2019 Cultivate Conference Sessions

Session Title	Date and Time	Location	Track	Speaker(s)
Nursery Production Tour	07/13/2019 7:00 - 05:30	Union Station Ballroom A	Nursery | Research supported or funded by HRI!	
Garden Retail Tour	07/13/2019 7:15 - 03:30	Union Station Ballroom B	Garden Retail	
Greenhouse Production Tour	07/13/2019 7:30 - 05:00	Union Station Ballroom A	Greenhouse	Michelle Jones; Professor and DC Kiplinger Floriculture Chair; The Ohio State University | Francesca Hand; Associate Professor; The Ohio State University, Department of Plant Pathology | Luis Canas; Associate Professor, Insect Ecology in Controlled Environments Co-Chair, Master of Plant Health Program; The Ohio State University, Department of Entomology
Creating A Modern Garden Center Workshop	07/13/2019 7:45 - 04:00	Union Station Ballroom B	Business Plus | Garden Retail	Joe Baer; Founder and CEO; ZenGenius, Inc. | Katie Dubow; Creative Director; Garden Media Group | Martina Mensing-Meckelburg; President; VDG (German Garden Centers Association) | Christopher Satch; Former Director of Plant Science and Education; The Sill | Tammy Behm; Owner and Managing Director; Maypop Coffee & Garden Shop | Clint Albin; Horticultural Retail Strategist; Albin Consulting
Biocontrols Workshop: The How-to's of Quality Control and Application Methods.	07/13/2019 8:00 - 05:00	Eisenmann-Trott	Greenhouse | Nursery | Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting | John Sanderson; Associate Professor; Cornell | Rose Buitenhuis; Research Scientist Biological Control; Vineland Research and Innovation Centre
Root It or Shoot It?	07/13/2019 9:00 - 10:00	A210	Greenhouse	Lloyd Traven; President; Peace Tree Farm LLC
Identification of Greenhouse Insect and Mite Pests	07/13/2019 9:00 - 10:00	A220	Greenhouse | Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
CareerUP ❖ Setting You UP for Future Success	07/13/2019 9:00 - 05:00	Union Station Ballroom B	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 | Tal Coley; Director of Government Affairs; AmericanHort
Flowering				

Annuals and Perennials When You Want!	07/13/2019 10:15 - 11:15	A210	Greenhouse | Research supported or funded by HRI!	John Erwin; Professor; University of Minnesota
Shipping Air Costs Money: How Logistics Technology Helps	07/13/2019 10:15 - 11:15	A220	Greenhouse	Greg Lafferty; Senior Account Executive; Practical Software Solutions
Grower Math: Time and Space	07/13/2019 11:30 - 12:30	A210	Greenhouse	Will Healy; Senior Technical & research Manager; Ball Horticultural Company
New Biological Solutions: Implications for Greenhouse IPM	07/13/2019 11:30 - 12:30	A220	Greenhouse | Pesticide Re-certification	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre
It►s All About the Workforce	07/13/2019 12:00 - 05:00	Union Station Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Joshua H. Viau; Partner; Fisher Phillips | Ann Margaret Pointer; Partner; Fisher Phillips | Patrick Berschauer; Safety & Wellness Manager; Smith Gardens | Christopher Schulte; Attorney; CJ Lake, LLC
Research and Innovation Tour	07/13/2019 1:00 - 05:30	Goodale North Entrance	Business Plus	
Turning Plants, People, and Predicaments into Profits	07/13/2019 1:30 - 02:30	A210	Greenhouse	
Safe and EFFECTIVE Biocontrol and Environmental Strategies for Successful Herb and Basil Production	07/13/2019 1:30 - 02:30	A220	Greenhouse | Pesticide Re-certification	Lloyd Traven; President; Peace Tree Farm LLC
Shipping Logistics for Greenhouse, Nursery and Garden Retail	07/13/2019 2:45 - 03:45	A210	Greenhouse | Nursery | Garden Retail	Gary Cortes; Founding Partner; Flowvision LLC | AJ Lambert; Director, Sales and Account Management; Container Centralen
How to launch a sustainable Seasonal Color Program	07/13/2019 2:45 - 03:45	A213	Landscape	Leslie Herndon; Vice President of Operations; Greenscape Inc.

