

# 2019 Cultivate Conference Sessions

| Session Title  | Date and Time               | Location | Track  | Speaker(s)  |
|--|-----------------------------|----------|--|---|
| Garden Retail Tour   | 07/13/2019<br>7:00 - 04:00  |          | Garden Retail  |   |
| Greenhouse Production Tour   | 07/13/2019<br>7:00 - 05:00  |          | Greenhouse   |   |
| Nursery Production Tour  | 07/13/2019<br>7:00 - 06:00  |          | Nursery  |   |
| Creating A Modern Garden Center Workshop                                       | 07/13/2019<br>7:45 - 04:00  |          | Business Plus   Garden Retail  | Katie Dubow; Creative Director; Garden Media Group   Martina Mensing-Meckelburg; President of the german gardencenter association; Verband Deutscher Garten-Center e.V.   Christopher Satch; Director of Plant Science and Education; The Sill   Jessie Jacobson; President/Owner; Tonkadale Greenhouse   Tammy Behm; Owner and Managing Director; May Pop Shop |
| Biocontrols Workshop: The How-to's of Quality Control and Application Methods. | 07/13/2019<br>8:00 - 05:00  |          | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting   Rose Buitenhuis; Research Scientist Biological Control; Vineland Research and Innovation Centre   |
| Identification of Greenhouse Insect and Mite Pests                             | 07/13/2019<br>9:00 - 10:00  |          | Greenhouse   Pesticide Re-certification  | Raymond Cloyd; Professor; Kansas State University   |
| Root It or Shoot It?   | 07/13/2019<br>9:00 - 10:00  |          | Greenhouse   | Lloyd Traven; Owner; Peace Tree Farm  |
| CareerUP – Setting You UP for Future Success                                   | 07/13/2019<br>9:00 - 05:00  |          | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC   John Kennedy; Owner; John Kennedy Consulting   Neal Glatt; Managing Partner; GrowTheBench  |
| Flowering Annuals and Perennials When You Want!                                | 07/13/2019<br>10:15 - 11:15 |          | Greenhouse   | John Erwin; Professor; University of Minnesota  |
| Shipping Air Costs Money: How Logistics Technology Helps                       | 07/13/2019<br>10:15 - 11:15 |          | Greenhouse   | Greg Lafferty; Senior Account Executive; Practical Software Solutions   |

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| Grower Math: Time and Space   | 07/13/2019<br>11:30 - 12:30 |  | Greenhouse   | Will Healy; Senior Technical & research Manager; Ball Horticultural Company                                       |
| New Biological Solutions: Implications for Greenhouse IPM   | 07/13/2019<br>11:30 - 12:30 |  | Greenhouse   | Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre |
| Research and Innovation Tour  | 07/13/2019<br>1:00 - 05:30  |  | Business Plus  |   |
| Safe and EFFECTIVE Biocontrol and Environmental Strategies for Successful Herb and Basil Production | 07/13/2019<br>1:30 - 02:30  |  | Greenhouse   Pesticide Re-certification  | Lloyd Traven; Owner; Peace Tree Farm  |
| Turning Plants, People, and Predicaments into Profits   | 07/13/2019<br>1:30 - 02:30  |  | Greenhouse   |   |
| Fertigation, pH and Irrigation Control for Greenhouses  | 07/13/2019<br>2:45 - 03:45  |  | Greenhouse   | Michael Bogolawski; National Manager for the Agriculture Division ; Hanna Instruments                             |
| How to launch a sustainable Seasonal Color Program  | 07/13/2019<br>2:45 - 03:45  |  | Landscape  |   |
| Shipping Logistics for Greenhouse, Nursery and Garden Retail  | 07/13/2019<br>2:45 - 03:45  |  | Greenhouse   Nursery   Garden Retail   | Gary Cortes; Founding Partner; Flowvision LLC   |
| Fungicides: the Tools for Counteracting Many Plant Diseases   | 07/13/2019<br>4:00 - 05:00  |  | Greenhouse   Nursery   Pesticide Re-certification  | Ann Chase; Dr.; Chase Agricultural Consulting   Margery Daughtrey; Senior Extension Associate; Cornell University |
| Landscape Design 101: Curb Appeal Makeovers!  | 07/13/2019<br>4:00 - 05:00  |  | Landscape  | Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens  |
| Substrates: Design, Build, and Maintain   | 07/13/2019<br>4:00 - 05:00  |  | Greenhouse   | Brian Jackson; Professor; North Carolina State University   |
| The Nuts and Bolts of Keeping Roots on Your Crops!  | 07/13/2019<br>4:00 - 05:00  |  | Greenhouse   Nursery   | John Erwin; Professor; University of Minnesota  |
| OSU Cultivar Trials   | 07/13/2019<br>5:00 - 07:00  |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next |   |

