

2018 Cultivate Conference Sessions

Session Title	Date and Time	Location	Track	Speaker(s)
Garden Retail Tour	07/14/2018 7:00 - 05:00	Union Station B	Garden Retail Special Activities Add-on-Activity	
Greenhouse Production Tour	07/14/2018 7:15 - 04:30	Union Station A	Greenhouse Special Activities Add-on-Activity	
Hydroponics Tour	07/14/2018 7:45 - 04:30	Union Station B	Greenhouse Special Activities Add-on-Activity	
A Drone Workshop: Small and Unmanned Aircraft Systems for Nurseries	07/14/2018 8:00 - 12:00	C150	Nursery Add-on-Activity	Jim Robbins; Extension Specialist; University of Arkansas Joe Mari Maja; Research Sensor Engineer; Clemson University Mengmeng Gu; Associate Professor and Extension Ornamental Horticulturist; Texas A&M University System Rusty Rumley; Senior Staff Attorney; National Agricultural Law Center
Landscape Cost Accounting Workshop: It Cost What?! Getting Down to the True Costs of Your Business	07/14/2018 8:00 - 05:00	A220	Landscape Add-on-Activity	Marcus vandeVliet; President; MV Enterprises
A Biocontrols Workshop: Learning to Identify Key Pests	07/14/2018 8:00 - 05:00	C160	Greenhouse Add-on-Activity Pesticide Re-certification	Ronald Valentin; Technical Lead & Commercial Manager; Bioline Agrosiences Inc. & Bioline Canada Inc. Suzanne Wainwright-Evans; Owner; Buglady Consulting John Sanderson; Professor, Entomology ; Cornell University Kelly Vance; Technical Support ; Beneficial Insectary Paul Koole; Technical Advisor (Western Region) ; Biobest USA Inc Tim Engelkes; Product Manager ; Koppert Biological Systems
Nursery and Landscape Tour	07/14/2018 8:15 - 04:00	Union Station A	Landscape Nursery Special Activities Add-on-Activity	
Retail Peer2Peer Workshop: Selling a Retail Experience with Can't Miss Events and Workshops	07/14/2018 8:30 - 12:30	A223	Garden Retail Add-on-Activity	Abby Kleckler; Managing Editor; Lawn & Garden Retailer Brian Bauman; Owner / General Manager; Bauman's Farm and Garden Jessie Jacobson; President & Owner; Tonkadale Greenhouse Lindsay Squires Chrisp; Events & Community OutReach Coordinator; Tagawa Gardens Will Heeman; Chief Daymaker; Heeman's Kate Terrell; General Manager, CFO; Wallace's Garden Center

Latest on Q-Biotype Whitefly	07/14/2018 9:00 - 10:00	Union Station A	Greenhouse Pesticide Re-certification	Lance Osborne; Professor and Associate Center Director; University of Florida/IFAS/Mid-Florida Research and Education Center
CareerUP - Define Your Future	07/14/2018 9:00 - 04:30	Short North Ballroom	Add-on-Activity GenNext	Marlene Eick; Speaker and success coach; Live Your Story Amanda Sollman; Chief Operating Officer + Coach; Mark Jewell Speaking & Training Natalie Siston; Speaker - Writer - Certified Professional Coach; Small Town Leadership - Big Stories from a Small Town
Raising Water Quality with Floating Wetlands	07/14/2018 10:15 - 11:15	A210	Nursery	Sarah White; Associate Professor and Nursery Extension Specialist; Clemson University
Understanding Growing Media Components	07/14/2018 10:15 - 11:15	Union Station A	Greenhouse	Brian Cantin; SENIOR GROWER ADVISOR; Berger
Measuring Light in a Greenhouse - Why, What, When and How	07/14/2018 10:15 - 11:15	Union Station B	Greenhouse	Jason Grimmer; Key Accounts Manager; Philips Erik Johnson; Technical Sales Analyst ; LI-COR Biosciences
Can Recycled Water Improve Your Profit Margin?	07/14/2018 11:30 - 12:30	A210	Nursery	Chuan Hong; Professor; Virginia Tech
Successful Edible Greens Production in Greenhouses and Controlled Environments	07/14/2018 11:30 - 12:30	Union Station A	Greenhouse	John Erwin; Professor and Business Owner; University of Minnesota
Nighttime Application of Light for Control of Plant Diseases	07/14/2018 11:30 - 12:30	Union Station B	Greenhouse Pesticide Re-certification	Jaimin Patel; Research Scientist; Lighting Research Center, Rensselaer Polytechnic Institute Leora Radetsky; Research Scientist; Lighting Research Center, Rensselaer Polytechnic Institute
Leading in Breeding and Innovation Workshop	07/14/2018 1:00 - 04:30	A114	Business Plus Greenhouse Nursery	Asgar Shir; Director of Operations; Eurofins BioDiagnostics, Inc. Chary Samboju; Senior Regulatory Policy Specialist ; USDA APHIS
Hydrangea Workshop: Get Blooming with the Best and Biggest Blooms	07/14/2018 1:00 - 05:00	C170	Greenhouse Nursery Add-on-Activity	Amy Fulcher; Associate Professor & Extension Specialist; University of Tennessee Anthony LeBude; Associate Professor and Nursery Extension Specialist; NC State University Jeff Stoven; Propagation Manager ; Bailey Nurseries, Inc. Jim Owen; Associate Professor & Extension Specialist ; Virginia Tech
Grow Better Plants With Mycorrhizal Fungi	07/14/2018 1:30 - 02:30	A210	Greenhouse Nursery	Amy Schroeder; Sales Account Manager - East Coast; Mycorrhizal Applications Jozsef Racsko; Technology Manager; Mycorrhizal Applications, LLC.
IM4U: Managing Landscape Labor in the Digital Age	07/14/2018 1:30 - 02:30	A223	Landscape LA CES	Kirk Brown; Executive Committee; GWAF: The Foundation for the Association of Garden Communicators

