



























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