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| 20/20 Vision: See Into The Future with Garden Trends                 | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Katie Dubow; Creative Director; Garden Media Group  |
| It's the Little Things That Add Up                                   | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   | Brian Krug; Head Grower; Corteva Agrisciences   James Gibson; Technical Representative; Syngenta                                    |
| Pricing Strategies That Win, Work & Achieve Financial Success        | 07/14/2019<br>9:30 - 10:30  |  | Interior Plantscape  | Matt Nelson; Senior Vice President; National Interiorscape Network   Bill Fensterer; Vice President; National Interiorscape Network |
| Proven Perennials: Trial Update from Chicago Botanic Garden          | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   Landscape  <br>Nursery  | Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden   |
| Success with Seed Perennials   | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   Nursery   | Chris Fifo; Product Representative; Darwin Perennials/Kieft Seed  |
| The New Way to Communicate in Business in 2019                       | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Neal Glatt; Managing Partner; GrowTheBench  |
| Redheaded Flea Beetle, Systema Frontalis, the Native Invasive Insect | 07/14/2019<br>10:00 - 10:30 |  | Landscape   Nursery  <br>Pesticide Re-certification  | Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware   |
| Branding   | 07/14/2019<br>10:45 - 11:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail                      | Brad Ness; Owner; Blue Laser Digital  |
| Building a Sustainable Horticulture Business                         | 07/14/2019<br>10:45 - 11:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Kathy Fediw; President; Johnson Fediw Associates  |
| Importance of Algae Control on Hard Surfaces and Crops               | 07/14/2019<br>10:45 - 11:45 |  | Greenhouse   Pesticide<br>Re-certification   | Ann Chase; Dr.; Chase Agricultural Consulting   |
| Perennial Production: Better Baptisia and Problem-Free Panicum       | 07/14/2019<br>10:45 - 11:45 |  | Greenhouse   Nursery   | Laura Robles; Trials Manager; Walters Gardens   Bill Hall; Head Grower; Hoffman Nursery, Inc.                                       |

