

2021 Cultivate Conference Sessions

Session Title	Date and Time	Location	Track	Speaker(s)
#PlantParent Movement: Cultivating the Next Gardeners	-		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Jennifer Moss; Owner, Director of Sales & Marketing; Moss Greenhouses
2022 Trends Report	-		Garden Retail Greenhouse Interior Plantscape Landscape Nursery	Katie Dubow; President; Garden Media Group
3 Ways to Continue Growth as Consumer Horticulture Stabilizes by 2025	-		Garden Retail Business Plus	Clint Albin; Retail Strategist; Landscapehub Sam Kirkland; National Business Development Strategist; Epicor
Accelerating the Adoption of Biophilic Design: Results from GPGB's Survey on Biophilic Design Elements - Indoor Plants	-		Interior Plantscape	Mary Golden; Advocacy Incubator & Executive Administration; Green Plants for Green Buildings
Approaching Grower-Level Pricing with a Strategy in Mind	-		Greenhouse Nursery	Charlie Hall; Ellison Chair in International Floriculture; Texas A&M University
Basics of Producing Culinary Herbs and Vegetable Transplants	-		Greenhouse	Christopher Currey; Associate Professor; Iowa State University Roberto Lopez; Associate Professor; Michigan State University
Building and Marketing a Profitable Outdoor/Container/Streetscapes Rotation Program	-		Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network
Compensation/benefits topics which in many ways dovetails into just how important Employee Engagement/Professional career Training/Development budgets are.	-		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Todd Downing; Co-Founder and a Managing Partner; Best Human Capital & Advisory Group
Consumer Psychology: Their Perspectives on Pricing, FOMO, Micromarketing and More!	-		Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University

DON'T PUBLISH SESSION IS NO LONGER- Appealing to Customers Who Aren't on Your Frequent Buyer List	-			
DON'T PUBLISH SESSION IS NO LONGER- Creating a Company Culture that is Distinctive and Remarkable	-			
DON'T PUBLISH_DUPLICATE SESSION Doubling Your Average Ticket Through Design-Driven Sales	-			
Economics of Using PGR's in Landscape on Shrubs	-		Landscape	Ariana Torres; Assistant Professor, Dept. Horticulture and Landscape Architecture & Agricultural Economics; Purdue University
Effectively Using Air Pruning Systems in Propagation and Nursery Production	-		Nursery	Darby McGrath; Senior Research Scientist, Environmental Horticulture; Vineland Research & Innovation Centre
Efficiency Trends for Greenhouse Production	-		Greenhouse	John Erwin; Professor and Chair, Plant Science & Landscape Architecture; University of Maryland
Field Nursery Soil Health ♦ New Research and Resources	-		Nursery	Darby McGrath; Senior Research Scientist, Environmental Horticulture; Vineland Research & Innovation Centre
Growing Greenhouse Hemp Using Biologicals? Of Course!	-		The Hemp Conference	Michael Brownbridge; Biological Program Manager; BioWorks, Inc.
Help Your Plants Weather the Weather: Improving Plant Stress Tolerance in Container-Nursery Production	-		Nursery	Michael Brownbridge; Biological Program Manager; BioWorks, Inc.
Light to Dark - Maximize Your Hemp Cultivation Using Lighting and Screening Technologies	-		The Hemp Conference	Colin Brice; Horticulture Plant Specialist; Signify Robert Hanifin; Greenhouse Climate Consultant; Ludvig Svensson, Inc.
Living Walls 101: The In's and Out's of Living Wall Systems	-		Interior Plantscape	Jean-Pierre Sijmons; Director of Global Business Development; G-Sky Plant Systems, Inc.
Living Walls 201 - The horticultural aspect of living walls. Plant Selection and Care.	-		Interior Plantscape	Elliott Bennett; President & Owner; I-Plants Magazine & Air Strength Canada
Maximizing your Postharvest Potential for Cut Flowers	-		Greenhouse	Alicain Carlson; Technical Trials Manager; Syngenta Flowers Rolf Timmerman; Technical Consultant Manager; Chrysal
Merchandising 101: How to Grow Your Business with Basic Visual Merchandising Techniques	-		Garden Retail	Joe Baer; Founder and CEO; ZenGenius, Inc.
More Trees, Please! New Trees			Landscape	