Contemporary Consumers: What Do They Really Want?	07/14/2018 1:30 - 02:30	B130	Garden Retail	Kelly Norris; Director of Horticulture and Education; Greater Des Moines Botanical Garden
Everything Feels Better After a Data Massage	07/14/2018 1:30 - 02:30	Union Station B	Greenhouse	
Intellectual Property Rights for Plant Breeders and Growers: Obtaining and using multiple types of IP in a comprehensive strategy	07/14/2018 2:45 - 03:45	A210	Greenhouse Nursery	Laura Pitts; Intellectual Property Lawyer ; Buchanan Ingersoll & Rooney Travis Bliss; Intellectual Property Attorney/IP Biotechnology Practice Group Chair; Buchanan Ingersoll & Rooney
Protecting Pollinators in Ornamental Horticulture	07/14/2018 2:45 - 03:45	A223	Landscape LA CES	Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @ Rutgers University
How to Turn Customers into Brand Ambassadors	07/14/2018 2:45 - 03:45	B130	Garden Retail	Mason Day; Co-Founder; GrowIt!
Optimizing Your Propagation Environment	07/14/2018 2:45 - 03:45	Union Station A	Greenhouse	Marc Van Iersel; Professor; University of Georgia Stephanie Burnett; Associate Professor of Horticulture; University of Maine
Boosting Profits and Cutting Costs with In-House Product Trials and Research	07/14/2018 2:45 - 03:45	Union Station B	Greenhouse	Brian Krug; Head Grower; DowDuPont Pioneer Peter Konjoian; President; Konjoian's Horticulture Education Services, Inc.
Biocontrols in the Nursery	07/14/2018 4:00 - 05:00	A210	Nursery Pesticide Re-certification	Carlos Bogran; Technical Manager; OHP Inc.
People Matter: Building a Company Culture	07/14/2018 4:00 - 05:00	A223	Landscape LA CES	John Kennedy; Founder/Owner; John Kennedy Consulting
The True Cost of Customization	07/14/2018 4:00 - 05:00	B130	Garden Retail	Will Heeman; Chief Daymaker; Heeman's
Focusing on Substrates: The Wood Fiber Frenzy	07/14/2018 4:00 - 05:00	Union Station A	Greenhouse	Brian Jackson; Associate Professor; NC State University
Understanding LED Wavelength	07/14/2018 4:00 - 05:00	Union Station B	Greenhouse	Yves Bertic; Senior Director of Global Product Marketing - Specialty Lighting; Luminus Devices
OSU Cultivar Trials	07/14/2018 5:00 - 07:00	Depart from Connector	Special Activities	
Morning Jolt Keynote: Elevating Performance for Leaders and Their Teams	07/15/2018 8:00 - 09:15	Short North Ballrooms	Business Plus Garden Retail Greenhouse Interior Plantscape Landscape Nursery GenNext	

On the Front Lines: IR-4 Project and New Active Ingredients for Plant Success	07/15/2018 9:30 - 10:30	A210	Nursery	Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @ Rutgers University
What's the Buzz About Drones: The Do's and Don'ts	07/15/2018 9:30 - 10:30	A220	Nursery	Jim Robbins; Extension Specialist; University of Arkansas
What's The Big Deal about Green Infrastructure and Functional Landscapes?	07/15/2018 9:30 - 10:30	A223	Landscape LA CES	Debbie Hamrick; Director, Specialty Crops; North Carolina Farm Bureau Federation
Marketing to Millennials: Growing Your Next Crop of Customers	07/15/2018 9:30 - 10:30	B130	Garden Retail	Will Heeman; Chief Daymaker; Heeman's
What's New? 2019 Design Trends in the Interior Landscape	07/15/2018 9:30 - 10:30	C150	Interior Plantscape	Simon May; Vice President; McCaren Designs
Maximize Team Performance To Achieve Exceptional Results	07/15/2018 9:30 - 10:30	C170	Business Plus	Art Campbell; President; National Interiorscape Network Matt Nelson; Senior Vice President; The National Interiorscape Network
Getting Pest and Pathogens to Dip Out	07/15/2018 9:30 - 10:30	Union Station A	Greenhouse	Daniel Peck; Biological Program Manager, Entomology; BioWorks, Inc.
Assessing Autostix: A Case Study	07/15/2018 9:30 - 10:30	Union Station B	Greenhouse	Bob Dickman; General Manager; Dickman Farms Jason Twaddell; Territory Manager; Ball FloraPlant
Progressive Work Utilizing Manufacturing Principles	07/15/2018 10:00 - 10:20	Knowledge Center	Business Plus Knowledge Center Stage	Gerson Cortes; Founding Partner; FlowVision, LLC
Basewell™ Young Plants	07/15/2018 10:00 - 10:30	Cultivate Live! Stage	Cultivate Live!	Perry Wismans; Head of Global Floriculture Innovation; Dümmen Orange
Assembling a PourThru Kit: What You Need to Know Now	07/15/2018 10:00 - 10:30	Live for Growers Stage	Greenhouse Live for Growers Stage	Brian Whipker; Floriculture Extension and Research; North Carolina State University
The Power of Consumer Education Programs	07/15/2018 10:30 - 10:50	Knowledge Center	Garden Retail Knowledge Center Stage	Mason Day; Co-Founder; GrowIt!
Sustainability and Insect Control: How You Can Use Existing Tools in a 'Green' Spray Program	07/15/2018 10:45 - 11:15	Cultivate Live! Stage	Cultivate Live!	Rick Fletcher; Technical Services Manager, Turf and Ornamentals; Nufarm Americas, Inc
Do's and Don'ts of Setting Up In-house Product Trials and Experiments.	07/15/2018 10:45 - 11:15	Live for Growers Stage	Greenhouse Live for Growers Stage	Peter Konjoian; President; Konjoian's Horticulture Education Services, Inc.