Fertigation, pH and Irrigation Control for Greenhouses	07/13/2019 2:45 - 03:45	A220	Greenhouse	Michael Bogolawski; National Manager for the Agriculture Division ; Hanna Instruments
Next Gen Sensors: Using Smartphones for Seedling Quality & Plant Nitrogen Measurement	07/13/2019 2:45 - 03:45	A223	Greenhouse | Nursery | Research supported or funded by HRI!	Krishna Nemali; Assistant Professor & Extension Specialist; Purdue University
Substrates: Design, Build, and Maintain	07/13/2019 4:00 - 05:00	A210	Greenhouse	Brian Jackson; Professor; North Carolina State University
Landscape Design 101: Curb Appeal Makeovers!	07/13/2019 4:00 - 05:00	A213	Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Fungicides: the Tools for Counteracting Many Plant Diseases	07/13/2019 4:00 - 05:00	A220	Greenhouse | Nursery | Pesticide Re-certification | Research supported or funded by HRI!	Ann Chase; Dr.; Chase Agricultural Consulting | Margery Daughtrey; Senior Extension Associate; Cornell University
The Nuts and Bolts of Keeping Roots on Your Crops!	07/13/2019 4:00 - 05:00	A223	Greenhouse | Nursery | Research supported or funded by HRI!	John Erwin; Professor; University of Minnesota
OSU Cultivar Trials	07/13/2019 5:00 - 07:00	Depart from Connector	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	
Morning Jolt Keynote	07/14/2019 8:00 - 09:00	Short North Ballroom	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next | Research supported or funded by HRI!	
The Attraction and Retention of Top Talent	07/14/2019 9:30 - 10:30	A115	Landscape	John Kennedy; Owner; John Kennedy Consulting

Success with Seed Perennials	07/14/2019 9:30 - 10:30	A213	Greenhouse | Nursery	Chris Fifo; Product Representative; Darwin Perennials/Kieft Seed
20/20 Vision: See Into The Future with Garden Trends	07/14/2019 9:30 - 10:30	A223	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Katie Dubow; Creative Director; Garden Media Group
Pricing Strategies That Win, Work & Achieve Financial Success	07/14/2019 9:30 - 10:30	C150	Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network | Bill Fensterer; Vice President; National Interiorscape Network
The New Way to Communicate in Business in 2019	07/14/2019 9:30 - 10:30	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Proven Perennials: Trial Update from Chicago Botanic Garden	07/14/2019 9:30 - 10:30	Union Station Ballroom A	Greenhouse | Landscape | Nursery	Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden
It's the Little Things That Add Up	07/14/2019 9:30 - 10:30	Union Station Ballroom B	Greenhouse	Brian Krug; Head Grower; Corteva Agrisciences | James Gibson; Technical Representative; Syngenta
Greenhouse Research Updates	07/14/2019 9:30 - 11:45	A210	Greenhouse | Research supported or funded by HRI!	John Erwin; Professor; University of Minnesota | Brian Jackson; Professor; North Carolina State University | Kimberly Williams; Professor of Greenhouse Management; Kansas State University | Michelle Jones; Professor and DC Kiplinger Floriculture Chair; The Ohio State University | Mary Hausbeck; University Distinguished Professor and Plant Pathology Extension Specialist; Michigan State University | Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University | Will Fonteno; Professor, Horticultural Science; North Carolina State University | Bridget Behe; Professor of Horticultural Marketing; Michigan State University | Paul Fisher; Professor & Extension Specialist; University of Florida
A Introduction to Living Walls	07/14/2019 10:00 - 10:20	Knowledge Center	Interior Plantscape | Landscape | Business Plus	Nicolas Rousseau; President; ByNature
Fall Crop Disease Protection	07/14/2019 10:00 - 10:30	Cultivate Live!	Greenhouse | Nursery	Rick Fletcher; Technical Services Manager, Turf & Ornamental; Nufarm