to Grow and Sell	-		Nursery	Maria Zampini; President; UpShoot, LLC
Pest ID and Management for Interior Plants	-		Garden Retail Interior Plantscape	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Plant and Shoot - Smartphone Photography for Plant People	-		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Grace Hensley; Owner; Fashion Plants, LLC
Plant Benefits or Features: Which Cue is More Effective?	-		Garden Retail Greenhouse Interior Plantscape Landscape Nursery	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Policy and Labor: Impact on Landscape Operations	-		Business Plus Landscape	Lynn Jacquez; Counsel; JPH Law Firm Shawn Packer; Principal; JPH Law Luke Hettinger; Chief Operating Officer; m♦sLabor
Social Media Crash Course	-		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	
State of the Industry	-		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Craig Regelbrugge; Senior Vice President of Public Policy and Government Relations; AmericanHort Ken Fisher; President & Chief Executive Officer; AmericanHort
tHRlve LAMP - New Lighting Strategies for Greenhouse and Indoor Crop Production	-		HRI tHRlve Series	Marc van Iersel; Vincent J. Dooley Professor of Horticulture; University of Georgia
Using both SANC and Plant Sentry to Increase Productivity and Sales	-		Greenhouse Nursery	Tom Buechel; Chief Compliance Officer; Plant Sentry
What Hemp Growers Need to Know About Extraction, Purification, and Processing	-		The Hemp Conference	Markus Roggen; CEO; Complex Biotech Discovery Ventures
What♦s the Buzz About the Cannabis Aphid?	-		The Hemp Conference	Steven Arthurs; Technical Sales Representative; BioBee USA
But They Said Hemp Was Legal! What Every Hemp Grower Needs to Know About Evolving	07/09/2021 9:00 -		The Hemp	Christopher Strunk; Partner; Gordon Rees Scully Mansukhani

Laws & Regulations Impacting the Industry	09:45		Conference	
Opportunities in Hemp Cultivation for the Floriculture Industry	07/09/2021 10:00 - 11:00		The Hemp Conference	Josh Schneider; Founder and CEO; Cultivaris
Greenhouse Needs for Hemp Production	07/09/2021 11:15 - 12:15		The Hemp Conference	Tami Van Gaal; CEA Division Leader; Griffin Peter Armando; CEA Technical Sales / CEA Business Developer; Griffin
Fine Tuning Your Hemp Field Production	07/09/2021 1:30 - 02:30		The Hemp Conference	Krystal Snyder; Extension Specialist; Penn State University Extension
Stop the Rot: What You Can't See Can Hurt Your Bottom Line	07/09/2021 2:45 - 03:45		Pesticide Re-certification The Hemp Conference	Janna Beckerman; Professor; Purdue University
Pest Management Strategies for Hemp	07/09/2021 4:00 - 05:00		Pesticide Re-certification The Hemp Conference	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Garden Center Retail Tour	07/10/2021 7:00 - 05:30		Garden Retail	
Greenhouse Production Tour	07/10/2021 7:00 - 05:30		Greenhouse	
Landscape Zoo Tour	07/10/2021 7:00 - 05:30		Landscape	
Nursery Production Tour	07/10/2021 7:00 - 05:30		Nursery	
Pest Diagnostics & Technology Workshop	07/10/2021 7:00 - 06:30		Greenhouse Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting John Sanderson; Associate Professor; Dept. of Entomology, Cornell University
Garden Retail Workshop: Taking it to the Next Level	07/10/2021 7:30 - 05:30		Garden Retail	Katie Dubow; President; Garden Media Group Jessie Jacobson; Owner; Tonkadale Greenhouse Clint Albin; Retail Strategist; Landscapehub Tammy Behm; Owner and Managing Director; Maypop Coffee & Garden Shop
The Art of Talent Management: How to Hire and Coach Talent for Long-Term Success	07/10/2021 8:00 - 12:00		Business Plus Human Resources	Neal Glatt; Managing Partner; GrowTheBench
Building a Better Workforce	07/10/2021 8:00 - 05:00		Business Plus Human Resources	

Efficiency Trends for Greenhouse Production	07/10/2021 9:00 - 10:00		Greenhouse	John Erwin; Professor and Chair, Plant Science & Landscape Architecture; University of Maryland
Impact of Genetics and Environment on Hemp Yield and Quality	07/10/2021 9:00 - 10:00		The Hemp Conference	Bruce Bugbee; Professor; Utah State University
Using both SANC and Plant Sentry to Increase Productivity and Sales	07/10/2021 9:00 - 10:00		Greenhouse Nursery	Tom Buechel; Chief Compliance Officer; Plant Sentry
Making the Most of Home Gardening and Cooking at Home Trends	07/10/2021 9:15 - 10:15		Garden Retail Greenhouse	Josh Kirschenbaum; Vegetable Sales Account Manager ; PanAmerican Seed Company Cheni Filios; Global Product Manager for PanAmerican Seed's Handpicked Vegetables Collection; PanAmerican Seed Company
Crop Forecasting for Greenhouse Young Plant, Flower, and Field Hemp Production	07/10/2021 10:15 - 11:15		The Hemp Conference	Travis Higginbotham; Owner; Due Diligence Horticulture, LLC
Changes for the Better: Our Industry's Evolution	07/10/2021 10:30 - 11:30		Greenhouse Nursery	James Berry; President; J Berry Nursery
FSI/MPS: A View on Worldwide Developments on Sustainability	07/10/2021 10:30 - 11:30		Greenhouse Nursery	Jeroen Oudheusen; Executive Officer; Floriculture Sustainability Initiative (FSI) Remco Jansen; Executive Officer; Floriculture Sustainability Initiative (FSI)
Help Your Plants Weather the Weather: Improving Plant Stress Tolerance in Container-Nursery Production	07/10/2021 10:45 - 11:45		Nursery	Michael Brownbridge; Biological Program Manager; BioWorks, Inc.
Hemp Fertility and Nutrient Management to Maximize Yield	07/10/2021 11:30 - 12:30		The Hemp Conference	Cari Peters; Vice-President; JR Peters, Inc. Dan Gillespie; Technical Specialist; JR Peters, Inc.
Getting Down to Business: Managing Costs, Risks and Profitability	07/10/2021 1:00 - 02:00		Greenhouse	Mike Gooder; President and Co-Owner; Plantpeddler
Impact on Nurseries: The U.S. Arboretum - Our Role, Your Future	07/10/2021 1:00 - 02:00		Landscape Nursery	Richard T. Olsen; Director, U.S. National Arboretum; U.S. Department of Agriculture-Agricultural Research Service
Cultivating a Company Culture	07/10/2021 1:00 - 05:00		Business Plus Human Resources	Neal Glatt; Managing Partner; GrowTheBench
Moss Wall Workshop	07/10/2021 1:00 - 05:00		Interior Plantscape	Nicolas Rousseau; President; ByNature
Basics of Growing Common	07/10/2021			John Erwin; Professor and Chair, Plant Science & Landscape Architecture;

