

# 2019 Cultivate Conference Sessions

| Session Title  | Date and Time               | Location | Track  | Speaker(s)  |
|--|-----------------------------|----------|--|---|
| Nursery Production Tour  | 07/13/2019<br>7:00 - 05:30  |          | Nursery   Research supported or funded by HRI!   |   |
| Garden Retail Tour   | 07/13/2019<br>7:15 - 03:30  |          | Garden Retail  |   |
| Greenhouse Production Tour   | 07/13/2019<br>7:30 - 05:00  |          | Greenhouse   |   |
| Creating A Modern Garden Center Workshop                                       | 07/13/2019<br>7:45 - 04:00  |          | Business Plus   Garden Retail  | Katie Dubow; Creative Director; Garden Media Group   Martina Mensing-Meckelburg; President; VDG (German Garden Centers Association)   Christopher Satch; Former Director of Plant Science and Education; The Sill   Jessie Jacobson; President/Owner; Tonkadale Greenhouse   Tammy Behm; Owner and Managing Director; May Pop Shop   Clint Albin; Horticultural Retail Strategist; Albin Consulting |
| Biocontrols Workshop: The How-to's of Quality Control and Application Methods. | 07/13/2019<br>8:00 - 05:00  |          | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting   John Sanderson; Associate Professor; Cornell   Rose Buitenhuis; Research Scientist Biological Control; Vineland Research and Innovation Centre  |
| Identification of Greenhouse Insect and Mite Pests                             | 07/13/2019<br>9:00 - 10:00  |          | Greenhouse   Pesticide Re-certification  | Raymond Cloyd; Professor; Kansas State University   |
| Root It or Shoot It?   | 07/13/2019<br>9:00 - 10:00  |          | Greenhouse   | Lloyd Traven; President; Peace Tree Farm LLC  |
| CareerUP – Setting You UP for Future Success                                   | 07/13/2019<br>9:00 - 05:00  |          | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC   John Kennedy; Owner; John Kennedy Consulting   Neal Glatt; Managing Partner; GrowTheBench   Tal Coley; Director of Government Affairs; AmericanHort  |
| Flowering Annuals and Perennials When You Want!                                | 07/13/2019<br>10:15 - 11:15 |          | Greenhouse   Research supported or funded by HRI!  | John Erwin; Professor; University of Minnesota  |

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| Shipping Air Costs<br>Money: How Logistics<br>Technology Helps   | 07/13/2019<br>10:15 -<br>11:15 |  | Greenhouse   | Greg Lafferty; Senior Account Executive; Practical Software Solutions  |
| Grower Math: Time and<br>Space   | 07/13/2019<br>11:30 -<br>12:30 |  | Greenhouse   | Will Healy; Senior Technical & research Manager; Ball Horticultural Company  |
| New Biological<br>Solutions: Implications<br>for Greenhouse IPM  | 07/13/2019<br>11:30 -<br>12:30 |  | Greenhouse   Pesticide<br>Re-certification   | Michael Brownbridge; Research Director, Horticultural Production Systems;<br>Vineland Research and Innovation Centre   |
| It's All About the<br>Workforce  | 07/13/2019<br>12:00 -<br>05:00 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next | Joshua H. Viau; Partner; Fisher Phillips   Ann Margaret Pointer; Partner;<br>Fisher Phillips   Patrick Berschauer; Safety & Wellness Manager; Smith<br>Gardens   Christopher Schulte; Attorney; CJ Lake, LLC |
| Research and<br>Innovation Tour  | 07/13/2019<br>1:00 - 05:30     |  | Business Plus  |  |
| Safe and EFFECTIVE<br>Biocontrol and<br>Environmental<br>Strategies for Successful<br>Herb and Basil<br>Production | 07/13/2019<br>1:30 - 02:30     |  | Greenhouse   Pesticide<br>Re-certification   | Lloyd Traven; President; Peace Tree Farm LLC   |
| Turning Plants, People,<br>and Predicaments into<br>Profits  | 07/13/2019<br>1:30 - 02:30     |  | Greenhouse   |  |
| Fertigation, pH and<br>Irrigation Control for<br>Greenhouses   | 07/13/2019<br>2:45 - 03:45     |  | Greenhouse   | Michael Bogolawski; National Manager for the Agriculture Division ; Hanna<br>Instruments   |
| How to launch a<br>sustainable Seasonal<br>Color Program   | 07/13/2019<br>2:45 - 03:45     |  | Landscape  | Melissa Scherb; Vice President of Sales; Woodlawns Landscape Company   |
| Next Gen Sensors:<br>Using Smartphones for<br>Seedling Quality & Plant<br>Nitrogen Measurement                     | 07/13/2019<br>2:45 - 03:45     |  | Greenhouse   Nursery  <br>Research supported or<br>funded by HRI!  | Krishna Nemali; Assistant Professor & Extension Specialist; Purdue<br>University   |
| Shipping Logistics for<br>Greenhouse, Nursery<br>and Garden Retail   | 07/13/2019<br>2:45 - 03:45     |  | Greenhouse   Nursery  <br>Garden Retail  | Gary Cortes; Founding Partner; Flowvision LLC   AJ Lambert; Director, Sales<br>and Account Management; Container Centralen   |