Need Labor? Seed Your Future's BLOOM! Has New Resources For You	07/15/2018 10:45 - 11:45	A113	Business Plus Garden Retail Greenhouse Interior Plantscape Landscape Nursery	Susan E. Yoder; Executive Director ; Seed Your Future Anna Ball; President & CEO; Ball Horticulture Company Cole Mangum; Vice President of Production; Bell Nursery
Safeguarding Boxwood with the Latest Research	07/15/2018 10:45 - 11:45	A210	Greenhouse Nursery	Chuan Hong; Professor; Virginia Tech
Using Math in Real Life: Squeezing Every Drop Out of Nursery Irrigation	07/15/2018 10:45 - 11:45	A220	Nursery	Amy Fulcher; Associate Professor & Extension Specialist; University of Tennessee
Defining Expectations: Keeping Employees Accountable	07/15/2018 10:45 - 11:45	A223	Landscape LA CES	Marcus vandeVliet; President; MV Enterprises
Changing Lives One Garden and Landscape at a Time	07/15/2018 10:45 - 11:45	B130	Garden Retail	Charlie Hall; Chief Economist ; AmericanHort
Revamp Your Holiday Display: Thinking Outside the Norm	07/15/2018 10:45 - 11:45	C150	Interior Plantscape	Barbara Arnold; Senior Horticulturist ; Franklin Park Conservatory and Botanical Gardens Colin Matsumoto; Exhibitions Associate; Franklin Park Conservatory Garet Martin; Horticulture Exhibitions Designer ; Franklin Park Conservatory and Botanical Gardens
Leadership vs Management – The Secrets To Achieving Greater Success	07/15/2018 10:45 - 11:45	C170	Business Plus	Art Campbell; President; National Interiorscape Network Matt Nelson; Senior Vice President; The National Interiorscape Network
Using Direct Sticking and How to Succeed	07/15/2018 10:45 - 11:45	Union Station A	Greenhouse	John Erwin; Professor and Business Owner; University of Minnesota
The Economics of Biocontrols – How to Price Out a Program That Can Work For You	07/15/2018 10:45 - 11:45	Union Station B	Greenhouse	Ronald Valentin; Technical Lead & Commercial Manager; Bioline Agrosciences Inc. & Bioline Canada Inc.
Update on Q-Biotype Whitefly	07/15/2018 11:00 - 11:20	Knowledge Center	Greenhouse Knowledge Center Stage	Lance Osborne; Professor and Associate Center Director; University of Florida/IFAS/Mid-Florida Research and Education Center
New Ways to Find Labor	07/15/2018 11:30 - 11:50	Knowledge Center	Business Plus Knowledge Center Stage	John Terhesh; Head Grower; Willoway Nurseries
There's a New Kid in Town	07/15/2018 11:30 - 12:00	Cultivate Live! Stage	Cultivate Live!	Jennifer Neujahr; Business Manager - Horticulture; Profile Products
Crapemyrtle Bark Scale: Solutions for Crapemyrtles and Other At-Risk Host	07/15/2018 11:30 - 12:00	Live for Growers Stage	Landscape Nursery Live for Growers Stage	Mengmeng Gu; Associate Professor and Extension Ornamental Horticulturist; Texas A&M University System

