

GROW MAINE GREEN EXPO
Wednesday, January 22, 2025
Augusta Civic Center

2 Pesticide Applicator Credits; 5 MELNA MCN/MCSL Credits

7:30 am - 8:30 am Registration *Main Lobby*
Continental Breakfast *Paul Poulin Auditorium*

8:00 am **Grow Maine Green Expo Opens**

9:00 am - 10:15 am **Keynote Speaker: Fran Chismar** *Paul Poulin Auditorium*
“Sultan of Sales”, Pinelands Nursery
Co-Host, Native Plants Healthy Plant Podcast

“Beyond the Buzz – Native Plants are Good for the Ecosystem and your Business”

Haven't you heard? Native plants are making a comeback and this presents a unique opportunity for nurseries and landscape companies. Conserving and filtering water, supporting native insects, providing wildlife habitats, and preserving soil integrity are all functions of native plants. Find out what the buzz is all about while learning how you can position your business to take advantage of this growing trend.

10:15 am - 10:25 am Break, exhibitor viewing *Paul Poulin Auditorium*

10:30 am – 11:30 am Seminar: Jesse O'Brien, MCN, MCL Moderator *Paul Poulin Auditorium*
Ornamental Horticulture Council
Kate Garland
Horticulturist UMaine Extension, Penobscot County
Rebecca Long
Horticulturist UMaine Extension, Oxford County

“Shaping the Future of Horticultural Education for Professionals and Consumers”

Climate impacts, market demands and evolving pest management resources are all in constant flux, shaping how we approach horticulture. This panel discussion will explore how UMaine Cooperative Extension and the Maine horticultural industry can collaborate to address these challenges and meet future needs together, focusing on professional development, consumer education, and industry growth.

10:30 am – 11:30 am Seminar: Mike Day, Regional Manager *Andro-Cumb Room*
Techo-Bloc, Inc.

“Social Media for Hardscaping”

Learn tips and tricks for effective social media marketing tailored to contractors. Discover how to grow your audience organically using targeted strategies. Social media has become the new “word-of-mouth” marketing—it's no longer optional but an essential part of any successful business. Topics covered Account type, hash tagging, geo tagging, proper times to post, content schedule and more.

11:30 am – Noon **EXCLUSIVE TRADE SHOW** *Paul Poulin Auditorium*

Noon-1:20 pm **LUNCH** *Paul Poulin Auditorium*

12:30 – 1:15 pm	MELNA Recognition Awards Scholarships Presentation of MCN and MCSL Certifications Young Nursery Professional of the Year Award Al Black Award Door Prizes and Raffle Drawing	<i>Paul Poulin Auditorium</i>
1:20 pm	TRADE SHOW RESUMES	<i>Paul Poulin Auditorium</i>
1:20- 2:30 pm	MELNA ANNUAL MEETING	<i>Andro-Cumb Room</i>
2:30 – 3:30 pm	Seminar: Daniel Robarts, Ph.D. Grower, Propagator, Greenhouse Coordinator Coastal Maine Botanical Gardens	<i>Andro-Cumb Room</i>

“Sustainable Plants and Practices for A Changing Climate.”

In a changing environment, constructed landscapes will require increased thoughtfulness and scrutiny for long-term success. From materials to management, there are many simple considerations green professionals can make to increase viability and resilience, while providing beauty, ecological function, and even pest control.

2:30 – 3:30 pm	Capnote Speaker: Bill Gardocki, Hardscape Educator	<i>Paul Poulin Auditorium</i>
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“How to Maximize Job Site Productivity and Minimize Labor Costs”

Efficiency is critical in all facets of every job, from initial excavation to the final polysanding. Efficiency requires an investment of time and money. Learn how Bill uses state-of-the-art equipment to reduce labor costs, increase productivity and safety, and keep crews happy. Come see what is in Bill's tool box!

3:40 – 4:40 pm	Seminar: Jessica Petro, PLA, ASLA Canterbury Horticulture	<i>Andro-Cumb Room</i>
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“Landscape Architecture Designs and How that will Translate into Future Demand for the Plant Industry”

- Climate change and how the design industry is responding. Examples of how designs are looking to reduce and calculations as well as the use of natives and low water use plants.
- How the landscape design ongoing maintenance and the use of non-renewal resources (land management, mowing and care). Carbon footprint is part of an overall high performing, functioning landscapes with A/E projects. Examples are: green Infrastructure (bioswales, retention/detention basins). The natural environment helps to offset the built environment's carbon footprint.
- Landscapes that are designed to be authentic and contextual in their design. Examples would be using native plants and hardscape material that help celebrate and tell the story of the community/area that they are located.
- Landscapes that provide healing for the user. The use of plants to design spaces for all users is very important so better understanding universal design and neurodivergent experiences etc.

4:40 pm	GROW MAINE GREEN EXPO CLOSES
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