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| Fungicides: the Tools for Counteracting Many Plant Diseases   | 07/13/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   Pesticide Re-certification   Research supported or funded by HRI!  | Ann Chase; Dr.; Chase Agricultural Consulting   Margery Daughtrey; Senior Extension Associate; Cornell University                   |
| Landscape Design 101: Curb Appeal Makeovers!                  | 07/13/2019<br>4:00 - 05:00 |  | Landscape   | Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens  |
| Substrates: Design, Build, and Maintain                       | 07/13/2019<br>4:00 - 05:00 |  | Greenhouse  | Brian Jackson; Professor; North Carolina State University   |
| The Nuts and Bolts of Keeping Roots on Your Crops!            | 07/13/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   Research supported or funded by HRI!   | John Erwin; Professor; University of Minnesota  |
| OSU Cultivar Trials   | 07/13/2019<br>5:00 - 07:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next  |   |
| Morning Jolt Keynote  | 07/14/2019<br>8:00 - 09:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next   Research supported or funded by HRI! |   |
| 20/20 Vision: See Into The Future with Garden Trends          | 07/14/2019<br>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<br>9:30 - 10:30 |  | Greenhouse  | Brian Krug; Head Grower; Corteva Agrisciences   James Gibson; Technical Representative; Syngenta                                    |
| Pricing Strategies That Win, Work & Achieve Financial Success | 07/14/2019<br>9:30 - 10:30 |  | Interior Plantscape   | Matt Nelson; Senior Vice President; National Interiorscape Network   Bill Fensterer; Vice President; National Interiorscape Network |
| Proven Perennials: Trial Update from Chicago Botanic Garden   | 07/14/2019<br>9:30 - 10:30 |  | Greenhouse   Landscape   Nursery  | Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden   |
| Success with Seed Perennials                                  | 07/14/2019<br>9:30 - 10:30 |  | Greenhouse   Nursery  | Chris Fifo; Product Representative; Darwin Perennials/Kieft Seed  |

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| The Attraction and Retention of Top Talent                                | 07/14/2019<br>9:30 - 10:30  |  | Landscape  | John Kennedy; Owner; John Kennedy Consulting  |
| The New Way to Communicate in Business in 2019                            | 07/14/2019<br>9:30 - 10:30  |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next | Neal Glatt; Managing Partner; GrowTheBench  |
| Greenhouse Research Updates   | 07/14/2019<br>9:30 - 11:45  |  | 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<br>10:00 - 10:20 |  | Interior Plantscape  <br>Landscape   Business Plus   | Nicolas Rousseau; President; ByNature   |
| Fall Crop Disease Protection  | 07/14/2019<br>10:00 - 10:30 |  | Greenhouse   Nursery   | Rick Fletcher; Technical Services Manager, Turf & Ornamental; Nufarm  |
| Redheaded Flea Beetle, Systema Frontalis, the Native Invasive Insect      | 07/14/2019<br>10:00 - 10:30 |  | Landscape   Nursery  <br>Pesticide Re-certification  | Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware   |
| The World of Biocontrol   | 07/14/2019<br>10:30 - 10:50 |  | Greenhouse   Nursery   | Shimon Stienberg; Chief Scientific Officer; BioBee  |
| Measuring Tissue Nitrogen Content in Floriculture Crops using Smartphones | 07/14/2019<br>10:45 - 11:15 |  | Greenhouse   Nursery  <br>Research supported or funded by HRI!   | Ranjeeta Adhikari; PhD Student, Horticulture; Purdue University   |
| Protecting Poinsettias  | 07/14/2019<br>10:45 - 11:15 |  | Greenhouse   | Nancy Rechcigl; Technical Services Manager at Syngenta; Syngenta Crop Protection LLC  |

