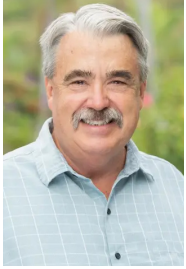
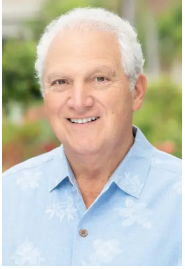


**TUESDAY, JANUARY 14, 2025**

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

EDUCATION TRACKS	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	PESTS, WEEDS & DISEASES	TREE CARE
Location	Guilford D	Guilford E	Guilford F	Guilford G
8:30 - 9:20 AM	<b>The Landscape Owner's Ultimate Guide to Recruiting A-Players</b> Jack Jostes, Ramblin Jackson	<b>Enhancing Landscapes with Year-Round Color: Plant Selection and Maintenance Strategies</b> Kelly Fortune, SiteOne	<b>Deep Dive into Rose Rosette Disease</b> Dr. Nar B. Ranabhat, University of Tennessee	<b>Stop the Misleading 1-year Warranty on Landscape and Street Trees!</b> Dr. Wei Zhang, Zynnovation LLC
9:30 - 10:20 AM	<b>Advancing the Industry Through Advocacy</b> Anna Scott Marsh, Michael Best Strategies LLC	<b>Effective Drainage Planning for Durable Hardscapes</b> Brad Stowe, Chandler Concrete	<b>Pest Management Update with the Buglady</b> Suzanne Wainwright-Evans, Buglady Consulting	<b>Leadership Skills for Arborists</b> Edward Morrow, Edward the Arborist
10:30 - 11:20 AM	<b>Building Strong Relationships with Municipalities</b> Chad Meadows, CodeWright Planners	<b>Edible Landscaping: Integrating Food Production into Urban Design</b> Trequan M. McGee, NC A&T University	<b>Green Industry Responsibility in Preventing New Plant Pest Introductions</b> Joy Goforth, NCDA&CS	<b>Emerald Ash Borer: The Devastating Beetle That's Changing Our Forests and What You Can Do to Protect Your Ash Trees</b> Heather Moonier, NC Forest Service
11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis  12:00 - 12:50 PM: Keynote Presentation	<p><b>Bill Arman &amp; Ed Laflamme, The Harvest Group</b></p> <p><b>Lessons from the Garden: Sharing 5 Key Insights learned from 100 years of Landscaping</b></p> <p>Drawing on practical wisdom from a lifetime of tending both the literal and metaphorical gardens, this session offers fresh insights into leadership, teamwork, and innovation. Through this unique perspective, you'll gain insights to cultivate success in all areas of life. Join Bill and Ed as they delve into 10 essential lessons that leaders and organizations can learn from the garden. Attendees will walk away with identifying if they are a manager or a leader, why culture counts, and how to adapt, change, innovate or get out of the way!</p>		 	
1:00 - 1:50 PM	<b>There are No Second Chances at First Impressions: Making the Most Out of Your Google Profile</b> Brandon Schmidt, Sterling Sky	<b>Inside the Mind of a Landscape Architect: Bridging the Gap with Contractors and Growers</b> Dan Lambert, McAdams	<b>Landscape Weed Control: Back to Basics</b> Joe Neal, NCSU	<b>Tree Risk Assessment: How Much do we Really Know?</b> Janine Lester, Society of Consulting Arborists
2:00 - 2:50 PM	<b>From Classroom to Green Collar Careers</b> Dr. Lee Ivy & Jodi Songer Driedger, NCSU	<b>Importance of Scouting and the Cost of Misidentifying Pests While Doing Maintenance</b> Drew Jeffers, Clemson Cooperative Extension Service	<b>Detection and Management of Soilborne Diseases</b> Inga Meadows, NCSU	<b>Cultural Management of Tree and the Landscape</b> Patrick Anderson, Rainbow Ecoscience
3:00 - 3:50 PM	<b>It's All About People! Finding, Attracting, On Boarding, Keeping &amp; Growing the right People</b> Bill Arman & Ed Laflamme, The Harvest Group	<b>There is no Such Thing as Dwarf: Compact Plants for the Landscape</b> Bryce Lane, Horticulturist	<b>Integrated Pest Management (IPM) strategies in Nursery Production and Landscapes</b> Dr. Hannah Talton, NC A&T University	<b>Mastering Tree Pruning: Techniques and Timing for Optimal Tree Health</b> Edward Morrow, Edward the Arborist

**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)

8:30 - 9:20 AM

**The Landscape Owner's Ultimate Guide To Recruiting A-Players***Jack Jostes, Ramblin Jackson*

Struggling to attract and retain office employees at your landscaping company? Join Jack Jostes, CEO of Ramblin Jackson, for an insightful presentation on how to bring in hundreds of applicants for each open position. Jack will share his proven recruiting system, which emphasizes leadership, company culture, and personality assessments to create a team of happy, long-term employees. Discover the key differences in strategies for attracting office versus field positions and learn how to tailor your approach for each.

