

2025 CNLA WINTER SYMPOSIUM

WEDNESDAY, JANUARY 22ND

	Growers	Garden Centers	Landscapers
8:00-8:30am	Registration/Continental Breakfast		
8:30-9:30am	How to Keep Our Most Popular Flowering Plants Blooming All Summer Long Evan Brand, CCH Prides Corner Farms	Understanding Market Channels and Consumer Behavior Xuan Wei, PhD University of Maryland Extension & Dept of Ag & Resources	Cutting Edge Tools and Tips: Stay Ahead with the Latest Innovations Mike Hoffman Hoffman Landscapes
9:30-10:30am	Soil Testing Dawn Pettinelli UConn Extension	Garden Center Evolution: Adapting to New Trends and Consumer Demands Maggie Bridge, CCH Sam Bridge Nursery & Greenhouses Ryan Van Wilgen, CCH Van Wilgen's Garden Center Todd Burnett, CCH & Meghan Burnett Burnett's Country Gardens Kaitlyn Larson Larson's Garden Center & Landscaping	Invasive Plants: Industry Update and Open Discussion Lauren Kurtz, PhD UConn College of Agriculture, Health, and Natural Resources Dustyn Nelson, CCH Frank's Landscape Construction
10:30-11:15am	Exhibitor Break		
11:15-12:15pm	Abiotic Stresses Trevor Hansen, CCH Planters' Choice, LLC	Pollinator Pathway Jane Sorensen New England Pollinators	Green Horizons: Innovations and Trends in Landscaping for 2024 and Beyond Brandon Hyde, CCH Hyde Park Landscape Ryan King King Landscape Design
12:15-12:30pm	CNF Annual Meeting		
12:30-1:15pm	CNLA Annual Meeting & CCH Recognition		
1:15-2:00pm	Lunch		
2:00-3:00pm	Keynote: A More Natural Way to Lead Jones Lofflin		
3:00-3:30pm	Exhibitor Break		
3:30-4:30pm	Comprehensive Guide to Disease Management in Woody & Outdoor Ornamentals Charles Krasnow UConn Extension	Effective Messaging for Social Media and Email Campaigns Luke Pepper Luke Pepper Creative	
4:30-5:30pm	Raffle & Reception		