

SCHEDULE AT A *Glance*

EDUCATION: January 19-21 Sheraton Greensboro at Four Seasons

Monday, January 19

8:30 AM-5:00 PM Specialty Sessions

Tuesday, January 20

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

8:30 AM-5:00 PM Education Sessions

11:30 AM-12:50 PM Lunch & Keynote
Address: Dr. Melinda Knuth

Wednesday, January 21

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: Rayne Gibson

MARKETPLACE: January 22-23 Greensboro Coliseum Special Events Center

Thursday, January 22

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

10:00 AM SiteOne Demo: Waste Less,
Earn More: Digital Tools for Today's
Landscape Pros

11:00 AM Proven Winners® Demo:
New Problem-Solving Shrubs for Landscapes

2:00 PM Proven Winners® Demo:
Trends in Ornamental Plant Breeding

3:00 PM SiteOne Demo:
Resin Bound Aggregate Installation

Friday, January 23

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

10:00 AM Proven Winners® Demo:
Planning Annual Color Displays for
Commercial Landscapes

MEETINGS & EVENTS

Wednesday, January 21

7:15-8:15 AM Certified Plant Professional
Breakfast, by invitation only.
—*Sheraton, Blue Ash*

7:30 PM NCNLA Annual Member Meeting
& Industry Awards Ceremony
—*Sheraton: Guilford ABC*

8:30 PM President's Reception
—*Sheraton: Guilford ABC*

Thursday, January 22

7:30 AM Past Presidents Gathering,
by invitation only
—*Sheraton*

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

5:30-7:00 PM Flatlands After Hours Event
—*Sheraton, Bar Down Under*

Friday, January 23

11:30 AM-12:30 PM Women in the
Green Industry
—*Coliseum, Room 7*

SPECIALTY CLASSES AND CERTIFICATIONS

Schedule is subject to change.

MONDAY, JANUARY 19, 2026

TIME	LOCATION	COURSE
8:30 AM - 5:00 PM	Biltmore	Creating the Ultimate Landscape Design Dr. Richard Ludwig ●●▲
1:00 - 5:00 PM	Colony C	Fundamentals of Permeable Paver Installation & Basics of Lighting and Artistic Design JB Liefert, Nick Pintauro, <i>SiteOne</i> ●●▲
1:00 - 5:00 PM	Colony A	Landscape Weed ID and Control Workshop Dr. Joe Neal, <i>NCSU</i> ●●▲

TUESDAY, JANUARY 20, 2026

TIME	LOCATION	COURSE
8:30 - 11:30 AM	Auditorium II	CPP Review Rhiannon Goodwin, Colby Griffin, Matt Jones, Sam Marshall, <i>NCSU</i> ●▲
8:30 AM - 5:00 PM	Auditorium III	NC Commercial Pesticide Applicator Training School ●▲
1:00 PM	Auditorium II	CPP Exam

WEDNESDAY, JANUARY 21, 2026

TIME	LOCATION	COURSE
8:30 - 11:30 AM	Auditorium III	NC Commercial Pesticide Applicator Training School ●▲
1:00 PM	Auditorium III	Pesticide Exam

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

Marketplace attendees cannot earn Continuing Education Units (CEUs) by walking the trade show floor. CEUs can be earned by attending the approved Marketplace Demonstrations. See page 32 for details.

Monday, January 19, 2026

Creating the Ultimate Landscape Design

8:30 AM – 5:00 PM



Approved: LC-5.0; LA-3.5; CPP-5.0

Dr. Richard Ludwig

Biltmore Meeting Room

An attendee favorite, Dr. Richard Ludwig, returns to Green & Growin' with a full-day workshop offering participants to develop and enhance their design philosophy to create plans that are stunning, unified, and functional. The class takes an architectural approach and emphasizes topics such as form composition and lines of force. This hands-on workshop provides extensive training in design theory, moving from a basic understanding to creating a master plan in just one day. Improve your skills as you create and sell beautiful, practical, profitable design solutions to your client.

Drafting supplies provided: circle template, drafting vellum, 6B, 2B, 2H graphite pencils, eraser.

Fundamentals of Permeable Paver Installation Basics of Lighting and Artistic Design

1:00-5:00 PM



Approved: LC-4.0; LA-3.5; CPP-4.0

Nick Pintauro and JB Liefert, *SiteOne*

Colony C Meeting Room

Join industry leaders from SiteOne as they dive into the latest techniques in landscape lighting and permeable pavers. This 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 light solutions while decreasing water runoff with innovative permeable paver techniques. Perfect for the professional looking to elevate their projects. This workshop offers practical knowledge and tools to ensure your landscapes are the best.

Landscape Weed ID and Control Workshop

1:00 - 5:00 PM



Approved: LC-4.0; PA-4.0 H,I,L,N,D,X; CPP-4.0

Dr. Joe Neal, NCSU

Colony A Meeting Room

During this 4-hour training, using live plants, you will learn the principles of weed ID including weed ID manuals and mobile apps. Then you will learn about landscape weed management options and how to select the most appropriate weed control solutions. Hands-on exercises in small groups will emphasize how to select the right product (or products) for optimum weed control for different landscape plantings. All participants will receive a copy of Weeds of the Northeast, 2nd ed. Weeds of the Northeast by Joseph C. Neal, Richard H. Uva, Joseph M. DiTomaso, and Antonio DiTommaso.

