



**Get
On
Point**

GREEN & GROWIN' 17

January 16 – 20 Greensboro, NC

G&G EDUCATION

January 16 - 18

**10 Education Tracks
58 Sessions | 140 CEUs**

Enjoy world-class educational sessions, refresh your skills, train your team



NEW

- ➔ **Five Educational Tracks Built For Your Entire Team – Mix & Match For Maximum CEUs**
- ➔ **Tech Tools**
- ➔ **Networking Events**
- ➔ **Options For Exhibitors And Sponsors**

G&G MARKETPLACE

January 19 - 20

**425+ Vendors
4,900+ Attendees**

Discover new products, make valuable connections, expand your market



GreenandGrowin.com



North Carolina Nursery
& Landscape Association



GET ON POINT

GREEN & GROWIN' 17

**Early Bird
Register by
Dec. 31
& Save!**

January 16 - 20 Greensboro, NC

**NCNLA Aims High with Brand New Education
Tracks, Networking Events and More!**

When you break your own record, what is next? Raise the bar, of course. G&G'16 was a landmark event — drawing record attendance and rave reviews from exhibitors and attendees alike. To build on that momentum, we poured over attendee surveys and asked volunteer leaders for insight. The result is a program that's better than ever — with new networking events, new education tracks and much more.

Please join us at Green & Growin' 2017, January 16-20 in Greensboro, NC. **Register today!**

NEW

You spoke. We listened. Look what's new for G&G'2017

➔ NEW NETWORKING EVENTS

Tuesday, January 17th

- **"Feed Your Mind" Luncheon** – chat about the topic of your choice at expert-led roundtables.
- **Happy Hour** – stop by at day's end to catch up with peers.

Wednesday, January 18th

- **Networking Lunch** – meet fascinating folks from every part of the green industry.
- **After Hours** – talk business (or not) at this easy-going get together.

Thursday, January 19th

- **Industry Awards** – celebrate with the winners of this year's top honors
- **After Dark** – take time to socialize, enjoy live music and just let your hair down.

➔ NEW EDUCATION OPTIONS

- **10 Tracks** – nearly 60 new seminars and workshops
- **Topics for Everyone** – owners, managers, technicians and field workers
- **100+ CEUs** – stick with one track or mix and match to earn the credits you need
- **"Big Picture" Info** – two General Sessions featuring keynote speakers Jason Goldberg and Charlie Hall

Plus...NEW Paperless CEU Tracking – just scan your badge as you enter a session, and we'll do the rest.

➔ A MAXIMIZED MARKETPLACE

- **400+ Booth Tradeshow** – 350+ Vendors, 4000+ Attendees
- **NCNLA Members-Only Lounge** – your private retreat, right on the tradeshow floor
- **NEW Vendor/Sponsor options** – contact NCNLA for details about the latest added visibility choices

➔ AND THE FASTEST REGISTRATION EVER!

- Register online now – it's easy
- No more long lines on-site.

GreenandGrowin.com

“Our goal is an event that’s ‘On Point’ for everyone – maximum value for a minimum investment of time and money.” — Corey Connors, NCNLA Executive Vice President

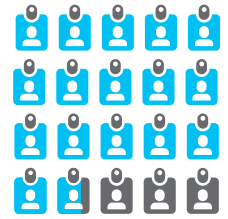
SCHEDULE AT A GLANCE

MONDAY, JANUARY 16	
8:00 AM – 5:00 PM	SPECIALTY CLASSES & CERTIFICATIONS
TUESDAY, JANUARY 17	
8:00 AM – 5:00 PM	SPECIALTY CLASSES & CERTIFICATIONS (See next page for topics)
8:00 AM – 9:15 AM	KEYNOTE ADDRESS Jason Goldberg, International Speaker, Trainer, & Coach
9:30 AM – 5:00 PM	EDUCATION TRACKS (See page 6 for topics)
11:30 AM – 12:45 PM	NEW “FEED YOUR MIND” LUNCHEON
5:00 PM – 7:00 PM	NEW GREEN & GROWIN’ HAPPY HOUR
WEDNESDAY, JANUARY 18	
8:00 AM – 9:15 AM	KEYNOTE BREAKFAST Charlie Hall, Texas A&M
8:30 AM – 7:30 PM	NC Sod Producers Association Annual Meeting
9:30 AM – 5:00 PM	EDUCATION TRACKS (See page 10 for topics)
5:00 PM – 7:30 PM	NC Green Industry Council Annual Meeting
6:30 PM – 7:30 PM	NCSU Reception
7:00 PM – 11:00 PM	NEW GREEN & GROWIN’ AFTER HOURS
THURSDAY, JANUARY 19	
7:30 AM – 9:00 AM	NCNLA Membership Breakfast & Annual Meeting
9:00 AM – 5:00 PM	GREEN & GROWIN’ MARKETPLACE (Registration hours: 8:00 AM – 4:00 PM)
7:00 PM – 11:00 PM	NEW INDUSTRY AWARDS AND GREEN & GROWIN’ AFTER DARK with live band ‘The Bush Pushers’
FRIDAY, JANUARY 20	
9:00 AM – 3:00 PM	GREEN & GROWIN’ MARKETPLACE (Registration hours: 8:00 AM – 2:00 PM)
11:30 AM – 12:30 PM	Women in the Green Industry Gathering

Green & Growin’ by the numbers*



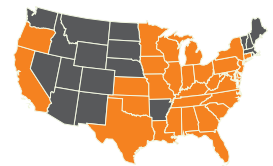
4,755
Total Attendance



1,700
Companies Attended



93% Exhibitors Made
New Customer
Contacts



31 States
Represented



412
Exhibiting Companies

*Statistics based on G&G 16



Specialty Classes and Certifications, 1- and 2-day Classes

GreenandGrowin.com

Gain marketable skills and career-boosting credentials. Sign up soon. *Class size is limited.*