CANCELLED! Redheaded Flea Beetle, Systena Frontalis, the Native Invasive Insect	07/14/2019 10:00 - 10:30	Live For Growers	Landscape | Nursery | Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
The World of Biocontrol	07/14/2019 10:30 - 10:50	Knowledge Center	Greenhouse | Nursery	Shimon Stienberg; Chief Scientific Officer; BioBee
Protecting Poinsettias	07/14/2019 10:45 - 11:15	Cultivate Live!	Greenhouse	Nancy Rechcigl; Technical Services Manager at Syngenta; Syngenta Crop Protection LLC
Measuring Tissue Nitrogen Content in Floriculture Crops using Smartphones	07/14/2019 10:45 - 11:15	Live For Growers	Greenhouse | Nursery | Research supported or funded by HRI!	Ranjeeta Adhikari; PhD Student, Horticulture; Purdue University
Winning the Battle with Rose Rosette Disease	07/14/2019 10:45 - 11:45	A115	Landscape | Nursery | Pesticide Re-certification | Research supported or funded by HRI!	Mark Windham; Professor and Distinguished Chair; University of Tennessee
Perennial Production: Better Baptisia and Problem-Free Panicum	07/14/2019 10:45 - 11:45	A213	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	A223	Greenhouse | Interior Plantscape | Garden Retail	Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC
Branding Strategy	07/14/2019 10:45 - 11:45	A226	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail	Leslie Leach; Chief Marketing Officer; Plantt
Building a Sustainable Horticulture Business	07/14/2019 10:45 - 11:45	C150	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	Union Station Ballroom A	Greenhouse | Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Plotting for Crop Height Management: Graphical Tracking	07/14/2019 10:45 - 11:45	Union Station Ballroom B	Greenhouse	Kimberly Williams; Professor of Greenhouse Management; Kansas State University
Ship Plants Legally With Ease	07/14/2019 11:00 - 11:20	Knowledge Center	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	Short North Ballroom A	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	Knowledge Center	Landscape | Nursery | Research supported or funded by HRI!	Cristi Palmer; Environmental Horticulture Program Manager; IR-4 @ Rutgers University
Fall Crop Insect Protection	07/14/2019 11:30 - 12:00	Cultivate Live!	Greenhouse | Nursery	Rick Fletcher; Technical Services Manager, Turf & Ornamental; Nufarm
Up-Date on Pesticides for Use in Greenhouse Production Systems	07/14/2019 11:30 - 12:00	Live For Growers	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	Union Station Ballroom B	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	John Kennedy; Owner; John Kennedy Consulting | Lloyd Traven; President; Peace Tree Farm LLC | Tammy Behm; Owner and Managing Director; Maypop Coffee & Garden Shop | Mason Day; Co-Founder; GrowIt! | Lauren Kirchner; Director of Sales & Marketing; Spring Creek Growers | Chelsea Mahaffey; Fellow; Longwood Gardens
Labor Shortage? Find out how Aquamatsystem❓ is an excellent tool to reduce manpower❓and save water	07/14/2019 1:00 - 01:30	Cultivate Live!	Greenhouse	Daniel Nadeau; Business Development Manager; Aquamatsystem | Robert Swanekamp; Co-Owner; Kube-Pak Corp.

Conveyors are Not Workstations	07/14/2019 1:30 - 01:50	Knowledge Center	Greenhouse | Nursery	Gary Cortes; Founding Partner; Flowvision LLC
Gardening By Your Personality	07/14/2019 1:30 - 02:30	A115	Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Demystifying E-commerce: Selling Plants On-line	07/14/2019 1:30 - 02:30	A210	Greenhouse | Nursery	Trent Minneman; Chief Operations Officer; Nature Hills Nursery, Inc.
Transplanting Cuttings by Hand and Robotics	07/14/2019 1:30 - 02:30	A213	Greenhouse | Nursery | Research supported or funded by HRI!	Paul Fisher; Professor & Extension Specialist; University of Florida | Mike Goyette; Operations Manager; Pleasant View Gardens | Gail Berner; Manager, Propagation; Spring Meadow Nursery | Bob Dickman; General Manager; Dickman Farms | Jeff Back; Director of Greenhouse Operations; Four Star Greenhouses
The Challenges of Greenhouse Strawberry Production	07/14/2019 1:30 - 02:30	A220	Greenhouse	Sarah Gunn; Head Grower; De Jong Greenhouses
Plant Parenting: Panel Discussion with Plant Consumers	07/14/2019 1:30 - 02:30	A223	Greenhouse | Interior Plantscape | Garden Retail	Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC | Darryl Cheng; Creator; House Plant Journal | Maria Failla; Founder and Host; Bloom & Grow Radio Podcast | Summer Rayne Oakes; Founder; Homestead Brooklyn
Pricing Your Product to Sell	07/14/2019 1:30 - 02:30	B130	Business Plus | Garden Retail	Sid Raisch; Owner; Horticultural Advantage
Leveraging Your Key Financial Measures	07/14/2019 1:30 - 02:30	C150	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	C160A	Interior Plantscape	John Peterson; Professor of Horticulture and Floriculture; University of Florida
Pollinator Protection, Pesticide Stewardship and Best Management Practices - A Panel Discussion Amongst Industry Experts	07/14/2019 1:30 - 02:30	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next | Pesticide Re-certification | Research supported or funded by HRI!	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
			Greenhouse |	

The 5 Levels of Leadership: Where Do You Stand?	07/14/2019 1:30 - 02:30	Short North Ballroom A	Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Biopesticides and Beneficials. How to Use Them Together.	07/14/2019 1:30 - 02:30	Union Station Ballroom B	Greenhouse | Nursery | Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Growcoon ◆ innovative plant propagation system	07/14/2019 1:45 - 02:15	Cultivate Live!	Greenhouse | Nursery	Martin Nugteren; Sales Manager; Klasmann-Deilmann Americas Inc
How to Succeed in Urban Agriculture	07/14/2019 2:00 - 02:20	Knowledge Center	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Djavid Abraham; Lead Systems Design ; Agritecture Consulting
Cancelled! Quick Update on Emerging Pathogens in Greenhouse and Nursery Crops	07/14/2019 2:00 - 02:30	Live For Growers	Greenhouse | Nursery	Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science
Irrigation Basics	07/14/2019 2:30 - 02:50	Knowledge Center	Nursery | Research supported or funded by HRI!	James Owen; Associate Professor & Extension Specialist; Virginia Tech
What You◆ll See on an International Garden Center Association tour	07/14/2019 2:30 - 03:00	Cultivate Live!	Garden Retail	
Grow Low, Yield High: Fundamentals of LED Lighting and Innovative Grow Strategies	07/14/2019 2:45 - 03:15	Live For Growers	Greenhouse	
What◆s The Big Deal about Green Infrastructure and Functional	07/14/2019 2:45 - 03:45	A115	Landscape | Nursery	

