



























## TUESDAY, JANUARY 16

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

EDUCATION TRACKS	MANAGEMENT PRINCIPLES	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	PESTS, WEEDS & DISEASES
Location	Guilford D	Guilford E	Guilford F	Guilford G
8:30 - 9:20 AM	<b>Where the Money Goes: Leveraging Reporting to Control Your Costs</b> Tabitha McComas, Aspire Software  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.  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  APPROVED	<b>From Seed to Sprout - How Effective Marketing Transformed a Landscape Business</b> Jason Hunt, Merged Media Colin MacMillan, Riverwood Landscape  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  APPROVED	<b>The Green Workforce: Recruiting Strategies</b> Eric Jones, Turf Teacher  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  APPROVED
12:00 - 12:50 PM <i>Guilford ABC</i>	<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> Approved: LCB - 1; ICB - 1; CPP - 1 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  APPROVED	<b>Today's Insurance Trends</b> Joe Gupton & James Mishoe, Jones Insurance  APPROVED	<b>Sustainable Landscaping Solutions: The Future of Battery-Powered Tools</b> Will Parker, STIHL  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  APPROVED	<b>Crafting a Business-Building Mindset</b> David Fellman, David Fellman & Associates  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>Growing Success: Unleashing the Power of Data Analytics</b> Rayne Gibson, Taproot Horticulture Consulting  APPROVED	<b>Benefits of Staff Training</b> Brad Stowe, Chandler Concrete  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

### CEU Opportunities

- The NCNLA applies for continuing education credits from the following entities:
-  **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
  -  **CPP** Certified Plant Professional

8:30 - 9:20 AM

### Where the Money Goes: Leveraging Reporting to Control Your Costs



Approved: LCB - 1; ICB - 1; CPP - 1

*Tabitha McComas, Aspire Software*

In an ever-fluctuating economy, it's crucial for landscape contractors to understand and control their expenses to achieve sustainable growth; yet knowing where "the money goes" isn't always simple. In this session, Tabitha McComas, solutions engineer at Aspire, will explore how landscape company owners and execs can leverage timely reporting to gain visibility into their actual costs, expenses, and income; effectively track and support an inventory of assets and materials; and successfully account for and allocate every business dollar to ultimately achieve greater profits.

9:30 - 10:20 AM

### Turn Your Team Into a Championship Team - Hiring, Training, Management and Motivation



Approved: LCB - 1; ICB - 1; CPP - 1

*David Fellman, David Fellman & Associates*

Does your current team have what it takes to reach your goals? Do your "players" even play as a team? This is a program that will help you to quantify the skills and attitudes of your current employees, and from there to build improvement plans that will get them where you need them to be. You'll learn the difference between three distinct team models, and how to apply each one to your business. You'll also learn to make better hires, and how to ensure that the people you invest in stay with you long enough to see the full return on that investment. In short, you'll learn how to be a better manager, especially on the Human Resources side of your business.

10:30 - 11:20 AM

### Green Industry Accounting



Approved: LCB - 1; ICB - 1; CPP - 1

*Edward Morrow, Edward the Arborist*

Learning about accounting may never be as exciting as tree climbing but understanding the "language of business" is crucial to maintaining a profitable tree service. This presentation will help tree care professionals understand the importance of bookkeeping, explain how to read financial statements, and use numbers to improve operations—all without turning them into bean counters. The thought of numbers can trigger unwanted stress, decrease mental capital, and hinder the necessary creativity required to optimize our organizations. We will learn simple organization and housekeeping tips to build the base of our numbers, like the foundation of a tree. Then, we will discover how to easily navigate your financial scorecards. Finally, we will learn how to build strategies around what our numbers are telling us.

1:00 - 1:50 PM

### Decoding Your CPA



Approved: LCB - 1; ICB - 1; CPP - 1

*Steve Steele, Steele Dynamic Services*

You know the basic accounting principles, how to read financial statements and how to use your numbers to improve your operations, however, are you tired of nodding along during meetings with your CPA for more complex financial matters? Steeve Steele will bridge the gap between financial expertise and practical understanding. Attendees will gain insight into the CPA's responsibilities to identify how they can help you achieve your financial goals. By the end of this session, you'll be equipped with the skills to decode your CPA's conversations, identify what pertinent questions to ask and make informed financial decisions.