	MONDAY, JAN. 16	TUESDAY, JAN. 17	WED., JAN. 18
8:00 AM – 5:00 PM	● Budgeting and Estimating Workshop	● Budgeting and Estimating Workshop	
8:30 AM – 4:00 PM	● Pesticide License Class & Test	● Pesticide License Class & Test	
8:30 AM – 5:00 PM	● ICPI Level One Paver Certification <i>Sponsored by Belgard</i>	● ICPI Level One Paver Certification <i>Sponsored by Belgard</i>	
	● ICPI PICP Specialist Course Part 1 <i>Sponsored by Belgard</i>		
8:30 AM – 5:00 PM	● Spanish Pesticide License Training part 1 <i>Sponsored by National Hispanic Landscape Alliance</i>	● Spanish Pesticide License Training part 2 <i>Sponsored by National Hispanic Landscape Alliance</i>	● Spanish Pesticide License Review & Test <i>Sponsored by National Hispanic Landscape Alliance</i>
1:00 PM – 5:00 PM	●● Landscape Weed ID & Management Workshop		

● **LC** Landscape Contractor License* (NC) – Technical CEU

● **LCB** Landscape Contractor License* (NC) – Business CEU

●● **PA** Pesticide Applicator License (FL, MD, NC, SC, TN, VA)

➔ ICPI Level One Concrete Paver Installer Course ●

Sponsored by Belgard*

Earn Your ICPI LEVEL ONE Paver Certification — Learn Skills to Increase Your Bottom Line

Class is limited to 60 people — you must be pre-registered to attend

January 16 – 17

8:30 AM – 5:00 PM

Registration Fee: Class and Certification Test

ICPI members	NCNLA members	Non-members
\$280 (must verify membership with ICPI)	\$315	\$350

**Belgard will provide breakfast, lunch and breaks*

Instructor: Belgard Representative

This practical two-day course is designed to enhance the knowledge of individuals involved in the construction and installation of interlocking concrete pavements. The course is taught by ICPI Instructors and is tied together with a video that takes participants through a step-by-step concrete paver installation.

The following are the informative topics that are addressed in the curriculum: Job planning and documentation, estimating quantities, job layout and flow, soil characteristics and compaction, base materials, edge restraints, bedding and joint sands, selection and installation of concrete pavers, maintenance and management, specialty applications and construction tips, safety, estimating and job costing and contract basics.

You may study before the course by reading the student manual online at: icpi.org/studyicpi. A student manual will be provided on-site, so it is NOT necessary to print the manual from the online files.

➔ ICPI PICP Specialist Course ●

Sponsored by Belgard*

Earn Your ICPI PICP Specialist Technician Landscape License Certification — learn skills to increase your bottom line.

Class is limited to 60 people — you must be pre-registered to attend

Monday, January 16

8:30 AM - 5:00 PM

Registration Fee: Class and Certification Test

ICPI members	NCNLA members	Non-members
\$236 (must verify membership with ICPI)	\$266	\$295

**Belgard will provide lunch, breakfast & breaks*

Instructor: Belgard Representative

This is a classroom-based program for experienced contractors who either already do residential and/or commercial concrete pavement installations, or who wish to move into the permeable pavement market. It will be valuable for those who currently install permeable interlocking concrete pavement (PICP), or plan to expand into the PICP arena.

Curriculum topics include an overview and systems, job planning and documentation, job layout, flow and estimating quantities, soil and site characteristics, sub-base and base materials, edge restraints, bedding and jointing materials, paver selection and installation and maintenance.

- Learn how to meet industry-established guidelines for residential and commercial PICP applications.
- Broaden your knowledge and be recognized for course completion and passing the exam.

- Enhance your professional credibility with additional industry credentials.
- Help improve the quality of PICP installations and build more public awareness of the value that design professionals provide.

You may study before the course by reading the student manual online at: icpi.org/studyicpi. A student manual will be provided on-site, so it is NOT necessary to print the manual from the online files.

➔ Landscape Weed ID & Management Workshop ●●

Class is limited to 30 people

Monday, January 16

1:00 PM - 5:00 PM

Registration Fee

	Members	Non-members
Early Bird	\$110	\$160
Regular	\$125	\$175

Instructor: Joe Neal, NC State University

Learn how to identify weeds and develop a landscape weed management plan in this half-day, hands-on workshop.

This class includes a copy of the book "Weeds of Southern Turf Grass" by Tim Murphy.

***You must pre-register to attend these courses.**



➔ Pesticide Licensing ●

****Class is limited to 100 people — you must be pre-registered to attend****

January 16 – 17

Class registration

NEW (Includes Cost of Books & Lunch)

	Members	Non-members
Early Bird	\$150	\$200
Regular	\$175	\$225

Test registration (paid to NCDA on site)

Core Test	Categories
\$50	\$20 each

**** You will pay the test fee to NCDA when you arrive on Tuesday to take the exam** Cash or check only****

Instructor: Wayne Buhler, North Carolina State University

Day 1: Monday, Jan. 16	
8:30 AM – Noon	Core Safety Training and NC laws
Noon – 1:00 PM	Lunch break
1:00 – 4:00 PM	Continue session
Day 2: Tuesday, Jan. 17	
8:30 AM – Noon	Ornamental and Turf grass Training
Noon – 1:00 PM	Lunch break
1:00 – 4:00 PM	NC Pesticide Applicators Licensing Exam (given by NCDA)

**** You have to pay for the exam separately****

***You must pre-register to attend these courses.**

➔ Spanish Pesticide Licensing ●

Sponsored by the National Hispanic Landscape Alliance

January 16 – 17 – 18

Class registration

NEW (Includes Cost of Books & Lunch)

	Members	Non-members
Early Bird	\$150	\$200
Regular	\$175	\$225

Test registration (paid to NCDA on site)

Core Test	Categories
\$50	\$20 each

**** You will pay the test fee to NCDA when you arrive on Tuesday to take the exam** Cash or check only****

Instructor: Cesar Asuaje, University of Florida/ Palm Beach County Extension

Day 1: Monday, Jan. 16	
8:30 AM – 5:00 PM	Training
Day 2: Tuesday, Jan. 17	
8:30 AM – 5:00 PM	Training
Day 3: Wednesday, Jan. 18	
8:30 AM – 12:00 PM	Review
1:00 PM – 5:00 PM	NC Pesticide Applicators Licensing Exam (given by NCDA)

➔ Landscape Budgeting & Estimating Workshop ●

****This class is limited to 50 people (no more than 2 people from the same company) — you must be pre-registered to attend****

January 16 – 17

8:00 AM - 5:00 PM

Registration Fee NEW (Includes lunch)

	Members	Non-members
Early Bird	\$300	\$350
Regular	\$315	\$385

**Includes lunch*

Instructor: Marcus VandeVliet, MV Enterprises

Day 1: Monday, Jan. 16

Day One consists of developing a budget specifically for your company, based on projecting for 2017. This would include a sales budget, a budget for your production costs and a budget for recovering overhead. Key financial ratios will also be reviewed and compared to industry standards. This budget would be used for developing an overhead recovery method and to also project your company's monthly cash flow.