Cultivate Town Hall: I Kind of Like You, But What's In IT for ME?	07/15/2018 12:00 - 01:15	Union Station 2	Business Plus Garden Retail Greenhouse Landscape Nursery	Charlie Hall; Chief Economist ; AmericanHort Kelly Norris; Director of Horticulture and Education; Greater Des Moines Botanical Garden Leslie Halleck; Owner, Consultant; Halleck Horticultural, LLC Stephanie Whitehouse; Retail General Manager; Dickman Farms Greenhouses & Garden Center, AmericanHort's GenNext Community Coordinator Jared Barnes; Assistant Professor; Stephen F. Austin State University
Change is Good...All Good!	07/15/2018 1:00 - 01:30	Cultivate Live! Stage	Cultivate Live!	Daniel Norden; R&D and Technical Services Manager - Horticulture; Profile Products
Garden Centers as Community Centers: Building Relationships for the Future of Your Business	07/15/2018 1:30 - 01:50	Knowledge Center	Garden Retail Knowledge Center Stage	Lindsay Squires Chrisp; Events & Community OutReach Coordinator; Tagawa Gardens
Why Grow Dry?	07/15/2018 1:30 - 02:30	A115	Greenhouse	Marc Van Iersel; Professor; University of Georgia Stephanie Burnett; Associate Professor of Horticulture; University of Maine
Biostimulants in Nursery Production	07/15/2018 1:30 - 02:30	A210	Nursery	Keith Jones; Executive Director; BPIA Blair T. Busenbark; Sales and Commercial Marketing Manager ; Mycorrhizal Applications Jane Fife; Chief Science Officer ; 3Bar Biologics Kevin Hillemeier; Sales and Sales Service ; Oil-Dri Corporation Sherman Hollins; Business Development Mangager; NewLeaf Symbiotics Michelle Jones; Professor and D.C. Kiplinger Floriculture Endowed Chair; The Ohio State University
Quality is Key! Water from Wells & Ponds	07/15/2018 1:30 - 02:30	A220	Nursery	Anthony LeBude; Associate Professor and Nursery Extension Specialist; NC State University
Ten Landscape Design Elements to Include with Every Contract	07/15/2018 1:30 - 02:30	A223	Landscape LA CES	Kirk Brown; Executive Committee; GWAF: The Foundation for the Association of Garden Communicators
Online Orders to In Store Pickups: Is Your Garden Center Ready to Implement?	07/15/2018 1:30 - 02:30	B130	Garden Retail	Timothy Howard; President; Clarity Connect, Inc.
Holiday Design Trends: Creating the WOW Factor	07/15/2018 1:30 - 02:30	C160A	Interior Plantscape	Caroline Puller; VP of Visual Design; Seasonscapes
Growing the Industry: Attracting and Retaining Young Professionals	07/15/2018 1:30 - 02:30	C170	Business Plus	John Terhesh; Head Grower; Willoway Nurseries
Scouting Greenhouse Pests 101: The Basics	07/15/2018 1:30 - 02:30	Union Station B	Greenhouse Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting

Biophilic Design in WELL, Fitwel, and the Living Building Challenge	07/15/2018 1:30 - 04:00	C150	Interior Plantscape	Jeremy Dearing; CEO; NewPro Containers Richard Piacentini; Executive Director; Phipps Conservatory and Botanical Gardens Sonja Bochart; Principal; Shepley Bulfinch
Equipped to Make a Seamless Transition	07/15/2018 1:45 - 02:15	Cultivate Live! Stage	Cultivate Live!	Nathan Carney; Technical Specialist- Horticulture; Profile Products
Time to Freshen Up: Revamping Your Events and Content Calendars	07/15/2018 2:00 - 02:20	Knowledge Center	Garden Retail Knowledge Center Stage	Jessie Jacobson; President & Owner; Tonkadale Greenhouse
Advances in DNA Marker Technologies for Ornamental Plants	07/15/2018 2:00 - 02:30	Live For Growers Stage	Live for Growers Stage	Asgar Shir; Director of Operations; Eurofins BioDiagnostics, Inc.
How to Make Text Message Marketing Work for Your Business	07/15/2018 2:30 - 02:50	Knowledge Center	Garden Retail Knowledge Center Stage	Kate Terrell; General Manager, CFO; Wallace's Garden Center
Are All Woods Equal?	07/15/2018 2:30 - 03:00	Cultivate Live! Stage	Cultivate Live!	Bruce Bugbee; Professor - Department of Plants, Soils and Climates; Utah State University
Microbial Pesticide Application	07/15/2018 2:45 - 03:15	Live for Growers Stage	Greenhouse Live for Growers Stage	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre
Keeping Your pH and EC on Track	07/15/2018 2:45 - 03:45	A115	Greenhouse	Brian Whipker; Floriculture Extension and Research; North Carolina State University Garrett Owen; Eastern Michigan Greenhouse Outreach Specialist; Michigan State University
Water Tools for Growers: SCRI Research	07/15/2018 2:45 - 03:45	A210	Nursery	Sarah White; Associate Professor and Nursery Extension Specialist; Clemson University
The HRI Research Frontier: Incredible Tales of Pestilence, Regulations, and Industry Adventures	07/15/2018 2:45 - 03:45	A220	Greenhouse Landscape Nursery	Jill Calabro; Science & Research Programs Director ; AmericanHort
Pick Me! Pick Me! Getting Product From Just Seen to Sold	07/15/2018 2:45 - 03:45	B130	Garden Retail	Bridget Behe; Professor; Michigan State University
Don't Let the Grinch Steal Your Holiday Profits	07/15/2018 2:45 - 03:45	C160A	Interior Plantscape	Vicky Cate; President/ CEO; Evergreen Interiors Inc.
It's Time to Strategize Your Communications	07/15/2018 2:45 - 03:45	C170	Business Plus	Sue Markgraf; Founder & President; GreenMark Public Relations, Inc.

