

Date & Time	Title	Speaker	CEUs
THU, Aug 5 7:45 AM - 9:45 AM	IRRIGATION CONFERENCE: Drip Micro Irrigation; Doing it Right! (2 hr)	Steve McCarter	TNLA: 2
<b>Description:</b> Attendees will gain a greater understanding of the trends in drip micro irrigation and the components available to conserve water. Drip micro irrigation is generally recognized to be 90% efficient in the delivery of water. This course will overview the application, design, and installation of drip micro irrigation. Review of best management practices for scheduling maximum water savings, along with drip micro maintenance and troubleshooting guidelines.			
THU, Aug 5 8:00 AM - 9:00 AM	Garden Center Employee Insider!	Nicholas Staddon	TNLA: 1
<b>Description:</b> Join Nicholas Staddon as he takes you on a road map as to what it takes to be successful as you learn your chosen profession. This talk is ideal for retail garden center employees who are considering their roles and will include how to work with customers, asking the right questions, plant knowledge, TNLA's certification program. This session promises to be full of realistic takeaways to implement now to help your success grow as an employee.			
THU, Aug 5 8:00 AM - 9:00 AM	Tree Care & Arborist Track: Information on Current Tree Diseases & Future Disease Expectations	Dr. David Appel	TNLA: 1 ISA: 1
<b>Description:</b> This presentation will bring to light current tree diseases found in Texas and give updates on these diseases and what to look for. Attendees will also learn expectations on what specialists are looking at for future diseases and how property managers can begin creating their management process. CEUs Available: TNLA, ISA, SAF Sponsored by <b>Rainbow Treecare Scientific Advancements</b>			
THU, Aug 5 8:00 AM - 9:00 AM	Mid-Year State of Green Industry	Dr. Charlie Hall	TNLA: 1
<b>Description:</b> In this session, Charlie will discuss the current economic conditions, the status of the lingering effects of COVID-19, and the mid-year outlook for the green industry. He will also incorporate a discussion of the structural changes already brought about by C-19 and the business responses (key success factors) that are necessary for success in the NEW green industry marketplace. Are you trying to determine your best strategic path forward? Then you do not want to miss this session!			
THU, Aug 5 8:00 AM - 9:00 AM	Lawn & Landscape Maintenance Part I: Issues & Mistakes	Dr. Mengmeng Gu	TNLA: 1

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**Description:** From plant material selection, to planting spot selection, planting, pruning and other landscape maintenance practices, we have seen many mistakes. How to avoid those mistakes next time? Are they all avoidable? How to correct the wrongs? One of the reasons that some mistakes are so common is simply because people do not realize they are not the right practices. We will discuss ‘symptoms’, ‘diagnostics’, and ‘cure’, of common landscape maintenance mistakes.

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THU, Aug 5 9:50 AM - 10:50 AM	Tree Care & Arborist Track: Diagnosis & Life Cycle of Key Insects Found on Commercial & Residential Properties in Texas	Dr. Erfan Vafaie	TNLA: 1 ISA: 1
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**Description:** Understanding the life cycle of target pests is a key point to developing an IPM plan. This course will navigate attendees through the life cycle of key target pests in Texas and help prepare attendees how to properly diagnose and develop effective IPM programs. CEUs Available: TNLA, ISA, SAF Sponsored by **Rainbow Treecare Scientific Advancements**

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THU, Aug 5 9:50 AM - 10:50 AM	Foliage First	Nicholas Staddon	TNLA: 1
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**Description:** In so many instances foliage is the key driver in the success of a design. Matter not if a commercial landscape or the humble garden or container planting that you return to after five days a week at work. Join Nicholas Staddon, Spokesperson for Everde Growers, as he takes us on a tour of plants with a unique trait in their foliage habit or style. “Foliage is an eye catcher, and can make a dull spot in the landscape come alive” says Staddon. We will see plants for every need and desire and cross a number of categories, perennials, woodies, trees, Succulents, agaves, mangaves and more. A constant traveler as he plies his trade, Nicholas will also share a number of places he has recently been to or discoveries he has made in the plant world. And lets not forget a few of his favorite books as well.