Day 2: Tuesday, Jan. 17

Day Two consists of estimating a landscape project using your company's costs and overhead, including labor, materials, equipment and subcontractor costs. We will also determine the recovered overhead and profit amount. All attendees will submit a bid and the prices will be shared anonymously.

This workshop will be based on real-world information and scenarios.

TUESDAY, JANUARY 17

8:00 AM – 9:15 AM	<p>KEYNOTE ADDRESS</p> <p>Jason Goldberg, International Speaker, Trainer, & Coach</p>  <p>Jason Goldberg is a geek turned entrepreneur, turned international speaker, trainer, coach and co-host of the The Not-So-Serious Life Web TV Show. His simple but powerful training has helped thousands of individuals and businesses overcome challenges and find fresh opportunities. He's bringing his transformational presentation to Green & Growin' 2017.</p>				
EDUCATION TRACKS	IN THE DIRT	AT THE DRAWING BOARD	UP AT NIGHT	THROUGH THE PIPES <i>Provided by Carolinas Irrigation Association</i>	ESPAÑOLA <i>Provided by National Hispanic Landscape Alliance *Classes taught entirely in Spanish*</i>
9:30 AM – 10:20 AM	●●● "Natural" Products for Weed Control in Landscape Plantings	●●● Hot Trends in Landscape Design – Part 1, Outdoor Kitchens & Living Spaces	●●● Labor and Guest Worker Programs	●●● Rainwater Harvesting Systems	●●● Increasing Crew & Crew Leader Accountability
10:30 AM – 11:20 AM	●●● Preventing Insect Injuries to Trees and Shrubs from The Ground Up	●●● Hot Trends in Landscape Design – Part 2, Fire & Water Features, Green Technologies & Water Conservation, LED Lighting	●●● What's it Worth? Promoting the Green in Green Industry	●●● Irrigation Pump Filtration Systems	●●● Creating a Safety Culture
11:30 AM – 12:45 PM	NEW "FEED YOUR MIND" LUNCHEON *pre-registration required (details on page 8)				
1:00 PM – 1:50 PM	●●● Bringing Bees, Butterflies and Beauty into Gardens and Landscapes	●○● Hardscape Best Practices	●●● Taxation	●●● Two Wire Troubleshooting	●●● Water Pressure – Key to Efficient Irrigation Systems
2:00 PM – 2:50 PM	●●● Pruning the Right Way to Minimize Potential Risk	●●● Plant Selection: Using All We Got!	●●● Weather & Drought Preparation	●●● Building your Irrigation Service Department	●●● Booster Pumps and Pressure Regulators – Why, When, Where and How
3:00 PM – 3:50 PM	●●● What We Have Learned about Scale Insect Management	●●● Homeowner's Dream vs. Reality – Part 1	●●● Should I Stay or Should I Go Now? Firsthand Lessons in Transferring Ownership of a Business Under Duress and How You Can Prepare for It	●●● Southeastern Landscape Water Management Practice	
4:00 PM – 4:50 PM	●●● IPM Strategies for New Warm Season Turfgrass Cultivars	●●● Homeowner's Dream vs. Reality – Part 2	●●● Offer Credit to Customers: the Pros and Cons	●●● Five Steps to Digging Safely	

Professional Credits (CEU) Key Attend the sessions of your choice to earn continuing education credits toward state or national accreditations.

Look for the icons below. 1 credit per hour since some are longer

As of 10/19/2016, all credits have been applied for.

- **LC** Landscape Contractor License* (NC) – Technical CEU
- **IC** Irrigation Contractor License* (NC) – Technical Irrigation CEU
- **ISA** International Society of Arboriculture – Certified Arborist*
- **NALP** National Association of Landscape Professionals – Landscape Industry Certified
- **LCB** Landscape Contractor License* (NC) – Business CEU
- **ICB** Irrigation Contractor License (NC) – Business CEU
- **ICPI** Interlocking Concrete Paving Institute License
- **LA** Landscape Architect License* (NC)
- **PA** Pesticide Applicator License (FL, MD, NC, SC, TN, VA)

*Earn 2 CEUs when you walk the Marketplace floor

➔ IN THE DIRT

●●● "Natural" Products for Weed Control in Landscape Plantings

Joe Neal, NC State University

Get the "real story" on vinegar, natural oils, iron chelate and other "bio-herbicide" products -- What's available and how to get the best weed control.

●●● Preventing Insect Injuries to Trees and Shrubs from The Ground Up

JC Chong, Clemson University

Pest insects and mites can cause injuries to ornamental trees and shrubs, but they may be signs of "foundational" issues with the planting and maintenance of plants in urban landscapes. This presentation will provide an overview of how poorly performed establishment and maintenance practices, such as planting, mowing and pruning, may create stresses and predispose trees and shrubs to infestations and damages by insect pests such as scale insects and borers. Cultural and chemical solutions to correct these maintenance and pest issues will also be discussed.

●●● Bringing Bees, Butterflies and Beauty into Gardens and Landscapes

Nancy Adamson, The Xerces Society

Want to better support the bees and other wildlife that help ensure abundant harvests, keep our ecosystems healthy and enrich our communities? Join Nancy Adamson of the Xerces Society and the USDA Natural Resources Conservation Service to learn a little more about the benefits of diversity, best management practices to support pollinators and plants that add pollinator value and beauty to landscapes.