Tuesday, January 20, 2026

CPP Review

Tuesday: 8:30 AM - 11:30 AM



Approved: LA-3.0; CPP-3.0

Rhiannon Goodwin, Colby Griffin, Matt Jones, Sam Marshall, NCSU

Auditorium II

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 decades of horticulture experience. 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!
- Test fees are not included. You must register for the exam separately on the NCNLA website.

Tuesday, January 20 & Wednesday, January 21, 2026

NC Commercial Pesticide Applicator Training School

Tuesday: 8:30 AM – 5:00 PM

Wednesday: 8:30-11:30 AM



Approved: LC-4.0; CPP-7.5

Dr. Wayne Buhler, NCSU

Auditorium III

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 course prepares prospective applicators for the private and commercial applicator certification exams. Two study manuals will be shipped to participants upon registration. We strongly recommend that 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.

2026 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 ncclcb.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 nciclb.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

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

Out of State Pesticide Applicators

- Several of our pesticide credits have been approved by out-of-state licenses. Please contact 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

NC Certified Plant Professionals




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




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, 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  Approved: LCB-1.0; LA-0.83; ICB-1.0; CPP-1.0 Green Means Growth: The Economic Impact of the NC Green Industry <p>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.</p>			
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> 

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8:30 - 9:20 AM

Be at Your Best Every Day: 5 Principles to Consistent Sales Success



Approved: ICB-1.0; CPP-1.0

David Fellman, DFA

Whether it's your full-time job or just one of the many hats you wear as an owner or manager, you are a salesperson. So the question is, are you really functioning at your best in that role every day? It's easy to get sidetracked, to develop bad habits, and even bad attitudes. It's not always easy to maintain your enthusiasm and your commitment to growing your business.

This is a session that will help you to reboot, through 5 Guiding Principles:

1. Have a business-building attitude
2. Be all about customer service and customer maximization
3. Don't make it all about price
4. Time really is money, pay attention to how you're spending it
5. If you have bad customers, do something about it!

9:30 - 10:20 AM

Green Industry Safety



Approved: LCB-1.0; LA-0.83; PA-1.0 A,B,G,H,I,K,L,M,N,O,D,X,K(SA),K(PU); ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Andy Sterlen, NCDOL

Andy will go over PPE Use: including proper selection, use, and maintenance of personal protective equipment when handling pesticides; Label Compliance: how to read and follow pesticide labels for safe use; Storage & Disposal: addressing safe storage and disposal of pesticides, containers, and rinsate. Learn the procedures for managing pesticide spills or accidents including first aid, safe operation, and calibration of pesticide application equipment.

10:30 - 11:20 AM

Financial Mastery: Navigating Excellence in Accounting and Finance



Approved: LCB-1.0; ICB-1.0; CPP-1.0

David Whittaker, EquiScape Business Advisors, LLC

You Create, We will Navigate: Unlocking Sustained Profitability and Operational Excellence- Leveraging Fractional CFO Services for your Business By leveraging Fractional CFO benefits, businesses can optimize their financial strategies without the full overhead of an in-house CFO, making it an attractive option for companies mindful of resource allocation. Owners benefit monthly from actionable data reports utilizing KPI's generated through detailed analytics originating in their Operating System. Receive professional guidance establishing budgets and the advantage of fluid reforecasting in real time. This enables decision makers to adjust pricing models monthly to ensure operational and profitability goals are met. Optimize Your Financial Strategy! Join our session to master budget creation, monthly financial reporting, and enhance your cash flow and cost management with key performance indicators.

1:00 - 1:50 PM

Know to Grow: Top Nutritional Issues



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Dr. Brian Whipker, NCSU

Our research and extension focus for the past 25 years at NC State University has been nutritional disorders. Learn how to identify and manage them. This presentation focuses on the basic building blocks of plant nutrition (pH, EC, N vs S, P, Mg vs K, and Ca vs B). Knowing the baseline problems will help you grow better.

2:00 - 2:50 PM

Planting with Purpose: Making Sustainability Work for Your Business



Approved: LA-0.83; CPP-1.0

Dr. Melinda Knuth, NCSU

Today's customers care about where their plants come from and how they're grown—and sustainability is quickly becoming a business differentiator. This session will show plant growers and retailers how adopting sustainable practices can reduce costs, improve efficiency, and strengthen customer loyalty. From water and energy savings to smarter marketing and brand positioning, we'll highlight real-world strategies that prove going green is also good for growth.

3:00 - 3:50 PM

Strategies for Insect Control in the Greenhouse



Approved: PA-1.0 L,N,D,X; CPP-1.0

Cam Coor, Triangle Chemical

This session will provide an in-depth exploration of controlling insects from Aphids to Whiteflies, and all those critters (fungus gnats, spider mites) in-between in a greenhouse environment. Participants will learn how to build a comprehensive, sustainable, and effective pest management program.

LANDSCAPE OPERATIONS, *Guilford E*

8:30 - 9:20 AM

Is it Warm in Here? A Practical Approach to Landscaping in Our Changing Climate



Approved: LC-1.0; LA-0.83; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Bryce Lane, Horticulturalist

Come learn about how climate change is impacting the horticulture world, and identify the practices you can use to mitigate and manage climate change in landscape operations. What is involved in "Climate Smart Gardening"? We will identify new best practices and approaches to consider as we grow, design, install, and market plants in the landscape.