Rooting for Success with Supplemental Lighting and Root-zone Heating	07/15/2018 2:45 - 03:45	Union Station B	Greenhouse	Roberto Lopez; Assistant Professor and Extension Specialist; Michigan State University
Swap Shop: Idea Sharing and Networking	07/15/2018 2:45 - 05:00	A223	Landscape LA CES	John Kennedy; Founder/Owner; John Kennedy Consulting
Bark and Roll Over: Managing and Utilizing Pine Bark in Professional and Retail Substrates	07/15/2018 3:00 - 03:20	Knowledge Center	Greenhouse Knowledge Center Stage Nursery	Brian Jackson; Associate Professor; NC State University
Mixing it Up: Ask the Grower	07/15/2018 3:15 - 03:45	Cultivate Live! Stage	Cultivate Live!	
New Tools for Disease & Pest Management	07/15/2018 3:30 - 03:50	Knowledge Center	Greenhouse Knowledge Center Stage Landscape Nursery	Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @ Rutgers University
Getting a Handle on Boxwood Blight Mitigation	07/15/2018 3:30 - 04:00	Live for Growers Stage	Greenhouse Nursery Live for Growers Stage	Chuan Hong; Professor; Virginia Tech
Be the Best Boss: What Type of Supervisor, Manager, or Leader Are You?	07/15/2018 4:00 - 04:20	Knowledge Center	Business Plus Knowledge Center Stage	David Fujino; Executive Director; California Center for Urban Horticulture, UC Davis
IPM For Thrips and Aphids in the Greenhouse	07/15/2018 4:00 - 05:00	A115	Greenhouse Pesticide Re-certification	Luis Canas; Associate Professor and Extension Specialist, Entomology; The Ohio State University
Finessing Fertility Programs for Nursery Crops	07/15/2018 4:00 - 05:00	A210	Nursery	Jim Owen; Associate Professor & Extension Specialist ; Virginia Tech
Women in Horticulture: Maximize Your Power as a Woman in the Workforce	07/15/2018 4:00 - 05:00	A220	Business Plus Garden Retail Greenhouse Interior Plantscape Landscape Nursery GenNext LA CES	Leslie Halleck; Owner, Consultant; Halleck Horticultural, LLC
Get Noticed: 7 Tips for Garden Center Signage	07/15/2018 4:00 - 05:00	B130	Garden Retail	Timothy Howard; President; Clarity Connect, Inc.
Succession Planning: Prepare Your Business for the Future	07/15/2018 4:00 - 05:00	C170	Business Plus	Art Campbell; President; National Interiorscape Network Matt Nelson; Senior Vice President; The National Interiorscape Network

Production Software Providers: The Solutions Growers Have Been Looking For	07/15/2018 4:00 - 05:00	Union Station B	Greenhouse	Aaron Allison; Sales; SBI Software Greg Lafferty; Senior Account Manager; Practical Software Solutions John Stallmer; CEO; Innovative Software Solutions, Ltd Kathryn Cram; Sales Director; DemandLink
Business Plans that Stick	07/15/2018 4:15 - 05:00	C150	Interior Plantscape	Jeremy Dearing; CEO; NewPro Containers Sonja Bochart; Principal; Shepley Bulfinch
AmericanHort Networking Reception	07/15/2018 5:00 - 06:00	Trade Show Floor	Business Plus Garden Retail Greenhouse Interior Plantscape Landscape Nursery Special Activities GenNext	
International Interior Plantscape Awards	07/15/2018 6:00 - 08:30	Short North Ballroom	Interior Plantscape Special Activities Add-on-Activity	
Keynote: State of the Industry	07/16/2018 8:00 - 09:15	Short North Ballroom	Business Plus	Charlie Hall; Chief Economist ; AmericanHort Craig Regelbrugge; Senior Vice President — Industry Advocacy & Research; AmericanHort Ken Fisher; President & Chief Executive Officer; AmericanHort
ASHS Certified Horticulture Test (Separate Registration Required)	07/16/2018 8:00 - 12:00	B246	Greenhouse Special Activities	
Generate On-Site Nitrate	07/16/2018 9:30 - 10:00	Cultivate Live! Stage	Cultivate Live!	Russ Keller; Founder; electriGrow
Common Young Plant Production Problems: An Industry and Academic Prospective	07/16/2018 9:45 - 10:45	A115	Greenhouse	Bob Dickman; General Manager; Dickman Farms Garrett Owen; Eastern Michigan Greenhouse Outreach Specialist; Michigan State University Jason Twaddell; Territory Manager; Ball FloraPlant Mike Gooder; Owner; Plantpeddler Roberto Lopez; Assistant Professor and Extension Specialist; Michigan State University Harvey Lang; Technical Services Representative; Syngenta Flowers
Color is Your Future! In-House Printing for Custom Color Tags and Signs	07/16/2018 9:45 - 10:45	A210	Nursery	Todd Davis; Director; OnSyte Division, Horticultural Marketing & Printing/ Orora Visual
Assessing Human Health Benefits of Gardening	07/16/2018 9:45 - 10:45	A220	Business Plus	Raymond Odeh; Study Coordinator; University of Florida

