

ALL DAY

Exhibit Hall, New Varieties Zone & New Products Zone Open, Access through the lobby

10 AM, ET

Coffee Chat: A Time to Meet Industry Peers *Networking Lounge*

On-Demand Education Series, *Education Sessions Room*

Root Zone Management Series

Growing Media Update:  
What's New Down  
Under

Brian Jackson, PhD



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Landscape Management Series

Diagnosing and Prescribing Plant  
Healthcare Services as a Consultant

Patrick Anderson

Interior Plantscape Series

Building a Biophilic Design Brand for  
Your Company

Kenneth Freeman

Training your Team  
to Water Properly

Will Healy, PhD



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Top 10 Ways to Improve  
Weed Control in the  
Landscape

Chris Marble, PhD



Sponsored by

The Skills Needed to Adapt Your  
Business

Matt Nelson

Enhance Your Crop's Water  
Uptake, Utilization, and  
Storage with Mycorrhizal  
Fungi

Jozsef Racsko, PhD



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The How's, What's, and  
Why's of Tree and Shrub  
Growth Regulation

Patrick Anderson

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New On-Demand Sessions released  
daily. Watch at any time.

Find full session descriptions & more details  
on all activities at [CultivateVirtual.org](https://CultivateVirtual.org)

11:30 AM, ET

State of the Industry Address, *Main Stage*

AmericanHort's Craig Regelbrugge, Dr. Charlie Hall, and Ken Fisher

2 PM, ET

Industry Interaction Roundtable Discussion: Discussion on the Industry Workforce, *Networking Lounge*

Live Education Sessions, 2-5 PM, *Education Sessions Room*

Management Series

How to Manage in the Age  
of the Digital Workforce

Neal Glatt



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Retailer's Planning Guide for  
2021 Series

2021 Consumer Trends

Katie Dubow

Sponsored by



Greenhouse Current Issues and  
Best Practices Series

Modifying Cultural Practices  
and Growing Environments  
for Holding Spring Crops

Christopher Currey, PhD

Sponsored by



Lead Like the Mouse: Using Disney  
Best Practices to Impact Your  
Organization

Russell Clayton

Business Development for  
2021 for Retailers

Clint Albin, Sam Kirkland &  
Sid Raisch

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Clean Surfaces to Prevent  
Diseases

Rosa Raudales, PhD

Sponsored by



Managing the Change You Need to  
Get the Results You Want

Sharon Nuss

Customer Development  
for 2021

Mod. by Clint Albin,  
Maria Zampini, Jourdan Cole  
& Katie Elzer-Pierece

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BMPs for Crop Risk Management

Jason Twaddell

5 PM, ET

tHRive Garden Party hosted by the Horticultural Research Institute, *Networking Lounge*

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**Coffee Chat: A Time to Meet Industry Peers, Networking Lounge**

**On-Demand Education Series, Education Sessions Room**

### Crop-specific Production Series

### Selling to & Understanding Your Customer Series

**Echinacea from Seed: Secrets for Success by Season**  
Chris Fifo

**A Glimpse Into the Future**  
Diane Blazek

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**PW**  
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**Stellar Sedum – Production Tips and Scheduling of Perennial Sedum**  
Laura Robles

**Selling When Prospects are Preoccupied**  
Matt Nelson

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**Success with Dipladenia/Mandevilla**  
James Gibson, PhD

**Understanding Millennials from the Millennial Perspective**  
Ryan McEnaney

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## 11:30 AM, ET

**AmericanHort Town Hall: Management Lessons from a Pandemic: What I Learned about Management, Leadership, and Myself, Main Stage**

**Jeremy Deppe, Spring Meadow Nursery; Rob Lando, AgriNomix LLC; and Ann Tosovsky, Home Nursery**

## 2 PM, ET

**Industry Interaction Roundtable Discussion Group: Discussion on Consumer Trends and Dynamics, Networking Lounge**

**Live Education Sessions, 2-5 PM, Education Sessions Room**

### Pricing to Win Series

### Considering Hemp? Series

**Effective Eco-labeling Practices and Optimal Pricing in the Green Industry**  
Hayk Khachatryan, PhD

**Hemp Production: The Big Picture**  
Allison Justice, PhD

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**JR PETERS INC**  
Finest In Water Soluble Fertilizers

