

2019 Cultivate Conference Sessions

Session Title	Date and Time	Location	Track	Speaker(s)
Garden Retail Tour	07/13/2019 7:00 - 04:00		Garden Retail	
Greenhouse Production Tour	07/13/2019 7:00 - 05:00		Greenhouse	
Nursery Production Tour	07/13/2019 7:00 - 06:00		Nursery	
Creating A Modern Garden Center Workshop	07/13/2019 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 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 9:00 - 10:00		Greenhouse Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
Root It or Shoot It?	07/13/2019 9:00 - 10:00		Greenhouse	Lloyd Traven; Owner; Peace Tree Farm
CareerUP – Setting You UP for Future Success	07/13/2019 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 10:15 - 11:15		Greenhouse	John Erwin; Professor; University of Minnesota
Shipping Air Costs Money: How Logistics Technology Helps	07/13/2019 10:15 - 11:15		Greenhouse	Greg Lafferty; Senior Account Executive; Practical Software Solutions

Grower Math: Time and Space	07/13/2019 11:30 - 12:30		Greenhouse	Will Healy; Senior Technical & research Manager; Ball Horticultural Company
New Biological Solutions: Implications for Greenhouse IPM	07/13/2019 11:30 - 12:30		Greenhouse	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre
Research and Innovation Tour	07/13/2019 1:00 - 05:30		Business Plus	
Safe and EFFECTIVE Biocontrol and Environmental Strategies for Successful Herb and Basil Production	07/13/2019 1:30 - 02:30		Greenhouse Pesticide Re-certification	Lloyd Traven; Owner; Peace Tree Farm
Turning Plants, People, and Predicaments into Profits	07/13/2019 1:30 - 02:30		Greenhouse	
Fertigation, pH and Irrigation Control for Greenhouses	07/13/2019 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 2:45 - 03:45		Landscape	
Shipping Logistics for Greenhouse, Nursery and Garden Retail	07/13/2019 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 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 4:00 - 05:00		Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Substrates: Design, Build, and Maintain	07/13/2019 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 4:00 - 05:00		Greenhouse Nursery	John Erwin; Professor; University of Minnesota
OSU Cultivar Trials	07/13/2019 5:00 - 07:00		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	

20/20 Vision: See Into The Future with Garden Trends	07/14/2019 9:30 - 10:30		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Katie Dubow; Creative Director; Garden Media Group
It's the Little Things That Add Up	07/14/2019 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 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 9:30 - 10:30		Greenhouse Landscape Nursery	Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden
Success with Seed Perennials	07/14/2019 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 9:30 - 10:30		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Redheaded Flea Beetle, Systema Frontalis, the Native Invasive Insect	07/14/2019 10:00 - 10:30		Landscape Nursery Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Branding	07/14/2019 10:45 - 11:45		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail	Brad Ness; Owner; Blue Laser Digital
Building a Sustainable Horticulture Business	07/14/2019 10:45 - 11:45		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Kathy Fediw; President; Johnson Fediw Associates
Importance of Algae Control on Hard Surfaces and Crops	07/14/2019 10:45 - 11:45		Greenhouse Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Perennial Production: Better Baptisia and Problem-Free Panicum	07/14/2019 10:45 - 11:45		Greenhouse Nursery	Laura Robles; Trials Manager; Walters Gardens Bill Hall; Head Grower; Hoffman Nursery, Inc.

Plant Parenting: Connect & Cultivate Plant-Keeping Trends and Marketing	07/14/2019 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 10:45 - 11:45		Greenhouse	Kimberly Williams; Professor of Greenhouse Management; Kansas State University
Winning the Battle with Rose Rosette Disease	07/14/2019 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 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 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 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 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 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 1:30 - 01:50		Greenhouse Nursery	Gary Cortes; Founding Partner; Flowvision LLC
Biopesticides and Beneficials. How to Use Them Together.	07/14/2019 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 1:30 - 02:30		Greenhouse Nursery	Trent Minneman; Chief Operations Officer; Nature Hills Nursery, Inc.
Gardening By Your Personality	07/14/2019 1:30 - 02:30		Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Leveraging Your Key Financial Measures	07/14/2019 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 1:30 - 02:30		Interior Plantscape	

