### Monday, July 13

#### 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*

<table>
<thead>
<tr>
<th>Root Zone Management Series</th>
<th>Landscape Management Series</th>
<th>Interior Plantscape Series</th>
</tr>
</thead>
</table>
| **Growing Media Update:** *What’s New Down Under***  
Brian Jackson, PhD | **Diagnosing and Prescribing Plant Healthcare Services as a Consultant***  
Patrick Anderson | **Building a Biophilic Design Brand for Your Company***  
Kenneth Freeman |
| **Training your Team to Water Properly***  
Will Healy, PhD | **Top 10 Ways to Improve Weed Control in the Landscape***  
Chris Marble, PhD | **The Skills Needed to Adapt Your Business***  
Matt Nelson |
| **Enhance Your Crop’s Water Uptake, Utilization, and Storage with Mycorrhizal Fungi***  
Jozsef Racsko, PhD | **The How’s, What’s, and Why’s of Tree and Shrub Growth Regulation***  
Patrick Anderson | *New On-Demand Sessions released daily. Watch at any time.* |

**Find full session descriptions & more details on all activities at 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,** *Education Sessions Room*

|-------------------|----------------------------------------|---------------------------------------------------|
| **How to Manage in the Age of the Digital Workforce***  
Neal Glatt | **2021 Consumer Trends***  
Katie Dubow | **Modifying Cultural Practices and Growing Environments for Holding Spring Crops***  
Christopher Currey, PhD |
| **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 | **Clean Surfaces to Prevent Diseases***  
Rosa Raudales, PhD |
| **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 | **BMPs for Crop Risk Management***  
Jason Twaddell |

#### 5 PM, ET

**tHRlive Garden Party** *hosted by the Horticultural Research Institute,* *Networking Lounge*
Tuesday, July 14

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

<table>
<thead>
<tr>
<th>Crop-specific Production Series</th>
<th>Selling to &amp; Understanding Your Customer Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>Echinacea from Seed: Secrets for Success by Season</td>
<td>A Glimpse Into the Future</td>
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<tr>
<td>Chris Fifo</td>
<td>Diane Blazek</td>
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<tr>
<td>Stellar Sedum – Production Tips and Scheduling of Perennial</td>
<td>Selling When Prospects are Preoccupied</td>
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<tr>
<td>Sedum</td>
<td>Matt Nelson</td>
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<tr>
<td>Laura Robles</td>
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<tr>
<td>Success with Dipladenia/Mandevilla</td>
<td>Understanding Millennials from the Millennial Perspective</td>
</tr>
<tr>
<td>James Gibson, PhD</td>
<td>Ryan McEnaney</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Pricing to Win Series</th>
<th>Considering Hemp? Series</th>
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<tbody>
<tr>
<td>Effective Eco-labeling Practices and Optimal Pricing in the</td>
<td>Hemp Production: The Big Picture</td>
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<tr>
<td>Green Industry</td>
<td>Allison Justice, PhD</td>
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<td>Hayk Khachatryan, PhD</td>
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<td>Supply Side Dynamics of Pricing</td>
<td>Hemp Legalization: Uncertainty, Risk, and Reward</td>
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<tr>
<td>Charlie Hall, PhD</td>
<td>Justin Breidenbach, MAcc, CPA, CFE</td>
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<tr>
<td>What are Consumers Willing to Pay?</td>
<td></td>
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<tr>
<td>Bridget Behe, PhD</td>
<td>Don’t forget! New On-Demand Sessions released daily. Watch at any time.</td>
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<tr>
<td></td>
<td>Full session descriptions &amp; more details on all activities available at</td>
</tr>
<tr>
<td></td>
<td>CultivateVirtual.org</td>
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5 PM, ET

Plugged In Unplugged – Virtual Happy Hour, Networking Lounge

Young Grower/Young Retailer Awards presented here.
ALL DAY

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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, Dümmen 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

Biologics 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

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

5 PM, ET

Cultivate Virtual Happy Hour, Networking Lounge
**Thursday, July 16**

**ALL DAY**

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

**10 AM, ET**


**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**

<table>
<thead>
<tr>
<th>It’s All About the Workforce: Training for Success Series</th>
<th>Hot Topics in Nursery Management Series</th>
</tr>
</thead>
</table>
| **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 |
| **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](http://CultivateVirtual.org)

*Session schedule subject to change*

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