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| Plant Parenting: Connect & Cultivate Plant-Keeping Trends and Marketing | 07/14/2019<br>10:45 - 11:45 |  | Garden Retail  | Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC   |
| Plotting for Crop Height Management: Graphical Tracking                 | 07/14/2019<br>10:45 - 11:45 |  | Greenhouse   | Kimberly Williams; Professor of Greenhouse Management; Kansas State University   |
| Winning the Battle with Rose Rosette Disease                            | 07/14/2019<br>10:45 - 11:45 |  | Landscape   Nursery   Pesticide Re-certification   | Mark Windham; Professor and Distinguished Chair; University of Tennessee   |
| Ship Plants Legally With Ease   | 07/14/2019<br>11:00 - 11:20 |  | Nursery  | Thomas Buechel; Compliance Officer; Nature Hills Nursery, Inc.   |
| Creating a Modern Workforce: A 21st Century Way to Manage               | 07/14/2019<br>11:00 - 12:30 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next                 | Neal Glatt; Managing Partner; GrowTheBench   |
| Pollinators: What's the Current Buzz?                                   | 07/14/2019<br>11:30 - 11:50 |  | Landscape   Nursery  | Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @ Rutgers University  |
| Up-Date on Pesticides for Use in Greenhouse Production Systems          | 07/14/2019<br>11:30 - 12:00 |  | Greenhouse   Pesticide Re-certification  | Raymond Cloyd; Professor; Kansas State University  |
| Cultivate Town Hall: Retaining Talent in the Horticulture Industry      | 07/14/2019<br>12:00 - 01:15 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | John Kennedy; Owner; John Kennedy Consulting   Lloyd Traven; Owner; Peace Tree Farm   Tammy Behm; Owner and Managing Director; May Pop Shop   Mason Day; Co-Founder; GrowIt!   Lauren Kirchner; Director of Sales & Marketing; Spring Creek Growers   Chelsea Mahaffey; Fellow; Longwood Gardens |
| Conveyors are Not Workstations  | 07/14/2019<br>1:30 - 01:50  |  | Greenhouse   Nursery   | Gary Cortes; Founding Partner; Flowvision LLC  |
| Biopesticides and Beneficials. How to Use Them Together.                | 07/14/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting  |
| Demystifying E-commerce: Selling Plants On-line                         | 07/14/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery   | Trent Minneman; Chief Operations Officer; Nature Hills Nursery, Inc.   |
| Gardening By Your Personality   | 07/14/2019<br>1:30 - 02:30  |  | Landscape  | Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens   |
| Leveraging Your Key Financial Measures                                  | 07/14/2019<br>1:30 - 02:30  |  | Interior Plantscape  | Bill Fensterer; Vice President; National Interiorscape Network   |
| Past Reflections and New Visions for the Interiorscape Industry         | 07/14/2019<br>1:30 - 02:30  |  | Interior Plantscape  |  |

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| Plant Parenting: Panel Discussion with Plant Consumers   | 07/14/2019<br>1:30 - 02:30 |  | Garden Retail  | Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC   Darryl Cheng; Creator; House Plant Journal   failla Maria; Founder and Host; Bloom & Grow Radio Podcast   Summer Rayne Oakes; Founder; Homestead Brooklyn     |
| Pollinator Protection, Pesticide Stewardship and Best Management Practices - A Panel Discussion Amongst Industry Experts | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next   Pesticide<br>Re-certification | Jill Calabro; Science & Research Programs Director; AmericanHort & HRI   Caydee Savinelli; Pollinator and IPM Stewardship Lead; Syngenta   Joe Chamberlin; Product Development Manager; Valent   Frank Wong; Senior Regulatory Affairs Consultant; Bayer |
| Pricing Your Product to Sell   | 07/14/2019<br>1:30 - 02:30 |  | Business Plus   Garden Retail  | Sid Raisch; Owner; Horticultural Advantage   |
| The 5 Levels of Leadership: Where Do You Stand?  | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next                                 | Neal Glatt; Managing Partner; GrowTheBench   |
| The Attraction and Retention of Top Talent   | 07/14/2019<br>1:30 - 02:30 |  | Landscape  | John Kennedy; Owner; John Kennedy Consulting   |
| The Challenges of Greenhouse Strawberry Production   | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   | Sarah Gunn; Head Grower; De Jong Greenhouses   |
| Transplanting Cuttings by Hand and Robotics  | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Nursery   | Paul Fisher; Professor & Extension Specialist; University of Florida   Mike Goyette; Operations Manager; Pleasant View Gardens   Gail Berner; Manager, Propagation; Spring Meadow Nursery  |
| How to Succeed in Urban Agriculture  | 07/14/2019<br>2:00 - 02:20 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next                                 | Andrew Carter; Co-Founder & CEO; Smallhold   |
| Quick Update on Emerging Pathogens in Greenhouse and Nursery Crops   | 07/14/2019<br>2:00 - 03:00 |  | Greenhouse   Nursery   | Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science   |
| Irrigation Basics  | 07/14/2019<br>2:30 - 02:50 |  | Nursery  | James Owen; Associate Professor & Extension Specialist; Virginia Tech  |

