

# 2019 Cultivate Conference Sessions

Session Title	Date and Time	Location	Track	Speaker(s)
Nursery Production Tour	07/13/2019 7:00 - 05:30		Nursery   Research supported or funded by HRI!	
Garden Retail Tour	07/13/2019 7:15 - 03:30		Garden Retail	
Greenhouse Production Tour	07/13/2019 7:30 - 05:00		Greenhouse	
Creating A Modern Garden Center Workshop	07/13/2019 7:45 - 04:00		Business Plus   Garden Retail	Katie Dubow; Creative Director; Garden Media Group   Martina Mensing-Meckelburg; President; 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 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 9:00 - 10:00		Greenhouse   Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
Root It or Shoot It?	07/13/2019 9:00 - 10:00		Greenhouse	Lloyd Traven; President; Peace Tree Farm LLC
CareerUP – Setting You UP for Future Success	07/13/2019 9:00 - 05:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC   John Kennedy; Owner; John Kennedy Consulting   Neal Glatt; Managing Partner; GrowTheBench   Tal Coley; Director of Government Affairs; AmericanHort
Flowering Annuals and Perennials When You Want!	07/13/2019 10:15 - 11:15		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		Greenhouse	Greg Lafferty; Senior Account Executive; Practical Software Solutions
Grower Math: Time and Space	07/13/2019 11:30 - 12:30		Greenhouse	Will Healy; Senior Technical & research Manager; Ball Horticultural Company
New Biological Solutions: Implications for Greenhouse IPM	07/13/2019 11:30 - 12:30		Greenhouse   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		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		Business Plus	
Safe and EFFECTIVE Biocontrol and Environmental Strategies for Successful Herb and Basil Production	07/13/2019 1:30 - 02:30		Greenhouse   Pesticide Re-certification	Lloyd Traven; President; Peace Tree Farm LLC
Turning Plants, People, and Predicaments into Profits	07/13/2019 1:30 - 02:30		Greenhouse	
Fertigation, pH and Irrigation Control for Greenhouses	07/13/2019 2:45 - 03:45		Greenhouse	Michael Bogolawski; National Manager for the Agriculture Division ; Hanna Instruments
How to launch a sustainable Seasonal Color Program	07/13/2019 2:45 - 03:45		Landscape	Melissa Scherb; Vice President of Sales; Woodlawns Landscape Company
Next Gen Sensors: Using Smartphones for Seedling Quality & Plant Nitrogen Measurement	07/13/2019 2:45 - 03:45		Greenhouse   Nursery   Research supported or funded by HRI!	Krishna Nemali; Assistant Professor & Extension Specialist; Purdue University
Shipping Logistics for Greenhouse, Nursery and Garden Retail	07/13/2019 2:45 - 03:45		Greenhouse   Nursery   Garden Retail	Gary Cortes; Founding Partner; Flowvision LLC   AJ Lambert; Director, Sales and Account Management; Container Centralen

Fungicides: the Tools for Counteracting Many Plant Diseases	07/13/2019 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 4:00 - 05:00		Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Substrates: Design, Build, and Maintain	07/13/2019 4:00 - 05:00		Greenhouse	Brian Jackson; Professor; North Carolina State University
The Nuts and Bolts of Keeping Roots on Your Crops!	07/13/2019 4:00 - 05:00		Greenhouse   Nursery   Research supported or funded by HRI!	John Erwin; Professor; University of Minnesota
OSU Cultivar Trials	07/13/2019 5:00 - 07:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	
Morning Jolt Keynote	07/14/2019 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 9:30 - 10:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Katie Dubow; Creative Director; Garden Media Group
It's the Little Things That Add Up	07/14/2019 9:30 - 10:30		Greenhouse	Brian Krug; Head Grower; Corteva Agrisciences   James Gibson; Technical Representative; Syngenta
Pricing Strategies That Win, Work & Achieve Financial Success	07/14/2019 9:30 - 10:30		Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network   Bill Fensterer; Vice President; National Interiorscape Network
Proven Perennials: Trial Update from Chicago Botanic Garden	07/14/2019 9:30 - 10:30		Greenhouse   Landscape   Nursery	Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden
Success with Seed Perennials	07/14/2019 9:30 - 10:30		Greenhouse   Nursery	Chris Fifo; Product Representative; Darwin Perennials/Kieft Seed

