

Education Focal Points

2019 Garden Trends



Join global trendspotter and QVC guest host, Katie Dubow, and learn how to apply new research and inside information to help you grow your business and stay relevant. When you're ahead of the curve, your company becomes a trend-setter and you become the go-to place for what's new – whether you are a breeder, grower or retailer.

Katie Dubow, Garden Media Group

E-Commerce and E-Marketing in the Green Industry

As technologies evolve and become more accessible, green industry operations can use e-commerce (online sales) and e-marketing (online marketing campaigns) to boost sales, build new partnerships, and pursue up- and down-stream integration strategies. Ariana will address the impact of these on green industry businesses and will characterize drivers and barriers to adopting technology in the Amazon era.



Dr. Ariana Torres, Purdue University

Building Effective Management Skills

There is a tremendous difference in being a manager and being an effective manager! Tom will share some practical tips on how to be a very effective manager, addressing attributes of effective managers, tips to increase communications, and innovative ways to motivate your people.



Tom Grandy, Grandy & Associates

Growing Trees Near Concrete



Research shows practical ways of reducing sidewalk damage with treatments either alongside or underneath pavement. This is "must know" information for those involved in the design, installation or maintenance of trees near concrete.

Tom Smiley, Bartlett Tree

New Perennials for Modern Gardeners



Kelly D. Norris, Greater Des Moines Botanical Garden

With a market shift towards sustainable gardening, a new palette of plants has emerged at the intersection of form and function. Perennials used in this style of gardening thrive in social arrangements, translating their native ecologies into beautiful communities of plants that ultimately require less resources and incorporate more diversity into the modern landscape. While many old favorites continue to have a place in these contemporary designs, many under-appreciated perennials, particularly natives, have a new context in which to be appreciated. Plantsman Kelly Norris will highlight several examples of sustainable, plant-driven gardens from across the country, comparing and contrasting them to the wild circumstances that inspired them, while introducing the audience to the perennials within them.

And Don't Miss...

Join our Lunch and Labor sessions on the trade show floor on Tuesday and Wednesday