2:00 - 2:50 PM

### Strategies for Profit Improvement and Financial Freedom



Approved: LCB - 1; ICB - 1; CPP - 1

*Jeffrey Scott*

Owning your own business is challenging, but it comes with the awesome potential to build a highly valuable asset and gain your financial freedom. To do this, you must master your finances and turn your company into a highly profitable entity. Jeffrey will guide you on which financial key indicators to manage, and how to engage your team in order to win at the game of business. He will show you the secrets that highly successful landscape entrepreneurs use to achieve a higher return-on-investment, and to ultimately gain their financial freedom.

3:00 - 3:50 PM

### Growing Success: Unleashing the Power of Data Analytics



Approved: ICB - 1; CPP - 1

*Rayne Gibson, Taproot Horticulture Consulting*

Rayne Gibson, Taproot Horticulture Consulting In this engaging session, we'll dive into the dynamic world of data-driven decision-making for nursery owners and managers. Discover how data can transform your nursery's operations, customer engagement, and overall growth trajectory.

8:30 - 9:20 AM

### Growing Success: Taylor's Nursery Website Investments



Approved: CPP - 1

*Timothy Howard, Clarity Connect*

Join Clarity Connect's Timothy Howard as he guides attendees through how Taylor's Nursery built a new website with e-commerce for their wholesale customers in 2015 and have seen steady growth in their online sales. Continued improvements including new functions like 'Project Plant Lists,' 'Current Crop Photos' and 'Recommended Orders' improve customer support and profitability for both Taylor's and their Wholesale customers.

9:30 - 10:20 AM

### From Seed to Sprout - How Effective Marketing Transformed a Landscape Business



Approved: ICB - 1; CPP - 1

*Jason Hunt, Merged Media & Colin MacMillan, Riverwood Landscape*

When he met Jason, Colin was a solo landscaper doing lawn care for residential homes. Jason and his team helped Colin grow from local landscape to landscape franchiser in just a few years.

This presentation will explore the strategies and tactics used to drive the landscape company's success. You'll learn about the challenges the company faced, and how to generate leads on demand.

In this session, you'll learn:

- How to properly set up your lead generation ads to drive the lowest-cost leads
- Why the copy of your ads is important and how to get your ads to resonate with your audience
- How to ensure you are driving the 'right' leads to your landscape business.

10:30 - 11:20 AM

### The Green Workforce: Recruitment Strategies



Change to Approved: LCB - 1; ICB - 1; CPP - 1

*Eric Jones, TurfTeacher, LLC*

Join Eric Jones, the seasoned expert behind Turf Teacher and dive into the dynamic world of recruiting within the green industry. With labor markets experiencing unprecedented strain, it's time to adopt fresh and effective strategies to attract top talent.

In this session, Eric will draw upon his wealth of experience to explore innovative approaches for overcoming the challenges of a competitive job market

Expect a lively discussion as Eric shares real-world examples, success stories, and pitfalls to avoid. Whether you're a seasoned industry professional or a newcomer, this session is designed to equip you with the tools and knowledge needed to build a skilled and motivated workforce.

Don't miss this opportunity to stay ahead in the game and elevate your recruitment game plan.

1:00 - 1:50 PM

### Today's Insurance Trends



Approved: LCB - 1; ICB - 1; CPP - 1

*Joe Gupton & James Mishoe, Jones Insurance*

Jones Insurance will explore the insurance requirements of different types of projects including emerging trends in ransomware insurance. Joe and James will also discuss new contract language that is becoming prevalent in our industry relating to insurance coverage requirements. Key takeaways include understanding how to tailor insurance policies to suit specific project needs, insights into protecting against ransomware attacks, and knowledge of the latest contract language. Join this session to expand your expertise on insurance options and stay ahead of any surprise requirements.

