



Wednesday, January 28

Cobb Galleria | 2 Galleria Pkwy SE | Atlanta GA 30339

Powered by



☐ UAC member: \$119* ☐ Non-member: \$139

* Company must be a current business-level UAC member.

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Schedule

7 am - 8 am: Registration/Breakfast | 10 am - 12:30 pm: Vendor Expo + Lunch

Education Track #1: AGRONOMICS

- ☐ 8:00 am - 8:55 am Talking Turfgrass Weed Science - Setting the Scene | Ben Pritchard, UGA
- ☐ 9:05 am - 10:00 am Basics of Soil Science for Turfgrass Systems | Clint Waltz, UGA
- ☐ 12:30 pm - 1:25 pm Recent Outbreaks and Shifting Dynamics of Insect Pests in Turfgrass Systems | Shimat Joseph, UGA
- ☐ 1:35 pm - 2:30 pm The Role of Plant Growth Regulators on Turfgrass | Clint Waltz, UGA
- ☐ 2:40 pm - 3:35 pm Breeding Seeded Turfgrasses: Progress Towards New Cultivars for Georgia Landscapes | Philip Vines, UGA

Educational Track #2: HORTICULTURE / TREE CARE / DESIGN

- ☐ 8:00 pm - 8:55 am Pruning: When and whys of proper pruning ornamental trees and shrubs | Rick Smith, The Pruning Guru
- ☐ 9:05 am - 10:00 am Rethinking Urban Spaces - Sustainable Landscapes to Reduce Pest Issues | Heather Kirk-Ballard, UGA
- ☐ 12:30 pm - 2:20 pm A Walk Through the Landscape: Outside Hands-on Troubleshooting* | Dr. Bodie Pennisi and Rick Smith

*outside, limited to 35 participants. Please note the longer class time.

- ☐ 12:30 pm - 1:25 pm Weed Control in the Landscape - Update | Mark Czarnota, UGA
- ☐ 1:35 pm - 2:30 pm Plant Disease Mysteries in the Ornamental Landscape: Diagnosis and Management | Bikash Ghimire, UGA
- ☐ 2:40 pm - 3:25 pm New Woody Ornamentals For Outstanding Performance In the Landscape | Dr. Lav Yadav, UGA

Educational Track #3: BUSINESS and AI

- ☐ 8:00 am - 8:55 am Demystifying AI for Landscape Leaders | Kenneth Stibler, Reyvism Analytics
- ☐ 9:05 am - 10:00 am Up Sales - Learn key fundamentals to selling landscape enhancements | Ben Gandy and Ken Thomas
- ☐ 10:10 am - 11:05 am Beyond the Basics: Tools and Tactics for Better AI Usage | Kenneth Stibler, Reyvism Analytics
- ☐ 12:30 pm - 1:25 pm Strategic Acquisitions: 10 Common Pitfalls to Avoid | Nick Bramblett, 3PG Advisors
- ☐ 1:35 pm - 2:30 pm Growth and Process: Build the Right Accounting, Administration, and Finance Team | Gloria Parker, 3PG Advisors
- ☐ 2:40 pm - 3:25 pm The Closing Code: Cracking the Secret to Faster Sales | Amy Sulka, Sandler

Educational Track #4: HARDSCAPES | IRRIGATION

- ☐ 8:00 am - 8:55 am Permeable and Alternative Surfaces for Hardscapes | ☐ Two-Wire Installations... Economical and Profitable
- ☐ 9:05 am - 10:00 am Irrigation Design... Concept to Finished Product | ☐ Porcelain... It's not tile, it's a paver
- ☐ 12:30 pm - 1:25 pm Irrigate by Phone from Anywhere | ☐ Synthetic Turf Installation
- ☐ 1:35 pm - 2:30 pm Drainage for Hardscapes | ☐ Irrigation Repairs, Controls, Spring Startups
- ☐ 2:40 pm - 3:25 pm Holiday Lighting: Light Up Your Holidays with Profit | ☐ Retaining Wall Installation



Register Online: urbanagcouncil.com/uac-industry-events