA; Approved: LC-1, NALP-1, CPP-1)

Adding lighting can take a landscape from boring to exceptional...if you know what you're doing. This class will expand your knowledge of lighting design by highlighting the current trends in the industry and the options available in the market. We will focus on design elements that can enhance your projects and add more profit to your bottom line as well as creating incredible lighting portraits.

10:30 AM – 11:20 AM

### Keys to Success: 15 Perennials for Landscapes



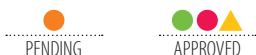
*Kata Kress Wallace, Walters Gardens Inc.*

(Approved: LC-1, LA-0.83, NALP-1, CPP-1)

Perennials have broad appeal—they're excellent pollinator plants and they offer solutions for many different spaces. But annuals and shrubs have been the traditional go-to plants for landscape design. Contractors aren't always confident about installing and caring for perennials, especially in the heat and humidity of the South. This session will introduce 15 top landscape perennials and cover the keys to using them successfully. You'll find out how to manage them from purchase, to planting, to long-term performance. You'll also get general cultural management tips for perennial success in the South, all allowing you to confidently offer your clients value-added service with the long-term appeal of perennial plants.

1:00 PM – 1:50 PM

### Defining Spaces for Synthetic Grass



*Dana Heredia, XGrass*

(Pending: LA; Approved: LC-1, NALP-1, CPP-1)

This presentation will bring to light, the environmental benefits of synthetic grass and how it can enhance everyday applications in commercial and residential settings. We will cover safety with regards to playgrounds and IPEMA certification. Additionally, this course will provide a general knowledge of installation, manufacturing, and how turf has evolved since its development.

2:00 PM – 2:50 PM

### National Pesticide Safety Education Center (NPSEC) Pollinator Collaboration Efforts



*Kara Maddox, NPSEC*

*Diane Johnston, Blackhawk Audio Group*

(Approved: LA-0.83, PA-H : 1.0, L : 1.0, N : 1.0, D : 1.0, X : 1.0, PA-Certified Arborist: 0.75, BCMA - Management: 0.75, NALP-1; SAF-0.50 Cat. 1, CPP-1)

The NPSEC supports and serves extension Pesticide Safety Education Programs to be the premier national source of high-quality research-based pesticide safety education. NPSEC's Creative Director of Communication, Kara Maddox, joins Diane Johnston from Blackhawk Audio Group to discuss NPSEC's Collaboration Teams and how their work benefits industry professionals. The NPSEC has introduced a pollinator webinar series to feature Rights-of-Way for Habitat working groups and utilizing an NTAE grant to expand pollinator education to underserved populations. This session will present Oregon State University's study on nurseries and public pollinator messaging and identify how landscape contractors, landscape architects, and pesticide applicators can embrace this messaging and communicate the importance of pollinator health to their clients.

3:00 PM – 3:50 PM

### Segmental Retaining Wall Basics



*Brad Stowe, Chandler Concrete*

(Approved: LC-1, LA-0.83, NALP-1, CPP-1)

Retaining walls may seem simple, but without proper knowledge of the basic steps, precautions, and products available to make your next retaining wall project a success, your next project may set your business up for litigation concerns. This session will also show a step-by-step guide on building a Segmental Retaining Wall and cover practices to avoid that contribute to the most common wall failures. Other topics covered will include Gravity Walls vs. Reinforced Walls and when an Engineer should be consulted on your project.

## BUSINESS OPERATIONS

8:30 AM – 9:20 AM

### Measure What You Manage



*Connie Hoyes, Southern Garden Inc.*

(Approved: LCB-1, ICB-1, NALP-1, SAF-0.50 Cat.1, CPP-1)

Learn to use spreadsheet management tools to allow all team members to work with uniform quantities, costs, budget man hours, and unexpected costs. This session will show how to streamline a job (contract) from estimating through job costing and completion.

9:30 AM – 10:20 AM

### How to KNOW How Your Customers Use Your Website



*Timothy Howard, Clarity Connect, Inc.*

(Approved: ICB-1, NALP-1, CPP-1)

Your website is too important to guess how it may be utilized. Relying on a handful of customers who talk to you about your website is equally as dangerous. Instead, you can use inexpensive and/or free technology to KNOW how your website is used.

Learn how to identify pain points by reviewing the most common pages that receive 'angry clicks'. This session will also cover how to increase your focus on not-so-obvious 'website wins'.

- Tools and data used include:
- Automatic screen recordings of how your customers use the site
- Heat Maps showing where customers click on a page
- Live Chat
- Statistics on how long customers are on your site in general, but also on specific pages
- What pages your customers leave your site from most frequently

This will be an interactive presentation. Attendees will leave with a list of ideas and solutions they can implement immediately, with very little time or money required.

10:30 AM – 11:20 AM

### 5 Steps to Safe Digging



*Tami Groves, NC811*

(Pending: ISA; Approved: LC-1, ICB-1, NALP-1, SAF-0.50 Cat.2, CPP-1)

In this session, you will learn about the resources available from NC 811, a non-profit organization created to promote damage prevention and safe digging through communication of excavation activities and educating facility operators, excavators, and the general public. Parrish Reddick will not only present safe excavation practices, but also review NC laws and the Underground Damage Prevention Safety Act to help you ensure you aren't digging your business into a hole by not knowing the laws that apply to your practices.

1:00 PM – 1:50 PM

### Intro to Financial Statements – Taking the Mystery Out of Financial Reports



*Steve Steele, Steele Dynamic Services LLC*

(Approved: LCB-1, ICB-1, NALP-1, SAF-0.50 Cat.2, CPP-1)

Now that you are a manager, does it seem assumed you understand financial reports such as the profit and loss statement and balance sheet? Or the terms associated with them, like gross margin, net contribution margin, overhead, fixed and variable costs, and dozens of others you are suddenly expected to know to manage your branch, division or department? In this session, we'll explore the most common financial terms and reports you need to know and understand to be successful in your role as a leader in your organization.