Landscapes?				
Mealybug Management: What Can You Do to Avoid Problems with this 'Sneaky Pest?'	07/14/2019 2:45 - 03:45	A210	Nursery | Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
Biostimulants: Another Tool for the Grower's Toolbox	07/14/2019 2:45 - 03:45	A220	Greenhouse | Nursery | Research supported or funded by HRI!	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
Photography of Plants: An Interactive Session	07/14/2019 2:45 - 03:45	A223	Business Plus | Garden Retail	Kitty Munger; Communications Consultant; Munger Ink
Interior Plantscaping Design Trends & Practices from Around the World	07/14/2019 2:45 - 03:45	C150	Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Seed Your Future﹪Progress Toward a Full Employment Pipeline	07/14/2019 2:45 - 03:45	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next | Research supported or funded by HRI!	Susan E. Yoder; Executive Director; Seed Your Future
Branching Out with PGR's	07/14/2019 2:45 - 03:45	Union Station Ballroom B	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
More Profit Through Pricing	07/14/2019 2:45 - 04:15	B130	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	Knowledge Center	Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Gaining Influence: 3 Essential Millennial Actions	07/14/2019 3:00 -	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Business	Neal Glatt; Managing Partner; GrowTheBench

to Advance	04:00		Plus | Garden Retail | Generation Next	
Talent Development Solutions for the 21st Century	07/14/2019 3:15 - 03:45	Cultivate Live!	Business Plus	Bart Nichols; Talent Advisor; KCOE Isom
Only the Best: Top-rated Perennial Plants	07/14/2019 3:30 - 03:50	Knowledge Center	Greenhouse | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden
Engaging Elementary Students into Science-based Agriculture	07/14/2019 4:00 - 04:20	Knowledge Center	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Winston Dunwell; Extension Horticulture Specialist for Nursery Crops; University of Kentucky
Creating Fantastic Planting Designs - A Panel Discussion Between Growers and Landscapers	07/14/2019 4:00 - 05:00	A115	Greenhouse | Landscape | Nursery	Dana Massey; President; PLANTWORKS NURSERY | Kat Harner; Formen; Berns Landscaping | Leslie Herndon; Vice President of Operations; Greenscape Inc.
Nitrogen Management for Nurseries	07/14/2019 4:00 - 05:00	A210	Nursery | Research supported or funded by HRI!	Lorence Oki; Specialist in Cooperative Extension; Department of Plant Sciences, University of California, Davis
Mighty Mycorrhizae: Nutrient Management Using Friendly Fungi	07/14/2019 4:00 - 05:00	A213	Greenhouse | Nursery	Leonardo Casieri; Global Research Manager; Mycorrhizal Applications | Blair Busenbark; Sales and Commercial Marketing Manager; Mycorrhizal Applications
Botrytis in Greenhouse Production	07/14/2019 4:00 - 05:00	A220	Greenhouse | Pesticide Re-certification | Research supported or funded by HRI!	Mary Hausbeck; University Distinguished Professor and Plant Pathology Extension Specialist; Michigan State University
Performance Based Web Design	07/14/2019 4:00 - 05:00	A223	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden	Nick Pasculli; Founder and CEO; TMD Creative

			Retail	
Plantscape Designs: From Concept to Contract	07/14/2019 4:00 - 05:00	C150	Interior Plantscape	Michelle Marquez; Director of Design and Development; Botanical Designs
The One Hour Strategic Plan	07/14/2019 4:00 - 05:00	C160A	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	John Kennedy; Owner; John Kennedy Consulting
Early Intervention: The Key to Biocontrol Success	07/14/2019 4:00 - 05:00	Union Station Ballroom B	Greenhouse | Nursery | Pesticide Re-certification	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre
Cultivate►s 90th Anniversary Celebration	07/14/2019 4:00 - 06:00	Trade Show Floor		
International Interior Plantscape Awards & Hall of Fame Induction	07/14/2019 6:00 - 09:00	Hilton-Elijah Pierce	Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Keynote: State of the Industry	07/15/2019 8:00 - 09:00	Short North Ballroom	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next | Research supported or funded by HRI!	Craig Regelbrugge; Senior Vice President ► Industry Advocacy & Research ; AmericanHort | Ken Fisher; President & Chief Executive Officer; AmericanHort
Elevate your Hydrangea game!	07/15/2019 9:30 - 10:00	Cultivate Live!	Greenhouse | Landscape | Nursery | Garden Retail	Tony Van Oort; Sales Manager; Qualitree
AmericanHort Advocacy Team Meet & Greet	07/15/2019 9:30 - 10:30	Trade Show Floor		Craig Regelbrugge; Senior Vice President ► Industry Advocacy & Research ; AmericanHort | Tal Coley; Director of Government Affairs; AmericanHort | Jen Gray; Research Programs Coordinator; AmericanHort | Tristan Daedalus; Director of Advocacy & Political Communications; AmericanHort
A Step Above the Rest: Setting Your Landscape	07/15/2019 9:45 - 10:45	A115	Landscape	Kent Fullmer; President; Fullmer's Landscaping, Inc.