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THU, Aug 5 9:50 AM - 10:50 AM	Lawn & Landscape Maintenance Part II: Correcting & Troubleshooting	Dr. Mengmeng Gu	TNLA: 1
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**Description:** From plant material selection, to planting spot selection, planting, pruning and other landscape maintenance practices, we have seen many mistakes. How to avoid those mistakes next time? Are they all avoidable? How to correct the wrongs? One of the reasons that some mistakes are so common is simply because people do not realize they are not the right practices. We will discuss ‘symptoms’, ‘diagnostics’, and ‘cure’, of common landscape maintenance mistakes.

Date & Time	Title	Speaker	CEUs
THU, Aug 5 9:55 AM - 10:55 AM	IRRIGATION CONFERENCE: Infiltrating the Secret World of Sustainable Landscaping: Optimizing Infiltration & The Retention of Water and Nutrients	Dr. Becky Bowling	TNLA: 1 ISA: 1
<p><b>Description:</b> Water is a key component for soil nutrient retention, thus sustainable practices in the overall goals of the landscape. Sustainable landscaping is a idea that, for many, is hard to crack. Through sustainable practices however, you can both increase water efficiency and how the plants absorb and retain valuable nutrients. This session will dive into the concept of sustainable landscaping and how by understanding these concepts, you will be able optimize your water and nutrient management within the landscape. CEUs Available: TNLA, ISA</p>			
THU, Aug 5 11:00 AM - 12:00 PM	IRRIGATION CONFERENCE: Water Conserving Landscape Design & Management	Dr. Joey Young	TNLA: 1
<p><b>Description:</b> Water accessibility in prolonged droughts across Texas strain water supplies and require greater urban landscape water conservation practices. Proper plant selection and placement are critical when designing or renovating urban landscapes. Once planted, there are more efficient means to apply irrigation and ensure adequate growth of landscape plants throughout urban locations in Texas.</p>			
THU, Aug 5 11:35 AM - 12:50 PM	Keynote – “The Game- Winning 3” – Making It Count ...In Business and In Life	Dave 'Travlin' Davlin	TNLA: 1
<p><b>Description:</b> Success can be defined in its simplest form as making life better for someone else. Whether it comes in creating a better product, helping to relieve someone’s stress or pain, bringing someone laughter or joy or helping someone get more out of their life, success is always about serving. This being the case, the key to success in any business lies not only in the development of great products and services, but more importantly in the development of great people. In this insightful presentation, Dave Davlin shares three essential ingredients for developing a purpose-driven mentality to achieve a fulfilling career and balanced life. This presentation is an hour of interaction, humor and audience participation mixed with a powerful message. It is a roller coaster ride of emotion that will find the audience engaged in hilarious laughter one moment and brought to tears the next. The audience will be challenged to make the most of every moment in order to develop themselves personally and professionally while creating value and making a difference in the lives of others.</p>			
THU, Aug 5 12:50 PM - 4:50 PM	IRRIGATION CONFERENCE: Irrigation Troubleshooting (4 hr)	Craig Borland	TNLA: 4

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**Description:** This four-hour deep dive will take the attendees on an irrigation troubleshooting journey. Topics covered will include controller troubleshooting, field wire diagnosis, valve troubleshooting and much more! Attendees will be able to explore new ways of diagnosis and hone in on their troubleshooting efficiency for water management efficiency.

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THU, Aug 5 1:10 PM - 2:10 PM	Tree Care & Arborist Track: Everything You Ever Wanted to Know about Pricing & Selling Plant Health Services	Tom Carman	TNLA: 1 ISA: 1
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**Description:** Pricing is the most common topic that comes up by request whenever we discuss growing one's plant health care business. There are many factors that will determine how to best price your services including market conditions, price elasticity, your costs, and more. In this webinar, Tom Carman, Director of Arborist Development, and sales leader for Rainbow's service division will discuss:

- Simple pricing strategies that you can utilize.
- How to talk about price with the customer.
- Pricing models and how to make it simple for your sales people.
- Tips and tricks for pricing.
- Selling plant health care services.