9:30 - 10:20 AM

The Dirt on Policy: What Lawmakers Are Planting in Your Industry?



Approved: LCB-1.0; LA-0.83; ICB-1.0; CPP-1.0

Ashley Thomas, Farm Bureau

As nurserymen and landscapers, you understand the growing practices that boost your bottom line. But decisions made by elected officials can have just as much impact on your business. How do legislation and regulations shape the future of your industry, and why is it important to be involved? The N.C. Farm Bureau Federation advocates for agriculture across the state to ensure your voices are heard when policies are made. In this session, Ashley will dig into current state and federal issues, highlighting how decisions in Raleigh and Washington, D.C. influence your operations and how you can play an active role in shaping the policies that affect your future.

10:30 - 11:20 AM

Beyond Plants: Exploring the Elements and Principles of Landscape Design



Approved: LC-1.0; LA-0.83; CPP-1.0

Dr. Jennifer Bradley, UMO

This session will explore how the fundamental elements of design - color, form, line, texture, and space—interact with the guiding principles of unity, balance, rhythm, emphasis, and proportion to create landscapes that stand out. Whether designing for a residence or a commercial property, attendees will learn how to apply these concepts to elevate curb appeal, strengthen brand identity, and achieve lasting impact. Real-world examples and practical applications from North Carolina landscapes will highlight how thoughtful design goes beyond plant selection to create memorable and functional outdoor spaces.

1:00 - 1:50 PM

Soils: What Landscapers Need to Know



Approved: LC-1.0; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Dr. Don Edralin, NCDA&CS

This presentation offers a comprehensive guide to effective soil fertility management for homeowners and landscape professionals. Attendees will learn the step-by-step process of submitting soil samples to the NCDA&CS soil testing laboratory, including selecting the right tools, proper sampling techniques, using homeowner crop codes, and accurately completing sample information sheets. It will also cover how to access reports online and interpret soil test results, along with practical recommendations to address common fertility concerns. Participants will be better equipped to create and maintain thriving, sustainable lawns and landscapes.

2:00 - 2:50 PM

Don't Feed the Algae: Strategies to Help Stop Growing Blooms



Approved: PA-1.0 A,L,N,D,X; CPP-1.0

Gloria Putnam, NC Sea Grant

Algae are photosynthetic organisms naturally found in aquatic environments. Under the right conditions, they multiply to high concentrations called blooms. Some blooms are blue-green algae capable of producing toxins that can cause skin irritation, illness or in rare instances death in pets, livestock, and people. These blooms are known as harmful algal blooms or HABs. Since 2015, HABs appear to be on the rise in North Carolina come learn more about algae and blooms and what you can do.

3:00 - 3:50 PM

Not Just Pruning



Approved: LC-1.0; LA-0.83; ISA-0.75 Certified Arborist, Urban Forest; CPP-1.0

Alan Erwin, Panther Creek Nursery

Pruning is more than just making a few cuts—it's a foundational practice that influences tree health, structure, and long-term value. In this hands-on session, we'll go beyond the basics to explore the why behind the how. The instructor will bring live tree specimens to demonstrate techniques in real time, guiding attendees through the different steps of pruning and decision-making in the field.

From understanding growth habits and timing, to examining how production practices influence pruning needs, this session digs into the details that often go overlooked.

8:30 - 9:20 AM

Beneath the Bark: Identification and Management of (Exciting) Wood Boring Beetles



Approved: LC-1.0; PA-1.0 G,I,L,N,T,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Courtney Johnson, NCSU graduate student

The Asian longhorned beetle (ALB) and emerald ash borer (EAB) are two invasive, wood-boring beetles that threaten hardwood trees in natural and planted forests. While EAB was detected in NC in 2013, ALB has not yet been found in our state - but it is getting close! Learn about the biology, identification, and management of these two pests and how you can help stop them.

9:30 - 10:20 AM

Lord of the Flies: Spotted Lanternfly in NC



Approved: LC-1.0; PA-1.0 G,I,L,N,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Dr. Kelly Oten, NCSU

The spotted lanternfly isn't a fly at all— but it's wreaking havoc everywhere it goes. This talk explores spotted lanternfly biology, host plants, potential damage, and management options to consider as it continues to spread in our state.

10:30 - 11:20 AM

The Fungus Among Us



Approved: LC-1.0; LA-0.83; PA-1.0 G,I,L,N,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Laurie Reid, City of Charlotte Arborist

Finding mushrooms on or near trees can be a sign of decay or structural issues. In this session, we will explore key fungal species arborists should recognize in the field. You'll learn to identify the signs and symptoms of common decay fungi and understand their impact on tree health to help you make informed tree care decisions.

1:00 - 1:50 PM

Not Mulch Up



Approved: LC-1.0; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Bill Leake, Leake Tree Consulting Services

What is up with mulch? Is it good or bad, profitable or just an aesthetic for our clients. Lets take a wider look at mulch as a landscape tool.

2:00 - 2:50 PM

Rooted in Resilience: Managing Trees in Construction Projects



Approved: LC-1.0; LA-0.83; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Patrick Anderson, Rainbow EcoScience

Construction and development projects pose significant challenges to tree preservation, yet with the right strategies, trees and infrastructure can coexist. This session explores best practices for managing trees before, during, and after construction—from site planning and tree protection zones to post-construction recovery and monitoring.