Foliage Plants	1:15 - 02:15		Greenhouse	University of Maryland
Harvesting, Drying, and Processing Hemp	07/10/2021 1:30 - 02:30		The Hemp Conference	Allison Justice; Co-owner; The Hemp Mine
For the Common Good: Public Breeding Programs Address the Needs of the Industry	07/10/2021 2:30 - 03:30		Greenhouse Nursery	Ryan Contreras; Associate Professor; Oregon State University
Water Treatment Systems: From Theory to Real Life	07/10/2021 2:30 - 03:30		Greenhouse	Rosa Raudales; Assistant Professor and Greenhouse Extension Specialist; University of Connecticut
Beyond CBD: Growing the Hemp Economy	07/10/2021 2:45 - 03:45		The Hemp Conference	Josh Schneider; Founder and CEO; Cultivaris
Growers of All Sizes Can Make Wise Automation Investments	07/10/2021 2:45 - 03:45		Greenhouse Nursery	Rob Lando; CEO; AgriNomix LLC Sue Vallafskey; Vice President - Sales; AgriNomix
Hemp Growers Speak Out	07/10/2021 4:00 - 05:00		The Hemp Conference	Laura Drotleff; Reporter; Hemp Industry Daily
The New Perennial Movement: Why it Matters to Our Industry	07/10/2021 4:00 - 05:00		Greenhouse Landscape Nursery	Paul Westervelt; Chief of Container Operations; Saunders Brothers, Inc.
The Nuts & Bolts of Getting Into Hydroponics	07/10/2021 4:00 - 05:00		Greenhouse	Christopher Currey; Associate Professor; Iowa State University
Successful Combos: Baskets and Containers that Work for Growers and Consumers	07/10/2021 4:15 - 05:15		Greenhouse	Nathan Sell; Sales Manager; Dummen Orange
OSU Cultivar Trials	07/10/2021 5:00 - 07:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	
Morning Jolt Keynote	07/11/2021 8:00 - 09:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Jon Petz; Motivational Keynote Speaker; Jon Petz Experience

Basics of Producing Culinary Herbs and Vegetable Transplants	07/11/2021 9:30 - 10:30		Greenhouse	Christopher Currey; Associate Professor; Iowa State University Roberto Lopez; Associate Professor; Michigan State University
Creating a Culture of Metrics	07/11/2021 9:30 - 10:30		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Cut Flower Series: The Latest and Greatest New Cut Flowers!	07/11/2021 9:30 - 10:30		Greenhouse	John Dole; Associate Dean and Director for Academic Programs; North Carolina State University Nathan Jahnke; Culture Research Manager; Ball Horticultural
The Inside to Understanding Gardening Motivations	07/11/2021 9:30 - 10:30		Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Understanding and Maximizing the Value of Root Zone Microbes	07/11/2021 9:30 - 10:30		Greenhouse Nursery	Jozsef Racsko; Technology Manager; Mycorrhizal Applications
Where is the Tropical Industry Headed?	07/11/2021 9:30 - 10:30		Garden Retail Interior Plantscape	Dan Johnston; President/Owner; Tri-State Foliage
Labor Efficiency Through Innovations	07/11/2021 9:30 - 11:00		Landscape	Neal Glatt; Managing Partner; GrowTheBench Bruce Hellerick; Director of Technical Services; Brightview Landscape Services Carrie Hancock; Seasonal Color Manager; Landscape Concepts Management Leslie Herndon; President; Greenscape, Inc. Greg Davis; Director of Strategic Initiatives; Environmental Management Inc.
Finding Your Silver Lining - Post COVID	07/11/2021 9:45 - 10:45		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Nick Pasculli; Owner; TMD Creative
Strategies to Reduce Weed Control Costs in Container Nurseries	07/11/2021 9:45 - 10:45		Greenhouse Nursery Pesticide Re-certification	Joe Neal; Professor of Weed Science and Extension Specialist; North Carolina State University
New Lighting Strategies for Greenhouse and Indoor Crop Production	07/11/2021 9:45 - 10:45	Knowledge Center	HRI tHRive Series	Marc van Iersel; Vincent J. Dooley Professor of Horticulture; University of Georgia Bruce Bugbee; Professor; Utah State University
Lighting and CO2 Management and Optimization	07/11/2021 11:00 - 11:45	tHRive Stage	HRI tHRive Series	Jennifer Boldt; Research Horticulturist; USDA Agricultural Research Service Joshua Craver; Assistant Professor; Colorado State University

