



# 2024 Annual Conference & Expo

## *Raising the Standards*

October 20 – 22, 2024

Albany Capital Center

Conference Schedule – Version: 10/8/24

### 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>Dining &amp; Pub Map with Specials being 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 Floor
9:15 – 10:00 am		Concurrent Sessions (3 Tracks): <b>T1:</b> Profit First - A Landscapers Path To Financial Freedom with Jeff Heller, CSP, PFP <b>T2:</b> Invasive Species & You with Staff of the Finger Lakes Institute – Finger Lakes PRISM <b>T3:</b> Green Industry Management Summit – Intro/Warm-Up with Mark Bradley
10:00 – 10:15 am		Break / Expo Floor

10:15 – 11:00 am		<p>Concurrent Sessions:</p> <p><b>T1:</b> New Plants to Increase Profits with Jane Beggs-Joles, Landscape Program Manager, Proven Winners® ColorChoice®</p> <p><b>T2:</b> Boxwood, Box Tree Moth, Spotted Lanternfly &amp; More with Christopher A. Logue, Director, Division of Plant Industry NYS Department of Agriculture and Markets</p>
10:15 am – 12:00 pm		<b>T3:</b> Green Industry Management Summit – Profit Formula: Metrics That Drive Success with Mark Bradley
11:00 – 11:15 am		Break / Expo Floor
11:15 am – 12:00 pm		<p><b>T1:</b> Tech-Driven Procurement Strategies with Lisa Fiore, CEO &amp; Co-Founder, LandscapeHub</p> <p><b>T2:</b> Passing Inspection: Following updated DOT Rules</p>
9:00 am – 12:00 pm		CNLP Study Room Open <i>(for those preparing for the CNLP Exam)</i>
12:00 – 1:00 p.m.		Lunch on Expo Floor
1:00 – 1:45 pm		<p>Concurrent Sessions:</p> <p><b>T1:</b> RFPs: How to Navigate &amp; Move Past Them Freedom with Jeff Heller, CSP, PFP</p> <p><b>T2:</b> Government Relations Update from NALP with Andrew Bray, Senior Vice President of Government Relations &amp; Membership, NALP</p>
1:00 – 2:30 pm		<b>T3:</b> Green Industry Management Summit – Systems to Drive Efficient Operations with Mark Bradley
1:00 – 3:45 pm		CNLP Study Session
1:45 – 2:00 pm		Break / Expo Floor
2:00 – 2:45 pm		<p>Concurrent Sessions:</p> <p><b>T1:</b> Marketing for the Green Industry with Kyle Van Putte, CNLP, Van Putte Gardens</p> <p><b>T2:</b> Realistic Workplace Safety Strategies with Mark Maseo, CNLP, President, Maseo Landscaping</p>
2:45 – 3:00 pm		Break / Expo Floor
3:00 – 3:45 pm		<p>Concurrent Sessions (3 Tracks):</p> <p><b>T1:</b> Sustainable Fleet &amp; Operations Management with Daniel Schied, CGM, Lifetime CNLP, Director, Cornell Grounds</p> <p><b>T2:</b> Plant Health Care Practices with Beth Brantley, PhD, Research Scientist/Northeast Support, Bartlett Tree Experts</p> <p><b>T3:</b> Green Industry Management Summit – Creating a Culture of Waste Elimination with Mark Bradley</p>
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 – 7:00 pm		Cocktail Reception on Expo Floor
7:00 – 9:00 pm		Conference Dinner & Presentation of the Empire State Excellence in Landscaping Awards
9:00 pm →		Your Time / Explore Downtown Albany ( <i>Pub Map with Specials being provided.</i> )
<b>Tuesday, October 22</b>		
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		Concurrent Sessions: <b>T1:</b> Roundtable Discussions: Hot topics that keep us up at night <b>T2:</b> Staying Sharp: Keys to Keeping Tools in Shape ( <i>Speaker being finalized</i> )
8:00 – 9:30 am		<b>T3:</b> Green Industry Management Summit – Creating Accountability with Metrics & Incentive Programs with Mark Bradley
8:45 – 9:00 am		Break
9:00 – 9:45 am		Concurrent Sessions: <b>T1:</b> Ecological Restoration Design, Miles Connors of Parterre Ecological <b>T2:</b> Panel: How to Be An Amazing Crew Leader with Danielle Fubelli, Nursery Manager, Morgan Meile Garden Center
8:00 – 11:00 am		CNLP Examination Administration
9:45 – 10:00 am		Break
10:00 - 10:45 am		Concurrent Sessions (3 Tracks): <b>T1:</b> 10 Must Haves for Operational Excellence, Tommy Cole of McFarlin Stanford and The Grow Group <b>T2:</b> Leadership Skills for Team Leads, Leon Ginenthal, Owner of Der Rosenmeister Nursery <b>T3:</b> Green Industry Management Summit – Takeaways & Wrap-Up with Jerry Parmenter

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
11:45 am – 12:00 pm		Conference Closing Remarks
12:00 pm		Conference Ends