9:30 - 10:20 AM

**Advancing the Industry Through Advocacy***Anna Scott Marsh, Michael Best Strategies*

Understanding the legislative climate is crucial for business owners in the nursery and landscape industry. In this session, led by NCNLA's lobbyist firm, Michael Best Strategies will recap the legislative advocacy efforts undertaken on behalf of the NCNLA over the past year. Discover the key issues that were addressed, the challenges faced, and the victories achieved in advancing the interests of your industry. Anna and Lane will also look ahead to the future legislative landscape, exploring upcoming priorities and how these changes can impact your business. This session will highlight why staying informed and engaged in the legislative process is essential for business owners who want to protect their interests, influence policy decisions, and seize opportunities for growth. You will also hear about the incoming office changes and impact from the November election as the new state elects begin to serve in January and what those impacts might be. Don't miss this chance to learn how a better understanding of the legislative environment can help you strengthen and expand your business.

10:30 - 11:20 AM

**Building Strong Relationships with Municipalities***Chad Meadows, CodeWright Planners*

Navigating the complexities of working with municipalities requires more than just technical expertise—it demands a deep understanding of the priorities and processes that guide town and city ordinances. In this session, we will explore the key elements that influence municipal decision-making, providing insight into the thought processes behind ordinances and regulations. Attendees will learn what is most important to these entities, including environmental concerns, public safety, and community aesthetics. Additionally, this session will cover best practices for engaging with municipal leaders and officials, fostering collaborative relationships, and effectively navigating the contracting process. Whether you're an arborist, contractor, or consultant, this session will equip you with the tools and knowledge needed to successfully work with municipalities and contribute to the urban landscape.

1:00 - 1:50 PM

**There are No Second Chances at First Impressions: Making the Most Out of Your Google Profile***Brandon Schmidt, Sterling Sky*

When your potential customers search your name online, what do they find? Are you putting your best foot forward on Google and maximizing your brand's first impression? In this talk, we will be looking at all the ways you can shape and influence how your brand appears on Google. From initially claiming your profile to continual maintenance and updates, you'll learn exactly what to do to keep your profile updated and ranking for local and "near me" searches. Whether you have a single location or are a multi-location business, you will receive practical tips on how to evaluate your Google profile, website, and online mentions, as well as actionable insights on how to stand out from your competition.

2:00 - 2:50 PM

**From Classroom to Green Collar Careers***Dr. Lee Ivy & Jodi Songer Dreidger, NC State University*

The nursery and landscape industry is facing a significant labor shortage, but there is a growing pool of individuals eager to make a difference through hands-on work in environmental stewardship. This session will explore how industry professionals can attract and guide these potential employees by understanding the demographics, career interests, and social motivations of students interested in green careers. Additionally, attendees will be introduced to the NCSU internship program, learning how to effectively implement internships that not only provide valuable experience for students but also deliver tangible benefits and returns for businesses. Discover the dynamic pathways from education to employment and learn best practices for starting and managing successful internship programs.

3:00 - 3:50 PM

**It's All About People! Finding, Attracting, On Boarding, Keeping & Growing the right People***Bill Arman & Ed Laflamme, The Harvest Group*

The ability to find, keep and grow the right people remains THE MOST CRITICAL CORE COMPETENCY for an organization to achieve sustainable success. Head Harvesters Bill Arman & Ed Laflamme from the Harvest Group will review what key programs, processes and tools are needed for companies to find and keep the right people.

This will be a fast paced, energetic and positive experience for companies that really understand the relationship of recruiting and development of PEOPLE with their organization's success. Here are just a few things you will learn and leave with:

- Ways to make your organization the most desirable and attractive place to work
- Identifying qualified candidates and how to get them to become part of your team
- How to keep your viable candidate pipeline full
- Questions that flush out the most info during screening and interviewing
- Building an "Onboarding" process that gets them running and glad they joined your team
- Ways to keep your best people on board.

## LANDSCAPE OPERATIONS, *Guilford E*

8:30 - 9:20 AM

### Enhancing Landscapes with Year-Round Color: Plant Selection and Maintenance Strategies



*Kelly Fortune, SiteOne*

Unlock the secrets to vibrant, year-round color in your landscapes with expert guidance on design trends, plant palette selections, and the latest advancements in plant genetics. This session will explore innovative ways to incorporate trees, shrubs, seasonal color, and flowering bulbs, alongside products that promote healthy, resilient plants. Discover how to create eye-catching designs while finding solutions for transforming any landscape into a year-round showcase of color and health.

