

2009 GREEN & GROWIN' SHOW



EDUCATION

Sheraton Four Seasons
January 13-15, 2009

GREEN & GROWIN' TRADE SHOW

Greensboro Coliseum
January 16-17, 2009

SIMPLY THE GREENEST!

Photo Courtesy of Images by BA





2009 GREEN & GROWIN' SHOW

January 13-17, 2009

General Information

Show Days and Hours

Education: Tuesday-Wednesday 8:30 a.m. – 5:00 p.m. / Thursday 8:00 a.m. – 4:00 p.m.

Trade Show Preview: Thursday 6:00 - 8:00 p.m.

Trade Show: Friday 9:00 a.m. – 5:00 p.m. / Saturday 9:00 a.m. – 3:00 p.m.

Host Hotel and Education Site



Sheraton Greensboro Hotel at Four Seasons

3121 High Point Road, Greensboro, NC 27407

Phone: 336-292-9161

Take I40 Exit 29 (old exit 217) High Point Road.

Hotel is visible from the highway.

G&G Rate: \$130 + tax

Reserve your room by December 11th to receive the G&G Rate

Overflow Hotels in Greensboro, NC

Comfort Inn Four Seasons

2001 Veasley St.

(336) 294-6220

G&G Rate: \$65+tax

Park Lane Hotel

3005 High Point Road

(800) 942-6556

G&G Rate: \$70+tax

Hampton Inn

2004 Veasley St.

(336) 854-8600

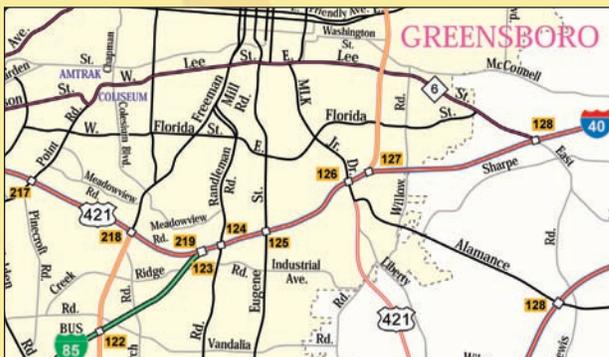
G&G Rate: \$69+tax

Transportation

Free Shuttle Bus from the Sheraton to the Coliseum on Friday & Saturday

Parking

Free Trade Show Parking at Greensboro Coliseum



Trade Show Location



Greensboro Coliseum

1921 W. Lee Street, Greensboro, NC 27403

Take I40 Exit 29 (old exit 217) High Point Road and

follow signs to 'Coliseum'

Phone: 336-373-7400

Green & Growin' Fees

Separate tickets are required for trade show, certifications, seminars and general education.

Trade Show - \$15

Education - Varies, see back page

Pre-registration

Pre-register to avoid long lines and save money!

All pre-registered badges can be picked up at Will Call.

Three Easy Ways to Pre-Register:

(badges will not be processed without payment)

1. FAX registration form on back page to 919-816-9118.
2. ONLINE: www.ncnla.com
3. MAIL registration form on back page to NCNLA
968 Trinity Road
Raleigh, NC 27607

Final Day to Pre-Register is

Friday, January 9

SCHEDULE AT A GLANCE

Sheraton Four Seasons & Greensboro Coliseum



TUESDAY, JANUARY 13, 2009 (Lunch Break 12 – 1:00 p.m.)

Certification & Education – Sheraton Four Seasons Hotel

You must be pre-registered. Registrations will be taken at the door only if space permits.

- 7:30 a.m. – 9:00 a.m. Will Call – Badge Pick-Up Open
- 8:30 a.m. – 4:00 p.m. North Carolina Pesticide Licensing Class — Day 1
- 8:30 a.m. – 5:00 p.m. Belgard ICPI Level One Paver Certification — Day 1
- 8:30 a.m. – 4:30 p.m. Landscape Drawing and Design Class — Level I

WEDNESDAY, JANUARY 14, 2009 (Lunch Break 12 – 1:00 p.m.)

Trade Show – Greensboro Coliseum

- 8:00 a.m. – 5:00 p.m. Trade Show Exhibitor Move-In

Certification – Sheraton Four Seasons

You must be pre-registered. Registrations will be taken at the door only if space permits.

- 7:30 a.m. – 9:00 a.m. Will Call – Badge Pick-Up Open
- 8:30 a.m. – 4:00 p.m. North Carolina Pesticide Licensing Class & Exam — Day 2
- 8:30 a.m. – 5:00 p.m. Belgard ICPI Level One Paver Certifications — Day 2

Education – Sheraton Four Seasons

Separate tickets are required for entry into seminar and general education sessions.

