

CONFERENCE SESSIONS

MONDAY — JANUARY 28

	9:00AM	10:00AM	11:00AM	12:00-1:30PM	1:40PM	2:40PM	3:40PM	4:30-6:00PM
Arboriculture	Growing Trees Near Concrete <i>Dr. Tom Smiley</i>	Dealing with Drought: Helping Landscape Plants Cope with Water Stress <i>Dr. Bert Cregg</i>	Herbicide Toxicity to Landscape Trees and Shrubs <i>Dr. Dave Roberts</i>	<p style="text-align: center;">Green Industry Leadership and Awards Lunch</p> <p style="text-align: center;">(Included in Registration Fee)</p> <p style="text-align: center;">Enjoy your lunch and celebrate our great, Green Industry by honoring our leadership, the milestones of our members, and our partners. Plus, experience a virtual tour of the 2018 Industry Award winners, led by Dr. Bob Schutzki.</p>	ISA Soil Management BMP <i>Dr. Tom Smiley</i>	Let's Drift Apart: The Issue of Row Crop Spray Drift to Nursery/Landscape <i>Dr. Hannah Mathers</i>	How to Collect Money While Keeping Customers Happy <i>Tom Grandy</i>	<p style="text-align: center;">Welcome Reception</p> <p style="text-align: center;">Network in a relaxed atmosphere while enjoying entertainment, hors d'oeuvres, and refreshments, and honor our Outstanding Student and Scholarship Recipients.</p> <p style="text-align: center;">Included in Registration Fee</p>
Grower	Current Herbaceous Perennial Weed Control Project <i>Dr. Hannah Mathers</i>	TBD	Water, Nutrient, and Pesticide Movement in Container Nurseries <i>Dr. Tom Fernandez and Damon Abdi</i>		Fert, Dirt, and Squirt: Nutritional Monitoring of Greenhouse Crops <i>Garrett Owen</i>	Let's Drift Apart: The Issue of Row Crop Spray Drift to Nursery/Landscape <i>Dr. Hannah Mathers</i>	HortEcology: Lessons from Wild Plant Communities <i>Kelly D. Norris</i>	
Landscape Design/Build	Drones for the Landscape Industry <i>Bob Goodwin</i>	Leveraging Trends in Hardscaping <i>Adam DeLamielleure</i>	An Oudolf garden on Belle Isle <i>Duncan Campbell</i>		Planting for the Future <i>Kelly D. Norris</i>	Boxwood Alternatives in Design <i>Dr. Bob Schutzki</i>	TBD	
Plants	TBD	Plants With Style <i>Kelly D. Norris</i>	New Perennials for Modern Gardeners <i>Kelly D. Norris</i>		Planting for the Future <i>Kelly D. Norris</i>	Boxwood Alternatives in Design <i>Dr. Bob Schutzki</i>	HortEcology: Lessons from Wild Plant Communities <i>Kelly D. Norris</i>	
Turf & Landscape Management	Current Herbaceous Perennial Weed Control Project <i>Dr. Hannah Mathers</i>	Dealing with Drought: Helping Landscape Plants Cope with Water Stress <i>Dr. Bert Cregg</i>	Herbicide Toxicity to Landscape Trees and Shrubs <i>Dr. Dave Roberts</i>		Providing Great Customer Service - In the Trenches <i>Tom Grandy</i>	Why do we Need to Charge so Much? <i>Tom Grandy</i>	Managing Turf in Shade <i>Dr. Kevin Frank</i>	
Business	Cash Flow and Cash Flow Budgeting <i>Tom Grandy</i>	How to Make Money in Michigan's Landscape Industry: Part I <i>Dave DeHamer</i>			How to Make Money in Michigan's Landscape Industry: Part 2 <i>Dave DeHamer</i>		How to Collect Money While Keeping Customers Happy <i>Tom Grandy</i>	