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| Branding   | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail                      | Leslie Leach; Chief Marketing Officer; Plantt  |
| Building a Sustainable<br>Horticulture Business                                  | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next | Kathy Fediw; President; Johnson Fediw Associates   |
| Importance of Algae<br>Control on Hard<br>Surfaces and Crops                     | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   Pesticide<br>Re-certification   | Ann Chase; Dr.; Chase Agricultural Consulting  |
| Perennial Production:<br>Better Baptisia and<br>Problem-Free Panicum             | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   Nursery   | Laura Robles; Trials Manager; Walters Gardens   Bill Hall; Head Grower;<br>Hoffman Nursery, Inc. |
| Plant Parenting:<br>Connect & Cultivate<br>Plant-Keeping Trends<br>and Marketing | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   Interior<br>Plantscape   Garden<br>Retail   | Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck<br>Horticultural, LLC      |
| Plotting for Crop Height<br>Management: Graphical<br>Tracking                    | 07/14/2019<br>10:45 -<br>11:45 |  | Greenhouse   | Kimberly Williams; Professor of Greenhouse Management; Kansas State<br>University                |
| Winning the Battle with<br>Rose Rosette Disease                                  | 07/14/2019<br>10:45 -<br>11:45 |  | Landscape   Nursery  <br>Pesticide Re-certification<br>  Research supported or<br>funded by HRI!                     | Mark Windham; Professor and Distinguished Chair; University of Tennessee                         |
| Ship Plants Legally With<br>Ease   | 07/14/2019<br>11:00 -<br>11:20 |  | Nursery  | Thomas Buechel; Compliance Officer; Nature Hills Nursery, Inc.                                   |
| Creating a Modern<br>Workforce: A 21st<br>Century Way to Manage                  | 07/14/2019<br>11:00 -<br>12:30 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Garden Retail  <br>Generation Next                    | Neal Glatt; Managing Partner; GrowTheBench   |
| Pollinators: What's the<br>Current Buzz?   | 07/14/2019<br>11:30 -<br>11:50 |  | Landscape   Nursery  <br>Research supported or<br>funded by HRI!   | Cristi Palmer; Environmental Horticulture Program Manager; IR-4 @ Rutgers<br>University          |

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| Fall Crop Insect Protection  | 07/14/2019<br>11:30 - 12:00 |  | Greenhouse   Nursery   | Rick Fletcher; Technical Services Manager, Turf & Ornamental; Nufarm   |
| Up-Date on Pesticides for Use in Greenhouse Production Systems                                       | 07/14/2019<br>11:30 - 12:00 |  | Greenhouse   Pesticide Re-certification  | Raymond Cloyd; Professor; Kansas State University  |
| Cultivate Town Hall: Retaining Talent in the Horticulture Industry                                   | 07/14/2019<br>12:00 - 01:15 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | John Kennedy; Owner; John Kennedy Consulting   Lloyd Traven; President; Peace Tree Farm LLC   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 |
| Labor Shortage? Find out how Aquamatsystem® is an excellent tool to reduce manpower...and save water | 07/14/2019<br>1:00 - 01:30  |  | Greenhouse   | Daniel Nadeau; Business Development Manager; Aquamatsystem   Robert Swanekamp; Co-Owner; Kube-Pak Corp.  |
| Conveyors are Not Workstations   | 07/14/2019<br>1:30 - 01:50  |  | Greenhouse   Nursery   | Gary Cortes; Founding Partner; Flowvision LLC  |
| Biopesticides and Beneficials. How to Use Them Together.   | 07/14/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting  |
| Demystifying E-commerce: Selling Plants On-line  | 07/14/2019<br>1:30 - 02:30  |  | Greenhouse   Nursery   | Trent Minneman; Chief Operations Officer; Nature Hills Nursery, Inc.   |
| Gardening By Your Personality  | 07/14/2019<br>1:30 - 02:30  |  | Landscape  | Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens   |
| Leveraging Your Key Financial Measures   | 07/14/2019<br>1:30 - 02:30  |  | Interior Plantscape  | Bill Fensterer; Vice President; National Interiorscape Network   |
| Past Reflections and New Visions for the Interiorscape Industry                                      | 07/14/2019<br>1:30 - 02:30  |  | Interior Plantscape  | John Peterson; Professor of Horticulture and Floriculture; University of Florida   |
| Plant Parenting: Panel Discussion with Plant Consumers   | 07/14/2019<br>1:30 - 02:30  |  | 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   |