2:00 - 2:50 PM

### Crafting A Business-Building Mindset



Approved: LCB - 1; ICB - 1; CPP - 1

*David Fellman, David Fellman & Associates*

Whether it's your full-time job, or one of the many hats you wear as an owner or manager, you are a salesperson. So, the question is, are you really functioning at your best in that role every day? It's easy to get sidetracked, to develop bad habits, and even bad attitudes. It's not always easy to maintain your enthusiasm and your commitment to growing your business. This is a program that will help you to reboot through 5 Guiding Principles. After attending this session, you will learn how to develop and maintain a business-building attitude, how to be all about customer service and customer maximization and how to NOT make it all about price.

3:00 - 3:50 PM

### Benefits of Staff Training



Change to Approved: LCB - 1; ICB - 1; CPP - 1

*Brad Stowe, Chandler Concrete*

Staying ahead in the green industry requires more than just cutting-edge technology and innovative practices – it demands a skilled and empowered workforce. In today's challenging labor market, investing in your team with internal trainings presents a variety of competitive advantages, both tangible and intangible, including superior employee performance and confidence, reduced errors, improved operational efficiency, adaptability of staff to embrace change, increase employee morale and creation of a positive and collaborative work culture. Join Brad Stowe from Chandler Concrete as he focuses on the benefits of investing the time and effort into training your employees.

8:30 - 9:20 AM

### Discover New Plant Options



Approved: LC - 1; ISA - Certified Arborist 0.75, Municipal Specialist 0.75, BCMA Management 0.75; CPP - 1 • Pending: LA - 0.83

*Greg Paige, JC Raulston Arboretum*

Join Greg Paige, JC Raulston Arboretum's Director of Horticulture, for an exciting session on the latest plant varieties available. Greg will introduce you to a curated selection of recently available plant varieties, showcasing their beauty and uniqueness. Learn how to incorporate these plants into your landscaping projects with the use of these captivating and cutting-edge varieties.

9:30 - 10:20 AM

### Solving Landscape Lighting Challenges



Approved: LC - 1; CPP - 1 • Pending: LA - 0.83

*Brian Carpenter, SiteOne*

Embark on a journey to conquer landscape lighting challenges and learn where to start when hunting down issues, discover effective problem-solving techniques, and equip yourself with the essential tools needed to bring light back to your outdoor spaces. Illuminate the path to mastery as we guide you through troubleshooting and turning the darkest corners of landscape lighting into beacons of brilliance. Let's shine a light on solutions together!

10:30 - 11:20 AM

### Pruning: From Production to Maintenance



Approved: LC - 1; ISA - Certified Arborist 0.75, TW Climber Specialist 0.75, BCMA Practice 0.75, TW Aerial Lift Specialist 0.75; CPP - 1 • Pending: LA - 0.83

*Bryce Lane, Teacher, Speaker & Horticulturist*

This session is designed to equip horticultural professionals in the art and science of pruning as it relates to different stages of a plant's life. Pruning in a production environment may require a different technique and timing compared to maintenance pruning in a commercial or residential landscape site. We will discuss specific approaches to pruning in each stage, from production pruning, to "old age" maintenance.

1:00 - 1:50 PM

### Sustainable Landscaping Solutions: The Future of Battery-Powered Tools



Approved: LCB - 1; CPP - 1

*Will Parker, STIHL*

STIHL has elevated the landscaping game by introducing the latest eco-friendly, high-performance battery-operated equipment. This session will review current and future battery technology, charging solutions, and maximizing the return on investment for your business. When using battery-operated tools, contractors need to prioritize safety by ensuring proper charging procedures, using the appropriate protective gear, and following manufacturer's guidelines to prevent accidents and promote a secure working environment. Another benefit of the introduction of battery-operated equipment reduced noise pollution without sacrificing power and efficiency while promoting sustainability.

2:00 - 2:50 PM

### Using Permeable Pavers in Residential Applications



Approved: LC - 1; CPP - 1 • Pending: LA - 0.83

*Paul Cureton, Old Castle*

This presentation will cover the design, installation, and maintenance of permeable pavers in residential applications including walkways, patios, pool decks, and driveways. We will cover common regulatory requirements, soil conditions, permeable paver sections, edge restraints, contributing drainage area, and roof drains. We will also discuss construction of the systems and maintenance requirements.

