



2024 Annual Conference & Expo

Raising the Standards

October 20 – 22, 2024 | Albany Capital Center

Conference Schedule

Albany Capital Center Conference Spaces

First Level: Registration, Session Breakout Rooms, Summit Room, CNLP Study & Exam Room

Second Level: Expo Floor, Conference Gathering-Dining Area

Sunday, October 20

11:00 am – 4:00 pm		Vendor Move-In & Set-Up on Expo Floor
12:00 – 4:00 pm		NYSNLA Board of Directors Meeting (<i>By Invitation Only</i>)
4:00 – 7:00 pm		Registration Open & Expo Floor Open
5:30 – 7:00 pm		Welcome Reception on Expo Floor Cornhole Open Competition
7:00 pm →		Your Time / Explore Downtown Albany (<i>See Discover Albany information provided.</i>)

Monday, October 21

7:00 am – 6:00 pm		Registration Open
7:00 – 8:00 am		Breakfast
8:00 – 8:15 am		Conference Opening & Welcoming
8:15 – 9:00 am		Conference Keynote: LMN Founder & CEO Mark Bradley “Balancing Act: Achieving Landscape Business Success and Personal Harmony”
9:00 – 9:15 am		Break / Expo
9:15 – 10:00 am		Concurrent Sessions (3 Tracks): T1: Profit First - A Landscapers Path To Financial Freedom with Jeff Heller, CSP, PFP (1A) T2: Invasive Species & You with Staff of the Finger Lakes Institute – Finger Lakes PRISM (1B) T3: Green Industry Management Summit – Intro/Warm-Up with Mark Bradley (2A)

10:00 – 10:15 am		Break / Expo
10:15 – 11:00 am		Concurrent Sessions: T1: New Plants to Increase Profits with Jane Beggs-Joles, Landscape Program Manager, Proven Winners® ColorChoice® (1A) T2: Boxwood, Box Tree Moth, Spotted Lanternfly & More with Christopher A. Logue, Director, Division of Plant Industry NYS Department of Agriculture and Markets (1B)
10:15 am – 12:00 pm		T3: Green Industry Management Summit – Profit Formula: Metrics That Drive Success with Mark Bradley (2A)
11:00 – 11:15 am		Break / Expo
11:15 am – 12:00 pm		T1: Tech-Driven Procurement Strategies with Lisa Fiore, CEO & Co-Founder, LandscapeHub (1A) T2: Passing Inspection: Following Updated DOT Rules with Mock Inspection (1B)
9:00 am – 12:00 pm		CNLP Study Room Open (Capital Room) <i>(for those preparing for the CNLP Exam)</i>
12:00 – 1:00 p.m.		Lunch on Expo Floor
1:00 – 1:45 pm		Concurrent Sessions: T1: RFPs: How to Navigate & Move Past Them Freedom with Jeff Heller, CSP, PFP (1A) T2: Government Relations Update from NALP with Andrew Bray, Senior Vice President of Government Relations & Membership, NALP (1B)
1:00 – 2:30 pm		T3: Green Industry Management Summit – Systems to Drive Efficient Operations with Mark Bradley (2A)
1:00 – 3:45 pm		CNLP Study Session (Capital Room)
1:45 – 2:00 pm		Break / Expo
2:00 – 2:45 pm		Concurrent Sessions: T1: Marketing for the Green Industry with Kyle Van Putte, CNLP, Van Putte Gardens (1A) T2: Realistic Workplace Safety Strategies with Mark Maseo, CNLP, President, Maseo Landscaping (1B)
2:45 – 3:00 pm		Break / Expo
3:00 – 3:45 pm		Concurrent Sessions (3 Tracks): T1: Sustainable Fleet & Operations Management with Daniel Schied, CGM, Lifetime CNLP, Director, Cornell Grounds (1A) T2: Plant Health Care Practices with Beth Brantley, PhD, Research Scientist/Northeast Support, Bartlett Tree Experts (1B) T3: Green Industry Management Summit – Creating a Culture of Waste Elimination with Mark Bradley (2A)

3:45 – 5:30 pm		Expo Floor Open / Meet Our Sponsors & Exhibitors + Demonstrations
4:00 – 4:30 pm		Fireside Chat : Demo Area Breaking the Mental Health Stigma with Jenny Girard
4:30 – 5:00 pm		Women in Landscape Mixer – on Expo Floor
5:00 – 5:30 pm		Fireside Chat: Demo Area Creating an Amazing Workplace Culture with Jerry Parmenter, Senior CNLP, President, Elemental Landscapes
5:30 p.m.		Expo Closes / Vendor Breakdown Can Begin
5:30 – 7:00 pm		Cocktail Reception on First Level
7:00 – 9:00 pm		Conference Dinner & Presentation of the Empire State Excellence in Landscaping Awards
9:00 pm →		Your Time / Explore Downtown Albany (See Discover Albany information provided.)

Tuesday, October 22

7:00 am – 12:00 pm		Registration Open
7:00 – 8:00 am		Breakfast & NYSNLA Annual Membership Meeting + Unveiling of Our New Brand
8:00 – 8:45 am		Roundtable Discussion: T1 & T2: Hot Topics That Keep Us Up at Night (1A)
8:00 – 9:30 am		T3: Green Industry Management Summit – Creating Accountability with Metrics & Incentive Programs with Mark Bradley (2A)
8:45 – 9:00 am		Break
9:00 – 9:45 am		Concurrent Sessions: T1: Ecological Restoration Design, Miles Connors of Parterre Ecological (1A) T2: Panel: How to Be An Amazing Crew Leader with Danielle Fubelli, Nursery Manager, Morgan Meile Garden Center (1B)
8:00 – 11:00 am		CNLP Examination Administration (Capital Room)

9:45 – 10:00 am		Break
10:00 - 10:45 am		<p>Concurrent Sessions (3 Tracks):</p> <p>T1: 10 Must Haves for Operational Excellence, Tommy Cole of McFarlin Stanford and The Grow Group (1A)</p> <p>T2: Leadership Skills for Team Leads, Leon Ginenthal, Owner of Der Rosenmeister Nursery (1B)</p> <p>T3: Green Industry Management Summit – Takeaways & Wrap-Up with Jerry Parmenter (2A)</p>
10:45 – 11:00 am		Break
11:00 – 11:45 am		Panel: Learning from Mistakes: Lessons in Leadership with Senior Green Industry Veterans Jan Jansen, Melissa Caggiano & Thomas Rodler (1A)
11:45 am – 12:00 pm		Conference Closing Remarks (1A)
12:00 pm		Conference Ends