

# SCHEDULE

AT A *Glance*

## EDUCATION: January 13-15, 2025 Sheraton Greensboro at Four Seasons

### Monday, January 13

8:30 AM-5:00 PM Specialty Workshops

### Tuesday, January 14

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

8:30 AM-3:50 PM Education Sessions

11:30 AM-12:50 PM Lunch & Keynote Address:  
Bill Arman & Ed Laflamme

### Wednesday, January 15

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

8:30 AM-3:50 PM Education Sessions

11:30 AM-12:50 PM Lunch & Keynote Address: Dr. Charlie Hall

## MARKETPLACE: January 16-17, 2025 Greensboro Coliseum Special Events Center

### Thursday, January 16

9:00 AM-5:00 PM Green & Growin' Marketplace

### Friday, January 17

9:00 AM-2:00 PM Green & Growin' Marketplace

## MEETINGS & EVENTS

### Wednesday, January 15

7:30 - 8:15 AM Certified Plant Professional Breakfast,  
by invitation only. Email [cpp@ncnla.com](mailto:cpp@ncnla.com) if you are a CPP and did  
not receive an invitation.

*Sheraton*

4:30 - 6:00 PM NC State University Horticulture Science Alumni &  
Friends Reception

*Sheraton*

### Thursday, January 16

7:30-9:00 AM NCNLA Membership Breakfast & Annual Meeting  
*Coliseum*

8:00 PM President's Reception






*Sheraton — Victoria Ballroom*



### Friday, January 17

11:30 AM-12:30 PM Women in the Green Industry Gathering  
*Coliseum*









## Specialty Classes and Certifications

Schedule is subject to change.

MONDAY, JANUARY 13, 2025	
8:30 AM - 5:00 PM	<b>CPP Review</b> Danny Lauderdale, Cyndi Lauderdale, Colby Griffin, Matt Jones, NCSU  APPROVED
8:30 AM - 5:00 PM	<b>NC Commercial Pesticide Applicator Training School</b> Dr. Wayne Buhler, NCSU  APPROVED
8:30 AM - 5:00 PM	<b>Fundamentals of Landscape Design Graphics</b> Richard Ludwig  APPROVED
8:30 - 11:30 AM	<b>Mastering Landscape Lighting and Irrigation: Techniques for Sustainable and Stunning Outdoor Spaces</b> Lee Barnwell & JB Liefert, SiteOne  APPROVED
8:30 AM - 12:30 PM	<b>Chainsaw Training, Safety, and Maintenance Class</b> Will Parker, Mark Harrison, Jamie Pettinato, David Sluder, STIHL  APPROVED
1:00 - 4:00 PM	<b>Hardscape Mastery: Techniques for Durable Patios and Retaining Walls</b> Nick Pintauro, SiteOne  APPROVED
1:00 - 5:00 PM	<b>Landscaper School</b> Will Parker, Mark Harrison, Jamie Pettinato, David Sluder, STIHL  APPROVED

TUESDAY, JANUARY 14, 2025	
8:30 - 11:30 AM	<b>CPP Review</b> Danny Lauderdale, Cyndi Lauderdale, Colby Griffin, Matt Jones, NCSU  APPROVED
8:30 - 11:30 AM	<b>NC Commercial Pesticide Applicator Training School</b> Dr. Wayne Buhler, NCSU  APPROVED

### 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.

### Monday, January 13, 2025 & Tuesday, January 14, 2025

#### CPP Review

Monday: 8:30 AM - 5:00 PM  
 Tuesday: 8:30 AM - 11:30 AM



Approved: LC - 4; CPP - 8

Danny Lauderdale, Cyndi Lauderdale, Colby Griffin, Matt Jones, NCSU

#### Auditorium III

Whether you're gearing up for the final push to become a Certified Plant Professional (CPP) or are simply exploring the depth of horticulture knowledge required, this review may be for you. The instructors have over 75 years of combined ornamental experience and several have been teaching CPP-based

programs for the past 20 years, you will be in good hands. To take full advantage of this review, NCNLA strongly recommends you purchase, read and study the CPP manual before attending the review. The review will focus on plant identification using images and questions will be answered related to the CPP study manual.

#### Is this review for you?

- If you have put in the work to prepare for the exam on your own but need some guidance through the final push – this is for you!
- If you are not familiar with the depth of horticultural knowledge required to become a CPP and want to learn how to prepare for the exam – this is for you!
- If you are just beginning to study for the exam and are seeking guidance on how to create your own study plan to take the exam in the future – this is for you!