- 7:00 a.m. – 9:00 a.m. Seminar Registration Open
- 8:00 a.m. – 4:00 p.m. NCNLA Seminar Education — See session schedule for more detailed synopsis and times.
- 8:00 a.m. – 5:00 p.m. Optimum Provision Management (OPM) Workshop
- 8:30 a.m. – 5:30 p.m. Landscape Drawing and Design Class — Level III
- 8:00 a.m. – 5:00 p.m. CIA Seminars — See session schedule for more detailed synopsis and times.
- 7:00 p.m. – 9:00 p.m. CIA Annual Meeting — Special Guest: Rita Emmitt

THURSDAY, JANUARY 15, 2009 (Lunch Break 12 – 1:00 p.m.)

Trade Show – Greensboro Coliseum

- 7:00 a.m. – 12:00 noon Trade Show Exhibitor Move-In: No trucks will be unloaded after Noon.
- 4:00 p.m. – 6:00 p.m. Trade Show Preview
- 6:00 p.m. – 7:30 p.m. NCNLA 2009 Awards Reception

Education – Sheraton Four Seasons

General Education Session Registration includes Friday/Saturday Trade Show admission badge.

- 7:00 a.m. – 9:00 a.m. General Education Registration
- 8:00 a.m. – 2:00 p.m. General Education Sessions — See session schedule for more detailed synopsis and times.
- 2:30 p.m. – 4:00 p.m. Keynote Speaker, Rita Emmitt

FRIDAY, JANUARY 16, 2009

Trade Show – Greensboro Coliseum

- 7:30 a.m. – 9:00 a.m. NCNLA Membership Breakfast & Annual Meeting
- 8:00 a.m. – 5:00 p.m. Trade Show Registration
- 9:00 a.m. – 5:00 p.m. Green and Growin' Trade Show

Special Events – Sheraton Four Seasons Hotel

- 6:30 p.m. – 7:30 p.m. NCSU Alumni Reception
- 7:00 p.m. – 11:00 p.m. Green & Growin' Kick-Off Party
- 8:00 p.m. – 8:45 p.m. NCNLA "Live" Horticulture Research Benefit Auction

SATURDAY, JANUARY 17, 2009

Trade Show / Special Events – Greensboro Coliseum

- 8:00 a.m. – 2:00 p.m. Trade Show Registration
- 8:00 a.m. – 9:00 a.m. Green Industry Council Annual Meeting
- 8:00 a.m. – 9:00 a.m. Western Carolinas Horticultural Alliance Member Meeting and Breakfast
- 9:00 a.m. – 3:00 p.m. Green and Growin' Trade Show
- 11:30 a.m. – 12:30 p.m. Ladies Dessert

**Indicates Possible Pesticide Recertification Credit(s) North Carolina, South Carolina, & Tennessee 

***Indicates Possible Arborist Recertification Credits 

A Special Thank You goes out to the many industry professionals who helped plan these programs: David Autrey, Mark Clark, Barbara Fair, Ron Gelvin, Cody Lewis, and Larry Newlin.





2009 GREEN & GROWIN' EDUCATION

Tuesday & Wednesday Seminars

ICPI LEVEL ONE PAVER CERTIFICATION sponsored by Belgard

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

This class is limited to 50 people - you must be pre-registered to attend

Registration Fee: \$250 for Class and Certification Test

\$100 for Class Only

Belgard will provide lunch both days

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: material estimating, job layout, soil classification, soil compaction, base material compaction, bedding sand, paver installation, and use of labor-saving specialty tools, edge restraints, basic contract law, and documenting job costs.

DAY 1 - Tuesday, January 13

8:30 a.m. - 5:00 p.m.

DAY 2 - Wednesday, January 14

8:30 a.m. - 5:00 p.m.



PESTICIDE LICENSE class and exam

Earn Your Pesticide License

This class is limited to 50 people - you must be pre-registered to attend

Registration Fee: \$75

**Instructors: Wayne Buhler, North Carolina State University
Garry Bradley, Guilford County Cooperative Extension Service**

DAY 1 - Tuesday, January 13

8:30 a.m. - 12:00 p.m. Core Safety Training and NC Laws

12:00 p.m. - 1:00 p.m. Lunch Break

1:00 p.m. - 4:00 p.m. Continue session

DAY 2 - Wednesday, January 14

8:30 a.m. - 12:00 p.m. Ornamental and Turfgrass Training

12:00 p.m. - 1:00 p.m. Lunch Break

1:00 p.m. - 4:00 p.m. NC Pesticide Applicators Licensing Exam
(given by NCDA)

Plus you must purchase three manuals prior to the class:

Applying Pesticides Correctly - \$5.00

NC Pesticide Laws & Regulations - Free

Ornamentals & Turfgrass Pest Control - \$15.00



Call Anitra Hill — 919-515-3113 — to purchase these manuals.
Be sure to mention that you are attending the Pesticide Class at the Green & Growin' show to receive free shipping.