Plant Parenting: Panel Discussion with Plant Consumers	07/14/2019 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 1:30 - 02:30		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next Pesticide 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 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 1:30 - 02:30		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Neal Glatt; Managing Partner; GrowTheBench
The Attraction and Retention of Top Talent	07/14/2019 1:30 - 02:30		Landscape	John Kennedy; Owner; John Kennedy Consulting
The Challenges of Greenhouse Strawberry Production	07/14/2019 1:30 - 02:30		Greenhouse	Sarah Gunn; Head Grower; De Jong Greenhouses
Transplanting Cuttings by Hand and Robotics	07/14/2019 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 2:00 - 02:20		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Andrew Carter; Co-Founder & CEO; Smallhold
Quick Update on Emerging Pathogens in Greenhouse and Nursery Crops	07/14/2019 2:00 - 03:00		Greenhouse Nursery	Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science
Irrigation Basics	07/14/2019 2:30 - 02:50		Nursery	James Owen; Associate Professor & Extension Specialist; Virginia Tech

Mealybug Management: What Can You Do to Avoid Problems with this 'Sneaky Pest?'	07/14/2019 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 2:44 - 03:15		Greenhouse	
Biostimulants: Another Tool for the Grower's Toolbox	07/14/2019 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 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 2:45 - 03:45		Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Photography of Plants: An Interactive Session	07/14/2019 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 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 2:45 - 03:45		Landscape Nursery	
More Profit Through Pricing	07/14/2019 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 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 3:00 - 04:00		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Neal Glatt; Managing Partner; GrowTheBench

Only the Best: Top-rated Perennial Plants	07/14/2019 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 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 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 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 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 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 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 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 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 4:00 - 05:00		Interior Plantscape	Michelle Marquez; Director of Design and Development; Botanical Designs
The One Hour Strategic Plan	07/14/2019 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 4:00 - 06:00			

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

Hot Topics in Growing Media: Wood and Water	07/15/2019 10:00 - 10:30		Greenhouse	Brian Jackson; Professor; North Carolina State University
The Economics of LED Supplemental Lighting for Greenhouses	07/15/2019 10:30 - 10:50		Greenhouse	Chuck DeMilo; VP, Marketing; Thrive Agritech, Inc.
Measuring Leachate to Manage Irrigation	07/15/2019 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 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 11:00 - 12:00		Landscape	
Ask the Biocontrol Experts: For Beginners	07/15/2019 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 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 11:00 - 12:00		Nursery	William Bauerle; OSU Professor Emeritus; OSU
Redheaded Flea Beetle: What are the Better Options?	07/15/2019 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 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 11:00 - 12:00		Nursery	Craig Regelbrugge; Vice President ; AmericanHort
The Benefits of Conducting a Human Resource Audit	07/15/2019 11:00 - 12:00		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail	

Greenhouse Light and Carbon Dioxide Mangement to Enhance Crop Yield	07/15/2019 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 1:00 - 05:00		Landscape Garden Retail	Elnian Gilbert; Trainer; ZingTrain
AmericanHort Membership - Get the Most From Your Investment	07/15/2019 1:30 - 01:50		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Mary Beth Cowardin; Vice President Marketing & Member Engagement; AmericanHort
Ask the Biocontrol Experts: Advanced	07/15/2019 1:30 - 02:30		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
Homegrown Consumer Reasearch	07/15/2019 1:30 - 02:30		Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Impact Washington: Advocacy Overview and You	07/15/2019 1:30 - 02:30		Greenhouse Interior Plantscape Landscape Nursery Garden Retail Generation Next	Tal Coley; Director of Government Affairs; AmericanHort
Investing in Technology: Part 1	07/15/2019 1:30 - 02:30		Greenhouse Nursery	
Labor-Saving Swap Shop	07/15/2019 1:30 - 02:30		Nursery	Arthur Parkerson; Owner; Lancaster Farms, Inc.
Make Your Message Irresistible	07/15/2019 1:30 - 02:30		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail	Rafael Mael; Founder; Maelstrom
New & Emerging Pathogens in Greenhouse & Nursery Ornamentals	07/15/2019 1:30 - 02:30		Greenhouse Nursery Pesticide Re-certification	Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science
Plant Maintenance: Don't Replace It, Save It!	07/15/2019 1:30 - 03:30		Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
"Inside the Box" Swap Shop	07/15/2019 1:30 - 03:45		Landscape Garden Retail	John Kennedy; Owner; John Kennedy Consulting