Bees, Pesticides, and Politics: Challenges and Opportunities for the Horticulture Industry	07/16/2018 9:45 - 10:45	A223	Landscape Pesticide Re-certification LA CES	Daniel Potter; Professor; University of Kentucky, Dept. of Entomology
Good Websites Have a Goal	07/16/2018 9:45 - 10:45	B130	Garden Retail	Timothy Howard; President; Clarity Connect, Inc.
Through the Eyes of the Client: Customer Service for Techs	07/16/2018 9:45 - 10:45	C150	Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Moss Art Walls: From Sales to Installation	07/16/2018 9:45 - 10:45	C160A	Interior Plantscape	Jodi Stumpf; Director of Operations; Growing Green Inc. Vicky Cate; President/ CEO; Evergreen Interiors Inc. Nicolas rousseau; President; ByNature
When Stuff Gets Hard: Managing Difficult Employment Issues	07/16/2018 9:45 - 10:45	C170	Business Plus	Brett Holubeck; Attorney; Cruickshank & Alaniz
Take Back the Greenhouse: Learning How to Control Pests with Biocontrols	07/16/2018 9:45 - 10:45	Union Station A	Greenhouse	Paul Koole; Technical Team Coordinator; Biobest USA Inc.
Stay on Track: Working Smarter with Productivity Metrics	07/16/2018 10:00 - 10:20	Knowledge Center	Business Plus Knowledge Center Stage	Neil Marek; General Manager; Magnolia Gardens Nursery
New Developments in LED Lighting	07/16/2018 10:00 - 10:30	Live for Growers Stage	Greenhouse Live for Growers Stage	Marc Van Iersel; Professor; University of Georgia
Pharma Grade Production Greenhouses the Why and How	07/16/2018 10:15 - 10:45	Cultivate Live! Stage	Cultivate Live!	Shane Hutto; President; Horticultural Solutions, LTD.
SCRI Clean WaterR3: Helping Growers Save Water and Money	07/16/2018 10:30 - 10:50	Knowledge Center	Knowledge Center Stage	Sarah White; Associate Professor and Nursery Extension Specialist; Clemson University
Pollinators, Plants & You: Speed Updates on Recent Research	07/16/2018 10:45 - 11:15	Live for Growers Stage	Greenhouse Landscape Nursery Live for Growers Stage	Cristi Palmer; Ornamental Horticulture Program Manager; IR-4 @ Rutgers University
Ignite! With The HortScholars	07/16/2018 11:00 - 11:20	Knowledge Center	Knowledge Center Stage GenNext	

Poinsettia Pointers: Program Tips to Make This Year Your Best Quality and Most Profitable Crop	07/16/2018 11:00 - 11:30	Cultivate Live! Stage	Cultivate Live!	Rick Fletcher; Technical Services Manager, Turf and Ornamentals; Nufarm Americas, Inc
Irrigation Sensors: A Foertmeyer Story	07/16/2018 11:00 - 12:00	A115	Greenhouse	Matt Foertmeyer; Head Grower; Foertmeyer & Sons Greenhouse
Racking Up Efficiency with Rack Loads	07/16/2018 11:00 - 12:00	A210	Nursery	Gerson Cortes; Founding Partner; FlowVision, LLC
The New Rules of PR & Marketing in the Digital Age	07/16/2018 11:00 - 12:00	A220	Business Plus	Shannon Rodocker; President/CEO; Remember Marketing, LLC
Get Intentional About Your Company Culture	07/16/2018 11:00 - 12:00	A223	Landscape LA CES	Kent Fullmer; President and CEO; Fullmer's Landscaping, Inc.
Gardening Under Lights: A Complete Guide for Indoor Growers	07/16/2018 11:00 - 12:00	B130	Garden Retail	Leslie Halleck; Owner, Consultant; Halleck Horticultural, LLC
Whats New? 2019 Plant Trends	07/16/2018 11:00 - 12:00	C150	Interior Plantscape	Daniel Johnston; President/Owner; Tri State Foliage
8 Ways To Get Started With Social Selling	07/16/2018 11:00 - 12:00	C170	Business Plus	Emm Galvez; National Director Sales Training & Development ; Ambius North America
A Look at the PGR's You're Not Using	07/16/2018 11:00 - 12:00	Union Station A	Greenhouse Pesticide Re-certification	Brian Whipker; Floriculture Extension and Research; North Carolina State University
Ignite! With The HortScholars	07/16/2018 11:30 - 11:50	Knowledge Center	Knowledge Center Stage GenNext	
Energy 101 for Growers: How Operational Strategy and Energy Generation Affect Your Bottom Line	07/16/2018 11:30 - 12:00	Live for Growers Stage	Greenhouse Nursery Live for Growers Stage	Amy Simpkins; CEO; muGrid Analytics
There's a New Kid in Town	07/16/2018 1:00 - 01:30	Cultivate Live! Stage	Cultivate Live!	
Tips for Hiring Front-line Employees, Managers & Sales Leaders	07/16/2018 1:30 - 01:50	Knowledge Center	Knowledge Center Stage	Kathy Fediw; President; Johnson Fediw Associates
Show Me the \$: How Adding Smart Technologies and Practices Can Bring in More	07/16/2018 1:30 - 02:30	A115	Greenhouse	Neil Marek; General Manager; Magnolia Gardens Nursery