CEUs Available: TNLA, ISA Session Sponsored by  
**Rainbow Treecare Scientific Advancements**

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THU, Aug 5 1:10 PM - 3:45 PM	Who Owns What? Empowering your Leadership Team to Drive Accountability – 1.5 hrs	McFarlin Stanford	TNLA: 1
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**Description:** Getting alignment with leadership roles inside your team is a key component to successful growth. How do you get clear paths of management through the services you offer, while also supporting the management where they need your guidance. Accountability does not mean micro-management nor does it mean its happened in only one direction in the leadership team. In this session you will learn how the best leaders in the industry drive results through accountability, create clear roles of for responsibilities and create a culture that team members will thrive in.

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THU, Aug 5 1:10 PM - 2:10 PM	“REBOUND” – Finding Victory at the End of the Madness	Dave 'Travlin' Davlin	TNLA: 1
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**Description:** The late Jim Rohn once said, “Life is difficulty mixed with opportunity.” While most individuals and organizations find it comfortable to thrive in times of opportunity, it requires specialized skills and a specific mindset to be victorious in times of difficulty and change. In this presentation, Keynote Speaker Dave Davlin connects the “March Madness” created by the 2020 COVID-19 world-wide pandemic with the unexpected changes and challenges that can manifest themselves in conventional business and everyday life. He reveals seven principles that can lead us to thrive amid uncertainty and to be triumphant in the face of our own March Madness moments.

Date & Time	Title	Speaker	CEUs
THU, Aug 5 1:10 PM - 2:10 PM	Water x Weeds: How Watering Practices Affect Weed Management Programs in Texas	Dr. Becky Bowling	TNLA: 1
<b>Description:</b> Learn how by controlling water usage within the landscape can play a key role in the management of weeds. Weeds thrive when fundamental water BMPs are not put into practice. Walk away from this session understanding how by controlling irrigation, you can create an effective and economic weed management program in your landscapes.			
THU, Aug 5 3:00 PM - 4:00 PM	Tree Care & Arborist Track: How to Start an IPM Program for Proper Tree Care	Andrew Wimmel	TNLA: 1
<b>Description:</b> Are you thinking about offering Plant Health Care services? Not sure what to offer, what equipment to buy, how to train, or even where to start? This conversation will highlight steps to take in the development of your new Plant Health Care department. We will discuss what equipment is needed to start, what your Technicians need in the way of training, what is needed for TDA compliance for chemical application, ways to market your services to your existing clients and more. CEUs Available: TNLA Tree Care & Arborist Track is sponsored by Rainbow Treecare Scientific Advancements			
THU, Aug 5 3:00 PM - 4:00 PM	The Power of Simplicity in Landscape Design	Mike Pecen & Bobby Eichholz	TNLA: 1
<b>Description:</b> With a wealth of plants and hardscape materials, designers are tempted to fill landscapes with a few of each—risking busyness, disorder and excessive maintenance. The best designed landscapes often simplify the view and the space. This presentation will explore how to reach simplicity, attaining designs that remain strong over the long term. Discussions will include techniques to apply to plant and material selection. Case studies will show how design principles are applied in practice.			
THU, Aug 5 3:00 PM - 4:00 PM	NEW RESEARCH ALERT! What Lies Beneath: Understanding the Role of Microbes in your Landscape	Dr. Joey Young	TNLA: 1 ISA: 1
<b>Description:</b> Recent research from Texas Tech University quantified soil microbial populations from urban turfgrass landscapes in Lubbock, TX. Turfgrass lawns accumulated greater microbial populations with age, but they experienced a shift to higher bacterial populations with age. Management practices may facilitate this transition, but differing management practices implemented in lawn management did not seem to affect microbial population growth. CEUs Available: TNLA, ISA, SAF			