CONFERENCE SESSIONS

TUESDAY — JANUARY 29

	8:00AM	9:00AM	10:00AM	1:00PM	2:00PM	3:15PM	4:15PM	4:15PM	5:30PM			
Arboriculture	Building a Forest Like No Other at DOW Gardens <i>Chuck Martin</i>	Embrace Your Inner Geek <i>Grant Harrison</i>	Opening of Trade Show (10:00AM)	TRADE SHOW 10AM – 4PM	11:45am \$500 Cash Raffle Drawing	Hemlock Woolly Adelgid and Oak Wilt: The Latest <i>Dr. Deb McCullough</i>	Conifer Connundrum <i>Dr. Dave Roberts</i>	SEMNL Reception & Annual Meeting	After Party at the MSU Conservatory			
Irrigation	Marketing to Millennials <i>Katie Dubow</i>	Creating Opportunities: Adapting WiFi Controller Technology to Present Business Models <i>John Newlin</i>				12:00pm-12:30pm "Your Bread and Butter — Lunch and Labor"	Successful Selling <i>Kirk Armstrong</i>			Growing Your Green Industry Business <i>Aaron Katerberg</i>		
Landscape Design/Build	Case Studies in Garden Design <i>Joseph Hillenmeyer</i>	2019 Garden Trends <i>Katie Dubow</i>					1:00-2:00pm Professional Women in Horticulture Forum			Successful Selling <i>Kirk Armstrong</i>	25 or More Shrubs that Will Change the Way We Landscape <i>Tim Wood</i>	
Plants	Natives in the Formal Landscape <i>Bill Schneider</i>	2019 Garden Trends <i>Katie Dubow</i>								2:00-3:00pm Young Professionals CONNECT!	Annuals to Perennials: Achieving Season-Long Color <i>Jerry Gorchels</i>	25 or More Shrubs that Will Change the Way We Landscape <i>Tim Wood</i>
Retail	Marketing to Millennials <i>Katie Dubow</i>	2019 Garden Trends <i>Katie Dubow</i>									A Christmas Story: Creating a Christmas Experience <i>Joseph Hillenmeyer</i>	E-Commerce and E-Marketing in the Green Industry <i>Dr. Ariana Torres</i>
Business & Marketing Technology	Marketing to Millennials <i>Katie Dubow</i>	Embrace Your Inner Geek <i>Grant Harrison</i>									Fundamentals for Long Term Success <i>Janna Bradley</i>	Strategies for Effective Management <i>Kirk Armstrong</i>
Turf & Landscape Management	Natives in the Formal Landscape <i>Bill Schneider</i>	Managing Non-Living Material in the Landscape: Working with Edging, Landscape Fabric, Mulch, and More <i>Dr. Bob Schutzki</i>	Weed ID Workshop <i>Dr. Hannah Mathers</i> 1:00pm-3:00pm	Common Problems in Perennials <i>Josh Roggenbuck, Laura Robles</i>	Herbicides for Turf <i>Aaron Hathaway</i>							

WEDNESDAY — JANUARY 30

	8:00AM	9:00AM	10:00AM	1:00PM	2:00PM	3:00 - 4:00PM				
Arboriculture	Labor and the Green Industry: From Recruiting to Retaining <i>TBD</i>	"Seeing" Decay Inside of Trees <i>Kay Sicheneder</i>	Introduction to the Green Industry Student Program (10:30a-1:30p)	TRADE SHOW 10AM – 3PM	11:45am-12:15pm "Your Bread and Butter - Lunch and Labor"	Protecting Yourself from Mosquitos and Ticks While Working Outside <i>John Stone</i>				
Leadership & Labor	Labor and the Green Industry: From Recruiting to Retaining <i>TBD</i>	The Identity of a Foreman <i>Adam DeLamielleure</i>				12:15pm \$250 Cash Raffle Drawing	The Power of Horticulture <i>Paul Zammit</i>			
Plants	Container Gardening: Drama for Every Season <i>Paul Zammit</i>	Landscape for Stormwater Runoff: A Grand Rapids Case Study <i>Dr. Dave Warners and Carrie Rivette</i>					12:30pm MNLA Green Industry Research Auction	The Power of Horticulture <i>Paul Zammit</i>		
Retail	Container Gardening: Drama for Every Season <i>Paul Zammit</i>	Turning Marketing Challenges into Profitable Opportunities <i>Dr. Bridget Behe</i>						2:00pm \$500 Cash Raffle Drawing	The Power of Horticulture <i>Paul Zammit</i>	
Safety & Compliance	MIOSHA Silica Standards Update for 2019 <i>Jenelle Thelen</i>	Trucking Regulations for 2019 <i>MI Center for Truck Safety</i>							2:30pm MSU Dairy Store Ice Cream Social	Update on Green Industry Regulations for 2019 <i>MDARD</i>
Spanish	Topic Presented in Spanish <i>Eligio Larraga</i>	Topic Presented in Spanish <i>Antonio Escobar</i>								2:45pm \$1,000 Cash Raffle Drawing
Employees Only	Behavior-Based Safety <i>Ken Smylie</i>	The Identity of a Foreman <i>Adam DeLamielleure</i>	Pruning Basics for Beginners <i>Rebecca Finneran</i>	Protecting Yourself from Mosquitos and Ticks While Working Outside <i>John Stone</i>						
Certification Central	8:00-11:30am MDARD Core Pesticide Exam Review <i>John Stone</i>			1:00 - 4:00pm MDARD Pesticide Exams – Visit www.michigan.gov/pestexam to register. Click on Ingham County, choose January 30, 2019.						
	8:00-10:00am CGIP Core Exam Review <i>Dr. Robert Schutzki</i>			10:00am - 12:00pm CGIP Core Exam (Section 1: Plant ID) 12:00 - 2:00pm CGIP Core (Section 2: Multiple Choice) & Specialty Exams Visit www.mnla.org/edu/cgip for app and reg info.						