The Attraction and Retention of Top Talent	07/14/2019 9:30 - 10:30		Landscape	John Kennedy; Owner; John Kennedy Consulting
The New Way to Communicate in Business in 2019	07/14/2019 9:30 - 10:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Greenhouse Research Updates	07/14/2019 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 10:00 - 10:20		Interior Plantscape   Landscape   Business Plus	Nicolas Rousseau; President; ByNature
Fall Crop Disease Protection	07/14/2019 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 10:00 - 10:30		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		Greenhouse   Nursery	Shimon Stienberg; Chief Scientific Officer; BioBee
Measuring Tissue Nitrogen Content in Floriculture Crops using Smartphones	07/14/2019 10:45 - 11:15		Greenhouse   Nursery   Research supported or funded by HRI!	Ranjeeta Adhikari; PhD Student, Horticulture; Purdue University
Protecting Poinsettias	07/14/2019 10:45 - 11:15		Greenhouse	Nancy Rechcigl; Technical Services Manager at Syngenta; Syngenta Crop Protection LLC

Branding	07/14/2019 10:45 - 11:45		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		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Kathy Fediw; President; Johnson Fediw Associates
Importance of Algae Control on Hard Surfaces and Crops	07/14/2019 10:45 - 11:45		Greenhouse   Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Perennial Production: Better Baptisia and Problem-Free Panicum	07/14/2019 10:45 - 11:45		Greenhouse   Nursery	Laura Robles; Trials Manager; Walters Gardens   Bill Hall; Head Grower; Hoffman Nursery, Inc.
Plant Parenting: Connect & Cultivate Plant-Keeping Trends and Marketing	07/14/2019 10:45 - 11:45		Greenhouse   Interior Plantscape   Garden Retail	Leslie Halleck; Owner, Certified Professional Horticulturist; Halleck Horticultural, LLC
Plotting for Crop Height Management: Graphical Tracking	07/14/2019 10:45 - 11:45		Greenhouse	Kimberly Williams; Professor of Greenhouse Management; Kansas State University
Winning the Battle with Rose Rosette Disease	07/14/2019 10:45 - 11:45		Landscape   Nursery   Pesticide Re-certification   Research supported or funded by HRI!	Mark Windham; Professor and Distinguished Chair; University of Tennessee
Ship Plants Legally With Ease	07/14/2019 11:00 - 11:20		Nursery	Thomas Buechel; Compliance Officer; Nature Hills Nursery, Inc.
Creating a Modern Workforce: A 21st Century Way to Manage	07/14/2019 11:00 - 12:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Pollinators: What's the Current Buzz?	07/14/2019 11:30 - 11:50		Landscape   Nursery   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		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		Greenhouse   Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
Cultivate Town Hall: Retaining Talent in the Horticulture Industry	07/14/2019 12:00 - 01:15		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	John Kennedy; Owner; John Kennedy Consulting   Lloyd Traven; 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 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 1:30 - 01:50		Greenhouse   Nursery	Gary Cortes; Founding Partner; Flowvision LLC
Biopesticides and Beneficials. How to Use Them Together.	07/14/2019 1:30 - 02:30		Greenhouse   Nursery   Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Demystifying E-commerce: Selling Plants On-line	07/14/2019 1:30 - 02:30		Greenhouse   Nursery	Trent Minneman; Chief Operations Officer; Nature Hills Nursery, Inc.
Gardening By Your Personality	07/14/2019 1:30 - 02:30		Landscape	Kirk Brown; National Outreach Coordinator; Magnolia Plantation and Gardens
Leveraging Your Key Financial Measures	07/14/2019 1:30 - 02:30		Interior Plantscape	Bill Fensterer; Vice President; National Interiorscape Network
Past Reflections and New Visions for the Interiorscape Industry	07/14/2019 1:30 - 02:30		Interior Plantscape	John Peterson; Professor of Horticulture and Floriculture; University of Florida
Plant Parenting: Panel Discussion with Plant Consumers	07/14/2019 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