2009 GREEN & GROWIN' EDUCATION

Tuesday & Wednesday Seminars



LANDSCAPE DRAWING & DESIGN

Each class is limited to 40 people

THE FUNDAMENTALS – LEVEL I

Instructors: **Dr. Richard Ludwig, Gwinnett Technical College**
 Bill Slack, Southern Living

Registration Fee: \$225 member / \$300 non-member

Tuesday, January 13

8:30 a.m. – 12:00 p.m. The Fundamentals
12:00 p.m.– 1:30 p.m. Lunch Break
1:00 p.m.– 4:30 p.m. Continue session

This workshop provides concentrated training in the fundamental skills of landscape design. It introduces the concept of Speed Graphics-techniques that create 'jump off the page' symbols in a fraction of the time of regular drafting. It's perfect for newcomers with little or no skills and veterans wishing to enhance their design abilities. Everyone from landscape contractors to garden center front-liners can dramatically improve their ability to communicate landscape design ideas on paper. This hands-on, face-to-face training is a unique concept in skills training! Participants will leave at the end of the day with dramatically improved design skills.



DESIGNING THE SUSTAINABLE LANDSCAPE – LEVEL III

The Fundamentals course is encouraged (but not required) as a pre-requisite.

Registration Fee: \$225 member / \$300 non-member

Wednesday January 14

8:30 a.m. – 12:00 p.m. Designing the Sustainable Landscape
12:00 p.m.– 1:30 p.m. Lunch Break
1:00 p.m.– 5:30 p.m. Continue session

This full-day workshop provides extensive hands-on training in creating environmentally-friendly residential and commercial landscapes. We move from the basics to a 'sustainable' master plan in one day! In addition to dramatically improving design skills, participants will learn how to attract and sell to the eco-savvy client. This course was designed for landscape professionals who want to create environmentally-friendly landscapes and gardens. Emphasis is on practical, eco-savvy solutions that are profitable and earth-friendly.

OPTIMUM PROVISION MANAGEMENT (OPM) WORKSHOP

Registration Fee: \$250 member / \$400 non-member

Wednesday, January 14

8:00 a.m. – 5:00 p.m.

Instructor: Robert Hayter, Hayter & Associates

Robert Hayter has developed Optimum Provision Management, a successful business management system that improves landscape services companies. This interactive one-day workshop for landscape company owners and top managers will show you how to take a fresh look at your marketplace, your own business, and your competitors to start the development of a strategic plan and a set of management systems that could revolutionize your company and the expectations of your customers. This education session will give you a hands-on opportunity to discuss and apply the concepts of the new business systems and develop an understanding of its management principles. Robert Hayter will take you through a process that will give you several opportunities to consider ideas and potential systems against your real world situation.





WEDNESDAY SEMINARS

Wednesday, January 14, 2009 - Sheraton Four Seasons



NCNLA Seminar I ~ Landscape Track – Irrigation 101

Sponsored by the North Carolina Nursery & Landscape Association

Learn how to see water in a new way. Why is conservation so important, even in a state that gets over 40+” of rain a year? You will also learn how to design an efficient irrigation system, how to design the landscape with water in mind, and learn about the technology, from ET systems to soil moisture monitoring systems.

Registration Fee: \$100 member / \$150 non-member

(Covers Seminar I only; Seminar II and III classes separate fee)

8:00 a.m. – 9:00 a.m. Water Conservation and Efficiency for a Changing World

Tom Ash, HydroPoint Data Systems

Whether you live in the arid west or in North Carolina, water is and will continue to be a critical issue for long-term planners. In an industry that depends on water how can we cope with changes in policy and changing water supplies? How do we address the issue of reclaimed water?

9:00 a.m. – 10:00 a.m. Designing Landscapes that Conserve Water

Anne Spafford, North Carolina State University

Learn the impact of design on water use in the landscape. You do not have to install a desert landscape to conserve. Find out what plants work well in your North Carolina water-wise landscapes.