3:00 - 3:50 PM

Proper Tree Planting Techniques



Approved: LC-1.0; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Dr. Keith O'Herrin, NCSU

Planting is the most important time in a tree's life, and you only get one chance to do it right. Learn correct tree planting techniques for several different types of stock (e.g., balled-and-burlapped, plastic pots) so that the trees you plant will live for decades or longer.

PESTS, WEEDS & DISEASES, *Guilford G*

8:30 - 9:20 AM

Defeating Persistent Weeds in Landscape Plantings



Approved: LC-1.0; PA-1.0 H,L,D,X; CPP-1.0

Dr. Joe Neal, NCSU

Perennial vines and woody weeds are persistent and hard to control in landscape plantings. But there are tools and strategies to successfully and selectively remove many of these pernicious pests. Many will require extra effort. We will discuss how to get rid of those weeds too. Dr. Neal will discuss effective herbicide and non-chemical options for controlling perennial vines, woody seedlings, and established woody weeds in landscape plantings. Selective and non-selective herbicides, selective application methods, as well as mechanical control will be discussed.

9:30 - 10:20 AM

What is New with Your Pesticide Certification and Training Rules



Approved: PA-1.0 A,B,G,H,I,L,M,N,O,T,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Travis Snodgrass, John Feagans, NCDA&CS

This session will cover everything you need to know about the background, implementation, and enforcement of the new NCDA&CS certification & training rule changes for pesticide applicators. These changes include new formalized and required training for those being supervised by a licensed applicator, recordkeeping for training, new regulations for supervision, changes to license categories, additional training required for all NC pesticide license holders, and several other changes.

10:30 - 11:20 AM

Beauty and the Feast: Elm Zigzag Sawfly and Other Defoliators of Ornamentals



Approved: LC-1.0; PA-1.0 G,I,L,N,T,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Delaney Serpan, NCSU graduate student

This talk will provide an overview of native and invasive defoliators in North Carolina, including elm zigzag sawfly. Learn about the identification and management of key pests in landscape settings.

1:00 - 1:50 PM

Let's Talk About Pesticides and Pollinators



Approved: LC-1.0; PA-1.0 K,L,N,O,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Amanda Bratcher, NCSU

There is a lot of misinformation about pesticides and how pesticides impact pollinators and the environment on the Internet. The research shows that pesticides impact pollinators and insects, but it's the "how" that people usually need help with. We are here to talk about the basic facts about pesticides for green industry professionals: mainly covering what pesticides are; how to read a label; how to learn more about pesticides and pesticide safety; and some basic Integrated Pest and Pollinator Management strategies.

2:00 - 2:50 PM

Japanese Maple Scale Management in the Landscape



Approved: LC-1.0; PA-1.0 G,I,L,N,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Dr. Karla Adesso, TSU

This presentation will cover Japanese maple scale biology, identification, biological and chemical control. It will also cover management plans for scouting, prevention and clean-up of heavy infestations.

3:00 - 3:50 PM

Natural Pest Controls



Approved: LC-1.0; PA-1.0 L,N,D,X; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Science; CPP-1.0

Eric Jones, TurfTeacher Inc.
















This course is about using natural controls in nature to help us with pest management. An in-depth overview of natural pest control methods and their role in integrated pest management (IPM) programs. Participants will learn how to identify common pests and apply effective biological, cultural, and mechanical controls as alternatives to traditional chemical pesticides.

Topics include the use of beneficial insects (e.g., lady beetles, parasitoid wasps), microbial pesticides (e.g., *Bacillus thuringiensis*), habitat manipulation, traps, and organic-approved materials. The course emphasizes pest monitoring, thresholds, and environmentally sound decision-making to minimize pesticide resistance and protect non-target organisms, including pollinators.

By the end of the session, applicators will understand how to incorporate natural controls into their pest management plans to improve efficacy, sustainability, and regulatory compliance.


WEDNESDAY, JANUARY 21, 2026

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

EDUCATION TRACKS	BUSINESS OPERATIONS	LANDSCAPE OPERATIONS	IRRIGATION	TURF MANAGEMENT	GROWERS
Location	Guilford D	Guilford E	Guilford F	Guilford G	Auditorium II
8:30 - 9:20 AM	Exiting 101 Setting Yourself up for a Successful Transition <i>Liz Vetter, James Gorzynski, Philip Kolb, New Leaf Brokerage</i> 	PPE Transportation Storage and Security of Pesticides <i>Eric Jones, Turf Teacher, Inc.</i> 	There's a Fire in the Wire <i>Jason Shanabarger, The Toro Company/ Unique Lighting</i> 	How to Save Money in Turfgrass Management <i>Dr. Ray McCauley, NCSU</i> 	Management of Japanese Maple Scale and Other Pests Threatening Container Production <i>Dr. Karla Adesso, TSU</i> 
9:30 - 10:20 AM	Sales Manager Vs. Sales Leader: Which Are You? <i>Rayne Gibson, Taproots Horticulture Consulting</i> 	Landscape Under Siege: Identifying and Reporting New Invasive Pests <i>Amy Michael, Dr. HT Tseng, Josie Pasche, NCDA&CS</i> 	There's a Fire in the Wire: Tools for Advanced Troubleshooting <i>Jason Shanabarger, The Toro Company/ Unique Lighting</i> 	You Pick the Pests: Turf Insect Edition <i>Dr. Terri Billeisen, NCSU</i> 	Selling Solutions, Not Just Plants: Rethinking Value in the Green Industry <i>David Hoffman, Hoffman Nursery</i> 
10:30 - 11:20 AM	What We Learned from Hurricane Helene <i>Bill Jones, Carolina Native Nursery</i> 	Eliminating Murder: How Not to Kill Plants <i>Bryce Lane, Horticulturist</i> 	Understanding Soil-Plant-Water Relationships for Optimal Scheduling <i>Dr. Grady Miller, NCSU</i> 	New Challenges and Changes Ahead with Turf Pesticides <i>Dr. Travis Gannon, NCSU</i> 	Get the Most Out of Preemergence Herbicide Programs in Container Nurseries <i>Dr. Joe Neal, NCSU</i> 


