












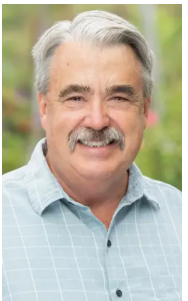
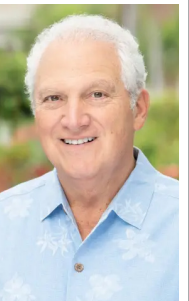






















TUESDAY, JANUARY 14, 2025

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>The Landscape Owner's Ultimate Guide to Recruiting A-Players Jack Jostes, Ramblin Jackson</p>  <p>APPROVED</p>	<p>Enhancing Landscapes with Year-Round Color: Plant Selection and Maintenance Strategies Kelly Fortune, SiteOne</p>  <p>APPROVED</p>	<p>Deep Dive into Rose Rosette Disease Dr. Nar B. Ranabhat, University of Tennessee</p>  <p>APPROVED</p>	<p>Stop the Misleading 1-year Warranty on Landscape and Street Trees! Dr. Wei Zhang, Zynnovation LLC</p>  <p>APPROVED</p>
9:30 - 10:20 AM	<p>Advancing the Industry Through Advocacy Anna Scott Marsh, Michael Best Strategies LLC</p>  <p>APPROVED</p>	<p>Effective Drainage Planning for Durable Hardscapes Brad Stowe, Chandler Concrete</p>  <p>APPROVED</p>	<p>Pest Management Update with the Buglady Suzanne Wainwright-Evans, Buglady Consulting</p>  <p>APPROVED</p>	<p>Leadership Skills for Green Industry Professionals Edward Morrow, Edward the Arborist</p>  <p>APPROVED</p>
10:30 - 11:20 AM	<p>Building Strong Relationships with Municipalities Chad Meadows, CodeWright Planners</p>  <p>APPROVED</p>	<p>Edible Landscaping: Integrating Food Production into Urban Design Trequan M. McGee, NC A&T University</p>  <p>APPROVED</p>	<p>Green Industry Responsibility in Preventing New Plant Pest Introductions Joy Goforth, NCDA&CS</p>  <p>APPROVED</p>	<p>Emerald Ash Borer: The Devastating Beetle That's Changing Our Forests and What You Can Do to Protect Your Ash Trees 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>Bill Arman & Ed Laflamme, The Harvest Group</p> <p>Lessons from the Garden: Sharing 5 Key Insights learned from 100 years of Landscaping</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"> • Are You a Manager or a Leader? • Why Culture Counts! • It's All About People! • Systems Rock! • Adapt, Change, Innovate, or Get Out of the Way!  <p>APPROVED</p>		 	
1:00 - 1:50 PM	<p>There are No Second Chances at First Impressions: Making the Most Out of Your Google Profile Brandon Schmidt, Sterling Sky</p>  <p>APPROVED</p>	<p>Inside the Mind of a Landscape Architect: Bridging the Gap with Contractors and Growers Dan Lambert, McAdams</p>  <p>APPROVED</p>	<p>Landscape Weed Control: Back to Basics Joe Neal, NCSU</p>  <p>APPROVED</p>	<p>Tree Risk Assessment: How Much do we Really Know? Janine Lester, Society of Consulting Arborists</p>  <p>APPROVED</p>
2:00 - 2:50 PM	<p>From Classroom to Green Collar Careers Dr. Lee Ivy & Jodi Songer Driedger, NCSU</p>  <p>APPROVED</p>	<p>Importance of Scouting and the Cost of Misidentifying Pests While Doing Maintenance Drew Jeffers, Clemson Cooperative Extension Service</p>  <p>APPROVED</p>	<p>Detection and Management of Soilborne Diseases Inga Meadows, NCSU</p>  <p>APPROVED</p>	<p>Cultural Management of Tree and the Landscape Patrick Anderson, Rainbow Ecoscience</p>  <p>APPROVED</p>
3:00 - 3:50 PM	<p>It's All About People! Finding, Attracting, On Boarding, Keeping & Growing the right People Bill Arman & Ed Laflamme, The Harvest Group</p>  <p>APPROVED</p>	<p>There is no Such Thing as Dwarf: Compact Plants for the Landscape Bryce Lane, Horticulturist</p>  <p>APPROVED</p>	<p>Integrated Pest Management (IPM) strategies in Nursery Production and Landscapes Dr. Hannah Talton, NC A&T University</p>  <p>APPROVED</p>	<p>Mastering Tree Pruning: Techniques and Timing for Optimal Tree Health Edward Morrow, Edward the Arborist</p>  <p>APPROVED</p>

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.