3:00 - 3:50 PM

### Residential Restoration: Experiments in Piedmont Prairies



Approved: LC - 1; ISA - Certified Arborist 0.75, BCMA Management; CPP - 1 • Pending: LA - 0.83

*Preston Montague, PLA, ASLA*

The demand for ecologically-sensitive gardening and maintenance practices has placed new priorities on perennials and ornamental grasses among residential clients. Designers are increasingly asked to use native plants in their designs, as well as cultivate grasslands, prairies, and meadows in the pursuit of landscapes that provide more resources to pollinators and birds. Join landscape architect, Preston Montague, on his journey to reverse-engineer natural habitats of North Carolina to figure out the best approach in the design and cultivation of Piedmont Prairies for residential clients.

8:30 - 9:20 AM

## Why Biological Control Can Fail



Approved: PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; ISA - Certified Arborist 0.75, BCMA Management 0.75; CPP - 1

*Greg Bryant, Sierra Biological, Inc*

Biocontrol is an excellent tool for pest management when everything runs smoothly. However, even the best-laid plans can sometimes go wrong. Growers who are new to this IPM technique often make some of the same common mistakes, but situations can go awry for even experienced biocontrol users. This talk will cover various obstacles to a successful biocontrol program and how to overcome them.

9:30 - 10:20 AM

## Conquering Unruly Weeds



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Joe Neal, NCSU*

Are you encountering bamboo, porcelain berries, alligator weed, nutsedge or another unruly weed in the field? Dr. Joe Neal will guide attendees through the most challenging weed species and the science behind their resilience. You'll discover effective strategies for prevention and management of the most aggravating species. Dr. Neal will share practical tips and tools that you can implement today to maintain a thriving landscape.

10:30 - 11:20 AM

## Navigating Change: NCDA&CS Regulatory Updates



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; CPP - 1

*Paul Adams, Jarred Driscoll, HT Tseng, NCDA&CS*

Stay ahead of the curve and ensure compliance with the latest regulations as presented by a panel of NCDA&CS experts including an entomologist, pathologist and weed specialist. Attendees will gain a clear understanding of updated policies, guidelines and compliance requirements. These experts will highlight key revisions, share best practices for adaptations and address any questions attendees may have.

1:00 - 1:50 PM

## Current Best Management Practices for Boxwood in the Landscape



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1 • Pending: LA - 0.83

*Dr. Holly Scoggins, NewGen® Boxwood*

Boxwood remains popular (and economically important) landscape plants due to their classic beauty and deer resistance. Dr. Scoggins delivers key BMPs regarding cultivar selection, site selection, planting, maintenance, and pests pathogens that will help ensure success and mitigate challenges to boxwood health including the emerging boxwood tree moth. This session will be useful to both landscape professionals and to retailers seeking to educate staff and customers.

2:00 - 2:50 PM

## Combatting Crape Myrtle Bark Scale



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; CPP - 1 • Pending: LA - 0.83

*Dr. Steve Frank, NCSU*

Don't let crape myrtle bark scale compromise your landscape. This session will teach attendees everything they need to know about this pest. From recognizing the signs of infestation and understanding the potential impact on your landscape to prevention and mitigation, the session will explore it all. Attendees will gain valuable insights into ways to eradicate this destructive pest.

3:00 - 3:50 PM

## Fungicide Efficacy for Common Greenhouse Ornamental Diseases



Approved: PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Inga Meadows, NCSU*




































Explore the world of fungicide efficacy for common greenhouse ornamental diseases in this session. Inga Meadows weaves together a concise summary of the data generated from IR-4 and NCSU research. Plus, she will guide attendees on the art of navigating and extracting valuable insights from the vast realm of IR-4 data. Get ready to deepen your understanding and enhance your approach to disease management in greenhouse environments.