10:00 a.m. – 11:00 a.m. Water Conservation Tactics: A View from the Supply Side

Maeneen Kline, Charlotte-Mecklenburg Utilities

Water suppliers do not want to turn off the spigot, far from it. Find out the challenges water suppliers face and how they have partnered with the green industry to keep the water flowing.

11:00 a.m. – 12:00 p.m. The Nuts & Bolts of Technology: From Low to High Tech, Putting It to Work for You

John Marmorato, Eco-Irrigation, Inc.

Learn what tools are at your fingertips to help you install highly efficient irrigation systems. These systems will not only help you conserve water, but help you grow your business.

12:00 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Assessing Irrigation Needs: Evapotranspiration Systems

Tom Ash, HydroPoint Data Systems

What is all the buzz about these evapotranspiration controlled systems? How does the technology work and how can you put it to use for your client?

2:00 p.m. – 3:00 p.m. Assessing Irrigation Needs: Soil Moisture Based Systems

Garry Grabow, North Carolina State University

Don't forget to look below the surface! Learn how a sensor-based system can work for you. What technologies are out there to help you monitor your system and use it efficiently?

3:00 p.m. – 4:00 p.m. Steps to Designing a Landscape Irrigation System to Conserve Water

Brad Comer, CIC, CLIA, Smith Turf & Irrigation

Here are the steps that will pull it all together for you. What do you need to consider when designing an efficient irrigation system that reduces water waste, maintains a healthy landscape and keeps you in business?

WEDNESDAY SEMINARS

Wednesday, January 14, 2009 - Sheraton Four Seasons



NCNLA Seminar II ~ Grower Track

Sponsored by the North Carolina Nursery & Landscape Association

So much time is spent on the identification of pest insects that often we forget about the good guys. These good guys are critical in today's pest management programs, especially with growing concerns about pesticide resistance.

Registration Fee: \$100 member / \$150 non-member

(Covers Seminar II only; Seminar I and III classes separate fee)

9:00 a.m. – 11:00 a.m. The Good Guys 101**



Suzanne Wainwright-Evans, Bug Lady Consulting

Learn how to identify and scout for beneficial insects and mites and who they eat. Other topics to be covered: how to attract native beneficials, pesticide compatibility, and how to release purchased beneficials. Finally, real world examples of how biological control is currently being used by our industry.

11:00 a.m. – 12:00 p.m. Movie Time (Don't come if you are squeamish) **



Suzanne Wainwright-Evans, Bug Lady Consulting

See live action close-up movies of the good guys vs. the bad. These movies will focus on spider mite and aphid biological control.

12:00 p.m. – 1:00 p.m. Lunch

1:30 p.m. – 3:00 p.m. Meeting the Good Guys, Up Close and Personal **



Suzanne Wainwright-Evans, Bug Lady Consulting

Stephen Bambara, North Carolina State University

The second part of this workshop will be "hands on" with live beneficial insects, mites and nematodes. Each participant will work with live specimens at their station. The biology and uses of each of these beneficials will be covered.

3:00 p.m. – 4:00 p.m. Landscape Pests and Their Enemies**



Stephen Bambara, North Carolina State University

Pest in the landscape can be a problem, but how will you know how to treat if you don't know what you are looking at? Come learn the top 10 pests in the landscape and learn about the good guys that control them. Also get tips on timing of control methods and how to enhance the biology of the landscape.



NCNLA Seminar III ~ Retail Track

Sponsored by the North Carolina Nursery & Landscape Association

Registration Fee: \$100 member / \$150 non-member

(Covers Seminar III only; Seminar I and II classes separate fee)

8:00 a.m. – 9:00 a.m. Team Building, Communicating, And Selling By Understanding Our Own Personality Types and Relating Better to Those of Similar and/or Different Personalities

Hayes Ratledge, Success Seminars Institute ☆

Hayes uses "DISC Classic" to gain knowledge of organizational development and performance improvement. In order to help improve communication, ease frustration, and develop effective managers and teams.

☆ This program will continue with results and analysis of the personality profile from 10:00 a.m. to 12:00 p.m. and from 1:00 p.m. to 2:00 p.m.





WEDNESDAY SEMINARS

Wednesday, January 14, 2009 - Sheraton Four Seasons

9:00 a.m. – 10:00 a.m. **Relational Retailing**

Joe Stoffregen, Homewood Nursery and Garden Center

Relational Retailing is about building relationships with your employees, customers, vendors and peers. Whether you are a retailer or grower, you will benefit from learning about the steps you can take to have healthy relationships in the critical areas of your business. By learning to invest in those you interact with on a daily basis, you will earn their trust and loyalty and enable the future success of your business.