9:30 - 10:20 AM

### Effective Drainage Planning for Durable Hardscapes



*Brad Stowe, Chandler Concrete*

Unlock the secrets to effective water control in your hardscape projects. Brad Stowe from Chandler Concrete will guide you through best practices for managing water in and around segmental retaining walls and paver installations, ensuring your designs are both functional and resilient. Learn how to plan your site to prevent drainage issues and understand the potential damage poor drainage can cause. Equip yourself with the knowledge to safeguard your projects from costly water-related problems.

10:30 - 11:20 AM

### Edible Landscaping: Integrating Food Production into Urban Design



*Dr. Trequan M. McGee, NCA&T University*

Explore the innovative concept of incorporating edible plants and food production structures into urban landscapes. We'll discuss a variety of attractive, low-maintenance edible plants suitable for North Carolina's climate that can seamlessly blend into existing landscape designs. The talk will cover how to integrate raised beds, vertical gardens, and grow towers as both functional and aesthetic elements in urban spaces. We'll examine the benefits of edible landscaping, including increased food security, biodiversity, and community engagement. Practical tips for design, installation, and maintenance will be provided, along with case studies of successful edible landscape projects. Attendees will leave with fresh ideas on how to transform traditional landscapes into productive, beautiful, and sustainable urban food systems.

1:00 - 1:50 PM

### Inside the Mind of a Landscape Architect: Bridging the Gap with Contractors and Growers



*Dan Lambert, McAdams*

Ever wonder how landscape architects make their plant choices and size selections? In this engaging session, award-winning landscape architect Dan Lambert offers a rare look into the thought process behind landscape design. Dan will explore how architects source plants, determine appropriate species, and ensure size compatibility with their designs. More importantly, he'll reveal the key to translating "landscape architect speak" into actionable insights for landscape contractors and growers. Learn how improved communication and collaboration can lead to more successful projects and stronger partnerships. This session is essential for those in the landscape industry looking to work more effectively with designers and architects.

2:00 - 2:50 PM

### Importance of Scouting and the Cost of Misidentifying Pests While Doing Maintenance



*Drew Jeffers, Clemson Cooperative Extension Service*

Scouting plays a critical role in IPM programs. Most landscape professionals don't have trained scouts and often miss opportunities to catch problems early and provide better service to clients. This talk examines common and uncommon misidentified pest problems and will be utilizing the free app POLL EVERYWHERE, which can be downloaded ahead of time. Drew will also be sharing some of his research on consumer willingness to pay for landscape professional scouting programs.

3:00 - 3:50 PM

### There is no Such Thing as Dwarf: Compact Plants for the Landscape



*Bryce Lane, Horticulturist*

Home landscapes are shrinking, the average property size is now less than a quarter of an acre. More and more people are living in the city and have less and less space for plants. This has resulted in an increasing demand for dwarf/compact, self-contained plants. In this talk we will talk about the role compact plants play in today's landscapes, and I'll recommend some of the very best plants for small spaces.

8:30 - 9:20 AM

### Deep Dive into Rose Rosette Disease



*Dr. Nar B. Ranabhat, University of Tennessee*

Dr. Ranbhat will cover the basics of Rose Rosette Disease (RRD), including its symptoms, spread, and impact on roses. For those already familiar with the disease, the session will explore ongoing research related to the Sustainable Landscape Rose Project. An interactive Q&A will allow participants to ask specific questions and discuss topics tailored to their expertise. This session offers valuable information on Rose Rosette Disease regardless of your level of experience.

9:30 - 10:20 AM

### Pest Management Update with the Buglady



*Suzanne Wainwright-Evans, The Bug Lady*

Stay up-to-date with the latest advancements in pest management! This session will provide a comprehensive overview of new developments, including updates on pesticide labels, recent research findings, new biocontrol products, and more. Join us for an informative round-up of the most recent pest-related information to keep your strategies current and effective.

10:30 - 11:20 AM

### Green Industry Responsibility in Preventing New Plant Pest Introductions



*Joy Goforth, NCDA&CS*

Plants, hardscape materials, equipment, soil, and even humans have the ability to move invasive insects, diseases and weeds. The interstate and international movement of plants and supplies is now a common occurrence which provides an increased risk of new pest introductions. By understating common points of new pest introductions and learning how to spot new pest issues in the landscape, green industry professionals have the opportunity to identify pests of concern before they become an established problem.