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| Mealybug Management: What Can You Do to Avoid Problems with this 'Sneaky Pest?'   | 07/14/2019<br>2:30 - 03:30 |  | Nursery   Pesticide Re-certification   | Raymond Cloyd; Professor; Kansas State University  |
| Grow Low, Yield High: Fundamentals of LED Lighting and Innovative Grow Strategies | 07/14/2019<br>2:44 - 03:15 |  | Greenhouse   |  |
| Biostimulants: Another Tool for the Grower's Toolbox                              | 07/14/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery   | Michelle Jones; Professor and DC Kiplinger Floriculture Chair; The Ohio State University   Neil Mattson; Associate professor and greenhouse extension specialist; Cornell University   Nathan Nordstedt; PhD Candidate; Ohio State University      |
| Branching Out with PGR's  | 07/14/2019<br>2:45 - 03:45 |  | Greenhouse   Pesticide Re-certification  | Joyce Latimer; Professor and Extension Specialist; Virginia Tech   Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University   Brian Whipker; Professor of Floriculture; North Carolina State University |
| Interior Plantscaping Design Trends & Practices from Around the World             | 07/14/2019<br>2:45 - 03:45 |  | Interior Plantscape  | Kathy Fediw; President; Johnson Fediw Associates   |
| Photography of Plants: An Interactive Session                                     | 07/14/2019<br>2:45 - 03:45 |  | Business Plus   Garden Retail  | Kitty Munger; Communications Consultant; Munger Ink  |
| Seed Your Future—Progress Toward a Full Employment Pipeline                       | 07/14/2019<br>2:45 - 03:45 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next                 | Susan E. Yoder; Executive Director; Seed Your Future   |
| What's The Big Deal about Green Infrastructure and Functional Landscapes?         | 07/14/2019<br>2:45 - 03:45 |  | Landscape   Nursery  |  |
| More Profit Through Pricing   | 07/14/2019<br>2:45 - 04:15 |  | Business Plus   Garden Retail  | Steve Bailey; Retail Financial Consultant for the Garden Center Industry; Steve Bailey Consulting, LLC   |
| International Garden Center Tour: Tales from Prague                               | 07/14/2019<br>3:00 - 03:20 |  | Garden Retail  | Bridget Behe; Professor of Horticultural Marketing; Michigan State University  |
| Gaining Influence: 3 Essential Millennial Actions to Advance                      | 07/14/2019<br>3:00 - 04:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Neal Glatt; Managing Partner; GrowTheBench   |

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| Only the Best: Top-rated Perennial Plants  | 07/14/2019<br>3:30 - 03:50 |  | Greenhouse   Landscape   Nursery   Business Plus   Garden Retail   Generation Next                       | Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden   |
| Managing Growth of Herbaceous Perennials with PGR Drenches                               | 07/14/2019<br>3:30 - 04:00 |  | Greenhouse   Nursery   Pesticide Re-certification  | Joyce Latimer; Professor and Extension Specialist; Virginia Tech  |
| Engaging Elementary Students into Science-based Agriculture                              | 07/14/2019<br>4:00 - 04:20 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Winston Dunwell; Extension Horticulture Specialist for Nursery Crops; University of Kentucky  |
| Botrytis in Greenhouse Production  | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Pesticide Re-certification  | Mary Hausbeck; University Distinguished Professor and Plant Pathology Extension Specialist; Michigan State University                   |
| Creating Fantastic Planting Designs - A Panel Discussion Between Growers and Landscapers | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Landscape   Nursery   | Dana Massey; President; PLANTWORKS NURSERY   Leslie Herndon; Vice President of Operations; Greenscape Inc.                              |
| Early Intervention: The Key to Biocontrol Success  | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   Pesticide Re-certification  | Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre                       |
| Mighty Mycorrhizae: Nutrient Management Using Friendly Fungi                             | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   | Alexander Way; Technical Representative; Mycorrhizal Applications   Leonardo Casieri; Global Research Manager; Mycorrhizal Applications |
| Nitrogen Management for Nurseries  | 07/14/2019<br>4:00 - 05:00 |  | Nursery  | Lorence Oki; Specialist in Cooperative Extension; Department of Plant Sciences, University of California, Davis                         |
| Performance Based Web Design   | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail                   | Ben Dils; Director of Marketing; Blue Laser Digital   |
| Plantscape Designs: From Concept to Contract   | 07/14/2019<br>4:00 - 05:00 |  | Interior Plantscape  | Michelle Marquez; Director of Design and Development; Botanical Designs   |
| The One Hour Strategic Plan  | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | John Kennedy; Owner; John Kennedy Consulting  |
| Cultivate's 90th Anniversary Celebration   | 07/14/2019<br>4:00 - 06:00 |  |  |   |