#### NC Commercial Pesticide Applicator Training School

Monday: 8:30 AM – 5:00 PM  
 Tuesday: 8:30 AM - 11:30 AM



Approved: LA - 7.5; CPP - 7.5

Dr. Wayne Buhler, NCSU

#### Auditorium II

The school takes place over a 1 1/2-day period and reviews pesticide material (manuals) so that attendees may be better prepared to take the NCDA&CS pesticide exams, NC State Extension Specialists, County Extension Agents, and NCDA&CS Pesticide Inspectors present lessons from the Pesticide Education Program's manuals and answer questions or offer clarification on issues that applicators face.

This 1½-day course conducted by NC State Extension prepares prospective applicators for the private and commercial applicator certification exams. Two study manuals will be shipped to participants upon registration. We strongly recommend those study manuals are read and reviewed before the course

Test fees are not included and must be paid by check or money order only directly to NCDA&CS at time of testing. NCDA&CS will offer any exam type, including Core and Ornamentals/Turf to registrants.

**Monday, January 13, 2025**

## Fundamentals of Landscape Design Graphics

8:30 AM - 4:30 PM



Approved: LC - 5; CPP - 5

*Dr. Richard Ludwig*

### Biltmore Meeting Room

An attendee favorite, Dr. Richard Ludwig, returns to Green & Growin' with a full-day workshop offering participants bold yet efficient strategies to communicate design concepts on paper. This course is recommended for landscape professionals who wish to improve their design marketing abilities and drawing skills. All drawing supplies and course materials are included.

Drafting supplies provided: circle template, drafting vellum, multiple graphite pencils, eraser, multiple colored pencils and markers.

## Mastering Landscape Lighting and Irrigation: Techniques for Sustainable and Stunning Outdoor Spaces

8:30 - 11:30 AM



Approved: LA - 3; IC - 3; CPP - 3

*Lee Barnwell, JB Liefert, SiteOne*

### Pinehurst Meeting Room

Join industry leaders from SiteOne as they dive into the latest techniques in landscape lighting and irrigation. This hands-on workshop will equip you with the skills to design and implement systems that not only enhance the beauty of outdoor spaces but also promote sustainability. Learn how to create stunning visual effects with advanced lighting solutions while optimizing water usage with innovative irrigation techniques. Perfect for professionals looking to elevate their projects, this workshop offers practical knowledge and tools to ensure your landscapes thrive, day and night, in any season.

## Chainsaw Training, Safety, and Maintenance Class

8:30 AM - 12:30 PM



Approved: LCB - 3; ISA - Certified Arborist: 4, Utility Specialist: 4, BCMA - Practice: 4, TW Climber Specialist: 4, TW Aerial Lift Specialist: 4; CPP - 4

*Mark Harrison, Will Parker, Jamie Pettinato,*

*David Sluder, STIHL*

### Turnberry Meeting Room

During this 4-hour training and demonstration, participants will gain the necessary skills and be taught best safety practices to be taught best safety practices. During this session, STIHL experts will review the basic

saw check list before daily operation, maintenance skills to keep everyone working efficiently, proper PPE for operation, and simple cutting procedures to help stay diligent in the field. This session will review maintenance of gas and battery chainsaws, bars and chains, fuel systems, proper PPE, safe cutting techniques, and much more. This session is great for all chainsaw operators, including occasional use to the professional arborist and everyone in between. Commercial users such as landscapers, college/university, town municipalities, golf courses, and other related professional businesses will find they will all learn something from this training. Weather permitting, there will be a hands-on cutting demonstration. Please dress accordingly with long pants, sturdy closed toed shoes, and weather appreciate clothing. All personal protective equipment will be provided during the demo portion.

## Hardscape Mastery: Techniques for Durable Patios and Retaining Walls

1:00 - 4:00 PM



Approved: LC - 3; LA - 3; CPP - 3

*Nick Pintauro, SiteOne*

### Pinehurst Meeting Room

Presented by SiteOne, this comprehensive workshop is designed for professionals seeking to refine their hardscaping skills. Dive deep into the essentials of patio installation, including effective compaction techniques, and learn the common pitfalls that lead to retaining wall failures. This hands-on session will not only teach you how to prevent these issues but also provide strategies for addressing them when they arise. Whether you're looking to enhance your existing knowledge or tackle challenging projects with confidence, this workshop equips you with the expertise needed to build durable, lasting hardscapes that stand the test of time.

