

# 2025 CNLA WINTER SYMPOSIUM

## WEDNESDAY, JANUARY 22ND

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