Date & Time	Title	Speaker	CEUs
FRI, Aug 6 8:00 AM - 9:00 AM	Tree Care & Arborist Track: Hiring, On Boarding & Training Plant Health Care Technicians	Kyle Narveson	TNLA: 1 ISA: 1
<p><b>Description:</b> During this presentation we will be reviewing the hiring and training process &amp; techniques used to find &amp; enroll new technicians onto a PHC team. We will also review the operation/production process around the various tools, equipment, and vehicles used in PHC services. We will examine their real world applications and capabilities and how they can be utilized in the creation and growth of a PHC services division. CEUs Available: TNLA, ISA Session Sponsored by <b>Rainbow Treecare Scientific Advancements</b></p>			
FRI, Aug 6 8:00 AM - 9:00 AM	Hemp: Genetic Selection Based on Photoperiod & Geographical Location	Dr. Allison Justice	TNLA: 1
<p><b>Description:</b> In this session, Dr. Allison Justice will explore the importance of genetic selection for farmer success. Hemp is a short day plant and this metric is not often discussed when deciding which varieties to plant. Photoperiod, geographical location and plant performance will be discussed.</p>			
FRI, Aug 6 8:00 AM - 9:00 AM	Disrupting or Prompting; Does This Affect how you Approach Business?	Tom Shay	TNLA: 1
<p><b>Description:</b> We have seen businesses that have simply closed while others have demonstrated some amazing creativity in selling now as well as preparing their businesses for what will be the permanent changes in how businesses will operate. We have seen three key responses by businesses, and they are indicative of what the individual businesses will do going forward; some great and some not so good. Fortunately, the opportunity to change will remain if acted upon soon and quickly.</p>			
FRI, Aug 6 8:00 AM - 9:00 AM	NEW MARKET ALERT! Child-Friendly Landscapes – Child-Friendly Designs backed by Science	Dr. Kristi Gaines & Dr. Lori Guerrero	TNLA: 1
<p><b>Description:</b> Did you know that science has proven that when we get children outside in an outdoor learning environment, it will set them up for a lifetime of benefits? Learn how to elevate your designs to include child-friendly elements, and learn about the research that points to all the benefits an outdoor learning environment can bring to early childhood education.</p>			
FRI, Aug 6 9:50 AM - 10:50 AM	Tree Care & Arborist Track: Managing Strategies for Difficult to Control Insect Pests Found on Commercial & Residential Properties in Texas	Patrick Anderson	TNLA: 1 ISA: 1

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**Description:** When considering a treatment strategy one must consider several factors including the plant, site, pest, and client expectations. Modern application tools and products allow for varied strategies to control pests and diseases in the landscape. During this conversation we will discuss the 'Plant Health Care Toolbox' and how it may be applied to some commonly encountered difficult to manage pests in Texas landscapes. CEUs Available: TNLA, ISA, SAF  
Session Sponsored by **Rainbow Treecare Scientific Advancements**

FRI, Aug 6 9:50 AM - 10:50 AM	The Latest & Greatest Turfgrasses for the Texas Landscape	Dr. Ben Wherley	TNLA: 1
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**Description:** This presentation will highlight the importance of proper turf selection for long-term landscape success. Although we experience some of the hottest/driest summers in the country, other factors including shade, wear, freeze, salinity, and pest resistance are also important considerations that should not be overlooked. Attendees will also be brought up to speed on the latest warm-season turf cultivars on the market, and how these stack up against the old industry standards.

FRI, Aug 6 9:50 AM - 10:50 AM	Hemp: Insect Pressure on Outdoor Hemp Production	Dr. Allison Justice	TNLA: 1
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**Description:** Exclusion of insects from an outdoor farm is impossible and limited pesticide permissions makes pest control difficult. With the right IPM plan a farmer can be successful. In this session, Dr. Allison Justice will cover the pests that affect hemp farmers and discuss tips for success.

FRI, Aug 6 9:50 AM - 10:50 AM	The Texas Landscaper's Guide to Modern Sales & Marketing	Jack Jostes	TNLA: 1
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**Description:** Weed out bad fit customers before they call you while attracting qualified leads on autopilot using the proven, current, landscaper's digital marketing & sales process. Featuring REAL TEXAS VIDEO CASE STUDIES. Yes, this works in Texas! Walk away with immediate improvements in your sales process AND worksheets, templates, and actionable takeaways from the Landscaper's Guide to Modern Sales & Marketing Podcast host and TNLA Academics instructor, Jack Jostes, who has been known to feed audiences beef jerky.

FRI, Aug 6 11:35 AM - 12:50 PM	Keynote – Flourish in the New Next	Randy Pennington	TNLA: 1
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**Description:** Do you think the seismic shifts that defined the last year are over? Get ready for more of the same. There is no more new normal. There is only a New Next. Your ability to navigate and leverage them while flawlessly executing today will be the difference between continued excellence, irrelevance, or even extinction. This year's keynote presentation shares the specific mindset and strategies you need to ensure that your company can flourish in the face of upheaval and uncertainty. Most important, it provides a roadmap for developing and sustaining the culture you need to set yourself apart in good times or bad.