## Landscaper School

1:00 - 5:00 PM



Approved: LC - 4; CPP - 4

*Mark Harrison, Will Parker, Jamie Pettinato,*

*David Sluder, STIHL*

### Turnberry Meeting Room

During this 4-hour training and demonstration class STIHL experts will discuss small engine equipment maintenance, basic small engine mechanics, small engine quick checks, battery and air-cooled engine maintenance on zero turn mowers, zero turn quick checks, battery units in handheld outdoor power equipment, and using the correct tools and parts for the job, etc. This training session will be tailored around professional customers that run and use handheld and zero turn mowers in their daily activities. We will talk about the safety in the use of this equipment as well as the proper maintenance of these different tools to keep the equipment in use when needed. Commercial users such as landscapers, college/university, town municipalities, golf courses, and other related professional businesses will find they will all learn something from this training.

# 2025 License Requirements

## Proof of Attendance Forms

Within 30 days of the show ending, attendees will receive an email with instructions on how to access their proof of attendance forms for all sessions where their badge was scanned prior to entrance. Once received, NCNLA encourages all attendees to confirm their attendance is recorded correctly.

The information provided below was extracted from the corresponding licensing boards' websites, for current licensing requirements, please contact your licensing board.

## NC Landscape Contractors

- All licensed landscape contractors must personally complete seven (7) hours of Board Approved Continuing Education per year. Three (3) of seven (7) CE credits must be "landscape (technical)" credits and two (2) of seven (7) must be "business" credits. The remaining two (2) may be either landscape or business.
- For more info, visit [nclcb.com](http://nclcb.com)

## NC Irrigation Contractors

- Licensees are required to earn ten (10) continuing education credits each year, six (6) irrigation and four (4) business.
- For more info, visit [ncicl.org](http://ncicl.org)

## NC Landscape Architects

- In order for a licensee to qualify for license renewal as a Landscape Architect in North Carolina, the licensee must have completed ten (10) contact hours of approved continuing education within the previous renewal period.
- For more info, visit [ncbola.org](http://ncbola.org)

## NC Pesticide Applicators

- The type of credit each session is approved for is listed under the individual session (D, L, etc.)
- The number of credits needed varies by the license category.
- For more info, visit [ncagr.gov](http://ncagr.gov)

## Out of State Pesticide Applicators

- Several of our pesticide credits have been approved by out-of-state licenses. Please contact [education@ncnla.com](mailto:education@ncnla.com) to confirm the approved sessions for non-NC licenses.

## International Society of Arboriculture














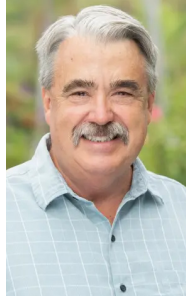
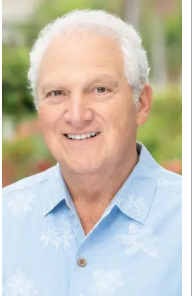












- The type of credits each session is approved for is listed under the individual session (Certified Arborist, Municipal Specialist, etc.)
- For more info, visit [isa-arbor.com](http://isa-arbor.com)

## NC Certified Plant Professionals









- CPPs are required to earn eight (8) continuing education credits every two years.
- For more info, visit [ncnla.com/ CPP](http://ncnla.com/ CPP)