Taming the Top 10 Troublesome Insect Pests of Woody Landscape Plants	07/16/2018 1:30 - 02:30	A210	Landscape Nursery Pesticide Re-certification	Daniel Potter; Professor; University of Kentucky, Dept. of Entomology
Life After Cultivate: Implementing What You've Learned	07/16/2018 1:30 - 02:30	A220	Business Plus Garden Retail Greenhouse Landscape Nursery GenNext LA CES	Jake Pierson; Owner; Pierson Nurseries Stephanie Whitehouse; Retail General Manager; Dickman Farms Greenhouses & Garden Center, AmericanHort's GenNext Community Coordinator
Don't Follow Your Gut: Using Data to Improve Your Website	07/16/2018 1:30 - 02:30	B130	Garden Retail	Timothy Howard; President; Clarity Connect, Inc.
Interior Pest Identification	07/16/2018 1:30 - 02:30	C150	Interior Plantscape Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting
I've Got a Website... Now What?	07/16/2018 1:30 - 02:30	C160A	Interior Plantscape	Scott Creamer; Owner; Integrity Web Technology
Ins and Outs of Buying and Starting a Business	07/16/2018 1:30 - 02:30	C170	Business Plus Greenhouse	Dustin Bowman; Relationship Manager, Green Industry ; Farm Credit of the Virginias Jared & Liz Hughes; Owners; Groovy Plants Ranch Mike Hawkins; Assistant Vice President of Capital Markets; AgFirst
Growing the Modern Poinsettia	07/16/2018 1:30 - 02:30	Union Station A	Greenhouse	Gary Vollmer; North American Product and Technical Manager; Selecta North America
Start Strong, Finish Strong	07/16/2018 1:45 - 02:15	Cultivate Live! Stage	Cultivate Live!	Daniel Norden; R&D and Technical Services Manager - Horticulture; Profile Products
Get to Know Us: Biological Products Industry Alliance (BPIA)	07/16/2018 2:00 - 02:20	Knowledge Center	Greenhouse Knowledge Center Stage Landscape Nursery	Keith Jones; Executive Director; BPIA
Overview of Water Chemistry for Growers	07/16/2018 2:00 - 02:30	Live for Growers Stage	Greenhouse Nursery Live for Growers Stage	Lauren Garcia Chance; PhD Candidate; Clemson University
3 Cyber Threats That Will Destroy Your Business	07/16/2018 2:30 - 02:50	Knowledge Center	Business Plus Knowledge Center Stage	Greg Lafferty; Senior Account Manager; Practical Software Solutions
Are All Woods Equal?	07/16/2018 2:30 - 03:00	Cultivate Live! Stage	Cultivate Live!	Bruce Bugbee; Professor - Department of Plants, Soils and Climates; Utah State University
Greenhouse Lighting and Systems Engineering (GLASE) Consortium: What's It All About?	07/16/2018 2:45 - 03:15	Live for Growers Stage	Greenhouse Live for Growers Stage	Erico Mattos; Executive Director; Greenhouse Lighting and Systems Engineering (GLASE)
Equipment for Microbial Pesticide Application	07/16/2018 2:45 - 03:45	A115	Greenhouse Pesticide Re-certification	Michael Brownbridge; Research Director, Horticultural Production Systems; Vineland Research and Innovation Centre

Understanding the New Tax Law	07/16/2018 2:45 - 03:45	A220	Business Plus	Ryan Stroschein; Federal Affairs Manager ; K-Coe Isom Bryce Gibbs; Principal; K-Coe Isom Joseph Schepers; CPA; K-Coe Isom
Are Your Performing at Your Best? Reaching Ultimate Client Satisfaction and Team Buy-in	07/16/2018 2:45 - 03:45	A223	Landscape LA CES	Bill Peters; Production Manager; Fullmer's Landscaping, Inc
Creating a Kickass Marketing Plan	07/16/2018 2:45 - 03:45	B130	Garden Retail	Mason Day; Co-Founder; GrowIt!
What Do We Do? Client Awareness Development to Create More Value for Our Services	07/16/2018 2:45 - 03:45	C160A	Interior Plantscape	Simon May; Vice President; McCaren Designs
5 Employment Policies All Businesses Must Have	07/16/2018 2:45 - 03:45	C170	Business Plus	Brett Holubeck; Attorney; Cruickshank & Alaniz
Leveraging Edibles—Going Beyond Basil and the Basics	07/16/2018 2:45 - 03:45	Union Station A	Greenhouse	
Insect Netting and Greenhouse Benefits	07/16/2018 3:00 - 03:20	Knowledge Center	Greenhouse Knowledge Center Stage	Julie Gilbert - Vijverber; Director; G&V Greenhouse Solutions LLC Marcel Schulte; Managing Director ; Holland Gaas b.v.
Biocontrols for Interior Landscaping	07/16/2018 3:00 - 05:00	C150	Interior Plantscape Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Equipped to Make a Seamless Transition	07/16/2018 3:15 - 03:45	Cultivate Live! Stage	Cultivate Live!	
Taking a Stand: How Conservation Ethics Translate into Profits	07/16/2018 3:30 - 03:50	Knowledge Center	Garden Retail Knowledge Center Stage	Laura Caldie; Director of Marketing & Community Engagement; Greenscape Gardens
Sales and Marketing in a Lean Flow Environment	07/16/2018 3:30 - 04:00	Live for Growers Stage	Greenhouse Nursery Live for Growers Stage	Gerson Cortes; Founding Partner; FlowVision, LLC
More Buzz for More Benefits: How Pollinator-Friendly Plants Benefit the Industry	07/16/2018 4:00 - 04:20	Knowledge Center	Garden Retail Greenhouse Knowledge Center Stage Landscape Nursery	Daniel Potter; Professor; University of Kentucky, Dept. of Entomology
Mixing it Up: Ask the Grower	07/16/2018 4:00 - 04:30	Cultivate Live! Stage	Cultivate Live!	