Research and Technology behind Scotts® ProVista™ Grass Seed	07/15/2019 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 2:00 - 02:30		Greenhouse	Julie Gilbert - Vijverberg; Director; G&V Greenhouse Solutions LLC
Communicate Your CSR Activities	07/15/2019 2:30 - 02:50		Business Plus Garden Retail	Will Heeman; Chief Daymaker; Heemans
Introduction to Mushroom Cultivation	07/15/2019 2:45 - 03:15		Greenhouse	Andrew Carter; Co-Founder & CEO; Smallhold
Building Successful Training Programs	07/15/2019 2:45 - 03:45		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation 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 2:45 - 03:45		Greenhouse Nursery Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Investing in Technology: Part 2	07/15/2019 2:45 - 03:45		Greenhouse Nursery	
IP Protection Strategies for Novel Cultivars	07/15/2019 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 2:45 - 03:45		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Brett Holubeck; Attorney; Cruickshank & Alaniz
Which Social Media Channels Are Best For Your Business?	07/15/2019 2:45 - 03:45		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail	Ben Dils; Director of Marketing; Blue Laser Digital
Biophilic Design in Action: ASID HQ Living Laboratory	07/15/2019 2:45 - 05:00		Interior Plantscape Landscape	Randy Fiser; CEO; ASID
Substrate Science	07/15/2019 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
Fungicide Effects on the Boxwood Blight Pathogen	07/15/2019 3:00 - 03:20	Landscape Nursery Pesticide Re-certification	James LaMondia; Chief Scientist; CT Agricultural Experiment Station
Setting Up a Simple Check System to Improve Your Growing	07/15/2019 3:30 - 03:50	Greenhouse	Brian Krug; Head Grower; Corteva Agrisciences
Japanese Maple Scale	07/15/2019 3:30 - 04:00	Landscape Nursery 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 3:45 - 05:00	Interior Plantscape Landscape	Randy Fiser; CEO; ASID
Problems with Chili Thrips and Mealybugs?	07/15/2019 4:00 - 04:20	Greenhouse Landscape 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 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 4:00 - 05:00	Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Richard Alaniz; Senior Partner; Cruickshank & Alaniz
Indoor & Tropical Plant Nutrition	07/15/2019 4:00 - 05:00	Interior Plantscape Garden 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 4:00 - 05:00	Landscape Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Making Signs People Will Read (and then buy plants)!	07/15/2019 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 4:00 - 05:00	Greenhouse Interior Plantscape Landscape Nursery Garden Retail Generation Next	Gail Sech; Director of Business Development; Blue Laser Digital
Silicon Use for Greenhouse Production	07/15/2019 4:00 - 05:00	Greenhouse	Jennifer Boldt; Research Horticulturist; USDA, Agricultural Research Service

Supermarket Panel	07/15/2019 4:00 - 05:00		Greenhouse Nursery	Gary Cortes; Founding Partner; Flowvision LLC
Franklin Park Conservatory Tour	07/15/2019 5:00 - 07:00		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	
OSU Cultivar Trials	07/15/2019 5:00 - 07:00		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	
UnPlugged	07/15/2019 8:00 - 10:00			
The Economics of Biophilic Design – Green Plants for Green Buildings CEU program (Special Registration)	07/16/2019 8:00 - 11:00			Randy Fiser; CEO; ASID
11 Epic Email Campaigns for Retail Garden Centers	07/16/2019 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 8:15 - 09:15		Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail	Richard Alaniz; Senior Partner; Cruickshank & Alaniz
The Ornamental Plant Trials at Louisiana State University	07/16/2019 9:15 - 09:45		Greenhouse Landscape Nursery Garden Retail	Jeb Fields; Assistant Professor & Extension Specialist (Commercial Ornamental Horticulture); Louisiana State University
Lighting Approaches to Maximize Profits (LAMP)	07/16/2019 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 9:30 - 10:30		Landscape Business Plus	
Push Back Against Armored Scale in Nurseries, Landscape, and Cut Woody Plant Operations	07/16/2019 9:30 - 10:30		Landscape Nursery 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

What to Do in a Crisis and Managing Difficult Employment Issues	07/16/2019 9:30 - 10:30	Greenhouse Interior Plantscape Landscape Nursery Business Plus Garden Retail Generation Next	Brett Holubeck; Attorney; Cruickshank & Alaniz
Whitefly Update - 2019	07/16/2019 9:30 - 10:30	Greenhouse Pesticide Re-certification	Lance Osborne; Professor of Entomology and Associate Center Director; University of Florida
Rack Optimization and Increased Truck Payload	07/16/2019 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 10:45 - 11:45	Greenhouse Interior Plantscape Nursery Business Plus Garden Retail	Leslie Leach; Chief Marketing Officer ; Plantt