


WEDNESDAY, JANUARY 15, 2025

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

EDUCATION TRACKS	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	TURF MANAGEMENT	IRRIGATION
Location	Guilford D	Guilford E	Guilford F	Guilford G
8:30 - 9:20 AM	Differentiating Your Business in a Crowded Field Parry Webb, Weathermatic	Introduction to Stormwater Management Brad Flack, StormwaterONE	Landscape Weed Control Strategies Dr. Ray McCauley, NCSU	Pipe Dreams: The Art and Science of Pipe Sizing Clark O'Neill, Carolinas Irrigation
9:30 - 10:20 AM	Elevate Your Career with the NC Certified Plant Professional (CPP) Designation Danny Lauderdale, Cindy Lauderdale, Matt Jones, NCSU	Landscapes That Save the World: The Importance of Biodiversity in the Landscape Bryce Lane, Horticulturist	You Pick the Pests: Turf Insect Edition Dr. Terri Billeisen, NCSU	Gear Up: Essential Equipment and Maintenance for Irrigation Pros
10:30 - 11:20 AM	Make Your Message Irresistible: Marketing & Management Strategies to Grow Your Landscape Business Rafael Mael, Maelstrom	Efficient Tool Use for Overcoming Future Landscaping Challenges Greg Niewold, Power Planter Inc.	Managing Difficult Turfgrass Diseases in the Landscape Dr. Jim Kerns, NCSU	Juggling Act: Offsite Management for Multi-Site Irrigation Success Greg Goudeau, HydroPoint
11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis	<p>Dr. Charlie Hall, Texas A&M University</p> <p>Competing in the Current and Projected Green Industry Economic Landscape</p> <p>With fears of economic stagnation on everyone's mind, it's important to remember that this is not the first time that Americans have taken a hard look at our country and wondered whether our best days were behind us (and it won't be the last time either). In this presentation, Charlie will address the main drivers of our current green industry situation, how our economy has been as resilient as it has, why in spite of increased wages and economic growth consumers still perceive the opposite, and what has to happen for folks to feel like times are good again. Finally, what does all of this mean for the future green industry sales?</p>			
12:00 - 12:50 PM: Keynote Presentation				
1:00 - 1:50 PM	Compliant Hiring, Current Trends in Background Screening Kevin von der Lippe, Catapult	Landscape Maintenance and Management in a Brave New World Tom Joyce, Horticulturist	Minimizing Turfgrass Applicators Exposure to Pesticide Lee Butler, NCSU	Enhancing Technical Skills: The Role of Contractors in Irrigation Systems Brad Vice, Carolina Land Consultants
2:00 - 2:50 PM	Supply-side vs. Demand-side Pricing Dynamics Charlie Hall, Texas A&M University	Covering Ground with Plants: A Low-resource Approach to Landscaping Shannon Currey, Izel Plants	Planning Ahead: Seasonal Control of Cool and Warm Season Turfgrass Pests Dr. Ray McCauley, NCSU	Save Water, Save the Day: Innovative Water-Saving Strategies
3:00 - 3:50 PM	The Intelligent Landscape: How AI is Reshaping the Industry Chelsea Hartshorn, Threadleaf Landscape Design Skyler C. Westergard, LandCare, LLC	Designing and Building Outdoor Learning Environments for Young Children in Communities, Municipalities, and Learning Centers Dr. Nilda Cosco, NCSU Robin Moore, NCSU Julie Sherk, NCSU	Consumer Perceptions of Natural Grass Dr. Casey Reynolds, Turfgrass Producers International	Technical Collaboration: Proactive Planning for Irrigation Success Emmy Garvey, Southern Garden Hamilton Garvey, F&C Design Build

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.