

# SCHEDULE

AT A

Glance

## EDUCATION: January 15-17 Sheraton Greensboro at Four Seasons

### Monday, January 15

8:30 AM-5:00 PM Specialty Workshops

### Tuesday, January 16

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: Leslie Halleck

### Wednesday, 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: Jeffrey Scott

## MARKETPLACE: January 18-19 Greensboro Coliseum Special Events Center

### Thursday, January 18

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

### Friday, January 19

9:00 AM-2:00 PM Green & Growin' Marketplace

## MEETINGS & EVENTS

### Wednesday, January 17

7:30 - 8:15 AM Certified Plant Professional Breakfast,  
by invitation only

*Sheraton — Biltmore Meeting Room*

4:30 - 6:00 PM NC State University Horticulture Science  
Alumni & Friends Reception  
*Sheraton — Biltmore Meeting Room*

### Thursday, January 18

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











8:00 PM President's Reception  
*Sheraton — Victoria Ballroom*





### Friday, January 19



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

# GREEN & GROWIN' 24 Education

Schedule is subject to change.









MONDAY, JANUARY 15 Lunch served at 11:30 AM	
8:30 AM - 5:00 PM	<b>Certified Plant Professional Review,</b> <i>Danny Lauderdale, Cyndi Lauderdale, Colby Griffin and Sam Marshall</i>  PENDING  APPROVED
8:30 AM - 4:30 PM	<b>Sustainable and Profitable Planting Design,</b> <i>Richard Ludwig</i>  PENDING  APPROVED
8:30 - 11:30 AM	<b>Bringing Landscapes to Life: The Magic of Outdoor Lighting Design,</b> <i>Lee Barnwell, SiteOne</i>  PENDING  APPROVED
1:00 - 5:00 PM	<b>Pruning for Professionals,</b> <i>Bryce Lane</i>  PENDING  APPROVED
1:00 - 4:00 PM	<b>Drip by Drip: Precision Irrigation Techniques Unveiled,</b> <i>JB Liefert, SiteOne</i>  PENDING  APPROVED

TUESDAY, JANUARY 16 Lunch served at 11:30 AM	
8:30 - 11:30 AM	<b>Certified Plant Professional Review,</b> <i>Danny Lauderdale, Cyndi Lauderdale, Colby Griffin and Sam Marshall</i>  PENDING  APPROVED
8:30 AM - 4:30 PM	<b>NC Commercial Pesticide Applicator Training School</b>  PENDING  APPROVED
1:00 - 5:00 PM	<b>CPP Exam</b>

WEDNESDAY, JANUARY 17 Lunch served at 11:30 AM	
8:30 - 11:30 AM	<b>NC Commercial Pesticide Applicator Training School</b>  PENDING  APPROVED
1:00 - 5:00 PM	<b>NC Pesticide Exam</b>

**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.

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	<b>Where the Money Goes: Leveraging Reporting to Control Your Costs</b> Tabitha McComas, Aspire Software [PENDING] [APPROVED]	<b>Growing Success: Taylor's Nursery Website Investments</b> Timothy Howard, Clarity Connect [APPROVED]	<b>Discover New Plant Options</b> Greg Paige, JC Raulston Arboretum [PENDING] [APPROVED]	<b>Why Biological Control Can Fail</b> Greg Bryant, Sierra Biological, Inc. [PENDING] [APPROVED]
9:30 - 10:20 AM	<b>Turn Your Team Into a Championship Team — Hiring, Training, Management and Motivation</b> David Fellman, David Fellman & Associates [PENDING] [APPROVED]	<b>From Seed to Sprout - How Effective Marketing Transformed a Landscape</b> Jason Hunt, Merged Media Colin MacMillan, Riverwood Landscape [PENDING] [APPROVED]	<b>Solving Landscape Lighting Challenges</b> Brian Carpenter, SiteOne [PENDING] [APPROVED]	<b>Conquering Unruly Weeds</b> Dr. Joe Neal, NCSU [APPROVED]
10:30 - 11:20 AM	<b>Green Industry Accounting</b> Edward Morrow, Edward the Arborist [PENDING] [APPROVED]	<b>The Green Workforce: Recruiting Strategies</b> Eric Jones, Turf Teacher [PENDING] [APPROVED]	<b>Pruning: From Production to Maintenance</b> Bryce Lane, Teacher, Speaker & Horticulturist [PENDING] [APPROVED]	<b>Navigating Change: NCDA&amp;CS Regulatory Updates</b> Paul Adams, Jarred Driscoll, HT Tseng, NCDA&CS [PENDING] [APPROVED]
12:00 - 12:50 PM	<b>11:30 AM - 12:00 PM - Lunch, available on a first-come, first-serve basis</b> <b>12:00 - 12:50 PM - Keynote</b> <b>Leslie Halleck, Dallas, TX</b> <b>Take Back Control: The Importance of Driving Trends Instead of Chasing Them</b> 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	<b>Decoding Your CPA</b> Steve Steele, Steele Dynamic Services [PENDING] [APPROVED]	<b>Today's Insurance Trends</b> Joe Gupton & James Mishoe, Jones Insurance [PENDING] [APPROVED]	<b>Sustainable Landscaping Solutions: The Future of Battery-Powered Tools</b> Will Parker, STIHL [PENDING] [APPROVED]	<b>Current Best Management Practices for Boxwood in the Landscape</b> Dr. Holly Scoggins, NewGen® Boxwood [PENDING] [APPROVED]
2:00 - 2:50 PM	<b>Strategies for Profit Improvement and Financial Freedom</b> Jeffrey Scott [PENDING] [APPROVED]	<b>Crafting a Business-Building Mindset</b> David Fellman, David Fellman & Associates [PENDING] [APPROVED]	<b>Using Permeable Pavers in Residential Applications</b> Paul Cureton, Oldcastle APG – North America [PENDING] [APPROVED]	<b>Combating Crape Myrtle Bark Scale</b> Dr. Steve Frank, NCSU [PENDING] [APPROVED]
3:00 - 3:50 PM	<b>Generational Succession Planning</b> Rayne Gibson, Taproot Horticulture Consulting [PENDING] [APPROVED]	<b>Benefits of Staff Training</b> Brad Stowe, Chandler Concrete [PENDING] [APPROVED]	<b>Residential Restoration: Experiments in Piedmont Prairies</b> Preston Montague, Landscape Architect [PENDING] [APPROVED]	<b>Fungicide Efficacy for Common Greenhouse Ornamental Diseases</b> 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.

