



























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	Where the Money Goes: Leveraging Reporting to Control Your Costs Tabitha McComas, Aspire Software  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.  APPROVED
9:30 - 10:20 AM	Turn Your Team Into a Championship Team — Hiring, Training, Management and Motivation David Fellman, David Fellman & Associates  APPROVED	From Seed to Sprout - How Effective Marketing Transformed a Landscape Business Jason Hunt, Merged Media Colin MacMillan, Riverwood Landscape  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  APPROVED	The Green Workforce: Recruiting Strategies Eric Jones, Turf Teacher  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  APPROVED
12:00 - 12:50 PM <i>Guilford ABC</i>	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 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	Decoding Your CPA Steve Steele, Steele Dynamic Services  APPROVED	Today's Insurance Trends Joe Gupton & James Mishoe, Jones Insurance  APPROVED	Sustainable Landscaping Solutions: The Future of Battery-Powered Tools Will Parker, STIHL  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  APPROVED	Crafting a Business-Building Mindset David Fellman, David Fellman & Associates  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	Growing Success: Unleashing the Power of Data Analytics Rayne Gibson, Taproot Horticulture Consulting  APPROVED	Benefits of Staff Training Brad Stowe, Chandler Concrete  APPROVED	Residential Restoration: Experiments in Piedmont Prairies Preston Montague, Landscape Architect  PENDING  APPROVED	Fungicide Efficacy for Common Greenhouse Ornamental Diseases 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

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

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

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



PENDING



APPROVED

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



PENDING



APPROVED

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

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.