**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	<p><b>The Landscape Owner's Ultimate Guide to Recruiting A-Players</b> Jack Jostes, Ramblin Jackson</p>  <p>APPROVED</p>	<p><b>Enhancing Landscapes with Year-Round Color: Plant Selection and Maintenance Strategies</b> Kelly Fortune, SiteOne</p>  <p>APPROVED</p>	<p><b>Deep Dive into Rose Rosette Disease</b> Dr. Nar B. Ranabhat, University of Tennessee</p>  <p>APPROVED</p>	<p><b>Stop the Misleading 1-year Warranty on Landscape and Street Trees!</b> Dr. Wei Zhang, Zynnovation LLC</p>  <p>APPROVED</p>
9:30 - 10:20 AM	<p><b>Advancing the Industry Through Advocacy</b> Anna Scott Marsh, Michael Best Strategies LLC</p>  <p>APPROVED</p>	<p><b>Effective Drainage Planning for Durable Hardscapes</b> Brad Stowe, Chandler Concrete</p>  <p>APPROVED</p>	<p><b>Pest Management Update with the Buglady</b> Suzanne Wainwright-Evans, Buglady Consulting</p>  <p>APPROVED</p>	<p><b>Leadership Skills for Green Industry Professionals</b> Edward Morrow, Edward the Arborist</p>  <p>APPROVED</p>
10:30 - 11:20 AM	<p><b>Building Strong Relationships with Municipalities</b> Chad Meadows, CodeWright Planners</p>  <p>APPROVED</p>	<p><b>Edible Landscaping: Integrating Food Production into Urban Design</b> Trequan M. McGee, NC A&amp;T University</p>  <p>APPROVED</p>	<p><b>Green Industry Responsibility in Preventing New Plant Pest Introductions</b> Joy Goforth, NCDA&amp;CS</p>  <p>APPROVED</p>	<p><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</p>  <p>APPROVED</p>
<p>11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis</p> <p>12:00 - 12:50 PM: Keynote Presentation</p>	<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 decades of experience in both literal and metaphorical landscaping, this session offers targeted strategies to help you grow your landscape business. Whether you're looking to improve leadership, enhance your hiring and training processes, or streamline operations, this session provides concrete examples and tools you can implement immediately.</p> <p>The 5 Key Insights You Will Learn:</p> <ul style="list-style-type: none"> <li>• Are You a Manager or a Leader?</li> <li>• Why Culture Counts!</li> <li>• It's All About People!</li> <li>• Systems Rock!</li> <li>• Adapt, Change, Innovate, or Get Out of the Way!</li> </ul>  <p>APPROVED</p>		 	
1:00 - 1:50 PM	<p><b>There are No Second Chances at First Impressions: Making the Most Out of Your Google Profile</b> Brandon Schmidt, Sterling Sky</p>  <p>APPROVED</p>	<p><b>Inside the Mind of a Landscape Architect: Bridging the Gap with Contractors and Growers</b> Dan Lambert, McAdams</p>  <p>APPROVED</p>	<p><b>Landscape Weed Control: Back to Basics</b> Joe Neal, NCSU</p>  <p>APPROVED</p>	<p><b>Tree Risk Assessment: How Much do we Really Know?</b> Janine Lester, Society of Consulting Arborists</p>  <p>APPROVED</p>
2:00 - 2:50 PM	<p><b>From Classroom to Green Collar Careers</b> Dr. Lee Ivy &amp; Jodi Songer Driedger, NCSU</p>  <p>APPROVED</p>	<p><b>Importance of Scouting and the Cost of Misidentifying Pests While Doing Maintenance</b> Drew Jeffers, Clemson Cooperative Extension Service</p>  <p>APPROVED</p>	<p><b>Detection and Management of Soilborne Diseases</b> Inga Meadows, NCSU</p>  <p>APPROVED</p>	<p><b>Cultural Management of Tree and the Landscape</b> Patrick Anderson, Rainbow Ecoscience</p>  <p>APPROVED</p>
3:00 - 3:50 PM	<p><b>It's All About People! Finding, Attracting, On Boarding, Keeping &amp; Growing the right People</b> Bill Arman &amp; Ed Laflamme, The Harvest Group</p>  <p>APPROVED</p>	<p><b>There is no Such Thing as Dwarf: Compact Plants for the Landscape</b> Bryce Lane, Horticulturist</p>  <p>APPROVED</p>	<p><b>Integrated Pest Management (IPM) strategies in Nursery Production and Landscapes</b> Dr. Hannah Talton, NC A&amp;T University</p>  <p>APPROVED</p>	<p><b>Mastering Tree Pruning: Techniques and Timing for Optimal Tree Health</b> Edward Morrow, Edward the Arborist</p>  <p>APPROVED</p>

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-  **CPP** Certified Plant Professional

8:30 - 9:20 AM

**The Landscape Owner’s Ultimate Guide To Recruiting A-Players**



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



Approved: LA - 0.83; ICB - 1; CPP - 1  
*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**



Approved: LCB - 1; LA - 0.83; ICB - 1; CPP - 1  
*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**



Approved: ICB - 1; CPP - 1  
*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**



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



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

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8:30 - 9:20 AM

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



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

*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



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

*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



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

*Dr. Trequan M. McGee, NC A&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



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

*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



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

*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



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

*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**



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



Approved: LC - 1; PA - I - 1, L : 1, N : 1, D : 1., X : 1; CPP - 1  
*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**



Approved: LC - 1; PA - I - 1, L : 1, N : 1, D : 1., X : 1; CPP - 1  
*Joy Goforth, NCD&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**



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



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





























Approved: LC - 1; PA - L : 1, N : 1, D : 1., X : 1; CPP - 1  
*Dr. Hannah Talton, NCA&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.