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| Pollinator Protection, Pesticide Stewardship and Best Management Practices - A Panel Discussion Amongst Industry Experts | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next  <br>Pesticide Re-certification<br>  Research supported or<br>funded by HRI! | Jill Calabro; Science & Research Programs Director; AmericanHort & HRI  <br>Caydee Savinelli; Pollinator and IPM Stewardship Lead; Syngenta   Joe<br>Chamberlin; Product Development Manager; Valent   Frank Wong; Senior<br>Regulatory Affairs Consultant; Bayer   |
| Pricing Your Product to Sell   | 07/14/2019<br>1:30 - 02:30 |  | Business Plus   Garden<br>Retail  | Sid Raisch; Owner; Horticultural Advantage  |
| The 5 Levels of Leadership: Where Do You Stand?  | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next  | Neal Glatt; Managing Partner; GrowTheBench  |
| The Challenges of Greenhouse Strawberry Production   | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse  | Sarah Gunn; Head Grower; De Jong Greenhouses  |
| Transplanting Cuttings by Hand and Robotics  | 07/14/2019<br>1:30 - 02:30 |  | Greenhouse   Nursery  <br>Research supported or<br>funded by HRI!   | Paul Fisher; Professor & Extension Specialist; University of Florida   Mike<br>Goyette; Operations Manager; Pleasant View Gardens   Gail Berner;<br>Manager, Propagation; Spring Meadow Nursery   Bob Dickman; General<br>Manager; Dickman Farms   Jeff Back; Director of Greenhouse Operations;<br>Four Star Greenhouses |
| Growcoon – innovative plant propagation system   | 07/14/2019<br>1:45 - 02:15 |  | Greenhouse   Nursery  | Martin Nugteren; Sales Manager; Klasmann-Deilmann Americas Inc  |
| How to Succeed in Urban Agriculture  | 07/14/2019<br>2:00 - 02:20 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next  | Andrew Carter; Co-Founder & CEO; Smallhold  |
| Quick Update on Emerging Pathogens in Greenhouse and Nursery Crops   | 07/14/2019<br>2:00 - 02:30 |  | Greenhouse   Nursery  | Aaron Palmateer; Technical Support Specialist; Bayer Environmental<br>Science   |
| Irrigation Basics  | 07/14/2019<br>2:30 - 02:50 |  | Nursery   Research<br>supported or funded by<br>HRI!  | James Owen; Associate Professor & Extension Specialist; Virginia Tech   |

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| What You'll See on an International Garden Center Association tour                | 07/14/2019<br>2:30 - 03:00 |  | Garden Retail   |  |
| Grow Low, Yield High: Fundamentals of LED Lighting and Innovative Grow Strategies | 07/14/2019<br>2:45 - 03:15 |  | Greenhouse  |  |
| Biostimulants: Another Tool for the Grower's Toolbox                              | 07/14/2019<br>2:45 - 03:45 |  | 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      |
| Branching Out with PGR's  | 07/14/2019<br>2:45 - 03:45 |  | Greenhouse   Pesticide Re-certification   | Joyce Latimer; Professor and Extension Specialist; Virginia Tech   Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University   Brian Whipker; Professor of Floriculture; North Carolina State University |
| Interior Plantscaping Design Trends & Practices from Around the World             | 07/14/2019<br>2:45 - 03:45 |  | Interior Plantscape   | Kathy Fediw; President; Johnson Fediw Associates   |
| Mealybug Management: What Can You Do to Avoid Problems with this 'Sneaky Pest?'   | 07/14/2019<br>2:45 - 03:45 |  | Nursery   Pesticide Re-certification  | Raymond Cloyd; Professor; Kansas State University  |
| Photography of Plants: An Interactive Session                                     | 07/14/2019<br>2:45 - 03:45 |  | Business Plus   Garden Retail   | Kitty Munger; Communications Consultant; Munger Ink  |
| Seed Your Future—Progress Toward a Full Employment Pipeline                       | 07/14/2019<br>2:45 - 03:45 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next   Research supported or funded by HRI! | Susan E. Yoder; Executive Director; Seed Your Future   |
| What's The Big Deal about Green Infrastructure and Functional Landscapes?         | 07/14/2019<br>2:45 - 03:45 |  | Landscape   Nursery   |  |
| More Profit Through Pricing   | 07/14/2019<br>2:45 - 04:15 |  | Business Plus   Garden Retail   | Steve Bailey; Retail Financial Consultant for the Garden Center Industry; Steve Bailey Consulting, LLC   |