1:00 - 1:50 PM

### Landscape Weed Control : Back to Basics



*Dr. Joe Neal, NCSU*

To maintain weed free landscapes you need a comprehensive weed management plan. In this session Dr. Neal will discuss the principles of preemergence and postemergence weed control as well as 'tools of the trade' and how to use them in a 12-month weed management plan.

2:00 - 2:50 PM

### Detection and Management of Soilborne Diseases



*Inga Meadows, NCSU*

Discover how to diagnose the most common soilborne diseases affecting ornamental crops and landscapes. We will explore the symptoms and signs of these diseases, providing practical identification techniques. Attendees will also gain insights into effective management strategies to combat these diseases and maintain the health of their ornamental plants. Whether you're dealing with landscape plants or other ornamental crops, this session will equip you with the knowledge and tools to prevent and manage soilborne diseases, ensuring thriving and disease-free gardens and landscapes.

3:00 - 3:50 PM

### Integrated Pest Management (IPM) strategies in Nursery Production and Landscapes



*Dr. Hannah Talton, NC A&T University*

Attendees will learn about pest monitoring and management, equipping landscape and nursery professionals with practical knowledge and skills for creating effective Integrated Pest Management (IPM) programs. Insect pests and diseases continue to pose significant challenges in nursery and landscape production. Thus, early detection and planning are critical for implementing timely and cost-effective management strategies.

8:30 - 9:20 AM

### Stop the Misleading 1-year Warranty on Landscape and Street Trees!



*Dr. Wei Zhang, Zynnovation LLC*

Do you offer or accept 1-year warranties on trees? Does it cover tree establishment? Although it misleadingly suggests 1 year is enough, larger trees take much longer to establish. Replacing dead trees, even at the cost of contractors, is NOT in the best interest of the landowners. It is unfair to ask contractors to cover the establishment when they are not paid to do the maintenance. It is unfair to the landowners when they are misled and think one year is enough.

9:30 - 10:20 AM

### Leadership Skills for Arborists



*Edward Morrow, Edward the Arborist*

Elevate your leadership skills as an arborist in this session designed to help you advance within your organization and create a positive, growth-oriented environment. You'll learn how to identify and leverage your 20/80—focusing on the 20% of efforts that yield 80% of results—while fostering a win-win mindset that benefits both you and your team. This session is ideal for green industry professionals looking to move up in their careers and lead with confidence and effectiveness.

10:30 - 11:20 AM

### Emerald Ash Borer: The Devastating Beetle That's Changing Our Forests and What You Can Do to Protect Your Ash Trees



*Heather Moonier, N.C. Forest Service*

The emerald ash borer beetle has earned the title of 'green menace' for its devastating impact on North American forests. Since its introduction in the mid-1990s, this invasive insect has spread across 36 states, causing the death and decline of tens of millions of ash trees. Join us to learn about identification, ecology, ongoing research, and the management options available to protect ash trees on your property from this destructive pest.

1:00 - 1:50 PM

### Tree Risk Assessment: How Much Do We Really Know?



*Janine Lester, Consulting Arborist  
Landscape Design Consulting*

Janine Lester will delve into the complexities of evaluating tree risk. Attendees will explore the processes arborists use to rank tree risks and the factors that influence their reports, including the difference between perceived and actual risks, as well as external pressures. The session will review ANSI standards and BMPs, discussing their relevance and application. A key focus will be on comparing the findings and methodologies of VALID with TRAQ, highlighting the importance of applying evidence-based knowledge versus relying on conjecture. Attendees will gain insights into the practical and theoretical underpinnings of tree risk assessment, equipping them with tools to refine their practices.

2:00 - 2:50 PM

### Cultural Management of Tree and the Landscape



*Patrick Anderson, Rainbow Ecoscience*

Most issues of landscape trees & shrubs are related to the environment in which they exist. While we often blame biotic pests and diseases on tree decline, in most cases some underlying predisposing factors are at play including compacted soils, improper planting practices, etc. In this session we will examine the challenges tree face in our urban/peri-urban forest interfaces & strategies for alleviating these stresses.

3:00 - 3:50 PM

### Mastering Tree Pruning: Techniques and Timing for Optimal Tree Health



*Edward Morrow, Edward the Arborist*

Pruning is essential for maintaining tree health, aesthetics, and safety, but improper pruning can do more harm than good. This session will dive into the art and science of tree pruning, covering key techniques such as thinning, crown reduction, and deadwood removal. Learn when to prune for structural integrity, how to enhance growth, and the timing considerations for various species. With insights from experienced arborists, attendees will gain practical knowledge on how to make the best pruning decisions based on tree type, age, and environmental conditions.