10:00 a.m. – 12:00 p.m. **Continued: Team Building, Communicating, And Selling by Understanding ...**

Hayes Ratledge, Success Seminars Institute

Results, analysis and an interactive session that will bring out the best in your employees and give your sales and customer service teams a competitive edge.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **Wrap-up: Team Building, Communicating, And Selling By Understanding ...**

Hayes Ratledge, Success Seminars Institute

Wrap up of the three hours of personality profiling to set the standard for self-understanding.

2:00 p.m. – 3:00 p.m. **Email Marketing: Creating Effective Newsletters and Email Campaigns**

Kathryn Brown, BiM Interactive

Learn about newsletters, promotions, coupons, and more. Find out about e-mail marketing solutions and e-mail campaign analytics.

3:00 p.m. – 5:00 p.m. **The Numbers Garden Centers Manage To Be Successful and How They Do It**

Steve Bailey, The Garden Center Group

Managing the financials in your garden center is essential to profit. But some garden centers are better at it than others. What do they do that you don't? This program is a virtual visit to garden centers across the country revealing their secrets to maximizing Profit in the various sections of the Profit & Loss Statement.



CIA Seminars

Sponsored by the Carolina Irrigation Association

8:00 a.m. – 12:00 p.m. **Field Hydraulics**

Registration Fee: \$120 member / \$145 non-member

Disponibile tambien en espanol - Landscape and Golf (4 CEU's)

Includes manual, handouts and software.

This half-day session provides a primer on basic hydraulics for irrigation system installation and maintenance technicians. Class content includes pipe sizing, friction loss, elevation changes, adjusting and modifying irrigation designs and systems, and calculating flow and pressure when altering an existing system.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 5:00 p.m. **Sprinkler System Scheduling**

Registration Fee: \$120 member / \$145 non-member

Landscape and Golf (4 CEUs)

Develop accurate watering schedules using irrigation controllers on automatic systems. This half-day class covers evapotranspiration rates, root zones, soil types and precipitation rates. Appropriate for landscapers, irrigators and grounds maintenance personnel.

THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons



Registration Fee: General Education - \$50

(Includes all General Education classes and 2-day Trade Show Badge)



GENERAL EDUCATION ~ Landscape Track

Sponsored by the North Carolina Nursery & Landscape Association

8:00 a.m. – 9:30 a.m. **Marketing, Sales and Service: Keeping it Fresh**

Scott Price, Snows, Inc.

Landscapes for Life: Retaining your Customer Relationships after the Job is done.

If you are looking for a way to maintain your client relationships long after the installation is complete, you need to learn about "Landscapes for Life," a marketing program that integrates design, sales, installation and maintenance services to help assure that you remain a key throughout the life of the landscape.

9:30 a.m. – 10:00 a.m. **State of the Industry Update**

Barbara Fair, North Carolina State University

Hear updates on the important events impacting the NC nursery & landscape industry.

10:00 a.m. – 12:00 p.m. **Sustainable Practices in the Landscape**

Barbara Fair, North Carolina State University

The first hour you will learn what "sustainable" means, and what you need to consider when designing, installing and maintaining landscapes. In the second hour we will talk about designing sustainable landscapes, including the good, the bad and the downright ugly out there. You will get valuable tips to avoid the bad and ugly ...

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **Economic Success with Sustainability Panel Discussion**

Learn how successful landscape companies, city governments and universities are incorporating sustainable landscape practices to assure economic success in today's society.



GENERAL EDUCATION ~ Grower Track

Sponsored by the North Carolina Nursery & Landscape Association

8:00 a.m. – 9:00 a.m. **Top Ten Tips for Improved Nursery Production Practices**

Ted Bilderback, North Carolina State University

- #10 Water Test – You get the test before the lesson.
- # 9 WaterWise – Strategies to improve irrigation efficiency.
- # 8 Clean Water – Steps to improve irrigation water quality.
- # 7 Water You Thinkin? – Dealing with water shortages.
- # 6 Fertilizer Dollars! – Using good sense to save cents!
- # 5 What's in Your POT? – New ideas about potting mixes.
- # 4 Birthday Plants! – Management practices to maintain crops more than one growing season.
- # 3 Microclimates – Identify methods to reduce light and stress on container crops.
- # 2 Who's on First? What's on Second! I don't know's on Third! – Any Questions?
- # 1 Are we having fun yet?

