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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	<b>Be at Your Best Every Day: 5 Principles to Consistent Sales Success</b> David Fellman, <i>David Fellman &amp; Associates</i> 	<b>Is it Warm in Here? A Practical Approach to Landscaping in Our Changing Climate</b> Bryce Lane, <i>Horticulturalist</i> 	<b>Beneath the Bark: Identification and Management of (Exciting) Wood Boring Beetles</b> Courtney Johnson, <i>NCSU graduate student</i> 	<b>Defeating Persistent Weeds in Landscape Plantings</b> Dr. Joe Neal, <i>NCSU</i> 
9:30 - 10:20 AM	<b>Green Industry Safety</b> Andy Sterlen, <i>NCDOL</i> 	<b>The Dirt on Policy: What Lawmakers Are Planting in Your Industry?</b> Ashley Thomas, <i>Farm Bureau</i> 	<b>Lord of the Flies: Spotted Lanternfly in NC</b> Dr. Kelly Oten, <i>NCSU</i> 	<b>What's New with Your Pesticide Certification and Training Rules</b> Travis Snodgrass, John Feagans, <i>NCSU</i> 
10:30 - 11:20 AM	<b>Financial Mastery: Navigating Excellence in Accounting and Finance</b> David Whittaker, <i>EquiScope Business Advisors, LLC</i> 	<b>Beyond Plants: Exploring the Elements and Principles of Landscape Design</b> Dr. Jennifer Bradley, <i>UMO</i> 	<b>The Fungus Among Us</b> Laurie Reid, <i>City of Charlotte Arborist</i> 	<b>Beauty and the Feast: Elm Zigzag Sawfly and Other Defoliators of Ornamentals</b> 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	<b>Dr. Melinda Knuth, NC State University</b>  Approved: LCB-1.0; LA-0.83; ICB-1.0; CPP-1.0 <b>Green Means Growth: The Economic Impact of the NC Green Industry</b> <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	<b>Know to Grow: Top Nutritional Issues</b> Dr. Brian Whipker, <i>NCSU</i> 	<b>Soils: What Landscapers Need to Know</b> Dr. Don Edralin, <i>NCSU</i> 	<b>Not Mulch Up</b> Bill Leake, <i>Leake Tree Consulting Services</i> 	<b>Let's Talk About Pesticides and Pollinators</b> Amanda Bratcher, <i>NCSU</i> 
2:00 - 2:50 PM	<b>Planting with Purpose: Making Sustainability Work for Your Business</b> Dr. Melinda Knuth, <i>NCSU</i> 	<b>Don't Feed the Algae: Strategies to Help Stop Growing Blooms</b> Gloria Putnam, <i>NC Sea Grant</i> 	<b>Rooted in Resilience: Managing Trees in Construction Projects</b> Patrick Anderson, <i>Rainbow EcoScience</i> 	<b>Japanese Maple Scale Management in the Landscape</b> Dr. Karla Adesso, <i>TSU</i> 
3:00 - 3:50 PM	<b>Strategies for Insect Control in the Greenhouse</b> Cam Coor, <i>Triangle Chemical</i> 	<b>Not Just Pruning</b> Alan Erwin, <i>Panther Creek Nursery</i> 	<b>Proper Tree Planting Techniques</b> Dr. Keith O'Herrin, <i>NCSU</i> 	<b>Natural Pest Controls</b> 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

**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.**