Company Apart				
IR-4 Program: New Products and Upcoming Actives for Disease & Pest Management	07/15/2019 9:45 - 10:45	A210	Nursery | Research supported or funded by HRI!	Cristi Palmer; Environmental Horticulture Program Manager; IR-4 @ Rutgers University
The Importance of Cultivar Testing for Boxwood Blight	07/15/2019 9:45 - 10:45	A213	Landscape | Nursery | Research supported or funded by HRI!	Jill Calabro; Science & Research Programs Director; AmericanHort & HRI | James LaMondia; Chief Scientist; CT Agricultural Experiment Station | Bennett Saunders; Please Udpate; Saunders Brothers
Capturing the Hearts and Loyalty of Today's Plant Parents	07/15/2019 9:45 - 10:45	A223	Garden Retail	Will Heeman; Chief Daymaker; Heeman's
How To Deal With Insect And Mite Pests of Interior Plantscapes	07/15/2019 9:45 - 10:45	C150	Interior Plantscape | Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
From Grower to Client: Handling and Managing your Interiorscape Plants	07/15/2019 9:45 - 10:45	C160A	Interior Plantscape	John Peterson; Professor of Horticulture and Floriculture; University of Florida
Putting Success in Your Succession Plan	07/15/2019 9:45 - 10:45	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Garden Retail | Generation Next	John Kennedy; Owner; John Kennedy Consulting
Control of Root Rots & Fusarium Wilts	07/15/2019 9:45 - 10:45	Union Station Ballroom A	Greenhouse | Nursery | Pesticide Re-certification | Research supported or funded by HRI!	Margery Daughtrey; Senior Extension Associate; Cornell University
Managing and Improving Plant Vigor with PGR's	07/15/2019 9:45 - 10:45	Union Station Ballroom B	Greenhouse | Pesticide Re-certification	Joyce Latimer; Professor and Extension Specialist; Virginia Tech | Brian Whipker; Professor of Floriculture; North Carolina State University
Visual Merchandising Workshop	07/15/2019 9:45 - 11:15	B130	Garden Retail	Joe Baer; Founder and CEO; ZenGenius, Inc.
Working Smarter, Not Harder, with	07/15/2019	Knowledge	Greenhouse |	

Host Resistance in Ornamentals	10:00 - 10:20	Center	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	Live For Growers	Greenhouse	Brian Jackson; Professor; North Carolina State University
Integrated Pest Management: The How's, Why's, Where's & What's	07/15/2019 10:15 - 10:45	Cultivate Live!	Greenhouse | Nursery	Todd Statzer; Director of Environmental Sciences; Urban-Gro
The Economics of LED Supplemental Lighting for Greenhouses	07/15/2019 10:30 - 10:50	Knowledge Center	Greenhouse	Chuck DeMilo; VP, Marketing; Thrive Agritech, Inc.
Measuring Leachate to Manage Irrigation	07/15/2019 10:45 - 11:15	Live For Growers	Nursery | Research supported or funded by HRI!	Lorence Oki; Specialist in Cooperative Extension; Department of Plant Sciences, University of California, Davis
LED or HID Lighting? Why Not Both?	07/15/2019 11:00 - 11:30	Cultivate Live!	Greenhouse	
Ignite! With the HortScholars	07/15/2019 11:00 - 11:50	Knowledge Center	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	A115	Landscape	
CANCELLED! Redheaded Flea Beetle: What are the Better Options?	07/15/2019 11:00 - 12:00	A210	Landscape | Nursery | Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Nutrient and Water Management in Field, Nursery and Greenhouse in the 21st Century	07/15/2019 11:00 - 12:00	A213	Nursery	William Bauerle; OSU Professor Emeritus; OSU

