

2025 CNLA WINTER SYMPOSIUM

WEDNESDAY, JANUARY 22ND

	Growers	Garden Centers	Landscapers
8:00-8:30am	Registration/Continental Breakfast		
8:30-9:30am	<p>How to Keep Our Most Popular Flowering Plants Blooming All Summer Long Evan Brand, CCH Prides Corner Farms</p>	<p>Understanding Market Channels and Consumer Behavior Xuan Wei, PhD University of Maryland Extension & Dept of Ag & Resources</p>	<p>Cutting Edge Tools and Tips: Stay Ahead with the Latest Innovations Mike Hoffman Hoffman Landscapes</p> <p>Kyle Roller Sam Bridge Nursery & Greenhouses</p>
9:30-10:30am	<p>Making Sense of Soil Tests Dawn Pettinelli UConn Extension, Retired</p>	<p>Garden Center Evolution: Adapting to New Trends and Consumer Demands Todd Burnett, CCH & Meghan Burnett Burnett's Country Gardens</p> <p>Kaitlyn Larson Larson's Garden Center & Landscaping</p>	<p>Invasive Plants: Industry Update and Open Discussion Lauren Kurtz, PhD UConn College of Agriculture, Health, and Natural Resources</p> <p>Dustyn Nelson, CCH Frank's Landscape Construction</p>
10:30-11:15am	Exhibitor Break		
11:15-12:15pm	<p>Recognizing Abiotic Disorders in Landscapes* Trevor Hansen, CCH Planters' Choice, LLC</p> <p style="text-align: right;">*Pesticide Credit Pending</p>	<p>Growing & Selling Native and Naturalized Perennials for Pollinator Habitats Jane Sorensen Northeast Pollinator Plants & River Berry Farm</p>	<p>Green Horizons: Innovations and Trends in Landscaping for 2024 and Beyond Brandon Hyde, CCH Hyde Park Landscape</p> <p>Ryan King King Landscape Design</p>
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	<p style="text-align: center;">Keynote: A More Natural Way to Lead Jones Loflin</p>		
3:00-3:30pm	Exhibitor Break		
3:30-4:30pm	<p>Comprehensive Guide to Disease Management in Woody & Outdoor Ornamentals* Charles Krasnow UConn Extension</p> <p style="text-align: right;">*Pesticide Credit Pending</p>	<p>Effective Messaging for Social Media and Email Campaigns Luke Pepper Luke Pepper Creative</p>	
4:30-5:30pm	Raffle & Reception		