**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	<b>Differentiating Your Business in a Crowded Field</b> Parry Webb, Weathermatic  APPROVED	<b>Introduction to Stormwater Management</b> Brad Flack, StormwaterONE  APPROVED	<b>Landscape Weed Control Strategies</b> Dr. Ray McCauley, NCSU  APPROVED	<b>Pipe Dreams: The Art and Science of Pipe Sizing</b> Clark O'Neill, Carolinas Irrigation  APPROVED	
9:30 - 10:20 AM	<b>Elevate Your Career with the NC Certified Plant Professional (CPP) Designation</b> Danny Lauderdale, Cindy Lauderdale, Matt Jones, NCSU  APPROVED	<b>Landscapes That Save the World: The Importance of Biodiversity in the Landscape</b> Bryce Lane, Horticulturist  APPROVED	<b>You Pick the Pests: Turf Insect Edition</b> Dr. Terri Billeisen, NCSU  APPROVED	<b>Gear Up: Essential Equipment and Maintenance for Irrigation Pros</b>  APPROVED	
10:30 - 11:20 AM	<b>Make Your Message Irresistible: Marketing &amp; Management Strategies to Grow Your Landscape Business</b> Rafael Mael, Maelstrom  APPROVED	<b>Efficient Tool Use for Overcoming Future Landscaping Challenges</b> Greg Niewold, Power Planter Inc.  APPROVED	<b>Managing Difficult Turfgrass Diseases in the Landscape</b> Dr. Jim Kerns, NCSU  APPROVED	<b>Juggling Act: Offsite Management for Multi-Site Irrigation Success</b> Greg Goudeau, HydroPoint  APPROVED	
11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis  12:00 - 12:50 PM: Keynote Presentation	<b>Dr. Charlie Hall, Texas A&amp;M University</b> <b>Competing in the Current and Projected Green Industry Economic Landscape</b> 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?			 APPROVED	
1:00 - 1:50 PM	<b>Compliant Hiring, Current Trends in Background Screening</b> Kevin von der Lippe, Catapult  APPROVED	<b>Landscape Maintenance and Management in a Brave New World</b> Tom Joyce, Horticulturist  APPROVED	<b>Minimizing Turfgrass Applicators Exposure to Pesticide</b> Lee Butler, NCSU  APPROVED	<b>Enhancing Technical Skills: The Role of Contractors in Irrigation Systems</b> Brad Vice, Carolina Land Consultants  APPROVED	
2:00 - 2:50 PM	<b>Supply-side vs. Demand-side Pricing Dynamics</b> Charlie Hall, Texas A&M University  APPROVED	<b>Covering Ground with Plants: A Low-resource Approach to Landscaping</b> Shannon Currey, Izel Plants  APPROVED	<b>Planning Ahead: Seasonal Control of Cool and Warm Season Turfgrass Pests</b> Dr. Ray McCauley, NCSU  APPROVED	<b>Save Water, Save the Day: Innovative Water-Saving Strategies</b>  APPROVED	
3:00 - 3:50 PM	<b>The Intelligent Landscape: How AI is Reshaping the Industry</b> Chelsea Hartshorn, Threadleaf Landscape Design Skyler C. Westergard, LandCare, LLC  APPROVED	<b>Designing and Building Outdoor Learning Environments for Young Children in Communities, Municipalities, and Learning Centers</b> Dr. Nilda Cosco, NCSU Robin Moore, NCSU Julie Sherk, NCSU  APPROVED	<b>Consumer Perceptions of Natural Grass</b> Dr. Casey Reynolds, Turfgrass Producers International  APPROVED	<b>Technical Collaboration: Proactive Planning for Irrigation Success</b> Emmy Garvey, Southern Garden Hamilton Garvey, AGW Site Services  APPROVED	

**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

**Differentiating Your Business in a Crowded Field**Approved: ICB - 1; CPP - 1  
*Parry Webb, Weathermatic*

How can you make your landscaping business stand out in a sea of green? This session explores proven strategies to differentiate your company in a competitive market, even when resources and capabilities seem similar. You'll gain practical insights into crafting a unique selling proposition, developing a compelling brand identity, and uncovering untapped opportunities. The session will center around a real-world case study, offering actionable takeaways.