Bloom & Grow Radio: How Social Media Fueled My Journey From "Plant Killer to Plant Lady"	07/15/2019 11:00 - 12:00	A223	Business Plus | Garden Retail | Generation Next	Maria Failla; Founder and Host; Bloom & Grow Radio Podcast
Horticultural Math	07/15/2019 11:00 - 12:00	C150	Interior Plantscape	Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert
Plant Trends & Availability Q&A	07/15/2019 11:00 - 12:00	C160A	Interior Plantscape | Garden Retail	Pedro Roldan; Sales Representative; Fleurizon | Dan Johnston; President/Owner; Tri State Foliage | Austin Bryant; Sales; Heart of Florida Greenhouses Inc. | Andy Mallory; Vice President of Vendor Relations; Master Nursery Garden Centers
The Benefits of Conducting a Human Resource Audit	07/15/2019 11:00 - 12:00	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail	Todd Downing; Managing Partner & Co-Founder; BEST Human Capital & Advisory Group | Michael Maggiotto; Manager; Best Human Capital & Advisory Group
Sales Growth Without a Sales Staff	07/15/2019 11:00 - 12:00	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Garden Retail | Generation Next	Matt Nelson; Senior Vice President; National Interiorscape Network
Ask the Biocontrol Experts: For Beginners	07/15/2019 11:00 - 12:00	Union Station Ballroom A	Greenhouse | Nursery | Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting | Jill Calabro; Science & Research Programs Director; AmericanHort & HRI | Ronald J. Valentin; Director of Technical Business, BCA; BioWorks Inc. | Lola Siboldi; Grower Manager; Rocket Farms | Shimon Stienberg; Chief Scientific Officer; BioBee
SANC: Innovations in Plant Production and Certification	07/15/2019 11:00 - 12:00	Union Station Ballroom B	Nursery | Research supported or funded by HRI!	Craig Regelbrugge; Senior Vice President ❖ Industry Advocacy & Research ; AmericanHort
Greenhouse Light and Carbon Dioxide Management to Enhance Crop Yield	07/15/2019 11:30 - 12:00	Live For Growers	Greenhouse | Research supported or funded by HRI!	Neil Mattson; Associate professor and greenhouse extension specialist; Cornell University
Turnkey e-Commerce Solution for Local Garden Centers	07/15/2019 1:00 - 01:30	Cultivate Live!	Garden Retail	Michael Boese; CEO; Plantt
The Art of Giving	07/15/2019		Interior Plantscape |	

Great Service Workshop	1:00 - 05:00	B130	Landscape | Garden Retail	Elnian Gilbert; Keynote Speaker & Trainer; ZingTrain
AmericanHort Membership - Get the Most From Your Investment	07/15/2019 1:30 - 01:50	Knowledge Center	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Mary Beth Cowardin; Vice President Marketing & Member Engagement; AmericanHort
Labor-Saving Swap Shop	07/15/2019 1:30 - 02:30	A210	Nursery	Arthur Parkerson; Owner; Lancaster Farms, Inc.
New & Emerging Pathogens in Greenhouse & Nursery Ornamentals	07/15/2019 1:30 - 02:30	A213	Greenhouse | Nursery | Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Ask the Biocontrol Experts: Advanced	07/15/2019 1:30 - 02:30	A220	Greenhouse | Nursery | Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting | Jill Calabro; Science & Research Programs Director; AmericanHort & HRI | Ronald J. Valentin; Director of Technical Business, BCA; BioWorks Inc. | Lola Siboldi; Grower Manager; Rocket Farms | John Sanderson; Associate Professor; Cornell | Shimon Stienberg; Chief Scientific Officer; BioBee
Homegrown Consumer Reasearch	07/15/2019 1:30 - 02:30	A223	Garden Retail | Research supported or funded by HRI!	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
The Aloha Advantage	07/15/2019 1:30 - 02:30	C160A	Interior Plantscape | Garden Retail	Darrell Ades; Operations Manager; West Coast Nurseries Group
Impact Washington: Advocacy Overview and You	07/15/2019 1:30 - 02:30	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Garden Retail | Generation Next	Tal Coley; Director of Government Affairs; AmericanHort
Make Your Message Irresistible	07/15/2019 1:30 - 02:30	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail	Rafael Mael; Founder; Maelstrom
Investing in Technology: Part 1	07/15/2019 1:30 - 02:30	Union Station Ballroom A	Greenhouse | Nursery	
Plant				