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

## WEDNESDAY, JANUARY 17

7:30-8:15 AM: Certified Plant Professional Breakfast, by invitation only









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

EDUCATION TRACKS	IRRIGATION	TREE CARE	LANDSCAPE OPERATIONS	TURF MANAGEMENT
8:30 - 9:20 AM	<b>Irrigation Piping Trends — Where Have We Been and Where are We Going?</b> Rodney Crow, HARCO Fittings  PENDING  APPROVED	<b>Safely Accessing Online Weather &amp; Climate Information</b> Tom Ross, Meteorologist & Owner, High Country Nursery  PENDING  APPROVED	<b>Growing Success: Unleashing the Power of Data Analytics</b> Rayne Gibson, Taproot Horticulture Consulting  PENDING  APPROVED	<b>Lawn Insects: Your Top 3 Concerns and How to Manage Them</b> Dr. Terri Billeisen, NCSU  PENDING  APPROVED
9:30 - 10:20 AM	<b>VFDs: Speed Control for Pumps</b> Chris Turmelle, SiteOne Landscape Supply  PENDING  APPROVED	<b>Soil Oxygen: The Real Limiting Factor for Newly Planted Trees</b> Wei Zhang, Zynnovation  PENDING  APPROVED	<b>Confronting the Spotted Lantern Fly</b> April Bauder & Amy Michael, NCSU  PENDING  APPROVED	<b>Advanced Warm Season Turf Disease Management</b> Dr. Jim Kerns, NCSU  PENDING  APPROVED
10:30 - 11:20 AM	<b>Using Wireless Technology to Help Solve Problems and Upgrade Curret Systems</b> John Snyder and Todd Dovel, Smith Turf & Irrigation  PENDING  APPROVED	<b>Landscaping in Limited Spaces: Big Ideas for Small Trees</b> Bryce Lane, Teacher, Speaker & Horticulturist  PENDING  APPROVED	<b>Efficiency Unleashed: Simplifying Labor-Intensive Landscape Work</b> Eric Mangum & Andy Seaton, CATERPILLAR  PENDING  APPROVED	<b>Advanced Cool Season Turf Disease Management</b> Dr. Jim Kerns, NCSU  PENDING  APPROVED
12:00 - 12:50 PM	<p><b>11:30 AM - 12:00 PM - Lunch, available on a first-come, first-serve basis</b></p> <p><b>12:00 - 12:50 PM - Keynote</b></p> <p><b>Jeffrey Scott, New Orleans, LA</b></p> <p><b>Every Business Needs a Number 2</b></p> <p>In the realm of business planning and human resources, we all face an array of challenges, both on a personal and professional level. When striving to achieve peak performance in both work and life, you need a trusted teammate who serves as a sounding board and actively contributes to turning aspirations into reality. Identifying the ideal number 2 within your company is instrumental in broadening your strategic perspective and boosting team morale. Learn how to surpass your most ambitious expectations for your company by empowering a Number 2. <i>*For full session description, see website.</i></p>   PENDING  APPROVED			
1:00 - 1:50 PM	<b>Using the Science of Solvent Welding</b> Kurt Thompson, K. Thompson & Associates, LLC  PENDING  APPROVED	<b>What is Forest Economics?</b> Nathan Gatlin, NCSU  PENDING  APPROVED	<b>Design and Landscape Management: Learning from the Past and Trends for the Future in Landscaping and Maintenance</b> Tom Joyce, Horticulture Consultant  PENDING  APPROVED	<b>Organic Turfgrass Care</b> Dr. Grady Miller, NCSU  PENDING  APPROVED
2:00 - 2:50 PM	<b>Filtration for Landscape Irrigation</b> Kurt Thompson, IrriTech Training Luke Johnson, Ewing Outdoor Supply Partner  PENDING  APPROVED	<b>Soft Skills for Tree Care Professionals</b> Edward Morrow, Edward the Arborist  PENDING  APPROVED	<b>Perennials with POW!</b> Dr. Holly Scoggins, NewGen® Boxwood  PENDING  APPROVED	<b>Improved Resilience and Increased Sustainability: The Next Generation of Turfgrasses is Here!</b> Susana Milla-Lewis, NCSU  PENDING  APPROVED
3:00 - 3:50 PM	<b>Remote Control for Irrigation Systems</b> Greg Goudeau, HydroPoint Data Systems  PENDING  APPROVED	<b>Safeguarding Your Roots: Irrigation Beneath Mature Trees</b> Brent Lineberger, Lineberger's Tree Service, Inc.  PENDING  APPROVED	<b>Water Features in the Landscape</b> Alan & Sherry Koontz, Carolina Pondscapes  PENDING  APPROVED	<b>Managing Difficult Weeds in Warm and Cool Season Turf</b> Matt Martin, NCSU  PENDING  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.