2:00 PM – 2:50 PM

### How to Create a Digital Marketing Strategy, Where to Start?



Brandon Schmidt, YDOP

(Approved: ICB-1, NALP-1, CPP-1)

Are you confident your company's digital marketing campaigns are growing your business? Are you even using the right strategy to grow? If you are like some landscape company owners or managers, you are unsure exactly how much of an impact your digital marketing is having on your business growth.

In this session, you will discover a framework for building a digital marketing strategy in the green industry. We'll go over important topics like identifying your audience, crafting your unique message, narrowing down your marketing channels, budgeting for marketing growth, and measuring the results and effectiveness of your digital marketing efforts.

3:00 PM – 3:50 PM

### How Healthy is Your Employee Handbook?



Christine Mayhew, Jones Insurance

(Approved: LCB-1, ICB-1, NALP-1, SAF- 0.50 Cat.2, CPP-1)

No two employee handbooks will ever be the same due to company terminology, policy variations and the desired amount of detail wanted by management. Providing your employees with a complete handbook will foster better employer-employee relations by informing employees of the company expectations. The keys to creating a successful employee handbook will be explored in this session and include how to enforce the policies, remain consistent and approach training.

## PESTS, WEEDS & DISEASES

8:30 AM – 9:20 AM

### Timely Management of Scale Insects



Dr. Juang "JC" Chong, Clemson University

(Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, ISA- Certified Arborist: 0.75, BCMA - Science: 0.75, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

Scale insects are one of the most common and most difficult to control pests of ornamental plants. Successful management of scale insects relies on applying insecticides or other management tools at the right time which, in turn, depends on the species of offending scale insects. This presentation will discuss the most common scale insect species and the best time in managing their populations, thus helping to achieve the most effective management possible.

9:30 AM – 10:20 AM

### Integrated Pest and Pollinator Management for Ornamental Plants



Dr. Adam Dale, University of Florida

Jaret Daniels, Florida Museum of Natural History's McGuire Center

(Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, ISA- Certified Arborist: 0.75, BCMA - Management: 0.75, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

Integrated pest management (IPM) is a well-established management framework to reduce pests with minimal negative effects on non-target organisms and the environment. In recent years, mounting evidence indicates that several insect pollinators, including bees and butterflies, are declining due primarily to habitat loss and pesticide use. This has triggered a need for pest and plant management strategies that also prioritize protecting pollinators, or integrated pest and pollinator management (IPPM). During this session, we will discuss the importance of protecting pollinators, the effects of insect pests on pollinators, and how pest management strategies can be tailored to reduce damaging pests while still protecting pollinators. We will discuss recent research from the

University of Florida identifying the importance of managing insect pests on wildlife-friendly plants, but also the risks that come with that. We will also discuss recent work evaluating several insecticides and insecticide programs to safely manage insect pests on pollinator-friendly plants. Finally, we will discuss a new professional development opportunity offered through the University of Florida for professionals to obtain a Certificate in Pollinator Protection to benefit you, your businesses, and the environment.

10:30 AM – 11:20 AM

### Management of Soilborne Diseases in the Greenhouse, Nursery and Landscape



Inga Meadows, NCSU

(Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, ISA- Certified Arborist: 0.75, BCMA - Management: 0.75, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

Soilborne diseases can be particularly difficult to manage because they survive for a long time in soil and spread readily by water splash or moving infested soil. No single strategy is effective; rather, an integrated approach is necessary to minimize disease problems. This presentation will help you identify the most common soilborne disease problems, highlight research efforts into tracking species of Phytophthora in greenhouse production, and identify effective fungicides and resistant varieties to help reduce soilborne disease problems.

1:00 PM – 1:50 PM

### Red-Headed Flea Beetle Integrated Pest Management



Danny Lauderdale, NCSU

(Pending: ISA; Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

The red-headed flea beetle is a major pest of container-grown deciduous and evergreen shrubs that result in lost or delayed sales, returns, or credits. In this session you will learn about the life cycle of this insect, how to use growing degree days and weather conditions to help determine when and how to scout for larvae and adults, how production techniques, location and inventory management can help manage populations, and options for treating at egg, larvae, and adult stages depending on your production systems in place.

2:00 PM – 2:50 PM

### Practical Aspects of the Use of Plant Growth Regulators



Jozsef Racsko, Mycorrhizal Applications

(Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, ISA- Certified Arborist: 0.75, BCMA - Management: 0.75, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

Mycorrhizal Applications presents this technical session to learn about practical aspects of the use of plant growth regulators in nursery production and landscaping. This presentation will review results from commercial trials and research experiments and provide guidance on how to interpret such research information. This will help growers find the right solution tailored to their crop and growing conditions. We will discuss how growing protocols can be adjusted to specific conditions to take full advantage of plant growth regulator products.

3:00 PM – 3:50 PM

### Integrated Pest Management of European Pepper Moth



Dr. Steve Frank, NCSU

(Pending: ISA; Approved: LC-1, PA- L : 1.0, N : 1.0, D : 1.0, X : 1.0, NALP-1, SAF- 0.50 Cat. 1, CPP-1)

In this session we will discuss the biology and management of European pepper moth. European pepper moth is an exotic pest that damages greenhouse and nursery crops throughout the southeast. There is little research on this pest, but we have been studying it for the past two years. We will discuss monitoring and scouting protocols, identification, and insecticide management.