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| International Garden Center Tour: Tales from Prague                                      | 07/14/2019<br>3:00 - 03:20 |  | Garden Retail  | Bridget Behe; Professor of Horticultural Marketing; Michigan State University   |
| Gaining Influence: 3 Essential Millennial Actions to Advance                             | 07/14/2019<br>3:00 - 04:00 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next | Neal Glatt; Managing Partner; GrowTheBench  |
| Talent Development Solutions for the 21st Century  | 07/14/2019<br>3:15 - 03:45 |  | Business Plus  | Bart Nichols; Talent Advisor; KCOE Isom   |
| Only the Best: Top-rated Perennial Plants  | 07/14/2019<br>3:30 - 03:50 |  | Greenhouse   Landscape<br>  Nursery   Business Plus<br>  Garden Retail  <br>Generation Next                          | Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden   |
| Managing Growth of Herbaceous Perennials with PGR Drenches                               | 07/14/2019<br>3:30 - 04:00 |  | Greenhouse   Nursery  <br>Pesticide Re-certification   | Joyce Latimer; Professor and Extension Specialist; Virginia Tech  |
| Engaging Elementary Students into Science-based Agriculture                              | 07/14/2019<br>4:00 - 04:20 |  | Greenhouse   Interior<br>Plantscape   Landscape  <br>Nursery   Business Plus  <br>Garden Retail  <br>Generation Next | Winston Dunwell; Extension Horticulture Specialist for Nursery Crops; University of Kentucky  |
| Botrytis in Greenhouse Production  | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Pesticide<br>Re-certification  <br>Research supported or<br>funded by HR!!                              | Mary Hausbeck; University Distinguished Professor and Plant Pathology Extension Specialist; Michigan State University                                   |
| Creating Fantastic Planting Designs - A Panel Discussion Between Growers and Landscapers | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Landscape<br>  Nursery  | Dana Massey; President; PLANTWORKS NURSERY   Kat Harner; Formen; Berns Landscaping   Leslie Herndon; Vice President of Operations; Greenscape Inc.      |
| Early Intervention: The Key to Biocontrol Success  | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery  <br>Pesticide Re-certification   | Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre                                       |
| Mighty Mycorrhizae: Nutrient Management Using Friendly Fungi                             | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   | Leonardo Casieri; Global Research Manager; Mycorrhizal Applications   Blair Busenbark; Sales and Commercial Marketing Manager; Mycorrhizal Applications |

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| Nitrogen Management for Nurseries                                 | 07/14/2019<br>4:00 - 05:00 |  | Nursery   Research supported or funded by HRI!  | Lorence Oki; Specialist in Cooperative Extension; Department of Plant Sciences, University of California, Davis  |
| Performance Based Web Design                                      | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail  | Ben Dils; Director of Marketing; Blue Laser Digital  |
| Plantscape Designs: From Concept to Contract                      | 07/14/2019<br>4:00 - 05:00 |  | Interior Plantscape   | Michelle Marquez; Director of Design and Development; Botanical Designs  |
| The One Hour Strategic Plan                                       | 07/14/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next  | John Kennedy; Owner; John Kennedy Consulting   |
| Cultivate's 90th Anniversary Celebration                          | 07/14/2019<br>4:00 - 06:00 |  |   |  |
| International Interior Plantscape Awards & Hall of Fame Induction | 07/14/2019<br>6:00 - 09:00 |  | Interior Plantscape   | Kathy Fediw; President; Johnson Fediw Associates   |
| Keynote: State of the Industry                                    | 07/15/2019<br>8:00 - 09:00 |  | 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<br>9:30 - 10:00 |  | Greenhouse   Landscape   Nursery   Garden Retail  | Tony Van Oort; Sales Manager; Qualitree  |
| AmericanHort Advocacy Team Meet & Greet                           | 07/15/2019<br>9:30 - 10:30 |  |   | 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 Company Apart       | 07/15/2019<br>9:45 - 10:45 |  | Landscape   |  |

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| Capturing the Hearts and Loyalty of Today's Plant Parents                     | 07/15/2019<br>9:45 - 10:45  |  | Garden Retail  | Will Heeman; Chief Daymaker; Heeman's   |
| Control of Root Rots & Fusarium Wilts   | 07/15/2019<br>9:45 - 10:45  |  | Greenhouse   Nursery   Pesticide Re-certification   Research supported or funded by HRI! | Margery Daughtrey; Senior Extension Associate; Cornell University   |
| From Grower to Client: Handling and Managing your Interiorscape Plants        | 07/15/2019<br>9:45 - 10:45  |  | Interior Plantscape  | John Peterson; Professor of Horticulture and Floriculture; University of Florida  |
| How To Deal With Insect And Mite Pests of Interior Plantscapes                | 07/15/2019<br>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<br>9:45 - 10:45  |  | Nursery   Research supported or funded by HRI!   | Cristi Palmer; Environmental Horticulture Program Manager; IR-4 @ Rutgers University  |
| Managing and Improving Plant Vigor with PGR's                                 | 07/15/2019<br>9:45 - 10:45  |  | Greenhouse   Pesticide Re-certification  | Joyce Latimer; Professor and Extension Specialist; Virginia Tech   Brian Whipker; Professor of Floriculture; North Carolina State University  |
| Putting Success in Your Succession Plan                                       | 07/15/2019<br>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<br>9:45 - 10:45  |  | 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 |
| Visual Merchandising Workshop   | 07/15/2019<br>9:45 - 11:15  |  | Garden Retail  | Joe Baer; Founder and CEO; ZenGenius, Inc.  |
| Working Smarter, Not Harder, with Host Resistance in Ornamentals              | 07/15/2019<br>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<br>10:00 - 10:30 |  | Greenhouse   | Brian Jackson; Professor; North Carolina State University   |