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| International Interior<br>Plantscape Awards & Hall of<br>Fame Induction             | 07/14/2019<br>6:00 - 09:00  |  | Interior Plantscape   | Kathy Fediw; President; Johnson Fediw Associates   |
| A Step Above the Rest:<br>Setting Your Landscape<br>Company Apart                   | 07/15/2019<br>9:45 - 10:45  |  | Landscape   |  |
| Capturing the Hearts and<br>Loyalty of Today's Plant<br>Parents                     | 07/15/2019<br>9:45 - 10:45  |  | Garden Retail   | Will Heeman; Chief Daymaker; Heemans   |
| Control of Root Rots &<br>Fusarium Wilts  | 07/15/2019<br>9:45 - 10:45  |  | Greenhouse   Nursery  <br>Pesticide Re-certification  | Margery Daughtrey; Senior Extension Associate; Cornell<br>University   |
| From Grower to Client:<br>Handling and Managing your<br>Interiorscape Plants        | 07/15/2019<br>9:45 - 10:45  |  | Interior Plantscape   |  |
| How To Deal With Insect And<br>Mite Pests of Interior<br>Plantscapes                | 07/15/2019<br>9:45 - 10:45  |  | Interior Plantscape   Pesticide<br>Re-certification   | Raymond Cloyd; Professor; Kansas State University  |
| IR-4 Program: New Products<br>and Upcoming Actives for<br>Disease & Pest Management | 07/15/2019<br>9:45 - 10:45  |  | Nursery   | Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @<br>Rutgers University   |
| Putting Success in Your<br>Succession Plan  | 07/15/2019<br>9:45 - 10:45  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Garden Retail  <br>Generation Next | John Kennedy; Owner; John Kennedy Consulting   |
| The Importance of Cultivar<br>Testing for Boxwood Blight                            | 07/15/2019<br>9:45 - 10:45  |  | Landscape   Nursery   | Jill Calabro; Science & Research Programs Director;<br>AmericanHort & HRI   James LaMondia; Chief Scientist; CT<br>Agricultural Experiment Station   Bennett Saunders; Please<br>Update; Saunders Brothers |
| Visual Merchandising<br>Workshop  | 07/15/2019<br>9:45 - 11:15  |  | Garden Retail   | Joe Baer; Founder and CEO; ZenGenius, Inc.   |
| Managing and Improving<br>Plant Vigor with PGR's                                    | 07/15/2019<br>9:45 - 11:45  |  | Greenhouse   Pesticide<br>Re-certification  | Joyce Latimer; Professor and Extension Specialist; Virginia Tech  <br>Brian Whipker; Professor of Floriculture; North Carolina State<br>University   |
| Working Smarter, Not Harder,<br>with Host Resistance in<br>Ornamentals              | 07/15/2019<br>10:00 - 10:20 |  | Greenhouse   Landscape  <br>Nursery   | Mark Windham; Professor and Distinguished Chair; University of<br>Tennessee  |