2022 Trends Report	07/11/2021 11:00 - 12:00		Garden Retail Greenhouse Interior Plantscape Landscape Nursery	Katie Dubow; President; Garden Media Group
Creating & Providing Effective Performance Reviews	07/11/2021 11:00 - 12:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Greenhouse Strawberry Production to Extend Your Local Market Season	07/11/2021 11:00 - 12:00		Greenhouse	Chieri Kubota; Professor; Ohio State University Mark Kroggel; Lecturer; Ohio State University
Don't Let the Bark Bite: Proper Handling, Storage, and Utilization of Bark Substrates	07/11/2021 11:15 - 12:15		Nursery	Brian Jackson; Associate Professor; North Carolina State University
Boxwood Blight Research: What's the BBIG Deal?	07/11/2021 1:00 - 01:20	tHRive Stage	HRI tHRive Series	Chuan Hong; Professor; Virginia Tech
3 Ways to Continue Growth as Consumer Horticulture Stabilizes by 2025	07/11/2021 1:00 - 02:00		Garden Retail Business Plus	Clint Albin; Retail Strategist; Landscapehub Sam Kirkland; National Business Development Strategist; Epicor
Best Practices in Contract Management	07/11/2021 1:00 - 02:00		Landscape	Leslie Herndon; President; Greenscape, Inc.
Dealing with Difficult Employees	07/11/2021 1:00 - 02:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Great PGRs to Reduce Labor Costs	07/11/2021 1:00 - 02:00		Greenhouse Pesticide Re- certification	John Erwin; Professor and Chair, Plant Science & Landscape Architecture; University of Maryland
Making Houseplants Their Business	07/11/2021 1:00 - 02:00		Garden Retail	Emily & Brian Kellett; Owners & Founders; STUMP
Maximizing your Postharvest Potential for Cut Flowers	07/11/2021 1:00 - 02:00		Greenhouse	Alicain Carlson; Technical Trials Manager; Syngenta Flowers Rolf Timmerman; Technical Consultant Manager; Chrysal

Tips for Producing High-Quality, Non-Flowering, and Flavorful Culinary Herbs	07/11/2021 1:00 - 02:00		Greenhouse	Christopher Currey; Associate Professor; Iowa State University Roberto Lopez; Associate Professor; Michigan State University
Tropical Plant Trends & Availability Q&A	07/11/2021 1:00 - 02:00		Garden Retail Interior Plantscape	Andrew Britten; Production Coordination Manager; ForemostCo Dan Johnston; President/Owner; Tri-State Foliage Allison Zeeb; Potted Plants and Cut Flowers Supply Manager; Ball Seed Company Bisser Georgiev; Founder & CEO; LiveTrends Design Group
Approaching Grower-Level Pricing with a Strategy in Mind	07/11/2021 1:15 - 02:15		Greenhouse Nursery	Charlie Hall; Ellison Chair in International Floriculture; Texas A&M University
Fungicides and Management Implications for Boxwood Health	07/11/2021 1:20 - 02:00	tHRive Stage	HRI tHRive Series	Jim LaMondia; Chief Scientist; Connecticut Agricultural Experiment Station
Growing Media Growing Scarce? Supply and Demand Challenges Explained	07/11/2021 1:30 - 02:30		Greenhouse	Brian Jackson; Associate Professor; North Carolina State University
Forecasting Systems for Boxwood Blight	07/11/2021 2:10 - 02:55	tHRive Stage	HRI tHRive Series	Len Coop; Associate Professor; Oregon State University
Developing a Store Within A Store	07/11/2021 2:30 - 03:30		Garden Retail	Katie Dubow; President; Garden Media Group Jessie Jacobson; Owner; Tonkadale Greenhouse Marco Orlandelli; CEO; ORLANDELLI GROUP LLC
In Deep Water: Making Sense of New Nursery Irrigation Technology and Strategies	07/11/2021 2:30 - 03:30		Nursery	Amy Fulcher; Extension Specialist and Associate Professor for Sustainable Ornamental Plant Production and Landscape Management; University of Tennessee - Knoxville
Key Production Tips on Cut Flower Varieties for Fall and Winter	07/11/2021 2:30 - 03:30		Greenhouse	Scott Rusch; GM; BloomStudios Cut Flowers
Policy and Labor: Impact on Landscape Operations	07/11/2021 2:30 - 03:30		Business Plus Landscape	Lynn Jacquez; Counsel; JPH Law Firm Shawn Packer; Principal; JPH Law Luke Hettinger; Chief Operating Officer; m♦sLabor
Succession Planning When There is No Succession	07/11/2021 2:30 - 03:30			Todd Downing; Co-Founder and a Managing Partner; Best Human Capital & Advisory Group
Thinking about joining the hemp industry?	07/11/2021 2:30 - 03:30		Greenhouse	Allison Justice; Co-owner; The Hemp Mine
How Leading Companies Implement and Evaluate New Technologies and Processes	07/11/2021 2:30 - 04:00		Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network Edward McDonnell; CEO; Botanical Designs
How to Put Together Effective Programs for Foliar Diseases of	07/11/2021 2:45 -		Greenhouse Pesticide Re-	Ann Chase; Owner; Chase Agricultural Consulting