Date & Time	Title	Speaker	CEUs
FRI, Aug 6 1:10 PM - 2:10 PM	Tree Care & Arborist Track: Oak Wilt: Overcome the Diagnosis Challenge	Kevin Belter	TNLA: 1 ISA: 1
<p><b>Description:</b> This Breakout Session will provide you a step-by-step guide for oak wilt diagnostics of many of the oak species found in Texas. The most current diagnostic tools and resources in the industry will be presented. Finally, this session is especially geared to engage you with time devoted to Q&amp;A at the end of the presentation. CEUs Available: TNLA, ISA, SAF Session Sponsored by <b>Rainbow Treecare Scientific Advancements</b></p>			
FRI, Aug 6 1:10 PM - 2:10 PM	NEW RESEARCH ALERT! Ecosystem Services & Environmental Impacts of Lawns versus Alternative Landscapes	Dr. Ben Wherley	TNLA: 1
<p><b>Description:</b> Water conservation has become a key priority for many municipalities throughout the United States. It has been estimated that approximately 30-50% of potable municipal water is used for residential landscape irrigation. While homeowners have traditionally installed and appreciated landscapes comprised predominantly of turfgrass, many communities are now enacting rebate programs incentivizing removal of turfgrass and conversion to alternative landscapes, with the goal of reducing outdoor water use. However, most prior research evaluating alternative landscape benefits have focused primarily on water use, with little emphasis on other important considerations associated with this type of landscape conversion. The objectives of this study were to compare four alternative water-efficient landscapes (mulch, xeriscaping, artificial turf, and sand-capped lawn) with traditional St. Augustinegrass home lawns in terms of ecosystem services and environmental impacts including rainfall capture, runoff dynamics, runoff chemistry, surface temperatures, and weed pressure. Our results revealed that while the traditional lawn requires more supplemental irrigation, it offers ecosystem services including rainfall capture, runoff reduction, and temperature moderation compared to other landscape types.</p>			
FRI, Aug 6 1:10 PM - 2:10 PM	Plant Panel: Texas Retailer Trends	Panel	TNLA: 1
<p><b>Description:</b></p>			
FRI, Aug 6 1:10 PM - 2:10 PM	ROI Your Business! How to Maximize Your Business Investments	Tom Shay	TNLA: 1
<p><b>Description:</b> You could invest in the stock market, money markets, land, buildings, or some other hot tip that a friend or family member has suggested. However, you will likely find the investment that will pay the best and most consistent return is the one you know and understand; your business. This session will help you know how to increase your ROI. Attend and you will know how to increase your wealth.</p>			

Date & Time	Title	Speaker	CEUs
FRI, Aug 6 1:10 PM - 3:45 PM	P/L Your Business – 1.5 hr	McFarlin Stanford	TNLA: 1
<p><b>Description:</b> How do you utilize the dashboard that matters? The scorecard in business starts with the Profit &amp; Loss statement! This will provide the information owners of companies need to make smart decisions for their success and continue to have healthy vital signs. Our session is not only geared toward owners of companies but leaders of the teams and divisional managers who are responsible for the success of a team. We will share with you a case study and you should be looking for so that you are making the right decisions for your company.</p>			
FRI, Aug 6 3:00 PM - 4:00 PM	Plant Panel: Texas Landscape Trends	Panel	TNLA: 1
<p><b>Description:</b></p>			
FRI, Aug 6 3:00 PM - 4:00 PM	Food Growing 101: A Primer for the Kitchen Garden	Dr. Jared Barnes	TNLA: 1
<p><b>Description:</b> Join Dr. Jared Barnes as he provides a primer on cultivating edibles for Texas. He will cover cultivars and varieties you should be growing, issues that he and his students have seen in their student garden the Plantery on the Stephen F. Austin State University campus, and how these plants can be used in creative ways and designs. Attendees will learn about reliable edible plants to grow for Texas, common issues that can arise, and how to use edibles in design.</p>			
SAT, Aug 7 9:30 AM - 1:00 PM	Sesiones Profesionales	TBD	
<p><b>Description:</b> Detalles muy pronto</p>			