TNLA’S PRODUCT RODEO & EDUCATION CORRAL IS THE PREMIER INDOOR PRODUCT RODEO, SHOWCASING TEXAS’ LEADING HARDSCAPE EQUIPMENT AND TECHNOLOGY, LATEST GREEN BUSINESS OFFERINGS, AND SOLUTIONS FOR LANDSCAPERS, RETAIL GARDEN CENTERS, IRRIGATORS, AND GROWERS. THIS EVENT IS INTERACTIVE, WITH HANDS-ON, HIGH-IMPACT DEMONSTRATIONS AND TOP TIER EDUCATION SESSIONS.

WEDNESDAY, FEBRUARY 26
7:00AM - 4:30PM  Registration & Badge Pickup
7:45AM - 5:00PM  Irrigation Session  
Must Attend Full Day to earn CEUS
8:00AM - 11:30PM  Education Corral  
Retail & Landscape Sessions
8:00AM - 4:00PM  ICPI Concrete Paver Installer Course
12:00PM - 1:30PM  Chuck Wagon Chat  
Education Corral Lunch & Keynote
1:30PM - 6:30PM  Product Rodeo Open
4:30PM - 6:30PM  Cowboys & Cocktails Welcome Party  
Free with Product Rodeo admission

THURSDAY, FEBRUARY 27
8:00AM - 3:00PM  Registration & Badge Pickup
8:00AM - 4:00PM  ICPI Concrete Paver Installer Course
8:30 AM - 11:45PM  Business Savvy
9:00AM - 4:00PM  Product Rodeo Open
2:00PM - 3:00PM  Women in Horticulture Get Together  
Free with Product Rodeo admission
EDUCATION CORRAL  
WEDNESDAY, FEBRUARY 26, 2020  
Landscape/Retail Sessions

**8:00AM - 9:00AM**  
Tech Savvy Series: Efficiency Through Technology  
Mike Artz, Greenius  
Take an outside look at how technology can improve your efficiency. With the labor pool at an all-time low, learn tools that can help you do more with less and keep your current laborers.

**8:00AM - 9:00AM**  
The Future of Retail: Utilizing Bricks and Clicks  
Jourdan Cole, Garden Media Group  
Today's consumers want distinctive experiences, seamless service and meaningful interactions with the brands they value. Online ordering and subscription services have already disrupted the industry. As storefronts shift to community hubs for everything from plant swaps to cooking lessons, the need to think strategically and use distinctive marketing to boost both in-store and online traffic is greater than ever. This talk explores the trends and data shaping the future of the retail experience.

**8:30AM - 9:00AM**  
People, Plants & Planters; A Strategic Look at Pots & Planters  
Mandy-Jo Laurent, Just Pots  
The science behind pottery sales can be broken down quickly to the type of customer and plants involved. People, Plants & Planters; A Strategic Look at Pots & Planters will help streamline your pottery purchase decisions and help pinpoint the factors to move pottery out of your store.

**8:45AM - 9:00AM**  
How to Evaluate Your Brand Messaging  
Jourdan Cole, Garden Media Group  
Think of all the opportunities for communication your brand has along your customer's journey. Is the message consistent across touchpoints? Learn how to stand out from competitors and earn premium status by evaluating and repositioning your brand messaging.

**9:15AM - 9:30AM**  
Edible Landscapes  
Jim Cali and Jason New, McFarlin Stanford USA  
Edible landscapes put us back in touch with the land we live on, the people around us, and the food we eat. No matter who you are, there is a style of edible gardening to meet your needs, suit your tastes and capture your imagination. Learn the top ten edible plants to start your journey in creating beautiful edible landscapes.

**9:45AM - 10:15AM**  
Employee Engagement - 10 Ideas in 10 Minutes  
Giuseppe Baldi, Baldi Gardens  
Hear ten tested and true ideas to keep your employees engaged in your company culture. This will be a rapid-fire presentation to keep your attention at peak, and to give you ideas you can use immediately.

**10:00AM - 11:30AM**  
Building Profitability within your Landscaping Business  
Steve Kovacs, Landscape Management Network  
Join Pete Ducusin for this session as he reviews the keys to achieving consistent profitability, best practices, and important insights, shared in the form of stories that have been gathered over the past 10+ years, from successful Landscape contractors across North America.

**10:30AM - 11:30AM**  
Plant Savvy: Merchandising Madness!  
Chris Shipley, Civano Nursery  
In this hands-on education experience, participants will become fully engaged in the new trends of merchandising plants and pottery for their retail center or landscape installation. Come ready to be up and learning, not sitting and listening!

**Irrigation Workshop**  
7:45AM - 5:00PM  
MUST ATTEND THE FULL DAY TO OBTAIN 8 HOURS OF TNLA CEUs  
(2 hrs) Understanding and Diagnosing Two-Wire Decoder Control Systems  
Larry Spain, Toro Irrigation  
(2 hrs) How Irrigation Distribution affects your Water Schedule  
Tim O. Little, Ewing Irrigation  
(1 hr) Drip Irrigation; Doing it Right  
Steve McCarther, Landscape Products  
(2 hrs) Using Pumps in Irrigation  
Calvin Hale, Gicon Pumps and Equipment  
(1 hr) Smarty Plants: "Maximizing Profitability with Smart Landscape Irrigation Controllers"  
Rick McNabb, Ewing Irrigation

**THURSDAY, FEBRUARY 27, 2020**

**8:30AM - 11:45AM**  
Business Savvy Deep Dive  
C.A.R.E. LEADERSHIP - CREATE A REMARKABLE EXPERIENCE  
PETER VAN STRALEN  
This talk will share eight powerful principles — ranging from “Create a Remarkable Experience” to “Be Humble” to “Listen Well and Communicate with Respect” — that get leaders one step closer to creating a team that is competent, fun, fulfilled, engaged, and committed to giving customers the best service possible.

Peter Van Stralen energizes and inspires audiences with his “C.A.R.E. = Create A Remarkable Experience” keynote, imparting the tools and ideas curated from nearly three decades of business success. His passion for creating remarkable experiences carries over into his personal life; in 2015, Peter and his family set off on an Epic Family Road Trip across North America and around the globe with a mission to share the culture of C.A.R.E.