Greenhouse Ornamentals	03:45		certification	
Transformational Sales	07/11/2021 2:45 - 03:45		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Boxwood Breeding	07/11/2021 3:05 - 03:50	tHRive Stage	HRI tHRive Series	Fred Gouker; Research Geneticist; USDA-ARS, U.S. National Arboretum
First-Year Flowering Perennials	07/11/2021 4:00 - 05:00		Greenhouse Nursery	Chris Fifo; Product Representative from Darwin Perennials and Kieft Seed; Ball Horticultural
Help! I Need Somebody: How to Hire & Effectively Manage E-commerce Staff	07/11/2021 4:00 - 05:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Katie Elzer-Peters; Owner; Garden of Words, LLC
How to Engage Great Employees	07/11/2021 4:00 - 05:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Neal Glatt; Managing Partner; GrowTheBench
Recognizing and Avoiding Herbicide Injury to Landscape Plants	07/11/2021 4:00 - 05:00		Landscape Pesticide Re- certification	Joe Neal; Professor of Weed Science and Extension Specialist; North Carolina State University
The Template Method for Growing: Case Studies in Maximizing Quality and Efficiency	07/11/2021 4:00 - 05:00		Greenhouse	Matt Foertmeyer; Head Grower; Foertmeyer & Sons Greenhouse Co. Bob Dickman; Greenhouse Manager; Dickman Farms, LLC Jason Twaddell; Ball Seed Sales Rep; Ball Seed Company
Their Business is Poppin!	07/11/2021 4:00 - 05:00		Garden Retail Interior Plantscape	Brian Wildeman; Owner; Wilde Horticulture Jessica DeGraaf; Retail Account Manager; Proven Winners Tony Abruscato; Mr. Green Chicago; FLOWER SHOW PRODUCTIONS, INC.
Good Things Come in Threes (or more): Insecticide Resistance Management for Nurseries	07/11/2021 4:15 - 05:15		Nursery Pesticide Re- certification	Juang Chong; Professor; Clemson University
Lean Flow in Sales and Marketing	07/11/2021 4:15 -		Garden Retail Business Plus Greenhouse Interior Plantscape	Gary Cortes; Partner; FlowVision, LLC

	05:15		Landscape Nursery	
Keynote: AmericanHort State of the Industry Presentation	07/12/2021 8:00 - 09:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Charlie Hall; Ellison Chair in International Floriculture; Texas A&M University Craig Regelbrugge; Senior Vice President of Public Policy and Government Relations; AmericanHort Ken Fisher; President & Chief Executive Officer; AmericanHort
Measurement of Plant Nitrogen Status in Floriculture and Nursery Production Using Smartphones	07/12/2021 9:15 - 10:00	tHRive Stage	HRI tHRive Series	Krishna Nemali; Assistant Professor Controlled Environment Agriculture; Purdue University
Expand your Market: Retail Ecommerce Opportunities for Wholesale Growers	07/12/2021 9:30 - 10:30		Business Plus Greenhouse Nursery	Katie Elzer-Peters; Owner; Garden of Words, LLC
Leveraging Lavenders	07/12/2021 9:30 - 10:30		Greenhouse Nursery	Lloyd Traven; President; Peace Tree Farm LLC
Mastering the Art of Mentoring and Being Mentored	07/12/2021 9:30 - 10:30		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Leslie Halleck; Green Industry Consulting & Marketing; Halleck Horticultural
Merchandising 101: How to Grow Your Business with Basic Visual Merchandising Techniques	07/12/2021 9:30 - 10:30		Garden Retail	Joe Baer; Founder and CEO; ZenGenius, Inc.
New PGR Application Methods for Improving Consistency and Crop Quality	07/12/2021 9:30 - 10:30		Greenhouse Pesticide Re- certification	Roberto Lopez; Associate Professor; Michigan State University
How Interiorscapers Innovated in 2020	07/12/2021 9:30 - 11:00		Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network Genevieve Reiner Mills; COO and In-house Counsel of Oakland Nursery, and Director of Oakland Green Interiors; Oakland Nursery, Inc. Elliott Bennett; President & Owner; I-Plants Magazine & Air Strength Canada Jan Goodman; Owner/President; Cityscapes inc
Setting Up Your Crew Leaders and Crew for Success	07/12/2021 9:30 - 11:00		Greenhouse Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Business Strategy Though the	07/12/2021		Garden Retail Business Plus	