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| Hot Topics in Growing Media: Wood and Water   | 07/15/2019<br>10:00 - 10:30 |  | Greenhouse   | Brian Jackson; Professor; North Carolina State University  |
| The Economics of LED Supplemental Lighting for Greenhouses                              | 07/15/2019<br>10:30 - 10:50 |  | Greenhouse   | Chuck DeMilo; VP, Marketing; Thrive Agritech, Inc.   |
| Measuring Leachate to Manage Irrigation   | 07/15/2019<br>10:45 - 11:15 |  | Nursery  | Lorence Oki; Specialist in Cooperative Extension; Department of Plant Sciences, University of California, Davis  |
| Ignite! With the HortScholars   | 07/15/2019<br>11:00 - 11:50 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next |  |
| Are Your Performing at Your Best? Reaching Ultimate Client Satisfaction and Team Buy-in | 07/15/2019<br>11:00 - 12:00 |  | Landscape  |  |
| Ask the Biocontrol Experts: For Beginners   | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting   Ronald J. Valentin; Director of Technical Business, BCA; BioWorks Inc.   Sarah Jandricic; Greenhouse Floriculture IPM Specialist, Ontario; Ontario Ministry of Agriculture, Food, and Rural Affairs   Lola Siboldi; Grower Manager; Rocket Farms |
| Horticultural Math  | 07/15/2019<br>11:00 - 12:00 |  | Interior Plantscape  | Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert  |
| Nutrient and Water Management in Field, Nursery and Greenhouse in the 21st Century      | 07/15/2019<br>11:00 - 12:00 |  | Nursery  | William Bauerle; OSU Professor Emeritus; OSU   |
| Redheaded Flea Beetle: What are the Better Options?                                     | 07/15/2019<br>11:00 - 12:00 |  | Landscape   Nursery   Pesticide Re-certification   | Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware  |
| Sales Growth Without a Sales Staff  | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next | Matt Nelson; Senior Vice President; National Interiorscape Network   |
| SANC: Innovations in Plant Production and Certification                                 | 07/15/2019<br>11:00 - 12:00 |  | Nursery  | Craig Regelbrugge; Vice President ; AmericanHort   |
| The Benefits of Conducting a Human Resource Audit                                       | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   |  |

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| Greenhouse Light and Carbon Dioxide Mangement to Enhance Crop Yield | 07/15/2019<br>11:30 - 12:00 |  | Greenhouse   | Neil Mattson; Associate professor and greenhouse extension specialist; Cornell University  |
| The Art of Giving Great Service Workshop                            | 07/15/2019<br>1:00 - 05:00  |  | Landscape   Garden Retail  | Elnian Gilbert; Trainer; ZingTrain   |
| AmericanHort Membership - Get the Most From Your Investment         | 07/15/2019<br>1:30 - 01:50  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Mary Beth Cowardin; Vice President Marketing & Member Engagement; AmericanHort   |
| Ask the Biocontrol Experts: Advanced                                | 07/15/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery  <br>Pesticide Re-certification   | Suzanne Wainwright-Evans; Owner; Buglady Consulting   Ronald J. Valentin; Director of Technical Business, BCA; BioWorks Inc.   Sarah Jandricic; Greenhouse Floriculture IPM Specialist, Ontario; Ontario Ministry of Agriculture, Food, and Rural Affairs   Lola Siboldi; Grower Manager; Rocket Farms |
| Homegrown Consumer Reasearch  | 07/15/2019<br>1:30 - 02:30  |  | Garden Retail  | Bridget Behe; Professor of Horticultural Marketing; Michigan State University  |
| Impact Washington: Advocacy Overview and You                        | 07/15/2019<br>1:30 - 02:30  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Garden Retail  <br>Generation Next                    | Tal Coley; Director of Government Affairs; AmericanHort  |
| Investing in Technology: Part 1                                     | 07/15/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery   |  |
| Labor-Saving Swap Shop  | 07/15/2019<br>1:30 - 02:30  |  | Nursery  | Arthur Parkerson; Owner; Lancaster Farms, Inc.   |
| Make Your Message Irresistible                                      | 07/15/2019<br>1:30 - 02:30  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail                      | Rafael Mael; Founder; Maelstrom  |
| New & Emerging Pathogens in Greenhouse & Nursery Ornamentals        | 07/15/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery  <br>Pesticide Re-certification   | Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science   |
| Plant Maintenance: Don't Replace It, Save It!                       | 07/15/2019<br>1:30 - 03:30  |  | Interior Plantscape  | Kathy Fediw; President; Johnson Fediw Associates   |
| "Inside the Box" Swap Shop  | 07/15/2019<br>1:30 - 03:45  |  | Landscape   Garden Retail  | John Kennedy; Owner; John Kennedy Consulting   |