●●● Pruning the Right Way to Minimize Potential Risk

Barbara Fair, NC State University

How do you determine what to remove when a tree is young to minimize limb or tree failure in the future? What is branch subordination all about and how do you choose which ones to prune? Learn how to prevent most branch failure and shorter-lived trees by employing pro-active pruning techniques.

●●● What We Have Learned about Scale Insect Management

JC Chong, Clemson University

Scale insects, both soft and armored scales, are common and difficult to control in nurseries and landscapes. This presentation summarizes some of the findings from research projects conducted in South Carolina and elsewhere in the southeastern US on the biology, ecology and management of scale insects. Practical insecticide and biological management approaches will be discussed.

●●● IPM Strategies for New Warm Season Turfgrass Cultivars

Charles Peacock, NC State University

Over the last 15 years, both public and private breeding programs have released new cultivars of warm-season grasses. This presentation will provide information on how to develop IPM strategies for dealing with pest problems on these new grasses.

➔ AT THE DRAWING BOARD

●●● Hot Trends in Landscape Design – Part 1, Outdoor Kitchens & Living Spaces

Jason Sponzilli, Sponzilli Landscape Group; Christian Evans, Evans Alliance

Learn what's hot from one of the leading design-build firms in the US. 2017 is the perfect year for you to increase profitability and distinguish your landscape designs as clients increasingly want to create stunning living spaces to dine, entertain and bring their lifestyle outdoors!

●●● Hot Trends in Landscape Design – Part 2, Fire & Water Features, Green Technologies & Water Conservation, LED Lighting

Jason Sponzilli, Sponzilli Landscape Group; Christian Evans, Evans Alliance

In this session we'll take a look at 3 fantastic areas to increase dimension and beauty in your landscape projects. Year after year there is an increasing demand toward better utilization of resources like water and electricity. We'll show you how to deliver better landscape projects, as you plan and create more sustainable, energy efficient designs.





“Feed Your Mind” Luncheon

Tuesday, January 17, 2017 | Sheraton Four Seasons Hotel

Mingle with the best in our industry for a chance to discuss what’s on your mind. From selling your business to dealer relationships, the Feed Your Mind Luncheon offers more than 20 networking tables on a vast variety of specialty-focused topics.

This event features round-table discussions on a variety of industry topics. Pick a subject of interest to you and engage in discussions with your industry peers. Expand your perspective, learn new strategies and engage with fellow professionals at this unique event.

●●● Hardscape Best Practices

Mason Dyer, Belgard

In this 1 hour class the attendees will learn the correct way to install interlocking concrete pavers in a residential application. It will follow the guidelines set forth by the Interlocking Concrete Pavement Institute which is the governing body for installation practices in regards to interlocking concrete pavers. In this session the participants will learn: Individual material components and their purpose, industry mandated installation methods, tips to make your company more successful and basic design principles.

●●● Plant Selection: Using All We Got!

Bryce Lane, NC State University Emeritus

We will discuss the importance of considering all the plant choices we have at our disposal when we are selecting plants for the landscape. All too often we get stuck in a repetitive “rut”, selecting the same dozen or less plants for all the jobs we do. We can appeal to a potentially broader client base by considering all the many different kinds of plants available to us for both commercial and residential landscapes. We will also discuss what can’t be ignored during the selection process

●●● Homeowner’s Dream vs. Reality – Part 1

Paige Moody, Arbor Enterprises & Lee Ivy, NC State University

●●● Homeowner’s Dream vs. Reality – Part 2

Paige Moody, Arbor Enterprises & Lee Ivy, NC State University

When a homeowner presents their dream to you and you accept the challenge, how do you pull it off? There are often issues related to design, installation and maintenance. Solving the challenges takes knowledge, ingenuity, negotiation and prowess. Paige and Lee will present case studies and tips to ensure you come out profitable, without losing your creativity or your mind.

➔ UP AT NIGHT

●●● Labor and Guest Worker Programs

Kerry Scott, Mas Labor Solutions

Seasonal employers find it very difficult to hire sufficient, capable, reliable and legal workers for their businesses. This has proven especially so in the nursery and landscaping industries. For many, the only solution is the hiring of foreign workers through the H-2A (agricultural) or H-2B (non-agricultural) guest worker programs. The requirements for these programs make it important that prospective users obtain expert help. The goal of the presentation will be to help members of the NCNLA understand

how the program is structured, how to make it work for them and how to find the professional help they need to utilize it.

●●● What’s it Worth? Promoting the Green in Green Industry

Bryce Lane, NC State University Emeritus

A compelling talk that will discuss different and creative ways to communicate and promote the value of what we sell and the services we provide. New generations of consumers have a different view of plants, landscaping and gardening. It’s time we take a good hard look at how we can appeal to those consumers and encourage their continued and increased use of green industry products and services.

●●● Taxation

Ken Martin, Stancil & Company

Ken Martin of Stancil & Company examines recent changes to North Carolina’s sales & use tax law and helps to better explain potential impact to NCNLA member businesses.

●●● Weather & Drought Preparation

Anthony Lebude, NC State University

Dr. Lebude will discuss how to prepare your business for the winter climate and for extreme drought conditions if they should occur.

●●● Should I Stay or Should I Go Now? Firsthand Lessons in Transferring Ownership of a Business Under Duress and How You Can Prepare for It

Kurt & Matt Bland, Bland Landscaping

In 2004, 28 years after starting Bland Landscaping Company, Tom Bland retired suddenly and without notice after learning that his wife Nancy was terminally ill. His sons, Kurt and Matt, had both joined the business and luckily were prepared to take the reins of the company with barely one month’s notice of Tom’s leave of absence — from which he would never return to work. Kurt and Matt share their experiences before, during and after these unexpected series of events and offer advice for others considering or planning for the sale or transfer of a family owned company.

●●● Offer Credit to Customers: the Pros and Cons

Stancil & Associates

Offering credit to your customers can be a risky, but rewarding, endeavor. Do you know if providing credit will help or hurt your business? You need to weigh the pros and cons before you offer credit to customers.