## 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 <i>Coordinated by the Carolinas Irrigation Association</i>	TREE CARE	LANDSCAPE OPERATIONS	TURF MANAGEMENT <i>Coordinated by the North Carolina Sod Producers Association</i>
Location	Guilford D	Guilford E	Guilford F	Guilford G
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  APPROVED	<b>Generational Succession Planning</b> Rayne Gibson, Taproot Horticulture Consulting  APPROVED	<b>Lawn Insects: Your Top 3 Concerns and How To Manage Them</b> Dr. Terri Billeisen, NCSU  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  APPROVED	<b>Confronting the Spotted Lantern Fly</b> April Bauder & Amy Michael, NCDA&CS  APPROVED	<b>Advanced Warm Season Turf Disease Management</b> Dr. Jim Kerns, NCSU  APPROVED
10:30 - 11:20 AM	<b>Using Wireless Technology to Help Solve Problems and Upgrade Current Systems</b> John Snyder and Jed Birch, 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  APPROVED	<b>Advanced Cool Season Turf Disease Management</b> Dr. Jim Kerns, NCSU  APPROVED
12:00 - 12:50 PM <i>Guilford ABC</i>	<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>Jeffrey Scott</b> , <i>Investor, Entrepreneur, Landscape Industry Expert, Speaker and Business Consultant</i> <b>Every Business Needs a Number 2</b> Approved: LCB - 1; ICB - 1; CPP - 1 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. *For full session description, see website.			
1:00 - 1:50 PM	<b>Using the Science of Solvent Welding</b> Kurt Thompson, K. Thompson & Associates, LLC  PENDING  APPROVED	<b>What is Forestry Economics?</b> Nathan Gatlin, NCSU  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  APPROVED
2:00 - 2:50 PM	<b>Filtration for Landscape Irrigation</b> Kurt Thompson, IrriTech Training Luke Johnson, Ewing Outdoor Supply  PENDING  APPROVED	<b>Soft Skills for Tree Care Professionals</b> Edward Morrow, Edward the Arborist  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> Dr. Susana Milla-Lewis, NCSU  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> Sherry & Alan Koontz, Carolina Pondscapes  PENDING  APPROVED	<b>Managing Difficult Weeds in Warm and Cool Season Turf</b> Matt Martin, NCSU  APPROVED



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-  **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)

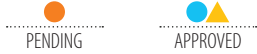
## IRRIGATION, Guilford D

Coordinated by the Carolinas Irrigation Association



8:30 - 9:20 AM

### Irrigation Piping Trends - Where Have We Been and Where are We Going?



Rodney Crow, HARCO

Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

The irrigation industry has changed exponentially over the past 20 years, but where are we headed for the next 20 years? Knowing your company's options to install the most cost-effective yet reliable water distribution system is paramount to staying current in today's market. Learn your options for what the future holds, and how your business can be at the forefront of these progressing trends.

9:30 - 10:20 AM

### VFDs: Speed Control for Pumps



Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

Chris Turmelle, SiteOne

Can your pumping system benefit from VFD control? Learn how variable frequency drives work, situations where they are applicable, and the operating efficiencies and safety protections they can provide for your next pumping project.

10:30 - 11:20 AM

### Using Wireless Technology to Help Solve Problems and Upgrade Current Systems



Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

John Snyder & Jed Birch, Smith Turf & Irrigation

Discuss new ways to solve issues such as wiring, valves, rain sensors, etc. without a huge expense to the end user. These products will allow the contractors to be more efficient in what they do as well as save them both time and money. We will discuss a variety of products to achieve results while being mindful of costs.

1:00 - 1:50 PM

### Using the Science of Solvent Welding



Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

Kurt Thompson, IrriTech Training

The scientific principles of connecting PVC pipe and fittings using solvent cement to make a robust and long-lasting solvent welded joint is often oversimplified. This course will shed light on the how and why solvent cement works, the scientific requirements it takes to have it work the best, the effects of pipe and fitting dimensions and tolerances, the specific ways to use cements and primers correctly, and the results of a properly made PVC joint.