9:00 a.m. – 10:00 a.m. **Shipping and Receiving, A Supplier and a Customer Perspective**

Frank Robertson, Plantworks Nursery

Mike Worthington, Worthington Farms

Rick Crowder, Hawksridge Farms

Brad Rollins, Fairview Greenhouse & Garden Center

Glen Underdown, Cameron's II Nursery

Hear a panel of industry business owners discuss the elements that constitute an excellent shipping program from the supplier and customer perspective.





THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons

10:00 a.m. – 11:00 a.m. **What's New in China and Taiwan**

**Mark Weathington, Asst. Director, JC Raulston Arboretum, NCSU
North Carolina State University**

China has been called the "Mother of Gardens" for good reason; our American landscapes would be much poorer without the many plants collected from this vast country. Taiwan on the other hand has been mostly ignored by both the old and new plant collectors, but offers a wide array of plants that have never found their way into production. Join us as we take a look at some of the many treasures seen and collected on recent trips to these two areas.

11:00 a.m. – 12:00 p.m. **Developing an Invasive Species Assessment System for North Carolina ****



**Joe Neal, North Carolina State University
Clara Englert, North Carolina State University**

Invasive plant species can cause a wide range of environmental and economic consequences. It is becoming increasingly important to assess the potential invasiveness of ornamental plants and avoid additional introductions or spread of harmful species. In this session learn about a NCNLA sponsored research project to systematically evaluate potentially invasive plants sold in the horticultural trade in North Carolina. This presentation will show you how this new invasive assessment protocol may impact NC nursery professionals and the horticultural industry.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **The Second Habit of Highly Effective Pesticide Applicators****



Wayne Buhler, North Carolina State University

One of the keys to successful pest management is knowing how to use pesticides. In this session, Dr. Buhler presents the importance of selecting the appropriate product and provides insight into getting the biggest bang for your pesticide buck.



GENERAL EDUCATION ~ Business Track

Sponsored by the North Carolina Nursery & Landscape Association

8:00 a.m. – 9:00 a.m. **Generate Fabulous Customer Service: Loyal Customers Are Your Best Marketing Tools**

Rita Emmitt, Emmitt Enterprises

When your customers are happy, your work becomes enjoyable. Research tells us that it takes five times as much time, money and energy to generate new customers as it does to retain the ones we have. This presentation is jam-packed with concepts and nitty-gritty techniques to help you turn ordinary customers into extraordinary "cheerleaders".

9:00 a.m. – 10:00 a.m. **Planning for Success:**

An Introduction to Strategic Planning and Business Management Tools

Roscoe Klausing, Klausing Group

Is your business failing to reach its full potential and falling short of your expectations? Many businesses fail because there was never a clear plan. In this presentation you'll learn how to develop and implement a business plan and measure your company's progress as you move towards reaching your business's full potential and achieving your personal expectations.

10:00 a.m. – 11:00 a.m. **Succession Planning, Retiring and Planning for a Business Transfer**

David Sparks, Capital Concepts

Failure to treat succession planning with a serious time commitment is in itself an answer or decision.

11:00 a.m. – 12:00 p.m. **Understanding Profit Margins and Cash Flow**

David Autrey, Millstone Cove Farms & Matt Bland, Bland Landscaping

Learn how to generate and use profit margins and cash flow to keep your business profitable. Maintain ample cash flow for uninterrupted business activities.

THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons



12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **Employer Obligations When Hiring and Employing Non-Citizens**

Cynthia Aziz, Aziz Law Firm, PA

Filling those hard to fill jobs with non-citizens has gotten more difficult. Employer compliance with U.S. immigration and labor laws is not optional. It's the law. Learn how to protect your business and your workforce. Consider the legal options of hiring non-citizens. Make the law work for you and your employees. Take the opportunity to ask your burning questions about U.S. immigration law of a seasoned immigration lawyer.



GENERAL EDUCATION ~ Retail Track

Sponsored by the North Carolina Nursery & Landscape Association

8:00 a.m. – 9:00 a.m. **The Profit Curve – Are You on The Good Side?**

Steve Bailey, The Garden Center Group

It's easy to make money selling garden center products in the spring. But managing expenses the rest of the year determines how much of that spring profit you get to keep. We'll examine the 'Profit Curve' month-by-month and the effect on an average garden center's year-end bottom line.

9:00 a.m. – 10:00 a.m. **New, Old, Rare, Unusual, Native, Exotic, Good, Weird, and Sometimes Just Downright Ugly – Cool Plants that Will Excite Your Customers**

Todd Lasseigne, Paul J. Ciener Botanical Garden

Niche marketing gone crazy, or over classification of our goods?!? In today's market, it's hard to tell, but what we can surely say now is that there are few plants that aren't interesting to at least a few people. The question you need to ask yourself is whether your plant line satisfies current market demands while also predicting future opportunities. Come to this talk and learn a few things that are happening regarding market specialization and the opportunities that are present to growers and sellers alike.