➔ **THROUGH THE PIPES**

Provided by Carolinas Irrigation Association

●●● **Rainwater Harvesting Systems**

Shawn Crawford, Rainwater Management Solution

Learn about different types of storage tanks and installation methods of rainwater cisterns; and about pumping systems for irrigation use.

●●● **Irrigation Pump Filtration Systems**

Cosmo Kinsey, Amiad Filtration Systems

Cosmo will discuss the benefits of using irrigation filtration systems for various pump station applications, while reviewing the various levels of filtration. See how adding filtration will increase the pump station life expectancy.

●●● **Two Wire Troubleshooting**

Bert Wood, Rain Bird Inc.

Gain a basic understanding of how to troubleshoot irrigation decoder based systems. This class will also review the required tools needed to properly and efficiently fix today's decoder systems.

●●● **Building your Irrigation Service Department**

Rick Area, Site One Landscape Supply

This class is "a must" if you are looking to start, or want to continue building, an irrigation service department. We will discuss staffing, training and required equipment, as well as efficient department operations.

●●● **Southeastern Landscape Water Management Practice**

Rick Capitanio, Calsense Irrigation Controls

Review proper water requirements for southern-based landscapes, with an emphasis on utilizing web based central control based systems.

●●● **Five Steps to Digging Safely**

Ann Rushing, North Carolina 811

Learn how to protect underground public utilities and properly work around them.

➔ **EN ESPAÑOLA** Classes Taught Entirely in Spanish

Provided by National Hispanic Landscape Alliance

●●● **Increasing Crew & Crew Leader Accountability** **Pam Berrios, ALS Services**

This course is ideal for Account Managers, Foremen and Crew Leaders who want to learn more about helping their Crews be the best that they can be! Explore how to get your employees to take ownership of their jobs and to motivate others. Address the dos and don'ts of delegation, setting realistic expectations, the magic of motivation and gaining and maintaining respect.

●●● **Creating a Safety Culture**

Juan Torres, Next Step Solutions

Safety is the foundation upon which successful companies are built. Learn the what, why and how of safety in landscape operations and techniques for creating a safety culture on your team.

●●● **Water Pressure, Key to Efficient Irrigation Systems**

Jaime Bayona, Ewing Irrigation


Attendees will learn how to calculate static & dynamic pressure in an irrigation system, how friction loss in pipes, valves and other devices, along with slopes and pressure changes, impact the performance of an irrigation system, how to measure water pressure in an irrigation system and how to diagnose and fix pressure related problems in irrigation systems.

●●● **Booster Pumps and Pressure Regulators, Why, When, Where and How**

Jaime Bayona, Ewing Irrigation

Because cities typically supply water to a site at too high or too low a pressure to optimally operate an irrigation system, it is important to know how to adjust the water pressure to match the requirements of your system. Attendees will learn why a booster pump is not always the solution to a low pressure condition, where and how to install a booster pump, how to select a booster pump, where and how to install a pressure regulator, how to adjust a pressure regulator and the differences between the types of pressure regulators sold.

WEDNESDAY, JANUARY 18

8:00 AM – 9:15 AM	<p style="text-align: center;">●● KEYNOTE BREAKFAST</p> <p style="text-align: center;">Charlie Hall, Texas A&M</p>		<p>How many green industry businesses really know the financial status of their business? Recent departures of some very good firms in the industry is bringing the reality home that growers must be financially prepared for times when cash flows slow down. Which financial and operational benchmarks are worth your time tracking and how much deviation from these benchmarks is acceptable before corrective actions should be taken? In this session, attendees will learn how to set their own benchmarks and gauge whether or not they really are doing as well as they think they are!</p>
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EDUCATION TRACKS	BACK AT THE OFFICE	AT YOUR DOORSTEP	OUT IN THE NURSERY	AROUND THE CANOPY <i>Provided by NC Urban Forestry Council</i>	ON THE LAWN <i>Provided by NC SOD Producers Association</i>
9:30 AM – 10:20 AM	●● Do you Really Understand the Law Governing your Landscape Contractors License?	●●● New Plant Introductions: Panel Discussion	●●● Loss Prevention	●●● Slow Death-The Life of a Tree in Parking Lots	●●● Monitoring for Pest Problems, A New Perspective
10:30 AM – 11:20 AM	●● Minimum Standards and Rules Governing your Landscape Contractors License	●●● What Millennials Want from you as a Customer or Employee	●● Measure What You Want to Manage	●●● Pay it Forward Only Works if You Plant It Correctly	●●● Common Abiotic Problems Observed in NC Lawns
11:30 AM – 12:45 PM	NEW NETWORKING LUNCH *pre-registration required				
1:00 PM – 1:50 PM	●●● Job Costing & Bidding	●●● Marketing to Generation Me	●●● Understanding the EPA Ag Worker Protection Standards	●●● Pruning from the Utility Perspective	●●● Smart Irrigation and Healthy Landscapes
2:00 PM – 2:50 PM	●● Avoiding a Disaster in NC	●●● Is Green Infrastructure a Marketing Opportunity for You?	●● Plastics Recycling – Does it Make Sense?	●●● What's Bugging My Trees?	●●● An Integrated Approach to Managing Difficult Turf Weeds
3:00 PM – 3:50 PM	●●● How Proactive Sales Will Help You Raise Business Performance	●●● Your Website – A Critical Link Between Your Business and More Business	●●● Budgeting Water Use Effectively	●●● "Real World" Native Tree Panel Discussion	●●● Developing a Comprehensive Management Strategy for Landscape Turf Pests
4:00 PM – 4:50 PM	●●● How to Understand and Deal with HOA Requirements	●● Increasing Annual Retail and Wholesale Sales by Building "Shoulder" Perennial Business	●●● Emerging Pest/Threats/Treatment within the Horticulture Industry	●●● Local Landscape Ordinances & Standards Panel Discussion	

Professional Credits (CEU) Key Attend the sessions of your choice to earn continuing education credits toward state or national accreditations.

Look for the icons below. 1 credit per hour since some are longer

As of 10/19/2016, all credits have been applied for.