11:30 AM - 12:00 PM: Lunch, available on a first-come, first-served basis
















12:00 - 12:50 PM: Keynote Presentation

Rayne Gibson, Taproots Horticulture Consulting  Approved: LCB-1.0; ICB-1.0; CPP-1.0

Passion is Not Leadership









In this thought-provoking keynote, we will debunk the myth and delve into the intricate layers that truly define exceptional leadership. Embark on a Paradigm-Shift Journey: Discover the power of passion as a driving force, but go beyond the surface to explore why it's not the sole ingredient for effective leadership. Illuminate the Pitfalls: Explore the limitations of passion-driven leadership and learn from real-world examples where passion alone fell short in the face of leadership challenges. Unlock the Components of True Leadership: Dive deep into the essential qualities of successful leaders, from emotional intelligence to strategic vision and team collaboration. Nurture Your Leadership Growth: Walk away with practical insights and actionable strategies to develop and enhance your leadership skills, ensuring you are equipped to lead with purpose and impact. Ignite Your Leadership Potential: This keynote isn't just a speech; it's a call to action! Be inspired to transcend the passion paradigm and embrace the multifaceted dimensions of true leadership.



EDUCATION TRACKS	EXPLORING REGIONAL PLANTS	LANDSCAPE OPERATIONS	IRRIGATION	TURF MANAGEMENT	GROWERS
Location	Guilford D	Guilford E	Guilford F	Guilford G	Auditorium II
1:00 - 1:50 PM	Southern Stars - Native Trees and Shrubs that Work in Real Landscapes <i>Mark Weathering, JCRA</i> 	Pond Management and its Relation to Turf and Plant Health <i>Trent Nelson, Kasco Marine</i> 	Advanced Troubleshooting: Electrical Diagnostics for Irrigation Systems <i>Maggie Sarvor, Tucor</i> 	Diagnosis and Management of Turfgrass Diseases in the Landscape <i>Lee Butler, NCSU</i> 	Labor Saving Innovations in Nursery Production <i>Dr. Anthony LeBude, NCSU</i> 
2:00 - 2:50 PM	Native Perennials for the Shady Site <i>Shannon Currey, Izel Plants</i> 	Water-Wise by Design: Creating Sustainable Landscapes in North Carolina <i>Amy Mead, NCSU</i> 	Drip Irrigation for Shrubs, Flower Beds, and Groundcovers <i>JB Liefert, SiteOne</i> 	Turfgrass Weed Management: Identification, Control Strategies, and Emerging Technologies <i>Dr. Navdeep Godara, NCSU</i> 	Soiless Substrates for Nursery Production: Trends, Innovations, and Management Strategies <i>Dr. Brian Jackson, NCSU</i> 
3:00 - 3:50 PM	Adding Native Plants and Conservation Landscaping to Your Services <i>Gloria Putman, NCSU Amy Mead, NCSU</i> 	Zen and the Art of Landscape Maintenance <i>Tom Joyce, Tom Joyce Consulting</i> 	Applying Pump Station Curves in the Field <i>Lee Barnwell, SiteOne</i> 	Precision Turfgrass Management for Optimized Pest Management <i>Dr. Qiyu Zhou, NCSU</i> 	New Plant Showcase 

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)

Marketplace attendees cannot earn Continuing Education Units (CEUs) by walking the trade show floor. CEUs can be earned by attending the approved Marketplace Demonstrations. See page 32 for details.

BUSINESS OPERATIONS & EXPLORING REGIONAL PLANTS, *Guilford D*

8:30 - 9:20 AM

Exiting 101 | Setting Yourself up for a Successful Transition



Approved: LCB-1.0; ICB-1.0; CPP-1.0

Liz Vetter, James Gorzynski, Philip Kolb, New Leaf Brokerage

This session will walk you through how to exit your small business with maximum profit and minimal stress. We'll explore the key players involved, the 8 drivers of business value, and what buyers are really looking for. You'll learn practical strategies you can start using now to boost your valuation and improve your exit outcome. We'll cover real-world case studies, how to rate your own business, and how long a sale can take. Plus, you'll get best practices for creating a smooth transition. Whether you're looking to sell soon or in the future, this session is your roadmap to a successful exit.



9:30 - 10:20 AM

Sales Manager Vs. Sales Leader: Which Are You?



