

GENERAL SESSIONS

TUESDAY, JANUARY 20, 2026

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

EDUCATION TRACKS	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	TREE CARE	PESTS, WEEDS & DISEASES
Location	Guilford D	Guilford E	Guilford F	Guilford G
8:30 - 9:20 AM	Be at Your Best Every Day: 5 Principles to Consistent Sales Success David Fellman, <i>David Fellman & Associates</i> 	Is it Warm in Here? A Practical Approach to Landscaping in Our Changing Climate Bryce Lane, <i>Horticulturalist</i> 	Beneath the Bark: Identification and Management of (Exciting) Wood Boring Beetles Courtney Johnson, <i>NCSU graduate student</i> 	Defeating Persistent Weeds in Landscape Plantings Dr. Joe Neal, <i>NCSU</i> 
9:30 - 10:20 AM	Green Industry Safety Andy Sterlen, <i>NCDOL</i> 	The Dirt on Policy: What Lawmakers Are Planting in Your Industry? Ashley Thomas, <i>Farm Bureau</i> 	Lord of the Flies: Spotted Lanternfly in NC Dr. Kelly Oten, <i>NCSU</i> 	What's New with Your Pesticide Certification and Training Rules Travis Snodgrass, <i>NCDA&CS</i> John Feagans, <i>NCDA&CS</i> 
10:30 - 11:20 AM	Financial Mastery: Navigating Excellence in Accounting and Finance David Whittaker, <i>EquiScope Business Advisors, LLC</i> 	Beyond Plants: Exploring the Elements and Principles of Landscape Design Dr. Jennifer Bradley, <i>UMO</i> 	The Fungus Among Us Laurie Reid, <i>City of Charlotte Arborist</i> 	Beauty and the Feast: Elm Zigzag Sawfly and Other Defoliators of Ornamentals Delaney Serpan, <i>NCSU graduate student</i> 
11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis 12:00 - 12:50 PM: Keynote Presentation	Dr. Melinda Knuth, NC State University  Green Means Growth: The Economic Impact of the NC Green Industry North Carolina's green industry is not just about beautification. It's a powerhouse for jobs, economic activity, and environmental benefits. In this session, we'll unpack the findings of the recent NC State / NC Green Industry Council report. By the end of this session, you'll gain a clear understanding of how NC's green industry contributes to the state's economic vitality, what opportunities lie ahead, and what challenges must be addressed to sustain this growth.			
EDUCATION TRACKS	FLORICULTURE	LANDSCAPE OPERATIONS	TREE CARE	PESTS, WEEDS & DISEASES
Location	Guilford D	Guilford E	Guilford F	Guilford G
1:00 - 1:50 PM	Know to Grow: Top Nutritional Issues Dr. Brian Whipker, <i>NCSU</i> 	Soils: What Landscapers Need to Know Dr. Don Edralin, <i>NCDA&CS</i> 	Not Mulch Up Bill Leake, <i>Leake Tree Consulting Services</i> 	Let's Talk About Pesticides and Pollinators Amanda Bratcher, <i>NCSU</i> 
2:00 - 2:50 PM	Planting with Purpose: Making Sustainability Work for Your Business Dr. Melinda Knuth, <i>NCSU</i> 	Don't Feed the Algae: Strategies to Help Stop Growing Blooms Gloria Putnam, <i>NC Sea Grant</i> 	Rooted in Resilience: Managing Trees in Construction Projects Patrick Anderson, <i>Rainbow EcoScience</i> 	Japanese Maple Scale Management in the Landscape Dr. Karla Adesso, <i>TSU</i> 
3:00 - 3:50 PM	Strategies for Insect Control in the Greenhouse Cam Coor, <i>Triangle Chemical</i> 	Not Just Pruning Alan Erwin, <i>Panther Creek Nursery</i> 	Proper Tree Planting Techniques Dr. Keith O'Herrin, <i>NCSU</i> 	Natural Pest Controls Eric Jones, <i>Turf Teacher Inc.</i> 

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

This is an Education schedule preview and is subject to change. The final schedule will be featured online and available in the on-site showbook. NCNLA applies for continuing education units (CEUs) from various state and national entities. For CEU status updates, please visit www.greenandgrowin.com.

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.