9:30 - 10:20 AM

**Elevate Your Career with the NC Certified Plant Professional (CPP) Designation**Approved: LA - 0.83; CPP - 1  
*Danny Lauderdale, Cyndi Lauderdale, Matt Jones, NCSU*

Unlock the benefits of the CPP designation, a green industry-recognized credential that sets you apart. This session will explain the significance of the designation, the importance of ongoing professional development, and the renewal process that keeps you at the forefront of industry advancements. You'll also learn strategies to effectively showcase your CPP credential to clients, boosting your professional reputation and business opportunities. With a growing number of active CPPs in North Carolina, discover how earning or renewing your CPP can elevate your career and solidify your standing in the industry. Business owners will learn the benefits of hiring CPPs or getting employees certified.

10:30 - 11:20 AM

**Make Your Message Irresistible: Marketing & Management Strategies to Grow Your Landscape Business**Approved: ICB - 1; CPP - 1  
*Rafael Mael, Maelstrom*

Get ready to discover three essential tools to dramatically improve your business communication, with a powerful impact on managing, marketing, and finding and retaining top talent. Drawing on real-world examples from the landscape, hardscape, and deck/patio industries, the presenter will share actionable tools and specific takeaways to help you make your company stand out to potential employees, use your words to drive and inspire your team, package your ideas in a compelling way, respond effectively to negative online reviews, and create bold and relevant marketing strategies. This session is designed to equip you with the communication skills needed to elevate your business.

1:00 - 1:50 PM

**Compliant Hiring, Current Trends in Background Screening**Approved: LCB - 1; ICB - 1; CPP - 1  
*Kevin von der Lippe, Catapult*

Employment laws are ever-changing and staying compliant can exhaust even the most experienced HR or business professionals — especially as they juggle hiring in today's tough talent market. While it is important to remember which legislative changes affect you and your business, it is a challenge to ensure compliance upkeep is not your full-time job. This presentation looks at the trends in compliant hiring practices, focusing on background-checking laws, best practices, and current trends so that your organization can shift from strategies to a streamlined process built to onboard your top talent.

2:00 - 2:50 PM

**Supply-side vs. Demand-side Pricing Dynamics**Approved: LCB - 1; ICB - 1; CPP - 1  
*Dr. Charlie Hall, Texas A&M University*

The pandemic gave all sectors in the green industry a little cover in terms of adjusting prices which had grown glacially for many years. On the supply side, input cost increases necessitated these price increases and during this time, we didn't have to work as hard to generate sales as we had in the past. But now, post-pandemic, we are starting to get a little push back from customers. Is it time to start lowering prices, or...?

3:00 - 3:50 PM

**The Intelligent Landscape: How AI is Reshaping the Industry**Approved: LCB - 1; LA - 0.83; ICB - 1; CPP - 1  
*Chelsea Hartshorn, Threadleaf Landscape Design*  
*Skyler C. Westergard, LandCare, LLC*

In this session, we'll share valuable insights on AI applications, tools, and methods for landscape businesses. You'll gain practical takeaways and discover specific AI tools to boost efficiency. We'll focus on using AI as a smart business assistant to enhance operations, showing you how to effectively partner with AI for success. Empower yourself by letting AI handle tasks, freeing you to focus on what truly demands human attention and expertise.

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.

8:30 - 9:20 AM

### Introduction to Stormwater Management



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

*Brad Flack, StormwaterONE*

Join Brad Flack from StormwaterONE for an insightful session on the fundamentals of stormwater management and permitting for landscape contractors. This session will provide an overview of the critical principles used to control stormwater runoff and minimize pollution from your job site. Attendees will learn about regulatory requirements and best management practices. After this session, you will be equipped with the tools and strategies to implement successful stormwater programs.

9:30 - 10:20 AM

### Landscapes That Save the World: The Importance of Biodiversity in the Landscape



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

*Bryce Lane, Horticulturist*

When it comes to landscapes, there is strength in diversity. All too often horticulturists don't spend enough time thinking about how important it is to promote a well-balanced ecosystem in their home landscape. This talk focuses on why it's important to create biodiverse landscapes, and on how we can achieve that goal in our horticultural operations. Topics will include "plant blindness", seed banks, attracting wildlife, building soil, importance of native plants and more!

10:30 - 11:20 AM

### Efficient Tool Use for Overcoming Future Landscaping Challenges



Approved: LC - 1; CPP - 1

*Greg Niewold, Power Planter Inc.*

As the landscape industry faces evolving challenges, from economic shifts to the potential transition from gas to battery-powered tools, maintaining efficiency is key. This session will explore how using the right tools, like Power Planter augers, can help you adapt while ensuring your plantings thrive. We'll cover best practices for digging properly sized holes for bulbs, plants, and trees, and highlight the importance of proper tool maintenance, including cleaning tips to extend the life and efficiency of your equipment. With the right techniques and well-maintained tools, you can face future challenges with confidence, turning uncertainty into an opportunity for growth. Join us for an interactive discussion on equipping your business for the landscape of tomorrow.