Maintenance: Don⿻t Replace It, Save It!	07/15/2019 1:30 - 03:30	C150	Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
"Inside the Box" Swap Shop	07/15/2019 1:30 - 03:45	A113	Landscape | Garden Retail	John Kennedy; Owner; John Kennedy Consulting
Exciting new developments from OHP, Your Partners with Solutions	07/15/2019 1:45 - 02:15	Cultivate Live!	Greenhouse | Landscape | Nursery | Garden Retail	Carlos Bogran; Technical Services Manager ; OHP
Research and Technology behind Scotts⿻ ProVistaTM Grass Seed	07/15/2019 2:00 - 02:20	Knowledge Center	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	Live For Growers	Greenhouse	Julie Gilbert - Vijverberg; Director; G&V Greenhouse Solutions LLC
Communicate Your CSR Activities	07/15/2019 2:30 - 02:50	Knowledge Center	Business Plus | Garden Retail	Will Heeman; Chief Daymaker; Heeman's
Cold hardy woody plants; new breeding, new uses and new markets	07/15/2019 2:30 - 03:00	Cultivate Live!	Greenhouse | Landscape | Nursery | Garden Retail	Angela Treadwell-Palmer; Founder and Co-Owner; Plants Nouveau, LLC. | Michael Yanny; Owner; JN Plant Selections, LLC
Introduction to Mushroom Cultivation - CANCELLED!	07/15/2019 2:45 - 03:15	Live For Growers	Greenhouse	Andrew Carter; Co-Founder & CEO; Smallhold
Biophilic Design in Action: ASID HQ Living Laboratory	07/15/2019 2:45 - 03:30	C160A	Interior Plantscape | Landscape	Randy Fiser; CEO; ASID
IP Protection Strategies for Novel Cultivars	07/15/2019 2:45 - 03:45	A210	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
Effective Use of Biopesticides for Disease Control	07/15/2019 2:45 - 03:45	A220	Greenhouse | Nursery | Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
			Greenhouse |	

Which Social Media Channels Are Best For Your Business?	07/15/2019 2:45 - 03:45	A223	Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail	Shannon Powell Rodocker; Founder; Remember Marketing LLC
My Employees Can Do What!?!: Resolving Difficult Issues	07/15/2019 2:45 - 03:45	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Brett Holubeck; Attorney; Alaniz Law and Associates
Building Successful Training Programs	07/15/2019 2:45 - 03:45	Short North Ballroom A	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
Investing in Technology: Part 2	07/15/2019 2:45 - 03:45	Union Station Ballroom A	Greenhouse | Nursery	
Substrate Science Science Science

Problems with Chili Thrips and Mealybugs?	07/15/2019 4:00 - 04:20	Knowledge Center	Landscape | Nursery | Pesticide Re-certification | Research supported or funded by HRI!	Lance Osborne; Professor of Entomology and Associate Center Director; University of Florida
Impact of Garden Trade Role to Surpass One Million Pollinator Gardens!	07/15/2019 4:00 - 04:30	Cultivate Live!	Greenhouse | Interior Plantscape | Landscape | Nursery | Garden Retail	Jennifer Schamber; General Manager; Greenscape Gardens
CANCELLED! Insects Under our Feet: Turf Infesting Insects are Important, Too	07/15/2019 4:00 - 05:00	A113	Landscape | Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Supermarket Panel	07/15/2019 4:00 - 05:00	A210	Greenhouse | Nursery	Gary Cortes; Founding Partner; Flowvision LLC | Greg Smith; President/Owner; Flowerwood Nursery | Patrick Lailey; President/Owner; Plantsmart
Growing with LEDs in the Greenhouse: Grower and Academic Perspective	07/15/2019 4:00 - 05:00	A220	Greenhouse	Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University | John Bonner; Owner & CEO; Great Lakes Growers | Kathleen Baughman; Operations Manager; Iwasaki Bros., Inc | James Darrow; General Manager; Jolly Farmer
Making Signs People Will Read (and then buy plants)!	07/15/2019 4:00 - 05:00	A223	Garden Retail | Research supported or funded by HRI!	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Indoor & Tropical Plant Nutrition	07/15/2019 4:00 - 05:00	C150	Interior Plantscape | Garden Retail	Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert
A Workshop with Sonja Bochart, IIDA, Shepley Bulfinch: Communicating the Value of Biophilic Design to Clients	07/15/2019 4:00 - 05:00	C160A	Interior Plantscape	Randy Fiser; CEO; ASID | Joe Zazzera; Founding Principal; Plant Solutions Inc. | Sonja Bochart; Principal; Shepley Bulfinch
Hiring and Firing: Getting it Right	07/15/2019 4:00 - 05:00	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden	Richard Alaniz; Senior Partner; Alaniz Law & Associates PLLC