10:00 a.m. – 12:00 p.m. **Putting Plants Together: Great Combinations to Display and Market**

Bryce Lane, North Carolina State University

There are great plant combinations for the home landscape you can promote to bring extra dollars into the till. People are always looking for the right combinations of plants to use in their borders, beds and plantings. Which factors should be considered (foliage, flower, fruit, and bark) in developing these combinations? I'll be showing some exciting ideas that should help spice up your retail presentation and improve your bottom line.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 3:00 p.m. **Retail Innovations (30 minute presentations)**

- **Creating Sales During Times of Drought**
Josh Logan, Logan Trading Post
- **Using E-Newsletters to Increase Sales and Save Dollars**
Brad Rollins, Fairview Garden Center and Greenhouses
- **Lessons Learned from British Garden Centers**
Joe Stoffregen, Homewood Nursery
- **Creative Merchandising Increases Sales per Square Foot**
Cindy Adams, DeWayne's Home and Garden Showplace





THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons



GENERAL EDUCATION ~ NCSPA Track

Sponsored by the North Carolina Sod Producers Association

8:00 a.m. – 9:00 a.m. An Integrated Pest Management Approach to Difficult Landscape Insects and Diseases**
Matt Martin, North Carolina State University



Diseases and insects are an increasing problem in landscape turfgrasses due to an increase in the use of irrigation systems and a reduction in the tolerance for pest damage. This advanced seminar will present current recommendations for management of important diseases and insects in the landscape.

Upon completion of this seminar, attendees will be able to:

1. Accurately diagnose the most common diseases and insects in landscape turfgrasses.
2. Understand the impact of cultural practices on disease and insect development and turfgrass susceptibility.
3. Develop fungicide and insecticide programs that are effective, economical, and have minimal effects on the environment.
4. Implement integrated programs for reduction of disease and insect activity, taking advantage of cultural, biological and chemical strategies.

9:00 a.m. – 10:00 a.m. Pesticide Safety in the Landscape**



Matt Martin, North Carolina State University

Pesticide Safety is a critical issue for turf managers. Participants will learn pesticide safety requirements for landscape managers. Participants will also learn about HAZCOM and how to implement a HAZCOM program including conducting and documenting safety training for employees. Topics include understanding pesticide safety and pesticide labels, proper pesticide storage and containing hazardous material spills.

Upon completion of this seminar, attendees will be able to:

1. Identify Pesticide Safety programs that are effective, economical, and have minimal effects on the environment.
2. Develop and Implement a Safety program for turfgrass landscape managers.
3. Understand the laws associated with spraying pesticides in landscape turf areas.

10:00 a.m. – 11:00 a.m. Managing Warm and Cool Season Turf in Drought Conditions

Matt Martin, North Carolina State University

This session will discuss turf and water management in drought conditions. Participants will learn techniques to better manage turf and water in dry conditions.

11:00 a.m. – 12:00 p.m. Warm and Cool Season Turf Variety Update

Matt Martin, North Carolina State University

12:00 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 2:00 p.m. Controlling Difficult Turf Weeds in the Landscape**



Matt Martin, North Carolina State University

Participants will learn how to properly diagnose and manage difficult weeds in landscape turf. Weed management will be discussed from the interrelationship of landscape cultural and pesticide management programs. Attendees will be exposed to weed management practices including chemical and cultural weed control techniques in the landscape.

Workshop Objectives

1. To become familiar with weed control options in landscape environments in North Carolina,
2. Participants will learn about specific weeds in NC with an emphasis on common and troublesome weeds in landscape environments and effective control programs.

THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons



GENERAL EDUCATION ~ NCCFGA Track

Sponsored by the North Carolina Commercial Flower Growers Association

8:00 a.m. – 9:00 a.m. **What Works for Controlling Spring Pests and Diseases****



Cam Coor, UAP

Insect and disease control is always a challenge with spring crops. Cam will discuss what works based on his experience of working with growers, what is new, and situations to avoid.

9:00 a.m. – 10:00 a.m. **Plant Growth Regulator Update?**

Brian Whipker, North Carolina State University

There have been a number of changes in the availability of plant growth regulators (PGRs) over the past few years. Find out what is new and how they work, plus the latest in researched based trial results.