1:00 - 1:50 PM

### Landscape Maintenance and Management in a Brave New World



Approved: LC - 1; CPP - 1

*Tom Joyce, Horticulturist*

As the environment and industry evolve, it's essential to stay ahead of the changes impacting landscaping and gardening. In this session, we will discuss how to perform your work effectively in a rapidly changing environment influenced by climate change, new regulations, native plant trends and shifting perspectives on landscape function and appearance. Gain insights into how these factors are reshaping plant selection for residential and commercial sites, and explore the functions and benefits of different landscape planting and design approaches to meet today's client demands. This session will equip you with the knowledge needed to adapt and thrive in the ever-changing landscape industry.

2:00 - 2:50 PM

### Covering Ground with Plants: A Low-resource Approach to Landscaping



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

*Shannon Currey, Izel Native Plants*

Gardens are often designed in ways that require significant resources—water, fertilizer, pesticides, fuel, and labor. Shortages and costs for these resources call for a different approach. Choose plants that minimize these inputs while adding ecological benefits and building resilience. This presentation will focus on using regionally native perennials to create a living mulch that competes with weeds, reduces runoff and erosion, and provides support for wildlife. The goal is to add big benefits while reducing inputs. Learn about the strategies plants use to compete and cover ground, discuss species to look for in the winter landscape for inspiration, and bring low-resource landscaping to your clients and customers.

3:00 - 3:50 PM

### Designing and Building Outdoor Learning Environments for Young Children in Communities, Municipalities, and Learning Centers



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

*Dr. Nilda Cosco, Robin Moore, Julie Sherk, NCSU*

Imagine the power of improving children's outdoor environments in HOAs, municipalities, public housing and the more than 5000 licensed child care centers in NC. Improve children's outdoor environments and open new business opportunities with thoughtful design and construction of outdoor learning environments, which will benefit family health, the environment, and your business's bottom line. Learn from faculty experts about this niche market and how you can help transform early childhood.



8:30 - 9:20 AM

### Landscape Weed Control Strategies



Approved: LC - 1; PA - L : 1, N : 1, D : 1, X : 1; CPP - 1  
*Dr. Ray McCauley, NCSU*

Weeds decrease the uniformity, function, and value of landscapes. This seminar will address the identification, biology, and control of common and novel weeds. Pragmatic, integrated weed control strategies will be presented that maximize long-term success.

9:30 - 10:20 AM

### You Pick the Pests: Turf Insect Edition



Approved: LC - 1; PA - L : 1, N : 1, D : 1, X : 1; CPP - 1  
*Dr. Terri Billeisen, NCSU*

In You Pick the Pests, participants will be voting on their top insect pests and priority areas. This seminar will address the top selected turfgrass insects and review biology, monitoring and management for each. Particular focus will be given to successful management approaches for cost-effective and environmentally-sound control. We will also review life cycle stages and how they can influence product selection and application timing.

10:30 - 11:20 AM

### Managing Difficult Turfgrass Diseases in the Landscape.



Approved: LC - 1; PA - L : 1, N : 1, D : 1, X : 1; CPP - 1  
*Dr. Jim Kerns, NCSU*

Diseases in the landscape can be challenging, and this presentation will cover the basics of the most common diseases in warm—and cool-season turfgrass lawns. It will focus on the newest management strategies and incorporate methods that have been successful for quite some time.

1:00 - 1:50 PM

### Minimizing Turfgrass Applicators Exposure to Pesticide



Approved: LC - 1; PA - L : 1, N : 1, D : 1, X : 1; CPP - 1  
*Lee Butler, NCSU*

Applicators risk exposure to pesticides during mixing, application, and cleanup. This presentation will address ways applicators can minimize their exposure to pesticides by using correct product formulations, PPE, handling and application practices. Attendees will learn how to correctly and safely handle and apply pesticides while minimizing their risk of exposure.

2:00 – 2:50 PM

### Planning Ahead: Seasonal Control of Cool and Warm Season Turfgrass Pests



Approved: LC - 1; PA - L : 1, N : 1, D : 1, X : 1; CPP - 1  
*Dr. Ray McCauley, NCSU*

Seasonal pesticide maintenance plans are critical to keep turfgrass pests at bay. This seminar will address the identification, biology, and control of common turfgrass pests in the landscape. Maximizing turfgrass health will be emphasized as will the proper selection and timing of pesticide treatments for maximum effectiveness.