			Retail | Generation Next	
Search Marketing - The Importance of & How to Understand Performance Metrics	07/15/2019 4:00 - 05:00	Short North Ballroom A	Greenhouse | Interior Plantscape | Landscape | Nursery | Garden Retail | Generation Next	Nick Pasculli; Founder and CEO; TMD Creative
Silicon Use for Greenhouse Production	07/15/2019 4:00 - 05:00	Union Station Ballroom A	Greenhouse | Research supported or funded by HRI!	Jennifer Boldt; Research Horticulturist; USDA, Agricultural Research Service
OSU Cultivar Trials	07/15/2019 5:00 - 07:00	Depart from Connector	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	
Franklin Park Conservatory Tour	07/15/2019 5:00 - 07:30	Depart from Connector	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	
UnPlugged	07/15/2019 8:00 - 10:00	Callahan's, 520 Park St.		
The Economics of Biophilic Design ◆ Green Plants for Green Buildings CEU program (Special Registration)	07/16/2019 8:00 - 11:00	C160A	Interior Plantscape	Mark Woolbright; Consultant/Founder; Greenwall Ventures, LLC
Whitefly Update - 2019	07/16/2019 8:15 - 09:15	A220	Greenhouse | Pesticide Re-certification	Lance Osborne; Professor of Entomology and Associate Center Director; University of Florida
11 Epic Email Campaigns for Retail Garden Centers	07/16/2019 8:15 - 09:15	A223	Business Plus | Garden Retail	Leslie Leach; Chief Marketing Officer; Plantt
Bonuses, Overtime, and	07/16/2019		Greenhouse | Interior Plantscape |	

Employee Pay: Why are We Being Sued?	8:15 - 09:15	C170	Landscape | Nursery | Business Plus | Garden Retail	Richard Alaniz; Senior Partner; Alaniz Law & Associates PLLC
The Ornamental Plant Trials at Louisiana State University	07/16/2019 9:15 - 09:45	Live For Growers	Greenhouse | Landscape | Nursery | Garden Retail	Jeb Fields; Assistant Professor & Extension Specialist (Commercial Ornamental Horticulture); Louisiana State University
How Technology is Impacting the Landscape & Nursery Industry	07/16/2019 9:30 - 10:30	A115	Landscape | Business Plus	Lisa Fiore; Co-Founder & CEO; LandscapeHub | Matthieu Vollmer; Director/Co-Founder/Partner; Arbre Technologies | Mike Reynolds; CEO & President; Fiore Nursery & Landscape Supply | Mike Cornell; President; Bamboo Pipeline
Push Back Against Armored Scale in Nurseries, Landscape, and Cut Woody Plant Operations	07/16/2019 9:30 - 10:30	A210	Landscape | Nursery | Pesticide Re-certification	Stanton Andrew Gill; University ExtensionSpecilaist in IPM and Entomology and Professor at Montgomery College Landscape Tech program; University of Maryland Extension - Central Maryland Research and Education Center
Leafy Greens 101: How to start and optimize your hydroponic production	07/16/2019 9:30 - 10:30	A213		Nadine Stielow; Owner, Grower, & Operations Manager; Thiel's Greenhouses | Shawn Mallen; Manager - Hydroponics & Manufacturing; A.M.A. Horticulture Inc. | Maurice van der Knapp; Owner; Dry Hydroponics
Lighting Approaches to Maximize Profits (LAMP)	07/16/2019 9:30 - 10:30	A220	Greenhouse | Research supported or funded by HRI!	Neil Mattson; Associate professor and greenhouse extension specialist; Cornell University | Marc van Iersel; Dooley Professor, Department of Horticulture; University of Georgia
What to Do in a Crisis and Managing Difficult Employment Issues	07/16/2019 9:30 - 10:30	C170	Greenhouse | Interior Plantscape | Landscape | Nursery | Business Plus | Garden Retail | Generation Next	Brett Holubeck; Attorney; Alaniz Law and Associates
Time Change! Managing Growth of Herbaceous Perennials with PGR Drenches	07/16/2019 10:00 - 10:30	Live For Growers	Greenhouse | Nursery | Pesticide Re-certification	Joyce Latimer; Professor and Extension Specialist; Virginia Tech
Software and process efficiencies are key to improved productivity.	07/16/2019 10:30 - 10:50	Knowledge Center	Business Plus	

The Key to Automation and Improved Productivity	07/16/2019 10:30 - 10:50	Knowledge Center	Greenhouse | Nursery	Aaron Allison; Founding Partner; SBI Software
Rack Optimization and Increased Truck Payload	07/16/2019 10:45 - 11:15	Live For Growers	Greenhouse | Nursery	Gary Cortes; Founding Partner; Flowvision LLC
Small, Medium & Large Scale Commercial Production	07/16/2019 10:45 - 11:45	A220	Greenhouse	Paul Brentlinger; President; CropKing
Online Merchandising 101 for E-merchants (or those thinking about ecommerce!)	07/16/2019 10:45 - 11:45	A223	Greenhouse | Interior Plantscape | Nursery | Business Plus | Garden Retail	Leslie Leach; Chief Marketing Officer; Plantt
Improved Visibility = Increased Team Response & Performance	07/16/2019 11:00 - 11:20	Knowledge Center	Greenhouse | Nursery	Aaron Allison; Founding Partner; SBI Software