Lens of Michael Porter's 5 Forces	9:45 - 10:45		Greenhouse Interior Plantscape Landscape Nursery	Warren Shiver; Founder and Managing Partner; Symmetrics Group
Managing Mealybugs Without a Blowtorch	07/12/2021 9:45 - 10:45		Greenhouse Pesticide Re-certification	Juang Chong; Professor; Clemson University
RFID & Beyond: Using RFID, Drones, and BLE to Improve Crop Inventory Management	07/12/2021 10:15 - 11:00	tHRive Stage	HRI tHRive Series	Joe Maja; Assistant Professor/Research Sensor Engineer; Clemson University
Developing Nutrient Programs that Match Water Quality	07/12/2021 11:00 - 12:00		Greenhouse	Rosa Raudales; Assistant Professor and Greenhouse Extension Specialist; University of Connecticut
Experiential Merchandising: How to Create Memorable Store Experiences That Will Keep Your Customers Coming Back for More.	07/12/2021 11:00 - 12:00		Garden Retail	Joe Baer; Founder and CEO; ZenGenius, Inc.
Innovative Designs from 2020	07/12/2021 11:00 - 12:00		Interior Plantscape	Elliott Bennett; President & Owner; I-Plants Magazine & Air Strength Canada
Policy and Labor: Impact on Greenhouse and Nursery Growers	07/12/2021 11:00 - 12:00		Business Plus Greenhouse Nursery	Lynn Jacquez; Counsel; JPH Law Firm Craig Regelbrugge; Senior Vice President of Public Policy and Government Relations; AmericanHort Shawn Packer; Principal; JPH Law Tom Bortnyk; Vice President & General Counsel; mLabor
The Power of Adaptation and Learning to Pivot	07/12/2021 11:00 - 12:00		Business Plus	Jennifer Moss; Owner, Director of Sales & Marketing; Moss Greenhouses
The Reality of Taking on Field Hemp Production: From Preparation to Harvest	07/12/2021 11:00 - 12:00		Greenhouse Nursery	Krystal Snyder; Extension Specialist; Penn State University Extension
Glyphosate Toxicology Update and Alternatives for Weed Control in Landscapes	07/12/2021 11:15 - 12:00		HRI tHRive Series	Joe Neal; Professor of Weed Science and Extension Specialist; North Carolina State University
Getting To Yes - Best Practices in Negotiations	07/12/2021 11:15 - 12:15		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Warren Shiver; Founder and Managing Partner; Symmetrics Group
Where Did That Come From? Disease Control in Propagation	07/12/2021 11:15 -		Greenhouse Pesticide Re-	Ann Chase; Owner; Chase Agricultural Consulting

	12:15		certification	
Women in Horticulture ♦ A Powerful, Inspiring Networking Experience	07/12/2021 12:00 - 01:30		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Leslie Herndon; President; Greenscape, Inc. Leslie Halleck; Green Industry Consulting & Marketing; Halleck Horticultural Lisa Minter-Bustin; Manager of Garden Retail; Minter Country Garden Terri McEnaney; CEO/Owner; Bailey Nurseries
How safe is safe enough? Buddleja as a test case for breeding for sterility	07/12/2021 1:00 - 01:40	Knowledge Center	HRI tHRive Series	Ryan Contreras; Associate Professor; Oregon State University
Go Small - Gain Big: Micro-Marketing Strategies to Increase Revenue	07/12/2021 1:00 - 02:00		Garden Retail	Katie Elzer-Peters; Owner; Garden of Words, LLC
Building a Foliage and Tropicals Program	07/12/2021 1:30 - 02:30		Greenhouse Nursery	Andrew Britten; Production Coordination Manager; ForemostCo
Efficiencies with Plant Choice and Design with Seasonal Color	07/12/2021 1:30 - 02:30		Landscape	Leslie Herndon; President; Greenscape, Inc.
Finding Your Silver Lining - Post COVID	07/12/2021 1:30 - 02:30		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Nick Pasculli; Owner; TMD Creative
Using Emotional Intelligence to Improve Your Performance and Team	07/12/2021 1:30 - 02:30		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Russell Clayton; Co-Founder and Lead Trainer; Work-Life Insights
Establishing Relationships with Building Specifiers: A GPGB Workshop	07/12/2021 1:30 - 04:00		Interior Plantscape	Mike Senneff; Founder + CEO; Natura Sonja Bochart; Biophilia Consultant; Sonja Bochart Wellbeing+Design Edward McDonnell; CEO; Botanical Designs Mary Golden; Advocacy Incubator & Executive Administration; Green Plants for Green Buildings
Pest Management Update	07/12/2021 1:45 - 02:45		Greenhouse Pesticide Re-certification	Suzanne Wainwright-Evans; Owner; Buglady Consulting
Winning in Advocacy: A Year in Review	07/12/2021 1:45 - 02:45		Business Plus Greenhouse Nursery	Tal Coley; Director of Government Affairs; AmericanHort Craig Regelbrugge; Senior Vice President of Public Policy and Government Relations; AmericanHort

