

# EDUCATION AT TPIE 2022

## Tuesday, January 18th

Start your TPIE experience a day early. Join industry colleagues as TPIE Road Show offers two unique tours showcasing Florida's tropical foliage industry. Registration is required. For complete details on the tour stops, visit [www.tpie.org](http://www.tpie.org)

7:00 a.m. – 5:30 p.m.

### TPIE Road Show – Production Tour

TPIE's Road Show featuring the Production Tour will highlight four nursery production operations in Apopka, FL. The tour will feature four production facilities. Spend a full day exploring all things tropical! Lunch included.

12:30 - 4:30 p.m.

### TPIE Road Show – Design Tour

TPIE's Road Show featuring a taste of Tampa, showcasing creative ways to use tropical to create innovative interiorscape designs. Lunch included.



### 2022 Garden Trends: Crisis to Innovation (W1) - Katie Dubow, Garden Media Group, Kennett Square, PA

When: 1:00 – 2:30 p.m.,  
Wednesday, January 19, 2022

Trends drive consumers and consumers drive sales. In 2022, TPIE continues to be the place to learn about and watch for emerging trends. Join Katie Dubow, global trendspotter, president of Garden Media Group and QVC guest host, in this session. Katie will outline each of the 2022 Garden Trends, and then attendees will break into groups to brainstorm how to apply each trend to your own business. Learn how to apply new research, stay relevant and grow your business.



### Social Media Tips & Tricks (W2) - Ryan McEnaney, Bailey Nurseries, St. Paul, MN

When: 3:00 – 4:30 p.m.,  
Wednesday, January 19, 2022

This session explores social media as a cost-efficient, engaging way to acquire new customers and create "raving fans" out of existing customers. But in the craziness of the busy season, there may not be a lot of time to spend on creating and executing social media content. This session provides the audience with specific tools to create captivating content that drives business in a time-efficient manner. The presentation will also include quick-hitting, actionable steps to make attendees successful in their business for the long term.



### Establishing Relations with Building Specifiers (W3) - Edward McDonnell, Botanical Designs, Seattle, WA

When: 1:00 – 2:30 pm.,  
Wednesday, January 19, 2022

Success in any interiorscape installation depends on the strong communication developed between architects, influencers, and decision makers of the project. During this session, attendees will learn roles and priorities



to focused on related to design, construction and installation of greenery. Discover how interiorscape companies can be influencers in strengthening relationships and ensuring more "green" is specified in project's designs.



### **Keeping the Edge in Your Interiorscape Designs (W4)**

*Lauren Godbehere, Natura, Austin TX; Mark Minitaglio, John Mini Distinctive Landscapes, New York, NY; and Janice Goodman, Cityscapes, Boston, MA*

When: 3:00 – 4:30 p.m.,  
Wednesday, January 19, 2022



Keeping the edge with your creative teams and being able to keep them motivated to continue to create beautiful interior spaces can sometimes be challenging. The three companies presenting have consistently got it right, but we all have certainly been pushed out of our comfort zones with the pandemic. Are you thinking

differently in how your approach to your design concepts? This session will showcase why these companies are industry innovators and how they are using thoughtful interior designs concepts that ultimately provide creativity, skillful engineering, and cutting-edge technology! Come see why their designs stand out as leaders of the interiorscape industry.



### **Start-Up Businesses – Tropical Foliage Style (W5)**

*Hollie Nasr, Live Trends, Apopka, FL*

When: 9:00 – 10:30 a.m.,  
Thursday, January 20, 2022

With over 30% of millennials driving the

houseplant marketplace along with a continued momentum of this growing trend, many entrepreneurs are looking to capitalize on the new audience and market platforms. As an entrepreneur company, Live Trends believes that culture is the most important foundation of any organization, regardless of size and industry. This session will take a closer look at entrepreneur style management and discuss the key strategies to keep a company on a solid growth trajectory.

### **Journey of a Plant - Understand the Timing Cycle of Plant Production and Plant Availability (W6)**

When: 10:45 – 12:15 p.m.,  
Thursday, January 20, 2022

Frustrated about plant availability? This session will give buyers a better understanding of how plant production cycles work and provide key insights on how to better plan buying strategies. Proper planning can help ensure plant availability along with the quality you are looking for the next project or upcoming season.



### **Building Your Team Strong: Strategies for Recruiting and Retention(W7) – Heather Ruiz, Natura San Antonio, Texas**

When: 1:00 – 2:30 p.m.,  
Thursday, January 20, 2022

The job of acquiring talented employees for your company can be challenging, now more than ever. This session will look at recruiting and retention strategies for getting the right people on your team and developing them into strong leaders. With over nine years of HR experience, Heather is the glue that keeps Natura's team growing together! Come hear the processes they are using to build environments where employees, future business leaders, and executives thrive!



**Using LED's in Greenwall Designs (W9) - *Dr. Celina Gómez, University of Florida, Gainesville, FL***

When: 9:00 – 10:30 a.m.,  
Thursday, January 20, 2022

Whether you call it a vertical garden or green wall, these beautiful works of art continue to be in high demand! This session will take a closer look at successful lighting practices along with the use of LED's to maintain aesthetic quality and expand the pallet of plants in interiorscape designs.



**Understanding Your True Costs (W10) – *Robbin Voight, Rooted Right Plants, Johnson City, Texas***

When: 10:45 a.m. – 12:15 p.m., Thursday, January 20, 2022

Understanding how to build proposals that will allow you to make a profit and still provide your customers with outstanding service, means understanding your true costs. It may be the difference between whether you can successfully manage your business or not. This session will take a closer look at plants, freight, insurance, and maintenance costs and help attendees navigate a request for proposals (RFP's) and contracts that work.



**Interiorscape Technician Workshop/Part One: Handling and Managing Pest in Your Interiorscape Plants – Part 1 (W11)**

*Suzanne Wainwright-Evans, BugLady Consulting, Slatington, PA*

When: 1:00 – 2:30 p.m.,  
Thursday, January 20, 2022

This session will take a closer look at scouting,

proper identification, and control of common pest in interior landscapes. Hands-on instruction will be given on how to properly release and use beneficials with your pest management programs.



**Interiorscape Specialist Workshop/Part Two: Installation and Maintenance of Your Interiorscape Plants – Part 2 (W12) - *Olga Anthony, Plant Me Rosey, Miami, FL***

*Olga Anthony, Plant Me Rosey, Miami, FL*

When: 2:45 – 4:15 pm.,  
Thursday, January 20, 2022

From acquiring the right plants to the installation and maintenance, everything must be tailored to the unique spaces and desired outcomes. Learn how to properly source quality plants and successfully transplant or repot. Discover pre-evaluation techniques to enhance the longevity of your jobs. This session will also take a closer look at the process of watering, pruning, fertilization and cleaning of plants and planters.



For more details about speakers, the tradeshow and registration, visit [www.tpie.org](http://www.tpie.org)