Pollinator Protection, Pesticide Stewardship and Best Management Practices - A Panel Discussion Amongst Industry Experts	07/14/2019 1:30 - 02:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next   Pesticide Re-certification   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
Pricing Your Product to Sell	07/14/2019 1:30 - 02:30		Business Plus   Garden Retail	Sid Raisch; Owner; Horticultural Advantage
The 5 Levels of Leadership: Where Do You Stand?	07/14/2019 1:30 - 02:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Neal Glatt; Managing Partner; GrowTheBench
The Challenges of Greenhouse Strawberry Production	07/14/2019 1:30 - 02:30		Greenhouse	Sarah Gunn; Head Grower; De Jong Greenhouses
Transplanting Cuttings by Hand and Robotics	07/14/2019 1:30 - 02:30		Greenhouse   Nursery   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
Growcoon – innovative plant propagation system	07/14/2019 1:45 - 02:15		Greenhouse   Nursery	Martin Nugteren; Sales Manager; Klasmann-Deilmann Americas Inc
How to Succeed in Urban Agriculture	07/14/2019 2:00 - 02:20		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Andrew Carter; Co-Founder & CEO; Smallhold
Quick Update on Emerging Pathogens in Greenhouse and Nursery Crops	07/14/2019 2:00 - 02:30		Greenhouse   Nursery	Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science
Irrigation Basics	07/14/2019 2:30 - 02:50		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		Garden Retail	
Grow Low, Yield High: Fundamentals of LED Lighting and Innovative Grow Strategies	07/14/2019 2:45 - 03:15		Greenhouse	
Biostimulants: Another Tool for the Grower's Toolbox	07/14/2019 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 2:45 - 03:45		Greenhouse   Pesticide Re-certification	Joyce Latimer; Professor and Extension Specialist; Virginia Tech   Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University   Brian Whipker; Professor of Floriculture; North Carolina State University
Interior Plantscaping Design Trends & Practices from Around the World	07/14/2019 2:45 - 03:45		Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Mealybug Management: What Can You Do to Avoid Problems with this 'Sneaky Pest?'	07/14/2019 2:45 - 03:45		Nursery   Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
Photography of Plants: An Interactive Session	07/14/2019 2:45 - 03:45		Business Plus   Garden Retail	Kitty Munger; Communications Consultant; Munger Ink
Seed Your Future—Progress Toward a Full Employment Pipeline	07/14/2019 2:45 - 03:45		Greenhouse   Interior Plantscape   Landscape   Nursery   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 2:45 - 03:45		Landscape   Nursery	
More Profit Through Pricing	07/14/2019 2:45 - 04:15		Business Plus   Garden Retail	Steve Bailey; Retail Financial Consultant for the Garden Center Industry; Steve Bailey Consulting, LLC



International Garden Center Tour: Tales from Prague	07/14/2019 3:00 - 03:20		Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Gaining Influence: 3 Essential Millennial Actions to Advance	07/14/2019 3:00 - 04:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Neal Glatt; Managing Partner; GrowTheBench
Talent Development Solutions for the 21st Century	07/14/2019 3:15 - 03:45		Business Plus	Bart Nichols; Talent Advisor; KCOE Isom
Only the Best: Top-rated Perennial Plants	07/14/2019 3:30 - 03:50		Greenhouse   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Richard Hawke; Plant Evaluation Manager; Chicago Botanic Garden
Managing Growth of Herbaceous Perennials with PGR Drenches	07/14/2019 3:30 - 04:00		Greenhouse   Nursery   Pesticide Re-certification	Joyce Latimer; Professor and Extension Specialist; Virginia Tech
Engaging Elementary Students into Science-based Agriculture	07/14/2019 4:00 - 04:20		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Winston Dunwell; Extension Horticulture Specialist for Nursery Crops; University of Kentucky
Botrytis in Greenhouse Production	07/14/2019 4:00 - 05:00		Greenhouse   Pesticide Re-certification   Research supported or 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 4:00 - 05:00		Greenhouse   Landscape   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 4:00 - 05:00		Greenhouse   Nursery   Pesticide Re-certification	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre
Mighty Mycorrhizae: Nutrient Management Using Friendly Fungi	07/14/2019 4:00 - 05:00		Greenhouse   Nursery	Leonardo Casieri; Global Research Manager; Mycorrhizal Applications   Blair Busenbark; Sales and Commercial Marketing Manager; Mycorrhizal Applications

Nitrogen Management for Nurseries	07/14/2019 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 4:00 - 05:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail	Nick Pasculli; Founder and CEO; TMD Creative
Plantscape Designs: From Concept to Contract	07/14/2019 4:00 - 05:00		Interior Plantscape	Michelle Marquez; Director of Design and Development; Botanical Designs
The One Hour Strategic Plan	07/14/2019 4:00 - 05:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	John Kennedy; Owner; John Kennedy Consulting
Cultivate's 90th Anniversary Celebration	07/14/2019 4:00 - 06:00			
International Interior Plantscape Awards & Hall of Fame Induction	07/14/2019 6:00 - 09:00		Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Keynote: State of the Industry	07/15/2019 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 9:30 - 10:00		Greenhouse   Landscape   Nursery   Garden Retail	Tony Van Oort; Sales Manager; Qualitree
AmericanHort Advocacy Team Meet & Greet	07/15/2019 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 9:45 - 10:45		Landscape	