3:00 – 3:50 PM

### Consumer Perceptions of Natural Grass



Approved: LC - 1; LA - 0.83; CPP - 1  
*Dr. Casey Reynolds, Turfgrass Producers International*

This session dives into the latest consumer and market research on what influences purchasing decisions for outdoor spaces, with a specific focus on natural grasses. We'll explore which grasses perform best in various regions, what consumers are seeking, and the reasons driving these preferences. Additionally, we'll take a deep dive into various species of natural grasses in the southeast including tall fescue, bermudagrass, zoysiagrass, and others examining their appeal and suitability. The session will also discuss how generational differences impact purchasing practices, shaping preferences for outdoor space enhancements.



8:30 - 9:20 AM

## Pipe Dreams: The Art and Science of Pipe Sizing



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

Clark O'Neill, Carolinas Irrigation

Join us as we explore the fundamentals of pipe sizing! This course covers the critical factors influencing pipe selection and system efficiency. Gain practical insights into calculations and best practices to optimize your irrigation systems and minimize water waste.

- Quality Assurance: Developing strategies for maintaining consistent quality across all components of the irrigation system, ensuring compliance with industry standards.

We will explore how to assess contractor capabilities and align their expertise with specific technical requirements of irrigation projects. Emphasis will be placed on fostering a knowledgeable environment where contractors can enhance their skills related to irrigation technologies and practices.

By the end of this course, attendees will be equipped with the technical tools and knowledge necessary to manage contractor contributions effectively, leading to improved project execution and sustainable irrigation solutions. This course qualifies for continuing education credits, reinforcing the importance of technical proficiency in the irrigation field.

9:30 - 10:20 AM

## Gear Up: Essential Equipment and Maintenance for Irrigation Pros



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

SPEAKER TBD

Ensure your irrigation systems run smoothly with this hands-on course on equipment maintenance. Discover best practices for routine checks, troubleshooting common issues, and maximizing the lifespan of your tools. Keep your systems efficient and your clients happy!

2:00 - 2:50 PM

## Save Water, Save the Day: Innovative Water-Saving Strategies



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

SPEAKER TBD

Water conservation is more crucial than ever! Explore cutting-edge techniques and technologies designed to minimize water usage in irrigation. This course will provide you with actionable strategies to implement in your projects, helping you save resources and enhance sustainability.

10:30 - 11:20 AM

## Juggling Act: Offsite Management for Multi-Site Irrigation Success



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

Greg Goudeau, HydroPoint

Master the art of managing multiple irrigation sites from afar! This course will equip you with tools and techniques to oversee diverse projects effectively. Learn about scheduling, resource allocation, and leveraging technology for streamlined offsite management.

3:00 - 3:50 PM

## Technical Collaboration: Proactive Planning for Irrigation Success



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

Emmy Garvey, Southern Garden

Hamilton Garvey, AGW Site Services

This session brings together experienced project managers and business owners with backgrounds in landscape and irrigation contracting to discuss the technical aspects of managing collaborative projects from concept to completion. Participants will learn how effective communication and coordination can enhance the quality of irrigation systems.

Key topics include:

- Landscape and Irrigation Plan Review: Understanding the technical details necessary for effective design integration.
- Scheduling and Coordination: Techniques for aligning timelines and resources to optimize installation efficiency.
- Installation Best Practices: Ensuring that all team members are skilled in the technical requirements of irrigation systems.
- Walkthroughs and As-Built Documentation: Importance of thorough inspections and accurate records to maintain system integrity.
- Warranty and Maintenance Considerations: Strategies for ensuring long-term performance and reliability of irrigation systems.
- By the end of the session, attendees will gain insights into how proactive planning and technical collaboration can lead to positive results in irrigation projects.

1:00 - 1:50 PM

## Enhancing Technical Skills: The Role of Contractors in Irrigation Systems



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

Brad Vice, Carolina Land Consultants

In the irrigation industry, successful implementation of systems requires a deep understanding of technical skills, particularly when working with specialized contractors. This course will focus on the essential irrigation skills needed to effectively manage and collaborate with contractors, ensuring high-quality outcomes in every project.

Participants will gain insights into:

- Core Irrigation Principles: Understanding the fundamentals of irrigation design, installation, and maintenance that every contractor should know.
- Technical Integration: Learning how to communicate essential irrigation concepts to diverse contractors, including pipefitting, troubleshooting, and electrical work.