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| Integrated Pest Management: The How's, Why's, Where's & What's                           | 07/15/2019<br>10:15 - 10:45 |  | Greenhouse   Nursery   | Todd Statzer; Director of Environmental Sciences; Urban-Gro   |
| The Economics of LED Supplemental Lighting for Greenhouses                               | 07/15/2019<br>10:30 - 10:50 |  | Greenhouse   | Chuck DeMilo; VP, Marketing; Thrive Agritech, Inc.  |
| Measuring Leachate to Manage Irrigation  | 07/15/2019<br>10:45 - 11:15 |  | Nursery   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<br>11:00 - 11:30 |  | Greenhouse   |   |
| Ignite! With the HortScholars  | 07/15/2019<br>11:00 - 11:50 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next |   |
| Are You Performing at Your Best? Reaching Ultimate Client Satisfaction and Team Buy-in   | 07/15/2019<br>11:00 - 12:00 |  | Landscape  |   |
| Ask the Biocontrol Experts: For Beginners  | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Nursery   Pesticide Re-certification  | Suzanne Wainwright-Evans; Owner; Buglady Consulting   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 |
| Bloom & Grow Radio: How Social Media Fueled My Journey From "Plant Killer to Plant Lady" | 07/15/2019<br>11:00 - 12:00 |  | Business Plus   Garden Retail   Generation Next  | Maria Failla; Founder and Host; Bloom & Grow Radio Podcast  |
| Horticultural Math   | 07/15/2019<br>11:00 - 12:00 |  | Interior Plantscape  | Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert   |

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| Nutrient and Water Management in Field, Nursery and Greenhouse in the 21st Century | 07/15/2019<br>11:00 - 12:00 |  | Nursery  | William Bauerle; OSU Professor Emeritus; OSU  |
| Plant Trends & Availability Q&A  | 07/15/2019<br>11:00 - 12:00 |  | Interior Plantscape   Garden Retail  | Pedro Roldan; Sales Representative; Fleurizon   Dan Johnston; President/Owner; Tri State Foliage                                      |
| Redheaded Flea Beetle: What are the Better Options?                                | 07/15/2019<br>11:00 - 12:00 |  | Landscape   Nursery   Pesticide Re-certification   | Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware   |
| Sales Growth Without a Sales Staff   | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next                 | Matt Nelson; Senior Vice President; National Interiorscape Network  |
| SANC: Innovations in Plant Production and Certification                            | 07/15/2019<br>11:00 - 12:00 |  | Nursery   Research supported or funded by HRI!   | Craig Regelbrugge; Senior Vice President — Industry Advocacy & Research ; AmericanHort  |
| The Benefits of Conducting a Human Resource Audit                                  | 07/15/2019<br>11:00 - 12:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail                   | Todd Downing; Managing Partner; Best Human Capital & Advisory Group   Michael Maggiotto; Manager; Best Human Capital & Advisory Group |
| Greenhouse Light and Carbon Dioxide Management to Enhance Crop Yield               | 07/15/2019<br>11:30 - 12:00 |  | 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<br>1:00 - 01:30  |  | Garden Retail  | Michael Boese; CEO; Plantt  |
| The Art of Giving Great Service Workshop   | 07/15/2019<br>1:00 - 05:00  |  | Interior Plantscape   Landscape   Garden Retail  | Elnian Gilbert; Keynote Speaker & Trainer; ZingTrain  |
| AmericanHort Membership - Get the Most From Your Investment                        | 07/15/2019<br>1:30 - 01:50  |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Mary Beth Cowardin; Vice President Marketing & Member Engagement; AmericanHort  |