Approved: ICB-1.0; CPP-1.0

Rayne Gibson, Taproots Horticulture Culture

Many nurseries and landscapers rely on sales managers who focus on oversight, reporting, and tasks. But growth depends on cultivating sales leaders who inspire, develop, and drive performance. This session explores the difference between managing processes and leading people, showing how leadership creates stronger teams, healthier cultures, and higher revenue. Attendees will leave with practical strategies to elevate managers into leaders who influence results far beyond the sales desk.

What You'll Learn:

- The key differences between a sales manager and a sales leader
- Why nurseries stall when managers only "keep score" instead of coaching growth
- How leadership shifts improve staff motivation, customer trust, and profitability
- Simple steps to start transforming managers into leaders today
- Real-world examples of leadership behaviors that nurture long-term success

It's time for owners and managers to ask: do we have sales managers or sales leaders? This session challenges you to rethink how you build, support, and empower your teams. Walk away ready to plant the seeds of leadership that will sustain your business growth for years to come.

10:30 - 11:20 AM

What We Learned from Hurricane Helene



Approved: ICB-1.0; ISA-0.75 Arborist, Urban Forest, BCMA-management; CPP-1.0

Bill Jones, Carolina Native Nursery

What Happened to Carolina Native Nursery when Hurricane Helene dropped 30" of rain in 3 days?

Find out:

- What we had in place prior.
- What we did in the first week.
- What happened in the first 3 months and what we should have done in addition.
- What funds were and are available.

Having a hurricane preparedness plan is a must. Find out if you have in place what is needed.

1:00 - 1:50 PM

Southern Stars - Native Trees and Shrubs that Work in Real Landscapes



Approved: LC-1.0; LA-0.83; ISA-0.75 Certified Arborist, Urban Forest, BCMA-Management; CPP-1.0

Mark Weatherington, JCRA

Native plants are often touted as better suited for our region, but the truth is that our landscapes provide anything but native conditions. No matter how much you love natives, they are only economically viable if they look great in a nursery container and thrive in the harsh conditions of urban and suburban landscapes. Let's look at some native species and selections which are proven performers and think about how they can be used in new ways.

2:00 - 2:50 PM

Native Perennials for the Shady Site



Approved: LC-1.0; LA-0.83; CPP-1.0

Shannon Currey, Izel Plants

Shady spaces in the landscape often get the mulch treatment or are planted with problematic spreaders like liriope or English ivy. Fortunately, there are a variety of native, herbaceous perennials that offer a powerful combination of visual appeal and ecological function. While few plants grow in the dense shade underneath evergreens, shade-tolerant species have developed strategies that allow them to do well in less than full-sun conditions. This session addresses the nature of shade and some of the physiological adaptations that shade-tolerant plants employ. Focusing on regionally native species and their cultivars, we'll take a close look at a selection of perennials, grasses, and sedges to understand why they're particularly helpful. We'll also highlight handy combinations and deer-resistant species that give you a range of options in creating beautiful, functional shade plantings.

3:00 - 3:50 PM

Adding Native Plants and Conservation Landscaping to Your Services



Approved: LC-1.0; LA-0.83; CPP-1.0

Gloria Putnam, Amy Mead, NCSU

Are clients asking you about adding native plants to their property? Looking to tap into this growing trend? Not sure what to think about, or how to get started? This session will help you answer these questions by sharing real-world examples from property owners and businesses that are either taking small steps in this direction or jumping all in. We'll also look at how landscapers can expand their services through recommending regionally appropriate plant choices for different site conditions and helping clients understand the long-term benefits and maintenance needs of native landscapes, turning today's interest in native plants into a practical and profitable part of your business.

LANDSCAPE OPERATIONS, *Guilford E*

8:30 - 9:20 AM

PPE Transportation Storage and Security of Pesticides



Approved: LCB-1.0; PA-1.0 A,G,H,I,L,N,D,X; ISA-0.75 Arborist, Urban Forest, BCMA-Management; CPP-1.0

Eric Jones, TurfTeacher Inc.

All about safety, storage and security of green industry pesticides. This session provides pesticide applicators with essential knowledge on the proper handling, transportation, storage, and security of personal protective equipment (PPE) used in pesticide operations. Improper management of PPE can lead to contamination, exposure risks, and regulatory violations. Participants will learn about key regulations governing PPE related to pesticide use, including requirements from the Worker Protection Standard (WPS) and product label instructions.

The session will cover best practices for:

- Transporting PPE to and from application sites without contamination.
- Storing PPE in clean, secure, and designated areas separate from pesticides.
- Preventing unauthorized access to PPE and ensuring PPE integrity.
- Recognizing when PPE should be cleaned, repaired, or replaced.

9:30 - 10:20 AM

Landscape Under Siege: Identifying and Reporting New Invasive Pests



Approved: LC-1.0; PA-1.0 G,H,I,L,N,D,X; ISA-0.75 Arborist, Urban Forest, BCMA-Science; CPP-1.0

Amy Michael, Dr. HT Tseng, Josie Pasche, NCDA&CS

Experts from the NCDA&CS Plant Industry Division will provide key updates on invasive pests and diseases impacting North Carolina's nurseries and landscapes. Learn about current and emerging threats—including invasive snails, box tree moth, spotted lanternfly, red imported fire ant, Asian long-horned beetle, yellow-legged hornet, and more. The session will also cover new and concerning plant diseases such as Vascular Streak Dieback and Beech Leaf Disease, with tips on symptom recognition and early detection. Green industry professionals play a critical role in identifying and reporting invasive species. Stay informed—your early observations are essential for protecting our industry.