- | | | | |
|---|---|---|--|
| <ul style="list-style-type: none"> ● LC Landscape Contractor License* (NC) - Technical CEU ● LCB Landscape Contractor License* (NC) – Business CEU ● LA Landscape Architect License* (NC) | <ul style="list-style-type: none"> ● IC Irrigation Contractor License* (NC) – Technical Irrigation CEU ● ICB Irrigation Contractor License (NC) – Business CEU ● PA Pesticide Applicator License (FL, MD, NC, SC, TN, VA) | <ul style="list-style-type: none"> ● ISA International Society of Arboriculture – Certified Arborist* ○ ICPI Interlocking Concrete Paving Institute License | <ul style="list-style-type: none"> ● NALP National Association of Landscape Professionals – Landscape Industry Certified <p style="font-size: small;">*Earn 2 CEUs when you walk the Marketplace floor</p> |
|---|---|---|--|

➔ BACK AT THE OFFICE

● Do you Really Understand the Law Governing your Landscape Contractors License?

NC Landscape Contractor Licensing Board

In layman's terms, the law and what it really means to you, will be covered by members of the NC Landscape Contractors' Licensing Board in everyday language. Most of the current licensees have been grandfathered in to be licensed. A high percentage of licensees have never read the law itself and have little understanding of the statute that governs the practice of Landscape Contracting. The law is written in legalese, but this class will reduce the legal language to a more informative and understandable discussion of applied compliance topics like continuing education, renewals, type of work regulated and operational business requirements. This will be a good forum for questions and answers.

● Minimum Standards and Rules Governing your Landscape Contractors License

NC Landscape Contractor Licensing Board

The law requires that a set of Minimum Standards for practice be established that also governs the practice of landscape contracting. These Minimum Standards have been developed by a committee of your peers, proposed and adopted in Rules that are approved by a legislative committee. These minimum standards cover topics such as Planting, Turf Establishment, Grading, Drainage Systems, Low Voltage Lighting, Pools, Retaining Walls, Paving Surfaces, Pruning and Native Grass Establishment.

Rules govern both the practice of being a Landscape Contractor and how you must conduct your

business in the practice of your license. The Minimum Standards are a portion of these Rules, but there are other rules that will help you stay on track and hopefully this will simplify your day to day operational practices in order to operate easily within the law.

Understanding these critical practice guidelines can help you as a professional licensed landscape contractor and help reduce the chances of a Rules and/or Minimum Standards complaint.

● Job Costing & Bidding Marcus VandeVleit, MV Enterprises

Job costing is required for an Owner & Manager to consistently track the performance of crews when you cannot be in the field. It is a vital tool to improve estimating, accountability and employee management. Job costing allows you to get a profit and loss statement for each project, providing current and accurate data. Job Costing software and reports will also be reviewed. Job Costing is your company's scorecard, providing metrics for improvement.

Avoiding a Disaster in NC Brent Bates, Hortica Insurance Synopsis

● How Proactive Sales Will Help You Raise Business Performance

Ryan Stroup, LandOpt, LLC

You can't afford to wait for the phone to ring anymore! Being proactive means you are thinking ahead. Rather than being reactive and waiting for a response, you are projecting and learning more – leading to an increase in sales and the number of wins. Objectives include: Understanding of the proactive sales process, Understanding how your sales plan should work, Understanding the application and how it applies to your culture.

● How to Understand and Deal with HOA Requirements

Leslie Herdon, Greenscape

Want to discover what makes an HOA run smoothly and what will make you a superstar with your community manager? How about those things landscapers do that drive them crazy too? We run down the list of community manager secrets straight from some of the areas, best HOA community managers in this session.

➔ AT YOUR DOORSTEP

● New Plant Introductions

Panel Discussion

North Carolina is known for new plants whether by strategic breeding, nursery selection, or plant hunting in other countries. A panel of industry men will highlight some of their latest introductions available for the green industry. Each speaker gets 5 minutes only, so brace yourself for a rollercoaster ride of great plants.

● What Millennials Want from You as a Customer or Employee

Ashlee Boulding, MMI Public Relations

Join Ashlee as she shares research about what Millennial consumers are looking for, whether it's as your Customer or your Employee. In this session, we'll explore what Millennials want from green horticulture and NCNLA's creative response to how this group interacts with our industry.

● Marketing to Generation Me

Brienne Arthur, Brie Grows

'Generation Me' will inspire everyone to take the lifestyle of gardening to the next level! Learn from Brie as she discusses opportunities for garden centers to reinvent themselves for the modern consumer. She explains strategies to connect with and retain millennial-aged customers who have diverse motivations and values. From foodscape design techniques to modifying the product line that supports a gardener's lifestyle, Brie has a fresh take to enhance your relationship with a new generation.

● Is Green Infrastructure a Marketing Opportunity for You?

Debbie Hamrick, NC Farm Bureau

Participants will gain deeper understanding of the positive role that plants play in urban landscapes based on scientific research; Become aware of the regulatory and economic drivers of green infrastructure implementation in urban regions across the US and in North Carolina; Gain understanding of the role they play in implementing green infrastructure in managed urban spaces; and be challenged and inspired to develop language and thought patterns to enable cross-disciplinary understanding and communication for the purpose of better green infrastructure outcomes.

●● Your Website – A Critical Link Between Your Business and More Business

Christian Evans, Evans Alliance
If there is one cornerstone you need to build a better business... it's your website. Learn the secrets to launching a best-in-class website that will "WOW" visitors and place your business heads and shoulders above the competition. This is a must-see session.

● Increasing Annual Retail and Wholesale Sales by Building "Shoulder" Perennial Business

Greg Soles, Darwin Perennials
Historically our industry has relied on spring sales to make or break our fiscal year. With improved breeding, perennials are reliably expanding the retail selling season. We will show how perennials can get the selling season started earlier, how perennials can build a summer sales bridge from Memorial Day to Labor Day and that FALL really is for planting. We will share new production methodologies that can shorten crop times and improve profitability while building that bridge.

NEW WIN UP TO \$2,000!

Buy a \$20 Raffle Ticket for a chance to win (up to) \$2,000.

Raffle proceeds will benefit the NCSU Research and Extension Support Fund.

To enter, check the Raffle Ticket box on the registration form.