**Supply Side Dynamics of Pricing**  
Charlie Hall, PhD

**Hemp Legalization: Uncertainty, Risk, and Reward**  
Justin Breidenbach, MAcc, CPA, CFE

**What are Consumers Willing to Pay?**  
Bridget Behe, PhD

**Don't forget! New On-Demand Sessions released daily. Watch at any time.**

**Full session descriptions & more details on all activities available at [CultivateVirtual.org](https://CultivateVirtual.org)**

## 5 PM, ET

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## 10 AM, ET

**Coffee Chat: A Time to Meet Industry Peers, Networking Lounge**

**On-Demand Education Series, Education Sessions Room**

### Next Generation Horticulturists Series

**Ignite! With the AmericanHort HortScholars**  
Conner Evers, Renata Goossen, Natalie Guisinger, Hunter Hall, Rebekah Maynard & David McKinney

**Are we making progress growing our horticulture pro pipeline? An update from Seed Your Future**  
Susan Yoder

**Floriculture Rising Stars**  
Yiyun Lin, Nathan Nordstedt, Isabel Emanuel, Melinda Knuth, Nathan Jahnke. Coordinated by Michelle Jones, PhD

### Succession Planning Series

**Transitioning the Family Business**  
Kala Jenkins

**Managing Estate Tax Through Your Transition**  
Bryce Gibbs

**Succession Planning When There is No Succession**  
Todd Downing & Chris Cimaglio

## 11:30 AM, ET



**AmericanHort Women in Horticulture: Strategic Networking and Mentorship; Accessing and Building Power through Relationships, Main Stage**  
Leslie Halleck, Halleck Horticultural, LLC; Lisa Fiore, LandscapeHub; Lela Kelly, Dosatron; Rebecca Lusk, Dümmer Orange; and Kelly Staats, Raker Roberta's Young Plants

Women in Horticulture Sponsored by



## 2 PM, ET

**Industry Interaction Roundtable Discussion Group: Hits & Misses, Networking Lounge**

**Live Education Sessions, 2-5 PM, Education Sessions Room**

### Biologicals for Greenhouse and Nursery Production Series

**Biostimulants - Are They Snake Oil?**  
Michelle Jones, PhD and Nathan Nordstedt

**Incorporating Biopesticides: Efficacy, Timing, and Compatibility**  
Michael Brownbridge, PhD

**Biocontrols: What Works and Where We're at!**  
Suzanne Wainwright-Evans

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### Selling Plants Online & Marketing Strategies Series

**Increase Sales with Easy and Effective Online Marketing for IGCs and Green Industry Businesses**  
Katie Elzer Peters

**Cultivating Customers on Instagram**  
Grace Hensley

**E-commerce 101**  
Katie Elzer Peters & Stephanie Monty

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## 5 PM, ET

**Cultivate Virtual Happy Hour, Networking Lounge**

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11:30 AM, ET

**AmericanHort Town Hall: What Lies Ahead: Charting an Industry Path Forward, Main Stage**  
Bob Dickman, Dickman Farms; Cole Mangum, Bell Nursery; and Jon Reelhorn, Belmont Nursery

2 PM, ET

Industry Interaction Roundtable Discussion Group: Discussion on Sustainability in the Green Industry,  
Networking Lounge

Live Education Sessions, 2-5 PM, Education Sessions Room

**It's All About the Workforce:  
Training for Success Series**

**Hot Topics in Nursery Management Series**

**Best Practices in Training**  
Kurt Yerak

**Man the Torpedoes and Hit the Herbaceous Perennial  
Pests Broadside!**  
Stanton Gill, PhD & David Clement, PhD

**Training the Costa Way**  
John DeLeon & Elizabeth Gomez, PhD

**Developing Your Nursery Herbicide  
Rotation**  
Chris Marble, PhD

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**Evaluating Training Programs**  
John Kennedy

**Three Options for Protecting Your New Plant  
Cultivar – Which are Best for You?**  
Travis Bliss, PhD, Esq. & Stephany Small, PhD

Full education session descriptions and more details on all activities available at  
**CultivateVirtual.org**

Session schedule subject to change

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