10:30 - 11:20 AM

Eliminating Murder: How Not to Kill Plants



Approved: LC-1.0; LA-0.83; CPP-1.0

Bryce Lane, Horticulturalist

Gardening is a challenge! All too often we make gardening decisions that lead to plant death. With a little botanical knowledge, we can avoid the major pitfalls that lead to garden failure. In this talk we will talk about garden botany and how we can apply that knowledge in our own gardens.

1:00 - 1:50 PM

Pond Management and its Relation to Turf and Plant Health



Approved: PA-1.0 A,L,N,D,X; CPP-1.0

Trent Nelson, Kasco Marine

This session will cover the basics of pond management including algae and weed identification, basic water chemistry, and nutrient loading. Application methods and product selection. As well as proper selection of Aeration devices to improve water quality.

2:00 - 2:50 PM

Water-Wise by Design: Creating Sustainable Landscapes in North Carolina



Approved: LC-1.0; LA-0.83; PA-1.0 L,N,D,X; ISA-0.75 Arborist, Urban Forest, BCMA-Management; CPP-1.0

Amy Mead, NCSU

This presentation will guide participants through the fundamental principles of water-wise landscape design and plant selection. Attendees will explore strategies for creating resilient landscapes that thrive with less supplemental water. The presentation will cover drought tolerant species, how plant selection and cultural control is a critical part of Integrated Pest Management, and how to integrate design elements for water conservation and effective stormwater management.

3:00 - 3:50 PM

Zen and the Art of Landscape Maintenance



Approved: LC-1.0; LA-0.83; PA-1.0 L,X; CPP-1.0

Tom Joyce, Tom Joyce Consulting

To the untrained eye landscape maintenance looks like work. To the Zen mind, it is mediation in motion. Let's learn a new approach.

This session introduces Zen landscape maintenance as a low-input, mindful approach to managing outdoor spaces. Participants will learn how the principles of Zen gardening—such as working with nature to align closely with Integrated Pest Management (IPM) strategies and pesticide reduction goals.

The course will focus on how intentional design, proper plant selection, and mindful maintenance practices reduce pest pressure and the need for chemical interventions.

By blending aesthetics with ecological function, Zen landscape maintenance offers a sustainable model that meets both environmental and regulatory standards for landscape care.

IRRIGATION, Guilford F

Coordinated by the Carolinas Irrigation Association



8:30 - 9:20 AM

There's a Fire in the Wire



Approved: IC-1.0; LA-0.83; CPP-1.0

Jason Shanabarger, The Toro Company/ Unique Lighting

There's a Fire in the Wire" and we will be discussing where does electricity come from, understanding how to safely and effectively diagnose low-voltage electrical problems maximizes a contractor's proficiency and profitability while ensuring the health and safety of the public, Ohm's law, wire connections and what not to do when installing irrigation or lighting.

9:30 - 10:20 AM

There's a Fire in the Wire: Tools for Advanced Troubleshooting



Approved: IC-1.0; LA-0.83; CPP-1.0

Jason Shanabarger, The Toro Company/ Unique Lighting

Participants will learn to master advanced meter usage, including measuring resistance and amperage, and the use of specialized tools. The course focuses on diagnosing frustrating intermittent issues that only appear under specific conditions, like moisture or heavy loads. Through a systematic approach and real-world case studies, professionals will gain the skills to confidently solve even the most complex and tangled electrical faults in the field.

10:30 - 11:20 AM

Understanding Soil-Plant-Water Relationships for Optimal Scheduling



Approved: IC-1.0; LA-0.83; CPP-1.0

Dr. Grady Miller, NCSU

Learn how different soil types affect water infiltration and retention, plant water requirements, and practical methods for measuring and managing soil moisture to inform irrigation schedules.

1:00 - 1:50 PM

Advanced Troubleshooting: Electrical Diagnostics for Irrigation Systems



Approved: IC-1.0; LA-0.83; CPP-1.0

Maggie Sarvor, Tucor

Pinpointing and resolving common electrical issues in irrigation systems, including wiring faults, solenoid problems, controller malfunctions, and lightning protection.

2:00 - 2:50 PM

Drip Irrigation for Shrubs, Flower Beds, and Groundcovers



Approved: IC-1.0; LA-0.83; CPP-1.0

JB Liefert, SiteOne

Best practices for designing and installing efficient drip systems in dense planting areas. Topics include emitter selection and spacing, managing plant density, and effective water delivery to a complex root zone.

3:00 - 3:50 PM

Applying Pump Station Curves in the Field



Approved: IC-1.0; LA-0.83; CPP-1.0

Lee Barnwell, SiteOne

We rely on pump curves to select equipment that meets a project's performance requirements. But when that performance varies in the field, whose fault is it? The pump? The site? The installer? This course explores how to use the pump curve as a diagnostic tool in the field, verifying the essential information we think we know: pressure and flow. Join us for a serving of alphabet soup as we explore the relationships GPM, TDH, and NPSHa have with pump performance.

TURF MANAGEMENT, *Guilford G*

Coordinated by the NC Sod Producers



8:30 - 9:20 AM

How to Save Money in Turfgrass Management



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Dr. Ray McCauley, NCSU

Cost-effective and environmentally sound pest control strategies will be covered in this presentation. Attendees will learn the correct product selection and control strategies to maximize their profits and environmental responsibility. Specific turfgrass pests and control options will be presented for landscape, golf, and sports turf settings.