➔ OUT IN THE NURSERY

●● Loss Prevention

Brent Bates, Hortica Insurance Synopsis

● Measure What You Want to Manage

Charlie Hall, Texas A&M University

How many green industry businesses really know the financial status of their business? Recent departures of some very good firms in the industry are bringing the reality home that growers must be financially prepared for times when cash flows slow down. Which financial and operational benchmarks are worth your time tracking and how much deviation from these benchmarks is acceptable before corrective actions should be taken? In this session, attendees will learn how to set their own benchmarks and gauge whether or not they really are doing as well as they think they are!

●● Understanding the EPA Ag Worker Protection Standards

Gwen Minton, NC Department of Agriculture

An overview of the approved EPA revisions to the 1992 Worker Protection Standard. These new requirements are to come into effect January 2, 2017. These new revisions will put rules in place for agricultural workers that are more in line with other industrial workers. There will be additional pesticide safety training, expanded field posting, an Application Exclusion Zone and new respirator requirements that include fit testing, training and a medical evaluation that conforms to OSHA standards.

● Plastics Recycling – Does it Make Sense?

Bev Fermor, Waste Reduction Partners

The cost benefit of current recycling options for agricultural plastics will be reviewed, with examples of success stories. Current challenges will be discussed.

●● Budgeting Water Use Effectively

Anthony Lebude, NC State University

Keep everything you paid for in the container during irrigation. Try using one of these irrigation control techniques to maintain quality plants, reduce leaching and prevent pest and plant disease problems.

●● Emerging Pest/Threats/Treatment within the Horticulture Industry

Joy Goforth, NC Department of Agriculture

Joy Goforth, NCDA&CS Central Region Field Certification Specialist will highlight emerging insects and diseases that pose a threat to nurseries and the agricultural community. Discussion will cover how these pests arrived in NC and measures nurseries can take to prevent their introduction and/or spread. New NC pest quarantines will be covered with emphasis on how these quarantines are likely to impact plant movement, sales and marketability of certain crops.

➔ AROUND THE CANOPY

Provided by NC Urban Forestry Council

●● Slow Death- The Life of a Tree in Parking Lots

Travis Black, NC State University
This presentation will discuss the results of his Master's research assessing tree health in parking lots across North Carolina. He will share data on tree species, health, site conditions and recommendations for future plantings based on his findings.

●●● Pay it Forward Only Works if You Plant It Correctly

Barb Fair, NC State University

Dr. Fair will share research-based tips on how to install plants for a long, healthy life. With a changing climate our future urban lives will rely more and more heavily on the life and health of our trees and green spaces. Simply put- no trees, no life.

●●● Pruning from the Utility Perspective

Duane Dickenson, Duke Energy

From specifications to working around powerlines, understanding utility line clearance practices is critical. Proper pruning takes on a whole new definition when utilities are involved. Any successful pruning program should also include a partnership between the community and the utility company.

●●● What's Bugging My Trees?

Kelly Oten, NC Forest Service

There are many insects that affect our urban trees in North Carolina. Luckily, for many of them, there are management options available. Kelly Oten will focus on some of the more common and some of the most damaging urban forest pests and ways we can prevent and/or manage them.

●●● "Real World" Native Tree

Panel Discussion

Know the why, when and what when using native species. Come hear real world perspectives on growing and planting native species from industry experts. The panel will include a grower, a landscaper and an urban forester. They will each give their advice on things to consider when using native species in your planting projects. The panel will also discuss site and tree attributes that are important when selecting trees.

Local Landscape Ordinances & Standards Panel Discussion

Moderator: Barbara Fair, NC State University; Panelists: Danny VanDe-vender, Landscape Design of Goldsboro, Tod Williams, Worthington Farms, NC Urban Forest Representative, Zach Manor, NC Landscape Architect Representative

Join a panel of industry colleagues to explain different landscape ordinances to promote communication and standards throughout the green industry.

ON THE LAWN

Provided by NC SOD Producers Association

Monitoring for Pest Problems, A New Perspective

Charles Peacock, NC State University

Turf pest managers have many new types of technology to help detect weed, insect and disease infestations. These new monitoring techniques for detecting pest problems using digital imaging and other technology can be incorporated into an IPM program. This technology will allow earlier detection of problems and in many cases

reduce the amount of pesticide used by treating preventatively on smaller areas. This seminar will introduce new technologies available to turf managers to reduce pesticide inputs based on pest monitoring with digital imaging devices.

Common Abiotic Problems Observed in NC Lawns

Jim Kearns, NC State University

Identification of common turf diseases is critical to an effective IPM program. This presentation will cover common abiotic issues observed in North Carolina that are commonly mistaken for turfgrass diseases. This presentation will cover distinguishing diseases from abiotic issues so turfgrass managers have the knowledge needed to make an informed decision on deploying a fungicide or other type of pesticide. Participants will be able to see the differences between turf diseases and abiotic turf problems with numerous photos of abiotic issues that have been collected by the NCSU Turf Disease Clinic. The last portion of the program will cover current topics from our Turf Disease research in 2016. Current issues that will be discussed include large patch control, brown patch management in tall fescue and nematode management in landscapes.

Smart Irrigation and Healthy Landscapes

Grady Miller, NC State University

Learn tips and techniques for effective home irrigation. Topics to be discussed include: water needs and impact of drought; understanding the grass-soil connection and its impact on water requirements; common irrigation mistakes; irrigation scheduling; and irrigation best practices with the use of "smart irrigation technologies".

An Integrated Approach to Managing Difficult Turf Weeds

Fred Yelverton, NC State University

This seminar will provide participants information about weed control products for landscape turf using new herbicide chemistry and herbicide application strategies. Identification strategies to properly diagnose and manage difficult to control weeds will be discussed from the relationship of landscape culture and pesticide management programs. Attendees will be exposed to weed management practices including chemical and cultural turf weed control techniques in the landscape. Participants will learn about specific weeds in NC with an emphasis on common and troublesome weeds in landscape environments and effective control programs.

