


Schedule is subject to change. The light blue-highlighted classes below offer valuable education tailored for nurseries and growers.

TUESDAY, JANUARY 16				
7:30-8:30 AM: Check-in & Coffee				
EDUCATION TRACKS	MANAGEMENT PRINCIPLES	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	PESTS, WEEDS & DISEASES
8:30 - 9:20 AM	Where the Money Goes: Leveraging Reporting to Control Your Costs Tabitha McComas, Aspire Software [PENDING] [APPROVED]	Growing Success: Taylor's Nursery Website Investments Timothy Howard, Clarity Connect [APPROVED]	Discover New Plant Options Greg Paige, JC Raulston Arboretum [PENDING] [APPROVED]	Why Biological Control Can Fail Greg Bryant, Sierra Biological, Inc. [PENDING] [APPROVED]
9:30 - 10:20 AM	Turn Your Team Into a Championship Team — Hiring, Training, Management and Motivation David Fellman, David Fellman & Associates [PENDING] [APPROVED]	From Seed to Sprout - How Effective Marketing Transformed a Landscape Jason Hunt, Merged Media Colin MacMillan, Riverwood Landscape [PENDING] [APPROVED]	Solving Landscape Lighting Challenges Brian Carpenter, SiteOne [PENDING] [APPROVED]	Conquering Unruly Weeds Dr. Joe Neal, NCSU [APPROVED]
10:30 - 11:20 AM	Green Industry Accounting Edward Morrow, Edward the Arborist [PENDING] [APPROVED]	The Green Workforce: Recruiting Strategies Eric Jones, Turf Teacher [PENDING] [APPROVED]	Pruning: From Production to Maintenance Bryce Lane, Teacher, Speaker & Horticulturist [PENDING] [APPROVED]	Navigating Change: NCDA&CS Regulatory Updates Paul Adams, Jarred Driscoll, HT Tseng, NCDA&CS [PENDING] [APPROVED]
12:00 - 12:50 PM	11:30 AM - 12:00 PM - Lunch, available on a first-come, first-serve basis 12:00 - 12:50 PM - Keynote Leslie Halleck, Dallas, TX Take Back Control: The Importance of Driving Trends Instead of Chasing Them When it comes to keeping up with trends, are you in the driver's seat or a passenger hanging on for dear life? Keeping up with trends in the marketplace can feel like riding a roller coaster. By the time you react and start to tap into a new industry trend, your customers may already be moving on to the next one! Would you rather let social media and customers drive demand, forcing you to constantly react (too late), or would you rather control that conversation from the start? You're the experts! Learning to become a thought leader in your field through innovation is key. Now is the time to take charge and lead from the front. Leslie will dig deeper into true innovation and what it means to become a thought leader...and inspire you to quit chasing trends and instead take the wheel as trend setters. [APPROVED]			
1:00 - 1:50 PM	Decoding Your CPA Steve Steele, Steele Dynamic Services [PENDING] [APPROVED]	Today's Insurance Trends Joe Gupton & James Mishoe, Jones Insurance [PENDING] [APPROVED]	Sustainable Landscaping Solutions: The Future of Battery-Powered Tools Will Parker, STIHL [PENDING] [APPROVED]	Current Best Management Practices for Boxwood in the Landscape Dr. Holly Scoggins, NewGen® Boxwood [PENDING] [APPROVED]
2:00 - 2:50 PM	Strategies for Profit Improvement and Financial Freedom Jeffrey Scott [PENDING] [APPROVED]	Crafting a Business-Building Mindset David Fellman, David Fellman & Associates [PENDING] [APPROVED]	Using Permeable Pavers in Residential Applications Paul Cureton, Oldcastle APG – North America [PENDING] [APPROVED]	Combating Crape Myrtle Bark Scale Dr. Steve Frank, NCSU [PENDING] [APPROVED]
3:00 - 3:50 PM	Generational Succession Planning Rayne Gibson, Taproot Horticulture Consulting [PENDING] [APPROVED]	Benefits of Staff Training Brad Stowe, Chandler Concrete [PENDING] [APPROVED]	Residential Restoration: Experiments in Piedmont Prairies Preston Montague, Landscape Architect [PENDING] [APPROVED]	Fungicide Efficacy for Common Greenhouse Ornamental Diseases Inga Meadows, NCSU [APPROVED]

NCNLA applies for continuing education units from various state and national entities. For CEU status updates, please check back regularly. This table was updated on 11/8/23.

CEU Opportunities The NCNLA applies for continuing education credits from the following entities:

- **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
- ▲ **CPP** Certified Plant Professional
- **LA** Landscape Architect License (NC)
- **PA** Pesticide Applicator License (NC)

Please note that Marketplace attendees will not be able to earn Continuing Education Units (CEUs) by walking the trade show floor. In lieu of offering this credit, we will continue to seek credit approval for the sponsored demonstrations.