# 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 | | | | |

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| 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. |

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| 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 |

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| 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 |

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| 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 |

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| 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. |

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| 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 \| | |

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| 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 | |

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| 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 |

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| 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 |

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| | | | 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. |

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| 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 \| | |

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| 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 |

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| 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 \| | |

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| 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 | | | | |

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| 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 |
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| 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<br>Science<br>Science<br>

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| 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 |

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| | | | 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 \| | |

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| 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 | |

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| 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 |