Capturing the Hearts and Loyalty of Today's Plant Parents	07/15/2019 9:45 - 10:45		Garden Retail	Will Heeman; Chief Daymaker; Heeman's
Control of Root Rots & Fusarium Wilts	07/15/2019 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 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 9:45 - 10:45		Interior Plantscape   Pesticide Re-certification	Raymond Cloyd; Professor; Kansas State University
IR-4 Program: New Products and Upcoming Actives for Disease & Pest Management	07/15/2019 9:45 - 10:45		Nursery   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 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 9:45 - 10:45		Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next	John Kennedy; Owner; John Kennedy Consulting
The Importance of Cultivar Testing for Boxwood Blight	07/15/2019 9:45 - 10:45		Landscape   Nursery   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 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 10:00 - 10:20		Greenhouse   Landscape   Nursery	Mark Windham; Professor and Distinguished Chair; University of Tennessee
Hot Topics in Growing Media: Wood and Water	07/15/2019 10:00 - 10:30		Greenhouse	Brian Jackson; Professor; North Carolina State University

Integrated Pest Management: The How's, Why's, Where's & What's	07/15/2019 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 10:30 - 10:50		Greenhouse	Chuck DeMilo; VP, Marketing; Thrive Agritech, Inc.
Measuring Leachate to Manage Irrigation	07/15/2019 10:45 - 11:15		Nursery   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		Greenhouse	
Ignite! With the HortScholars	07/15/2019 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 11:00 - 12:00		Landscape	
Ask the Biocontrol Experts: For Beginners	07/15/2019 11:00 - 12:00		Greenhouse   Nursery   Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting   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 11:00 - 12:00		Business Plus   Garden Retail   Generation Next	Maria Failla; Founder and Host; Bloom & Grow Radio Podcast
Horticultural Math	07/15/2019 11:00 - 12:00		Interior Plantscape	Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert

Nutrient and Water Management in Field, Nursery and Greenhouse in the 21st Century	07/15/2019 11:00 - 12:00		Nursery	William Bauerle; OSU Professor Emeritus; OSU
Plant Trends & Availability Q&A	07/15/2019 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 11:00 - 12:00		Landscape   Nursery   Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Sales Growth Without a Sales Staff	07/15/2019 11:00 - 12:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next	Matt Nelson; Senior Vice President; National Interiorscape Network
SANC: Innovations in Plant Production and Certification	07/15/2019 11:00 - 12:00		Nursery   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 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 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 1:00 - 01:30		Garden Retail	Michael Boese; CEO; Plantt
The Art of Giving Great Service Workshop	07/15/2019 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 1:30 - 01:50		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Mary Beth Cowardin; Vice President Marketing & Member Engagement; AmericanHort

Ask the Biocontrol Experts: Advanced	07/15/2019 1:30 - 02:30		Greenhouse   Nursery   Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting   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 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 1:30 - 02:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail   Generation Next	Tal Coley; Director of Government Affairs; AmericanHort
Investing in Technology: Part 1	07/15/2019 1:30 - 02:30		Greenhouse   Nursery	
Labor-Saving Swap Shop	07/15/2019 1:30 - 02:30		Nursery	Arthur Parkerson; Owner; Lancaster Farms, Inc.
Make Your Message Irresistible	07/15/2019 1:30 - 02:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail	Rafael Mael; Founder; Maelstrom
New & Emerging Pathogens in Greenhouse & Nursery Ornamentals	07/15/2019 1:30 - 02:30		Greenhouse   Nursery   Pesticide Re-certification	Aaron Palmateer; Technical Support Specialist; Bayer Environmental Science
The Aloha Advantage	07/15/2019 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 1:30 - 03:30		Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
"Inside the Box" Swap Shop	07/15/2019 1:30 - 03:45		Landscape   Garden Retail	John Kennedy; Owner; John Kennedy Consulting
Exciting new developments from OHP, Your Partners with Solutions	07/15/2019 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 2:00 - 02:20		Landscape	Christian Baldwin; Senior Scientist; The Scotts Miracle-Gro Company