The Curious Case for Plant Collections: Esoteric, Eccentric or Extraordinary?	07/12/2021 1:50 - 02:30		HRI tHRive Series	Richard T. Olsen; Director, U.S. National Arboretum; U.S. Department of Agriculture-Agricultural Research Service
Consumer Psychology: Their Perspectives on Pricing, FOMO, Micromarketing and More!	07/12/2021 3:00 - 04:00		Garden Retail	Bridget Behe; Professor of Horticultural Marketing; Michigan State University
Dahlias Demystified	07/12/2021 3:00 - 04:00		Greenhouse	Alicain Carlson; Technical Trials Manager; Syngenta Flowers James Gibson; Technical Lead; Syngenta Flowers
More Trees, Please! New Trees to Grow and Sell	07/12/2021 3:00 - 04:00		Landscape Nursery	Maria Zampini; President; UpShoot, LLC
Strategies for Challenging Gender Bias: Use Your Power to Your Advantage	07/12/2021 3:00 - 04:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Leslie Halleck; Green Industry Consulting & Marketing; Halleck Horticultural
Website Redesign (How to Plan for Success and avoid Pitfalls)	07/12/2021 3:00 - 04:00		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Nick Pasculli; Owner; TMD Creative
Becoming Comfortable with Being Uncomfortable	07/12/2021 3:15 - 04:15		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	John Kennedy; Owner; John Kennedy Consulting
Biocontrol Agents and Compatibility	07/12/2021 3:15 - 04:15		Greenhouse Pesticide Re-certification	Ronald Valentin; Director of Technical Business, BCA; BioWorks, Inc.
Becoming a More Powerful Communicator	07/12/2021 4:30 - 05:30		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Leslie Halleck; Green Industry Consulting & Marketing; Halleck Horticultural
Building and Marketing a Profitable	07/12/2021 4:30 -		Interior Plantscape	Matt Nelson; Senior Vice President; National Interiorscape Network

Outdoor/Container/Streetscapes Rotation Program	05:30			
Economics of Using PGRs in Landscape on Shrubs	07/12/2021 4:30 - 05:30		Landscape	Ariana Torres; Assistant Professor, Dept. Horticulture and Landscape Architecture & Agricultural Economics; Purdue University
Growing an Integrated Marketing Plan to Maximize Your Budget	07/12/2021 4:30 - 05:30		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Shannon Rodocker; President/CEO; Remember Marketing
Instagram Masterclass: How to Maximize the Use of Instagram as a Powerful Sales, Marketing, and Customer Relationship Tool	07/12/2021 4:30 - 05:30		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Laura Caldie; Digital Marketing Director; Maypop Coffee & Garden Shop Nicole Castellano; Greenhouse Sales Lead; Maypop
Mitigate Light  Pollution  without Compromising Quality	07/12/2021 4:30 - 05:30		Greenhouse	Colin Brice; Horticulture Plant Specialist; Signify Robert Hanifin; Greenhouse Climate Consultant; Ludvig Svensson, Inc.
Nursery Swap Shop	07/12/2021 4:30 - 05:30		Nursery	Arthur Parkerson; Owner & CEO; Lancaster Farms Inc Jake Pierson; Owner; Pierson Nurseries Inc
Biocontrols: Q&A with an Expert Panel	07/12/2021 4:45 - 05:45		Greenhouse	Ronald Valentin; Director of Technical Business, BCA; BioWorks, Inc. Suzanne Wainwright-Evans; Owner; Buglady Consulting Matt Foertmeyer; Head Grower; Foertmeyer & Sons Greenhouse Co. Michael Brownbridge; Biological Program Manager; BioWorks, Inc. John Sanderson; Associate Professor; Dept. of Entomology, Cornell University
Building the Superpower of Resilience to Better Manage Stress	07/12/2021 4:45 - 05:45		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	Russell Clayton; Co-Founder and Lead Trainer; Work-Life Insights
Franklin Park Conservatory Tour	07/12/2021 5:00 - 07:00		Garden Retail Business Plus Human Resources Greenhouse Interior Plantscape Landscape Nursery	
Are We Making Progress			Garden Retail Business Plus	

Toward Closing the Workforce Gap in Horticulture? An Update From Seed Your Future	07/13/2021 8:00 - 09:00		Human Resources Greenhouse Interior Plantscape Landscape Nursery	Susan E. Yoder; Executive Director; Seed Your Future Anna Ball; CEO/President; Ball Horticultural Company Cole Mangum; Vice President; Bell Nursery USA LLC
Doubling Your Average Ticket Through Design-Driven Sales	07/13/2021 8:00 - 09:00		Garden Retail Landscape	Patrick Cullina; Owner; Patrick Cullina Horticultural Design & Consulting
Estimating: Stop Guessing and Start Measuring	07/13/2021 8:00 - 09:00		Landscape	Jason Cromley; Owner; Hidden Creek Landscaping Inc.
Finding Profitability in Container Design	07/13/2021 8:00 - 09:00		Landscape	Cindy Funes; Owner, and Designer; Garden Revelry, LLC
Living Walls 101: The In's and Out's of Living Wall Systems	07/13/2021 8:00 - 09:00		Interior Plantscape	Jean-Pierre Sijmons; Director of Global Business Development; G-Sky Plant Systems, Inc.
Basic Financials 101	07/13/2021 8:15 - 09:15		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Tom Shay; Principal; Profits Plus Solutions, Inc
LED Lighting for Propagation	07/13/2021 8:15 - 09:15		Greenhouse Nursery	Will Healy; Senior Technical and Research Manager; Ball Horticultural
Rethinking How and What You Mix to Engineer More Profitable Substrates	07/13/2021 9:15 - 10:00	tHRive Stage	HRI tHRive Series	Jim Owen; Research Horticulturist; USDA-ARS
How to successfully integrate sustainable containers into the market: An overview of growing practices, marketing and profitability.	07/13/2021 9:30 - 10:30		Garden Retail Greenhouse	Mark Yelanich; Director of Research ; Metrolina Greenhouses Korey Mensch; Owner; Mensch Greenhouse Christopher Beytes; Editor; Ball Publishing Bryce Anderson; Territory Sales Manager ; The HC Companies
Living Walls 201: Plant Selection and Care	07/13/2021 9:30 - 10:30		Interior Plantscape	Elliott Bennett; President & Owner; I-Plants Magazine & Air Strength Canada
Load Consolidation Program that Helps Growers and Retailers	07/13/2021 9:30 - 10:30		Garden Retail Greenhouse Nursery	Gary Cortes; Partner; FlowVision, LLC AJ Lambert; VP, Sales and Account Management; Container Centralen
Looking Ahead to Make Your Company Attractive to the Next	07/13/2021		Garden Retail Business Plus Human Resources	