9:30 - 10:20 AM

You Pick the Pests: Turf Insect Edition



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Dr. Terri Billeisen, NCSU

In this seminar, participants vote from a list of turfgrass insect pests. We will review the top selected insects, their biology, monitoring strategies and management. Particular focus will be given to successful management approaches for cost-effective and environmentally-sound control.

10:30 - 11:20 AM

New Challenges and Changes Ahead with Turf Pesticides



Approved: LC-1.0; PA-1.0 H,L,N,D,X; CPP-1.0

Dr. Travis Gannon, NCSU

Pesticides are commonly incorporated into comprehensive pest management plans; however, pesticides have permeated news outlets in recent months and years. Unfortunately, much of the disseminated information has been misconstrued and/or contains misinformation and the scrutiny around their use will likely continue to increase in the future. While pesticides are an integral component of pest management plans, it's imperative for personnel to understand intricacies of how pesticides perform and behave to optimize efficacy without adversely affecting human or environmental health. It is also very important to keep up with the latest pesticide laws and pesticide registrations changes. In this session participants will learn about the latest upcoming pesticide registration changes as well as the fate and behavior of pesticides in a turfgrass environment. Information provided will be the latest NCSU pesticide research concerning how pesticides react in a turfgrass system.

1:00 - 1:50 PM

Diagnosis and Management of Turfgrass Diseases in the Landscape



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Lee Butler, 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.

2:00 - 2:50 PM

Turfgrass Weed Management: Identification, Control Strategies, and Emerging Technologies



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Dr. Navdeep Godara, NCSU

Weed management continues to be one of the most challenging aspects of maintaining high-quality turfgrass. This session will provide practical strategies for identifying common turfgrass weeds, reviewing current herbicide options and labels. Discussion around emerging precision herbicide application tools. Attendees will also be requested to participate in a short survey regarding weed management practices during the session.

3:00 - 3:50 PM

Precision Turfgrass Management for Optimized Pest Management



Approved: LC-1.0; PA-1.0 L,N,D,X; CPP-1.0

Dr. Qiyu Zhou, NCSU

Precision turfgrass management is reshaping how turf professionals maintain high-quality playing surfaces while advancing sustainability. This presentation will highlight emerging technologies and practices that support decision-making and more efficient use of resources, including pesticides use. Topics will include the use of remote sensing tools to develop site-specific management zones and large-scale mapping, as well as GPS-guided sprayers that improve application accuracy, reduce overlap, and minimize pesticide waste. Practical strategies will demonstrate how precision technologies can enhance turf performance, improve pest control efficiency, and protect the environment through optimized pesticide use.

GROWERS, Auditorium II

Coordinated by the JC Raulston Arboretum



8:30 - 9:20 AM

Management of Japanese Maple Scale and Other Pests Threatening Container Production



Approved: PA-1.0 L,N,D,X; CPP-1.0

Dr. Karla Adesso

This lecture explores effective strategies for identifying, monitoring, and managing Japanese maple scale and other key insect pests that pose significant threats to container-grown ornamental plants. Attendees will gain practical insights into integrated pest management (IPM) techniques tailored for nursery production systems.

9:30 - 10:20 AM

Selling Solutions, Not Just Plants: Rethinking Value in the Green Industry



Approved: LA-0.83; CPP-1.0

David Hoffman, Hoffman Nursery

In today's market, success is no longer about growing quality plants- it's about solving problems. From stormwater management and habitat restoration to landscape resilience and design trends, customers are looking for more than individual species; they want complete solutions. This talk explores how reframing plants as problem-solvers creates new opportunities for growers, designers, and green-industry professionals. Drawing on Hoffman Nursery's journey of expanding product lines and focusing on customer-driven outcomes, we'll look at practical ways to shift sales conversations, tailor product mixes, and build long-term partnerships. Attendees will leave with actionable ideas to transform the way they position plants in the marketplace and the way they think about their own businesses.

10:30 - 11:20 AM

Get the Most Out of Preemergence Herbicide Programs in Container Nurseries



Approved: PA-1.0 L,N,D,X; CPP-1.0

Dr. Joe Neal, NCSU

In this presentation Dr. Neal will discuss strategies to improve efficiency and reduce the costs of weed control in container nurseries. Strategies include optimizing herbicide selections, optimizing application uniformity using hand-held and aerial applicators, and reducing reliance on labor for hand weeding.

1:00 - 1:50 PM

Labor Saving Innovations in Nursery Production



Approved: CPP-1.0

Dr. Anthony LeBude, NCSU

This lecture highlights cutting-edge labor-saving technologies and practices designed to increase efficiency and reduce manual workload in nursery production.

2:00 - 2:50 PM

Soiless Substrates for Nursery Production: Trends, Innovations, and Management Strategies



Approved: CPP-1.0

Dr. Brian Jackson, NCSU

The growing media industry is facing many challenges in regard to cost, availability, and sustainability. With challenges come opportunities. This presentation will summarize new developments, products, and crop management strategies for nursery crop producers.

3:00 - 3:50 PM

New Plant Showcase



Approved: CPP-1.0

Panel Discussion

Join us for a lightning round of new plants in the trade. If you have a new introduction and would like to participate, send inquiries to mweathi@ncsu.edu for more information.