

# 2025 CNLA WINTER SYMPOSIUM

## GROWERS TRACK

### KAYS PIER SOUTH

8:30-9:30am	<p><b>How to Keep Our Most Popular Flowering Plants Blooming All Summer Long</b> <b>Evan Brand, CCH</b> Prides Corner Farms</p> <p>Cycle pruning our most popular flowering plants to flower the entire summer.</p>
9:30-10:30am	<p><b>Making Sense of Soil Tests</b> <b>Dawn Pettinelli</b> UConn Extension, Retired</p> <p>Soil testing is an affordable yet valuable tool whether you are a home gardener, landscaper, turf manager or farmer. Labs strive to provide timely &amp; accurate results &amp; recommendations. What happens to your samples after they are dropped off? Learn about the soil testing process at the University of Connecticut, its abilities &amp; limitations as well as factors affecting results &amp; recommendations.</p>
11:15-12:15pm	<p><b>Recognizing Abiotic Disorders in Landscapes*</b> <b>Trevor Hansen, CCH</b> Planters' Choice, LLC</p> <p>I will review common Abiotic disorders in turf and ornamental plants. I will go over identifying these disorders and what may cause them.</p>
3:30-4:30pm	<p><b>Diseases of Woody Ornamentals and Their Control in Nurseries*</b> <b>Charles Krasnow</b> UConn Extension</p> <p>There are many pathogens that can be troublesome to outdoor woody ornamentals. An integrated management approach is important to improve plant health and reduce disease. Woody ornamentals may only need limited fungicide applications in a dry season. However, disease outbreaks can occur when conditions are favorable for infection, requiring preventive fungicide applications and other controls. Sanitation, steaming soil, improving drainage, and limiting overhead irrigation can help to control disease in the field. Accurate spacing to improve airflow and reduce humidity promotes dry foliage. Monitor plants for signs of disease and practice good sanitation to reduce the sources of infection. This presentation will focus on common diseases of woody ornamentals including Phytophthora root rot, Rhizoctonia blight, black spot of rose, boxwood blight, and other leaf spots and provide methods of control.</p>

\*Pesticide Credits Pending

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## GARDEN CENTER TRACK

### GLASS ROOM

8:30-9:30am	<p><b>Understanding Market Channels and Consumer Behavior</b> <b>Xuan Wei, PhD</b> University of Maryland Extension &amp; Dept of Ag &amp; Resources</p> <p>Understanding market channels and consumer behavior. Insights from my research in ornamental horticulture, including practical marketing strategies that leverage online platforms and social media.</p>
9:30-10:30am	<p><b>Garden Center Evolution: Adapting to New Trends and Consumer Demands</b> <b>Todd Burnett, CCH &amp; Meghan Burnett</b> Burnett's Country Gardens</p> <p><b>Kaitlyn Larson</b> Larson's Garden Center &amp; Landscaping</p> <p>A panel discussion on changes and trends for Garden Centers. Join in the conversation with your questions!</p>
11:15-12:15pm	<p><b>Growing &amp; Selling Native and Naturalized Perennials for Pollinator Habitats</b> <b>Jane Sorensen</b> Northeast Pollinator Plants &amp; River Berry Farm</p> <p>Now is the time to begin/expand native plantings! This program will discuss why to choose native and naturalized plants, selecting plants to grow and sell, native seed sources, wild collecting protocols, native seed germination process, and pollinator plants.</p>
3:30-4:30pm	<p><b>Effective Messaging for Social Media and Email Campaigns</b> <b>Luke Pepper</b> Luke Pepper Creative</p>

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## LANDSCAPER TRACK

### WAGON ROOM

8:30-9:30am	<p><b>Cutting Edge Tools and Tips: Stay Ahead with the Latest Innovations</b> <b>Mike Hoffman</b> Hoffman Landscapes</p> <p><b>Kyle Roller</b> Sam Bridge Nursery &amp; Greenhouses</p> <p>A panel discussion on new apps, technology, software, and strategies being used in the industry. Have something you discovered? Audience participation is welcome!</p>
9:30-10:30am	<p><b>Invasive Plants: Industry Update and Open Discussion</b> <b>Lauren Kurtz, PhD</b> UConn College of Agriculture, Health, and Natural Resources</p> <p><b>Dustyn Nelson, CCH</b> Frank's Landscape Construction</p> <p>Connecticut has a renewed effort on combating invasive plants and the laws are changing. Find out what plants have been added to the invasive plant list in Connecticut and discuss plants that may be deemed invasive in the future. Audience participation is appreciated and encouraged!</p>
11:15-12:15pm	<p><b>Green Horizons: Innovations and Trends in Landscaping for 2024 and Beyond</b> <b>Brandon Hyde, CCH</b> Hyde Park Landscape</p> <p><b>Ryan King</b> King Landscape Design</p> <p>A panel discussion covering new trends in landscaping in 2025 including the use of in-house designers vs outsourcing. What pain points currently affect landscapers?</p>
3:30-4:30pm	<p><b>Effective Messaging for Social Media and Email Campaigns</b> <b>(GLASS ROOM)</b> <b>Luke Pepper</b> Luke Pepper Creative</p>