10:00 a.m. – 11:00 a.m. **Water Use Efficiency and What the Green Industry Council Has Been Doing for You
GIC Board Panel Discussion**

Having nightmares about your water supply? Worried a new law on water use will put you out of business? Come hear a panel discussion from GIC board members who have been on the front line over the past two years dealing with water use issues. Find out how they are becoming more efficient users of water.

11:00 a.m. – 12:00 p.m. **Now that We've Had the Election, Can We Get on with Immigration Reform?**

Dinah Bear, Special Council, Humane Borders, Washington, D.C.

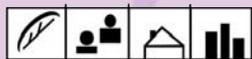
This presentation will briefly summarize the urgent need for immigration reform, discuss how we got to where we are as a nation today, and survey the immediate political barriers and opportunities in the upcoming Congressional term. It will also evaluate the in-coming President's position(s) on the issue to date.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **What Would a Rationale / Compassionate Immigrant Law Look Like and How Can It Happen?**

Dinah Bear, Special Council, Humane Borders, Washington, D.C.

This presentation will identify various components of immigration law that need reform, present a possible approach to a temporary worker program and open up the floor to discussion about those ideas. It will conclude with a discussion about what is needed to pass such legislation.



GENERAL EDUCATION ~ NCUFC TRACK

Sponsored by the North Carolina Urban Forest Council

8:00 a.m. – 9:00 a.m. **Site Establishment *****



Barbara Fair, North Carolina State University

We know some trees can live a really long time, though in most suburban and urban sites, we find trees not living up to their full potential. We will discuss what we need to do to allow trees to be great, live as long as they can and ensure successful establishment and a long, healthy life.

9:00 a.m. – 10:00 a.m. **Tree Selection for Planting Success *****



Kelby Fite, Bartlett Tree Research Labs

This talk will focus on how tree selection at the nursery can influence both the short and long-term success of landscape tree plantings.

10:00 a.m. – 11:00 a.m. **Training the Next Generation: Pruning Young Trees in the Nursery and the Landscape *****



Eric Wiseman, Ph.D., Virginia Tech University

Trees are much like children. Give them some good direction when they are young and they won't cause you many problems when they get older. Many types of "bad branch behavior" can be prevented while trees are young: co-dominant leaders, weak branch unions, and large diameter branches. This presentation will teach you how to identify "bad branch behavior" in your young trees and provide some simple steps you can take to ensure they grow into "responsible adults".



THURSDAY GENERAL EDUCATION

Thursday, January 15, 2009 - Sheraton Four Seasons

11:00 a.m. – 12:00 p.m. **Mature Tree Care Opportunities *****



Leslie Moorman, Division of Forest Resources

This session will discuss the benefits of developing an effective maintenance program for mature trees. It will include the process of regular inspections, proper mulching techniques, fertilization opportunities, and proper pruning. Understanding and developing a mature tree care program will maintain and extend the life of your trees and detect and treat any existing problems that could be damaging or fatal.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 2:00 p.m. **Watch Out for That Tree! (Tree Risk Management) *****



Alan Moore, Division of Forest Resources

This presentation will introduce to arborists, foresters, or others responsible for urban trees to the importance of managing tree risks. Tree risks will be defined and examples shown. Audience members will be given an opportunity to identify the risks shown in pictures. Tools and methods for evaluating structural defects in trees will be explained. After learning why and how to identify tree risks, useful and practical ways to manage tree risks will be presented.



2008 Green & Growin' Show
Join us for 2009!



KEYNOTE SPEAKER - RITA EMMITT

BLAST AWAY PROCRASTINATION: GET IT DONE NOW

2:30 p.m. – 4:00 p.m.



At this conference, you've learned a ton of new information and new ideas that you would like to implement as soon as you return home. But we all know that after a conference, "Life Happens" and so many of your great resolutions and ideas get put aside ... forever. Come and learn how to NOT put aside those new strategies that could to kick your business up a notch. You will leave this presentation with a Personalized Action Plan that can change the course of your profitability and productivity.



GREEN & GROWIN' KICK-OFF PARTY

Dancing, Fellowship, Food and Fun

Friday, January 16th • 7:00 - 11:00 p.m.

Sheraton Four Seasons Hotel Ballroom



***Dance to the music of
The Flashback Band***

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NCNLA "Live" HORTICULTURE RESEARCH BENEFIT AUCTION

8:00 – 8:45 p.m.

Bid Against Your Friends on Hunting and Fishing Trips, NCSU Memorabilia, Get-Away Vacations and Other Items to Benefit the NCNLA Research Foundation.

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