Improve the Propagation of URC, TC, and Seeded Plugs with LED Lighting	07/16/2018 4:00 - 05:00	A115	Greenhouse	Abhay Thosar; Senior Plant Specialist; Philips Lighting - Horticulture LED Solutions Chris Beytes; Editor ; Ball Publishing Bruce Bugbee, Ph.D.; Ph.D. ; Utah State University
Back from the Ban: The Complex Issue of Sterile Cultivars from Invasive Species	07/16/2018 4:00 - 05:00	A210	Nursery	David Fujino; Executive Director; California Center for Urban Horticulture, UC Davis Gary McAninch; Regulation; Oregon Department of Agriculture Ryan Contreras; Associate Professor ; Oregon State University Tim Wood; Product Development Manager ; Spring Meadow Nursery Dan Kenny; Division of Plant Health ; Ohio Department of Agriculture
A Step Above the Rest: Setting Your Landscape Company Apart	07/16/2018 4:00 - 05:00	A223	Landscape	Kent Fullmer; President and CEO; Fullmer's Landscaping, Inc.
Research That Matters: RFID and Consumer Products	07/16/2018 4:00 - 05:00	B130	Garden Retail	Bridget Behe; Professor; Michigan State University Tom Fernandez; Professor; Michigan State University
Tips for Hiring Front-line Employees, Managers & Sales Leaders	07/16/2018 4:00 - 05:00	C160A	Interior Plantscape	Kathy Fediw; President; Johnson Fediw Associates
Green Industry Recruiting: Attract, Grow, and Keep the Right Employees	07/16/2018 4:00 - 05:00	C170	Business Plus	Leslie Halleck; Owner, Consultant; Halleck Horticultural, LLC
Putting Sustainability in the Driver's Seat	07/16/2018 4:00 - 05:00	Union Station A		
Evening Of Excellence	07/16/2018 5:00 - 06:30	Union Station Ballroom B	Special Activities	
OSU Cultivar Trials	07/16/2018 5:00 - 07:00	Depart from Connector	Special Activities	
Franklin Park Conservatory and Botanical Gardens Tour	07/16/2018 5:15 - 07:00	Depart from Connector	Special Activities	
Unplugged	07/16/2018 8:00 - 10:00	Callahan's, 520 Park St.	Garden Retail Greenhouse Interior Plantscape Landscape Nursery Special Activities GenNext	
Lean Flow Dock Supermarket Shipping	07/17/2018 8:15 - 09:15	A115	Greenhouse	Gerson Cortes; Founding Partner; FlowVision, LLC Dave Van Belle; Owner ; Van Belle Nursery

Weeding Out Weed Control Costs in Container Grown Nursery Crops	07/17/2018 8:15 - 09:15	A210	Nursery Pesticide Re-certification	Joseph Neal; Professor of Weed Science; Department of Horticultural Science, North Carolina State University
The "Younger" Crowd at Work: Connect & Empower	07/17/2018 8:15 - 09:15	A223	Landscape LA CES	Bill Peters; Production Manager; Fullmer's Landscaping, Inc
Connecting the Dots: Marketing Pollinator Plants with Edibles	07/17/2018 8:15 - 09:15	B130	Garden Retail	Laura Caldie; Director of Marketing & Community Engagement; Greenscape Gardens
Become A GPGB Registered Trainer (Special Registration)	07/17/2018 8:15 - 11:45	C150	Interior Plantscape	Simon May; Vice President; McCaren Designs
NoVil - Breaking News: Fungus Ousts the Pepper Weevil!	07/17/2018 9:15 - 09:45	Live for Growers Stage	Greenhouse Live for Growers Stage	M. Ishtiaq Rao; CEO; Crop Defenders Ltd.
How to Drive Sales and Why Ethylene Matters: Shelf-life, Floral Shrink and Presentation at the Point of Sale	07/17/2018 9:30 - 10:00	Cultivate Live! Stage	Cultivate Live!	
Key Tips and Tricks to Growing Poinsettias	07/17/2018 10:00 - 10:20	Knowledge Center	Greenhouse Knowledge Center Stage	Gary Vollmer; North American Product and Technical Manager; Selecta North America
Horticultural Tags and Signs to Fit Every Budget	07/17/2018 10:00 - 10:30	Live for Growers Stage	Greenhouse Nursery Live for Growers Stage	Todd Davis; Director; OnSyte Division, Horticultural Marketing & Printing/ Orora Visual
Asperello T34 and Bluestim, novel bioproducts from Biobest for improved disease control and stress free crop production	07/17/2018 10:15 - 10:45	Cultivate Live! Stage	Cultivate Live!	Veronica Cervantes; Product Manager; BioBest
Night and Day: Controlling Plant Diseases with Light	07/17/2018 10:30 - 10:50	Knowledge Center	Greenhouse Knowledge Center Stage	Jaimin Patel; Research Scientist; Lighting Research Center, Rensselaer Polytechnic Institute Leora Radetsky; Research Scientist; Lighting Research Center, Rensselaer Polytechnic Institute
The Quick and Dirty: Improving Your Fertilizer Efficiency in 20 Minutes	07/17/2018 11:00 - 11:20	Knowledge Center	Greenhouse Knowledge Center Stage Nursery	Krystal Snyder; Technical Specialist; JR Peters Inc
Dollars and Sense of Water Management	07/17/2018 11:00 - 11:30	Cultivate Live! Stage	Cultivate Live!	Kevin Lewis; Technical Manager – T&O, Golf and Specialty Markets; Arborjet Inc.

The Green Slime: Nostoc Know-How	07/17/2018 11:30 - 11:50	Knowledge Center	Knowledge Center Stage Nursery	Joseph Neal; Professor of Weed Science; Department of Horticultural Science, North Carolina State University
Introduction to True Liberty Bags	07/17/2018 12:30 - 01:00	Cultivate Live! Stage	Cultivate Live!	Jennifer Roldan; Owner; True Liberty Bags Wade Nasholds; Client Services; True Liberty Bags