Developing a Comprehensive Management Strategy for Landscape Turf Pests

Matt Martin, NC State University

Turf managers in the SE United States manage different warm and cool season turfgrass species that require different approaches to pest management. This seminar will focus on developing an annual pest management strategy for cool and warm season turf species. Participants will learn turf management programs to successfully control pests in cool and warm season turf throughout the year. Participants will also learn the most recent NCSU turf research information for cultural and chemical practices that reduce disease, insect and weed infestations.

"I earned all the CEUs I needed – in three days!"

2016 Education Attendee

HOTEL

Sheraton Greensboro at Four Seasons - HOST

The Sheraton Greensboro at Four Seasons, where education and many special events take place, is the host hotel for Green & Growin'.

3121 High Point Rd., Greensboro, NC 27407 | P: 336-292-9161

Sales and Reservations: 800-242-6556

Mention you are with the Green & Growin' Show group for your discount! Deadline: Dec. 10, 2016. **Group**

Discount: \$133 + tax

Online Reservations: Book your reservation online at the special Green & Growin' 17 rate by visiting the reservations site:

<https://bookings.ihotelier.com/Sheraton-Greensboro/bookings.jsp?groupID=1704408&hotelID=2576>

and entering the Attendee Code: NCNLA17



GREEN & GROWIN' 17 MARKETPLACE

January 19 – 20 | Special Events Center at the Greensboro Coliseum



➔ QUALITY PRODUCTS AND A BIG MARKET BASE

Savvy plant buyers head to the Green & Growin' Marketplace each year to find a diverse array of top quality plants. With 300 miles of coastline, the highest peaks east of the Rockies and every climate in between, North Carolina's growers produce varieties that thrive in many different planting zones.

Smart sellers exhibit at Green & Growin' to gain prime market exposure. It's located in Greensboro, the 10th largest U.S. city (by population) in the South Atlantic region. Less than two hours away are the burgeoning markets of Charlotte (2nd) and Raleigh (7th).



"It's all we need to move our material..."

Lee Casey, Casey Nursery

"I never miss the trade show."

Phil Campbell, Campbell's Nursery

"Exhibiting at Green & Growin' is a must."

Alan Erwin, Panther Creek Nursery



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your private retreat, right on the tradeshow floor



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FOR EXHIBITORS AND
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Exciting new ways to maximize your visibility at G&G'17. Contact NCNLA for details or visit GreenandGrowin.com

SEE WHO IS EXHIBITING...

[Green & Growin.com](http://GreenandGrowin.com)



REGISTRATION FORM

1. REGISTRATION INFO

Attendee Name _____

Company Main Contact Name _____

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Company Phone _____ Fax _____

Email (required) _____

2. NCNLA MEMBERSHIP

*includes all employees at your location

- PLATINUM MEMBER - \$375
 GOLD MEMBER - \$275
 SILVER MEMBER - \$225
 REGULAR MEMBER - \$175

3. BUSINESS TYPE

(Check all that apply)

- Allied Supplier Retail Garden Center
 Grass/Sod/Turf Wholesale Nursery
 Irrigation Educator/Govt.
 Landscape Architect Student
 Landscape Install. / Maint. Other _____

4. REGISTRATION OPTIONS	EARLY-BIRD RATE PRIOR TO 12/31/2016		REGULAR RATE AFTER 1/1/2017		TOTAL
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	
GENERAL EDUCATION *Includes Marketplace Badges	EARLY-BIRD RATE		REGULAR RATE		
On Point Package *Best Value* (Includes Tue & Wed Education)	\$160	\$210	\$185	\$235	\$
Tuesday Only	\$110	\$160	\$135	\$185	\$
Wednesday Only	\$110	\$160	\$135	\$185	\$
SPECIALTY & CERTIFICATION CLASSES	EARLY-BIRD RATE		REGULAR RATE		
Landscape Budgeting & Estimating Workshop *Includes Lunch	\$300	\$350	\$315	\$385	\$
ICPI Concrete Paver Certification *Includes Lunch	\$315	\$350	\$315	\$350	\$
PICP Specialist Certification *Includes Lunch	\$266	\$295	\$266	\$295	\$
Landscape Weed ID & Management	\$110	\$160	\$125	\$175	\$
Pesticide License Class *Includes Lunch & Books	\$150	\$200	\$315	\$385	\$
Pesticide License Class - Spanish *Includes Lunch & Books	\$150	\$200	\$315	\$385	\$
LUNCH OPPORTUNITIES	EARLY-BIRD RATE		REGULAR RATE		
"Feed Your Mind" Luncheon - Tuesday	\$20	\$20	\$20	\$20	\$
Networking Lunch - Wednesday	\$12	\$12	\$12	\$12	\$
MARKETPLACE	EARLY-BIRD RATE		REGULAR RATE		
Marketplace Admission	\$20	\$25	\$25	\$25	\$
Marketplace Admission - Student	\$0	\$10	\$0	\$10	\$
RAFFLE TICKET — win up to \$2,000 Proceeds benefit the NCSU Research & Extension Support Fund	\$20	\$20	\$20	\$20	\$

5. CEUs

Include your license number(s) beside all licenses you will need for education

- LC** Landscape Contractor License* (NC) – Technical CEU _____
- LCB** Landscape Contractor License* (NC) – Business CEU _____
- LA** Landscape Architect License* (NC) _____
- IC** Irrigation Contractor License* (NC) – Technical Irrigation CEU _____
- ICB** Irrigation Contractor License (NC) – Business CEU _____
- PA** Pesticide Applicator License (FL, MD, NC, SC, TN, VA) _____
- ISA** International Society of Arboriculture – Certified Arborist* _____
- ICPI** Interlocking Concrete Paving Institute License _____
- NALP** National Association of Landscape Professionals – Landscape Industry Certified _____

*Earn 2 CEUs when you walk the Marketplace floor

TOTAL DUE: \$ _____

6. PAYMENT

Credit Card Visa MC AMEX Cash Check # _____

Name on Credit Card _____

Name of Credit Card _____

Credit Card # _____ Exp. Date _____ CW Code _____

Billing Address (If different) _____

Authorized Signature _____

North Carolina Nursery & Landscape Association

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January 16 – 20 Greensboro, NC

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