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| Research and Technology behind Scotts® ProVista™ Grass Seed | 07/15/2019<br>2:00 - 02:20 |  | Landscape  | Christian Baldwin; Senior Scientist; The Scotts Miracle-Gro Company   |
| New Greenhouse Construction and It's Money Pitfalls         | 07/15/2019<br>2:00 - 02:30 |  | Greenhouse   | Julie Gilbert - Vijverberg; Director; G&V Greenhouse Solutions LLC  |
| Communicate Your CSR Activities                             | 07/15/2019<br>2:30 - 02:50 |  | Business Plus   Garden Retail  | Will Heeman; Chief Daymaker; Heemans  |
| Introduction to Mushroom Cultivation                        | 07/15/2019<br>2:45 - 03:15 |  | Greenhouse   | Andrew Carter; Co-Founder & CEO; Smallhold  |
| Building Successful Training Programs                       | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Matt Nelson; Senior Vice President; National Interiorscape Network   Bill Fensterer; Vice President; National Interiorscape Network   |
| Effective Use of Biopesticides for Disease Control          | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery  <br>Pesticide Re-certification   | Ann Chase; Dr.; Chase Agricultural Consulting   |
| Investing in Technology: Part 2                             | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery   |   |
| IP Protection Strategies for Novel Cultivars                | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery   | Travis Bliss; Chair of IP Biotech Practice and Head of Plant IP Practice; Buchanan Ingersoll & Rooney   Stephany Small; Patent Agent; Buchanan Ingersoll & Rooney PC  |
| My Employees Can Do What!?: Resolving Difficult Issues      | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Brett Holubeck; Attorney; Cruickshank & Alaniz  |
| Which Social Media Channels Are Best For Your Business?     | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail                      | Ben Dils; Director of Marketing; Blue Laser Digital   |
| Biophilic Design in Action: ASID HQ Living Laboratory       | 07/15/2019<br>2:45 - 05:00 |  | Interior Plantscape  <br>Landscape   | Randy Fiser; CEO; ASID  |
| Substrate Science   | 07/15/2019<br>2:45 - 05:00 |  | Nursery  | James Owen; Associate Professor & Extension Specialist; Virginia Tech   Jeb Fields; Assistant Professor & Extension Specialist (Commercial Ornamental Horticulture); Louisiana State University   Paul Fisher; Professor & Extension Specialist; University of Florida   Remi Naasz; IR&D Supervisor; Premier |

|  |                            |   | Tech Horticulture  |
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| Fungicide Effects on the Boxwood Blight Pathogen                             | 07/15/2019<br>3:00 - 03:20 | Landscape   Nursery  <br>Pesticide Re-certification   | James LaMondia; Chief Scientist; CT Agricultural Experiment Station  |
| Setting Up a Simple Check System to Improve Your Growing                     | 07/15/2019<br>3:30 - 03:50 | Greenhouse  | Brian Krug; Head Grower; Corteva Agrisciences  |
| Japanese Maple Scale   | 07/15/2019<br>3:30 - 04:00 | Landscape   Nursery  <br>Pesticide Re-certification   | Stanton Andrew Gill; University Extension Specialist in IPM and Entomology and Professor at Montgomery College Landscape Tech program; University of Maryland Extension - Central Maryland Research and Education Center |
| Building a Biophilic Design Practice   | 07/15/2019<br>3:45 - 05:00 | Interior Plantscape  <br>Landscape  | Randy Fiser; CEO; ASID   |
| Problems with Chili Thrips and Mealybugs?                                    | 07/15/2019<br>4:00 - 04:20 | Greenhouse   Landscape  <br>Nursery   Pesticide Re-certification  | Lance Osborne; Professor of Entomology and Associate Center Director; University of Florida  |
| Growing with LEDs in the Greenhouse: Grower and Academic Perspective         | 07/15/2019<br>4:00 - 05:00 | Greenhouse  | Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University  |
| Hiring and Firing: Getting it Right  | 07/15/2019<br>4:00 - 05:00 | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation Next | Richard Alaniz; Senior Partner; Cruickshank & Alaniz   |
| Indoor & Tropical Plant Nutrition  | 07/15/2019<br>4:00 - 05:00 | Interior Plantscape   Garden<br>Retail  | Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert  |
| Insects Under our Feet: Turf Infesting Insects are Important, Too            | 07/15/2019<br>4:00 - 05:00 | Landscape   Pesticide<br>Re-certification   | Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware  |
| Making Signs People Will Read (and then buy plants)!                         | 07/15/2019<br>4:00 - 05:00 | Garden Retail   | Bridget Behe; Professor of Horticultural Marketing; Michigan State University  |
| Search Marketing - The Importance of & How to Understand Performance Metrics | 07/15/2019<br>4:00 - 05:00 | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Garden Retail  <br>Generation Next                 | Gail Sech; Director of Business Development; Blue Laser Digital  |
| Silicon Use for Greenhouse Production  | 07/15/2019<br>4:00 - 05:00 | Greenhouse  | Jennifer Boldt; Research Horticulturist; USDA, Agricultural Research Service   |