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| Ask the Biocontrol Experts: Advanced                             | 07/15/2019<br>1:30 - 02:30 |  | 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 |
| Homegrown Consumer Reasearch                                     | 07/15/2019<br>1:30 - 02:30 |  | Garden Retail   Research supported or funded by HRI!                                     | Bridget Behe; Professor of Horticultural Marketing; Michigan State University   |
| Impact Washington: Advocacy Overview and You                     | 07/15/2019<br>1:30 - 02:30 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next | Tal Coley; Director of Government Affairs; AmericanHort   |
| Investing in Technology: Part 1                                  | 07/15/2019<br>1:30 - 02:30 |  | Greenhouse   Nursery   |   |
| Labor-Saving Swap Shop   | 07/15/2019<br>1:30 - 02:30 |  | Nursery  | Arthur Parkerson; Owner; Lancaster Farms, Inc.  |
| Make Your Message Irresistible                                   | 07/15/2019<br>1:30 - 02:30 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   | Rafael Mael; Founder; Maelstrom   |
| New & Emerging Pathogens in Greenhouse & Nursery Ornamentals     | 07/15/2019<br>1:30 - 02:30 |  | Greenhouse   Nursery   Pesticide Re-certification  | Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science  |
| The Aloha Advantage  | 07/15/2019<br>1:30 - 02:30 |  | Interior Plantscape   Garden Retail  | Darrell Ades; Operations Manager; West Coast Nurseries Group  |
| Plant Maintenance: Don't Replace It, Save It!                    | 07/15/2019<br>1:30 - 03:30 |  | Interior Plantscape  | Kathy Fediw; President; Johnson Fediw Associates  |
| "Inside the Box" Swap Shop                                       | 07/15/2019<br>1:30 - 03:45 |  | Landscape   Garden Retail  | John Kennedy; Owner; John Kennedy Consulting  |
| Exciting new developments from OHP, Your Partners with Solutions | 07/15/2019<br>1:45 - 02:15 |  | Greenhouse   Landscape   Nursery   Garden Retail   | Carlos Bogran; Technical Services Manager ; OHP   |
| Research and Technology behind Scotts® ProVista™ Grass Seed      | 07/15/2019<br>2:00 - 02:20 |  | Landscape  | Christian Baldwin; Senior Scientist; The Scotts Miracle-Gro Company   |

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| New Greenhouse Construction and It's Money Pitfalls             | 07/15/2019<br>2:00 - 02:30 |  | Greenhouse   | Julie Gilbert - Vijverberg; Director; G&V Greenhouse Solutions LLC   |
| Communicate Your CSR Activities                                 | 07/15/2019<br>2:30 - 02:50 |  | Business Plus   Garden Retail  | Will Heeman; Chief Daymaker; Heeman's  |
| Cold hardy woody plants; new breeding, new uses and new markets | 07/15/2019<br>2:30 - 03:00 |  | 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                            | 07/15/2019<br>2:45 - 03:15 |  | Greenhouse   | Andrew Carter; Co-Founder & CEO; Smallhold   |
| Biophilic Design in Action: ASID HQ Living Laboratory           | 07/15/2019<br>2:45 - 03:30 |  | Interior Plantscape   Landscape  | Randy Fiser; CEO; ASID   |
| Building Successful Training Programs                           | 07/15/2019<br>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<br>2:45 - 03:45 |  | Greenhouse   Nursery   Pesticide Re-certification  | Ann Chase; Dr.; Chase Agricultural Consulting  |
| Investing in Technology: Part 2                                 | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery   |  |
| IP Protection Strategies for Novel Cultivars                    | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Nursery   | Travis Bliss; Chair of IP Biotech Practice and Head of Plant IP Practice; Buchanan Ingersoll & Rooney   Stephany Small; Patent Agent; Buchanan Ingersoll & Rooney PC |
| My Employees Can Do What!?: Resolving Difficult Issues          | 07/15/2019<br>2:45 - 03:45 |  | Greenhouse   Interior 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<br>2:45 - 03:45 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail                   | Shannon Powell Rodocker; Founder; Remember Marketing LLC   |