New Greenhouse Construction and It's Money Pitfalls	07/15/2019 2:00 - 02:30		Greenhouse	Julie Gilbert - Vijverberg; Director; G&V Greenhouse Solutions LLC
Communicate Your CSR Activities	07/15/2019 2:30 - 02:50		Business Plus   Garden Retail	Will Heeman; Chief Daymaker; Heeman's
Cold hardy woody plants; new breeding, new uses and new markets	07/15/2019 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 2:45 - 03:15		Greenhouse	Andrew Carter; Co-Founder & CEO; Smallhold
Biophilic Design in Action: ASID HQ Living Laboratory	07/15/2019 2:45 - 03:30		Interior Plantscape   Landscape	Randy Fiser; CEO; ASID
Building Successful Training Programs	07/15/2019 2:45 - 03:45		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Matt Nelson; Senior Vice President; National Interiorscape Network   Bill Fensterer; Vice President; National Interiorscape Network
Effective Use of Biopesticides for Disease Control	07/15/2019 2:45 - 03:45		Greenhouse   Nursery   Pesticide Re-certification	Ann Chase; Dr.; Chase Agricultural Consulting
Investing in Technology: Part 2	07/15/2019 2:45 - 03:45		Greenhouse   Nursery	
IP Protection Strategies for Novel Cultivars	07/15/2019 2:45 - 03:45		Greenhouse   Nursery	Travis Bliss; Chair of IP Biotech Practice and Head of Plant IP Practice; Buchanan Ingersoll & Rooney   Stephany Small; Patent Agent; Buchanan Ingersoll & Rooney PC
My Employees Can Do What!?: Resolving Difficult Issues	07/15/2019 2:45 - 03:45		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	Brett Holubeck; Attorney; Cruickshank & Alaniz
Which Social Media Channels Are Best For Your Business?	07/15/2019 2:45 - 03:45		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail	Shannon Powell Rodocker; Founder; Remember Marketing LLC

Substrate Science	07/15/2019 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 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 3:30 - 03:50		Greenhouse	Brian Krug; Head Grower; Corteva Agrisciences
Japanese Maple Scale	07/15/2019 3:30 - 04:00		Landscape   Nursery   Pesticide Re-certification	Stanton Andrew Gill; University Extension Specialist in IPM and Entomology and Professor at Montgomery College Landscape Tech program; University of Maryland Extension - Central Maryland Research and Education Center
Building a Biophilic Design Practice	07/15/2019 3:40 - 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 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 4:00 - 04:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Garden Retail	
Growing with LEDs in the Greenhouse: Grower and Academic Perspective	07/15/2019 4:00 - 05:00		Greenhouse	Roberto Lopez; Professor and Controlled Environment Extension Specialist; Michigan State University   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 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 4:00 - 05:00		Interior Plantscape   Garden Retail	Lynn Griffith; Tropical Plant and Soil Expert; Tropical Plant and Soil Expert



Insects Under our Feet: Turf Infesting Insects are Important, Too	07/15/2019 4:00 - 05:00		Landscape   Pesticide Re-certification	Brian Kunkel; Ornamental IPM Extension Specialist; University of Delaware
Making Signs People Will Read (and then buy plants)!	07/15/2019 4:00 - 05:00		Garden Retail   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 4:00 - 05:00		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		Greenhouse   Research supported or funded by HRI!	Jennifer Boldt; Research Horticulturist; USDA, Agricultural Research Service
Supermarket Panel	07/15/2019 4:00 - 05:00		Greenhouse   Nursery	Gary Cortes; Founding Partner; Flowvision LLC   Greg Smith; President/Owner; Flowerwood Nursery   Patrick Lailey; President/Owner; Plantsmart
Understanding the Biophilic Design Process and Toolkit Integration	07/15/2019 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 5:00 - 07:00		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	
Franklin Park Conservatory Tour	07/15/2019 5:00 - 07:30		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail   Generation Next	
UnPlugged	07/15/2019 8:00 - 10:00			
The Economics of Biophilic Design – Green Plants for Green Buildings CEU program (Special Registration)	07/16/2019 8:00 - 11:00		Interior Plantscape	Mark Woolbright; Founder; Greenwall Ventures, LLC

11 Epic Email Campaigns for Retail Garden Centers	07/16/2019 8:15 - 09:15		Business Plus   Garden Retail	Leslie Leach; Chief Marketing Officer; Plantt
Bonuses, Overtime, and Employee Pay: Why are We Being Sued?	07/16/2019 8:15 - 09:15		Greenhouse   Interior Plantscape   Landscape   Nursery   Business Plus   Garden Retail	Richard Alaniz; Senior Partner; Alaniz Law & Associates PLLC
Whitefly Update - 2019	07/16/2019 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 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 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 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 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 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 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 10:30 - 10:50		Business Plus	

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