Wave of Employees ♦ A Panel Discussion with This Year ♦ HortScholars	9:30 - 10:30		Greenhouse Interior Plantscape Landscape Nursery	Susan E. Yoder; Executive Director; Seed Your Future
Mycorrhizae and Other Biostimulants: Optimizing Efficacy for Greenhouse Crops	07/13/2021 9:30 - 10:30		Greenhouse	Michael Brownbridge; Biological Program Manager; BioWorks, Inc. Michelle Jones; Professor and D.C. Kiplinger Floriculture Endowed Chair, Department of Horticulture and Crop Science; The Ohio State University Matthew Krause; Technical Lead, North America; Lallemand Plant Care Troy Buechel; Horticulture Specialist; Premier Tech Horticulture Blair Busenbark; Sales & Marketing Manager; Mycorrhizal Applications
The Basics of Facebook for Business	07/13/2021 9:30 - 10:30		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Shannon Rodocker; President/CEO; Remember Marketing
Tune into Green Infrastructure Through the Power of Plants	07/13/2021 9:30 - 10:30		Landscape Nursery	Steve Castorani; President/CFO; North Creek Nurseries, Inc
Pricing Strategies	07/13/2021 9:45 - 10:45		Garden Retail Business Plus	Tom Shay; Principal; Profits Plus Solutions, Inc
Success with Cuttings: From Arrival to Stage 4 of Propagation	07/13/2021 9:45 - 10:45		Greenhouse Nursery	Nathan Jahnke; Culture Research Manager; Ball Horticultural Todd Cavins; Technical Services Specialist; Ball Horticultural Co
Advanced Concepts in Managing Container Substrates Before and During Production	07/13/2021 10:10 - 10:55	tHRive Stage	HRI tHRive Series	James Altland; Research Leader; USDA-ARS Application Technology Research Unit
How to Communicate Your Green Values to Your Consumers	07/13/2021 11:00 - 12:00		Garden Retail	Maria Zampini; President; UpShoot, LLC Bridget Behe; Professor of Horticultural Marketing; Michigan State University Clint Albin; Retail Strategist; Landscapehub
A Blueprint for Successful Trialing of Container Media	07/13/2021 11:00 - 12:00		Greenhouse	Paul Karlovich; Grower Technical Specialist; Sun Gro Horticulture
Container Design With a Twist	07/13/2021 11:00 - 12:00		Garden Retail Interior Plantscape Landscape	Brian Wildeman; Owner; Wilde Horticulture
Horticulture Therapy: When Did My Plant Become a Therapist?	07/13/2021 11:00 - 12:00		Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Hannah Berisford ; Owner and Horticulture Therapy Program Manager; BotaniGal & eMerge Greenhouse

Instagram Masterclass: How to Maximize the Use of Instagram as a Powerful Sales, Marketing, and Customer Relationship Tool	07/13/2021 11:00 - 12:00	Garden Retail Business Plus Greenhouse Interior Plantscape Landscape Nursery	Laura Caldie; Digital Marketing Director; Maypop Coffee & Garden Shop Nicole Castellano; Greenhouse Sales Lead; Maypop
Living Walls 301 - Pricing and Successful Installation of Living Walls	07/13/2021 11:00 - 12:00	Interior Plantscape	Jean-Pierre Sijmons; Director of Global Business Development; G-Sky Plant Systems, Inc.
Utilizing IP Rights to Achieve Maximum Value From a Breeding Program	07/13/2021 11:00 - 12:00	Greenhouse Nursery	Travis Bliss; Partner; Panitch Schwarze Belisario & Nadel LLP Stephany Small; Patent Agent; Panitch Schwarze Belisario & Nadel LLP
How To Get More From Your Investment	07/13/2021 11:15 - 12:15	Garden Retail Business Plus Greenhouse Interior Plantscape Nursery	Tom Shay; Principal; Profits Plus Solutions, Inc