2:00 - 2:50 PM

### Filtration for Landscape Irrigation - 1 hour



Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

Kurt Thompson, IrriTech Training

Luke Johnson, Ewing Outdoor Supply

The water source for an irrigation system cannot be counted on to be "clean" enough to avoid causing problems with the proper functioning of the system's components. Filtration is often overlooked because the principles of landscape irrigation filtration products can be hard to understand. This session uses common residential and commercial scenarios to understand, select, install, and service filters that prevent and/or solve problems.

3:00 - 3:50 PM

### Remote Control for Irrigation Systems



Approved: IC - 1; CPP - 1 • Pending: LA - 0.83

Greg Goudeau, HydroPoint Data Systems

Data Systems Managing water and providing outstanding service to your customers requires being where the water is. Since you can't physically be there on a 24x7 basis, an irrigation central control is the next best thing. You'll save time and money, and more effectively manage water and your team.

8:30 - 9:20 AM

### Safely Accessing Online Weather & Climate Information



Approved: LCB - 1; ICB - 1; CPP - 1

*Tom Ross, Meteorologist*

When is the last time your workflow has been interrupted by unexpected weather? While the weather cannot be controlled, we can obtain detailed weather and climate information to guide our business decisions and workflow. Tom Ross will demonstrate useful sites to obtain this data and how to use this information wisely to make informed decisions.

9:30 - 10:20 AM

### Soil Oxygen: The Real Limiting Factor for Newly Planted Trees



Approved: LC - 1; ISA - Certified Arborist 0.75, BCMA Management 0.75; CPP - 1

*Wei Zhang, Zynnovation*

Discover the secrets of quality tree management by focusing on the vital role of soil oxygen and uncover what happens when the soil is overwatered or compacted, and soil oxygen is depleted. Dr. Zhang will explore common challenges in tree planting within built environments and will highlight current common practices that are aggravating the situation including: volcano mulching, deicing salt, stormwater runoff and impervious surfaces. This session will also answer the question: Wire Baskets: remove or retain?

10:30 - 11:20 AM

### Landscaping in Limited Spaces: Big Ideas for Small Trees



Approved: LC - 1; ISA - Certified Arborist 0.75, Municipal Specialist 0.75, BCMA Management 0.75; CPP - 1 • Pending: LA - 0.83

*Bryce Lane, Teacher, Speaker & Horticulturist*

The residential landscape site continues to shrink, and commercial sites are always changing. It's important to select trees that will not outgrow these unique spaces. What is a "small tree", and which ones should not be ignored? We will discuss the role of small trees in the landscape, and look at a group of tough small trees with awesome characteristics!

1:00 - 1:50 PM

### What is Forestry Economics?



Approved: ISA - Certified Arborist 0.75, Municipal Specialist 0.75, BCMA Management 0.75; CPP - 1

*Nathan Gatlin, NCSU*

Join us for an insightful session with Nathan Gatlin as he unravels the intricate web of "Forestry Economics". Delve into the world where trees meet transactions and explore the economic dynamics of forestry management. From timber markets to environmental considerations, Nathan will guide you through the financial intricacies that shape our forests. Whether you're a seasoned professional or just curious about the intersection of nature and economics, this session promises to be a compelling journey through the green corridors of forestry economics. Don't miss the chance to gain a deeper understanding of how sustainable practices can be economically viable.

2:00 - 2:50 PM

### Soft Skills for Tree Care Professionals



Approved: CPP - 1

*Edward Morrow, Edward the Arborist*

Tree care is a hard, brutal industry, but being able to communicate and connect with others is critical if we want to elevate our career or organization. In this workshop, we will delve into the indispensable role of soft skills in the green industry, exploring how enhancing communication, teamwork, and customer interactions can significantly improve overall efficiency and promote company growth. In this cold, digital world, where common courtesy reigns supreme, we will re-learn the rules of engagement. Whether you're a crew leader aiming to inspire your team or a sales arborist seeking to boost close rates and unlock new business opportunities, we'll cover essential techniques such as active listening, reducing friction in the workspace, and leaving a lasting impression on the customers you serve. From an organizational perspective, having employees on your team that have mastered the soft skills necessary when interacting with colleagues and customers not only fosters a positive and collaborative workplace culture but also establishes a strong foundation for enhanced productivity, effective teamwork, and heightened customer satisfaction. These proficient soft skills contribute to improved communication, conflict resolution, and overall employee engagement, ultimately driving the success and sustainable growth of the company.