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| Substrate Science  | 07/15/2019<br>2:45 - 05:00 |  | Nursery   Research supported or funded by HRI!   | James Owen; Associate Professor & Extension Specialist; Virginia Tech   Jeb Fields; Assistant Professor & Extension Specialist (Commercial Ornamental Horticulture); Louisiana State University   Will Fonteno; Professor, Horticultural Science; North Carolina 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<br>3:00 - 03:20 |  | Landscape   Nursery   Pesticide Re-certification   Research supported or funded by HRI!                  | James LaMondia; Chief Scientist; CT Agricultural Experiment Station   |
| Setting Up a Simple Check System to Improve Your Growing               | 07/15/2019<br>3:30 - 03:50 |  | Greenhouse   | Brian Krug; Head Grower; Corteva Agrisciences   |
| Japanese Maple Scale   | 07/15/2019<br>3:30 - 04:00 |  | Landscape   Nursery   Pesticide Re-certification   | Stanton Andrew Gill; University Extension Specialist in IPM and Entomology and Professor at Montgomery College Landscape Tech program; University of Maryland Extension - Central Maryland Research and Education Center  |
| Building a Biophilic Design Practice                                   | 07/15/2019<br>3:40 - 04:00 |  | Interior Plantscape   Landscape  | Randy Fiser; CEO; ASID   Joe Zazzera; Founding Principal; Plant Solutions Inc.  |
| Problems with Chili Thrips and Mealybugs?                              | 07/15/2019<br>4:00 - 04:20 |  | Greenhouse   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<br>4:00 - 04:30 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail                                   |   |
| Growing with LEDs in the Greenhouse: Grower and Academic Perspective   | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   | Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University   John Bonner; Owner & CEO; Great Lakes Growers   Kathleen Baughman; Operations Manager; Iwasaki Bros., Inc   James Darrow; General Manager; Jolly Farmer   |
| Hiring and Firing: Getting it Right                                    | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Richard Alaniz; Senior Partner; Alaniz Law & Associates PLLC  |
| Indoor & Tropical Plant Nutrition                                      | 07/15/2019<br>4:00 - 05:00 |  | Interior Plantscape   Garden Retail  | Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert   |

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| Insects Under our Feet: Turf Infesting Insects are Important, Too                                       | 07/15/2019<br>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<br>4:00 - 05:00 |  | Garden Retail   Research supported or funded by HRI!   | Bridget Behe; Professor of Horticultural Marketing; Michigan State University   |
| Search Marketing - The Importance of & How to Understand Performance Metrics                            | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next                 |   |
| Silicon Use for Greenhouse Production   | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   Research supported or funded by HRI!  | Jennifer Boldt; Research Horticulturist; USDA, Agricultural Research Service  |
| Supermarket Panel   | 07/15/2019<br>4:00 - 05:00 |  | Greenhouse   Nursery   | Gary Cortes; Founding Partner; Flowvision LLC   Greg Smith; President/Owner; Flowerwood Nursery   Patrick Lailey; President/Owner; Plantsmart |
| Understanding the Biophilic Design Process and Toolkit Integration                                      | 07/15/2019<br>4:00 - 05:00 |  | Interior Plantscape  | Randy Fiser; CEO; ASID   Joe Zazzera; Founding Principal; Plant Solutions Inc.   Sonja Bochart; Principal; Shepley Bulfinch                   |
| OSU Cultivar Trials   | 07/15/2019<br>5:00 - 07:00 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next |   |
| Franklin Park Conservatory Tour   | 07/15/2019<br>5:00 - 07:30 |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next |   |
| UnPlugged   | 07/15/2019<br>8:00 - 10:00 |  |  |   |
| The Economics of Biophilic Design – Green Plants for Green Buildings CEU program (Special Registration) | 07/16/2019<br>8:00 - 11:00 |  | Interior Plantscape  | Mark Woolbright; Founder; Greenwall Ventures, LLC   |

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| 11 Epic Email Campaigns for Retail Garden Centers                                       | 07/16/2019<br>8:15 - 09:15  |  | Business Plus   Garden Retail  | Leslie Leach; Chief Marketing Officer; Plantt  |
| Bonuses, Overtime, and Employee Pay: Why are We Being Sued?                             | 07/16/2019<br>8:15 - 09:15  |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail                   | Richard Alaniz; Senior Partner; Alaniz Law & Associates PLLC   |
| Whitefly Update - 2019  | 07/16/2019<br>8:15 - 09:15  |  | Greenhouse   Pesticide Re-certification  | Lance Osborne; Professor of Entomology and Associate Center Director; University of Florida  |
| The Ornamental Plant Trials at Louisiana State University                               | 07/16/2019<br>9:15 - 09:45  |  | 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<br>9:30 - 10:30  |  | 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 |
| Leafy Greens 101: How to start and optimize your hydroponic production                  | 07/16/2019<br>9:30 - 10:30  |  |  | 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<br>9:30 - 10:30  |  | 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   |
| Push Back Against Armored Scale in Nurseries, Landscape, and Cut Woody Plant Operations | 07/16/2019<br>9:30 - 10:30  |  | Landscape   Nursery   Pesticide Re-certification   | Stanton Andrew Gill; University Extension Specilaist 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<br>9:30 - 10:30  |  | Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next | Brett Holubeck; Attorney; Cruickshank & Alaniz   |
| Software and process efficiencies are key to improved productivity.                     | 07/16/2019<br>10:30 - 10:50 |  | Business Plus  |  |

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