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| Supermarket Panel   | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   | Gary Cortes; Founding Partner; Flowvision LLC  |
| Franklin Park Conservatory Tour   | 07/15/2019<br>5:00 - 07:00 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next |  |
| OSU Cultivar Trials   | 07/15/2019<br>5:00 - 07:00 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next |  |
| UnPlugged   | 07/15/2019<br>8:00 - 10:00 |  |  |  |
| The Economics of Biophilic Design – Green Plants for Green Buildings CEU program (Special Registration) | 07/16/2019<br>8:00 - 11:00 |  |  | Randy Fiser; CEO; ASID   |
| 11 Epic Email Campaigns for Retail Garden Centers   | 07/16/2019<br>8:15 - 09:15 |  | Business Plus   Garden Retail  | Leslie Leach; Chief Marketing Officer ; Plantt   |
| Bonuses, Overtime, and Employee Pay: Why are We Being Sued?   | 07/16/2019<br>8:15 - 09:15 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail                      | Richard Alaniz; Senior Partner; Cruickshank & Alaniz   |
| The Ornamental Plant Trials at Louisiana State University   | 07/16/2019<br>9:15 - 09:45 |  | Greenhouse   Landscape  <br>Nursery   Garden Retail  | Jeb Fields; Assistant Professor & Extension Specialist (Commercial Ornamental Horticulture); Louisiana State University  |
| Lighting Approaches to Maximize Profits (LAMP)  | 07/16/2019<br>9:30 - 10:30 |  | Greenhouse   | Neil Mattson; Associate professor and greenhouse extension specialist; Cornell University   Marc van Iersel; Dooley Professor, Department of Horticulture; University of Georgia   |
| New Technologies Panel  | 07/16/2019<br>9:30 - 10:30 |  | Landscape   Business Plus  |  |
| Push Back Against Armored Scale in Nurseries, Landscape, and Cut Woody Plant Operations                 | 07/16/2019<br>9:30 - 10:30 |  | Landscape   Nursery  <br>Pesticide Re-certification  | Stanton Andrew Gill; University Extension Specialist in IPM and Entomology and Professor at Montgomery College Landscape Tech program; University of Maryland Extension - Central Maryland Research and Education Center |

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| What to Do in a Crisis and Managing Difficult Employment Issues               | 07/16/2019<br>9:30 - 10:30  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail   Generation<br>Next | Brett Holubeck; Attorney; Cruickshank & Alaniz   |
| Whitefly Update - 2019  | 07/16/2019<br>9:30 - 10:30  | Greenhouse   Pesticide<br>Re-certification   | Lance Osborne; Professor of Entomology and Associate Center<br>Director; University of Florida |
| Rack Optimization and Increased Truck Payload                                 | 07/16/2019<br>10:45 - 11:15 | Greenhouse   Nursery   | Gary Cortes; Founding Partner; Flowvision LLC  |
| Online Merchandising 101 for E-merchants (or those thinking about ecommerce!) | 07/16/2019<br>10:45 - 11:45 | Greenhouse   Interior<br>Plantscape   Nursery  <br>Business Plus   Garden Retail                                     | Leslie Leach; Chief Marketing Officer ; Plantt   |