3:00 - 3:50 PM

### Safeguarding Your Roots: Irrigation Beneath Mature Trees



Approved: IC - 1; ISA - Certified Arborist 0.75, Municipal Specialist 0.75, BCMA Management 0.75; CPP - 1 • Pending: LA - 0.83

*Brent Lineberger, Lineberger's Tree Service, Inc.*

Learn to protect valuable root systems of mature trees in the landscape before, during and after the irrigation installation process. During this session we will discuss protecting existing soil and roots around mature trees, maintaining proper drainage, amending soil if necessary, while installing irrigation systems to service your landscape. Whether you are a seasoned landscaper or a tree enthusiast, this session will equip you with knowledge to protect mature trees during irrigation system installation.



8:30 - 9:20 AM

### Generational Succession Planning



APPROVED

Approved: LCB - 1; ICB - 1; CPP - 1

*Rayne Gibson, Taproot Horticulture Consulting*

The interplay of family dynamics and enterprise growth can be a daunting challenge. In this engaging session, we'll explore the art of successfully onboarding family members into your family-owned business. From fostering communication to navigating roles, you'll uncover invaluable strategies that resonate with the unique nature of the industry.

9:30 - 10:20 AM

### Confronting the Spotted Lantern Fly



APPROVED

Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; ISA - Certified Arborist 0.75, Municipal Specialist 0.75, BCMA Management 0.75; CPP - 1

*April Bauder & Amy Michael, NCDA&CS*

Our experts will provide crucial insights into the biology, behavior and impact of the spotted lanternfly and how this invasive pest affects your professional efforts. Starting with the history and biology of the spotted lanternfly, once attendees have gained an understanding of what we are fighting, the session will then dig into how we are fighting it. Specific treatments being explored in Kernersville will be shared to give you hope for the future.

10:30 - 11:20 AM

### Efficiency Unleashed: Simplifying Labor-Intensive Landscape Work



APPROVED

Approved: LC - 1; CPP - 1

*Eric Mangum & Andy Seaton, CAT*

Revolutionize your approach to labor-intensive landscaping tasks, when the physical labor just isn't available and you are struggling with hiring. Join Eric Mangum & Andy Seaton as they explore innovative solutions that make your job easier and more productive. Learn how to automate and streamline labor-heavy tasks such as digging, grading and material handling with state-of-the-art solutions designed with you in mind. Eric & Andy will share practical tips to get the most out of your equipment options and attachments.

1:00 - 1:50 PM

### Design and Landscape Management: Learning from the Past and Trends for the Future in Landscaping and Maintenance



PENDING



APPROVED

Approved: LC - 1; CPP - 1 • Pending: LA - 0.83

*Tom Joyce, Horticulture Consultant*

In this lecture we will look at how landscape management and design have developed over the years, trends for the future and some out of the box ideas. Make your landscapes more interesting by altering the way you think about and using new along with existing plants. I will share insights from decades of experience and offer you an opportunity to look at your job from a different perspective.

2:00 - 2:50 PM

### Perennials with POW!



PENDING



APPROVED

Approved: LC - 1; CPP - 1 • Pending: LA - 0.83

*Dr. Holly Scoggins, NewGen® Boxwood*

Freshen your perennial palette with Holly's hard-working and high-impact favorites, based on her experience. Some new, some underused; but you'll find something for nearly every garden size, style, and growing condition. Maintenance tips included! This session will be useful to both landscape professionals and to retailers seeking to educate staff and customers.

3:00 - 3:50 PM

### Water Features in the Landscape



PENDING



APPROVED

Approved: LC - 1; CPP - 1 • Pending: LA - 0.83

*Sherry & Alan Koontz, Carolina Pondscapes*

Join Carolina Pondscapes for an immersive session on water features and ponds in landscapes. Discover the art of designing and maintaining stunning aquatic environments that transform your client's backyard into a tranquil oasis. Get inspired, learn practical tips and unleash your creativity in creating mesmerizing water features. Let's connect with nature and reimagine your landscape together.

## TURF MANAGEMENT, *Guilford G*

Coordinated by the NC Sod Producers Association



8:30 - 9:20 AM

### Lawn Insects: Your Top 3 Concerns and How to Manage Them



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Terri Billeisen, NCSU*

This session will provide information on effective insect management for common turfgrass pests found in commercial and residential lawns in North Carolina. During the past few years there have been several pests that have made resurgence in the Southeastern US. Information presented will include the latest research-based information and recommendations on current and forthcoming insecticides as well as cultural management practices for effective insect management. This seminar will also include information on the fate and behavior of insecticides in a turfgrass environment.

9:30 - 10:20 AM

### Advanced Warm Season Turf Disease Management



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Jim Kerns, NCSU*

Diseases are a seasonal problem in landscape in warm season turf. In many cases, fungicide applications are the most expensive pesticide applications that turf managers utilize. This makes it very important to identify the disease, understand the proper fungicide, and apply the product at the appropriate time. In this seminar, information provided will focus on effective warm season disease management and identification for commercial and residential lawn care operators in North Carolina. Information presented will include the latest research-based information and recommendations on current and forthcoming fungicides as well as cultural management practices for effective disease management.

10:30 - 11:20 AM

### Advanced Cool Season Turf Disease Management



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Jim Kerns, NCSU*

Cool Season turf diseases are a seasonal problem in landscape cool season turf stands. In many cases, fungicide applications are the most expensive pesticide applications that turf managers utilize. This makes it very important to identify the disease, understand the proper fungicide, and apply the product at the appropriate time. In this seminar, information provided will focus on effective cool season disease management and identification for commercial and residential lawn care operators in North Carolina. Information presented will include the latest research-based information and recommendations on current and forthcoming fungicides as well as cultural management practices for effective cool season disease management.

1:00 - 1:50 PM

### Organic Turfgrass Care



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Grady Miller, NCSU*

This session will include Best Management Practices (BMP) and Integrated Pest Management (IPM) principles to manage turfgrass with organic pesticide products and fertilizers. Discussions will include the use of organic fertilizers, and organic products for pest control including bio-rational materials. Organic pesticide chemistry and application strategies will be discussed from the relationship to cultural and pesticide management programs. Information provided will be the latest NCSU pesticide research concerning how organic pesticides react in a turfgrass system.

2:00 - 2:50 PM

### Improved Resilience and Increased Sustainability: The Next Generation of Turfgrasses is Here!



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Dr. Susana Milla-Lewis, NCSU*

This session will provide information on new and improved warm and cool season turfgrasses that have been developed in turfgrass breeding programs across the country. Turfgrass breeding programs including Dr. Milla Lewis and NCSU work to improve turfgrass characteristics through turfgrass germplasm and developing breeding populations. These turfgrasses offer improved turf characteristics such as color, density, pest resistance, improved establishment, wear tolerance, and many more desirable turfgrass characteristics. This seminar will also focus on pest resistance turfgrasses as it relates to reducing pesticide applications for applicators through improved varieties.

3:00 - 3:50 PM

### Managing Difficult Weeds in Warm and Cool Season Turf



Approved: LC - 1; PA - L: 1.0, N: 1.0, D: 1.0, X: 1.0; CPP - 1

*Matt Martin, NCSU*

This seminar will focus on managing difficult to control in cool and warm season turf utilizing seasonal preventative pest maintenance programs. Participants will learn how to identify weed pests and implement integrated programs for reduction weed growth activity, taking advantage of cultural, biological and chemical strategies. Understanding how and when to control weeds in cool and warm season using preventative rather than curative pest control measures is critical to successful long-term success. Managing turfgrass weeds using preventive strategies may provide longer weed control with fewer pesticide applications.