

# SEGreen Plant Conference

August 31 - September 1

The Classic Center | Athens, GA



The brightest minds in horticulture come together to share their knowledge and insight on the best new plants for growers, landscapers and retailers at the **SEGreen Plant Conference**. Ten of the industry's top plant experts will share their vast knowledge and latest discoveries of the hottest new plants coming to market during this two-day conference.

The SEGreen Plant Conference provides the perfect platform for the grower, landscaper and retailer to come together for a glimpse of exciting new plants coming to market, with focus on new and superior cultivars, the most resistant, prolific blooming, superior shape or habit, and the most interesting flower or foliage.

Internationally recognized plantsmen, Don Shadow, and Dr. Michael Dirr, author and retired professor of horticulture at the University of Georgia, will moderate the sessions featuring an impressive list of authors, botanical garden directors, breeders, geneticist, horticulturists, professors, and world travelers.

2-Day All Access Pass (your choice of more than 40 sessions) \$150.  
And, there's ample opportunity to earn vital CEU credits.

Take a look at our impressive list of speakers and sessions!  
Learn more about the SEGreen Plant Conference.  
Learn more about the SEGreen Landscape Conference.

[Learn more about SEGreen.](#)



*The SEGreen Landscape Conference, produced by the Southern Nursery Association, will be held during SEGreen at The Classic Center, in Athens, Georgia. SEGreen features the SEGreen Marketplace, the SEGreen Tour, the SEGreen Plant Conference, the SEGreen Landscape Conference, the SNA Research Conference, with more than 50 educational sessions.*



## ***The Best New Plants Coming to Market!***

10 industry experts will share their knowledge and expertise during this 2-Day conference featuring 10 Sessions



[Dr. David Creech](#) Regent's Professor and Professor Emeritus Stephen F. Austin State University  
***Climate Change Friendly Trees and Shrubs for the South***



[Dr. Michael Dirr](#) Retired Professor University of Georgia Plant Introductions ***Panel Discussion: The Best of the Plant Conference***



[Natalia Hamill](#) Brand Manager Bailey Nurseries  
***So We've Got all These new Genetics, Now What?***



[Dr. Thomas Molnar](#) Associate Professor Rutgers University  
***The Rutgers Woody Ornamental and Nut Tree Breeding Program: New Plants and Future Directions***



[Dr. Richard Olsen](#) Director US National Arboretum  
***National Arboretum 2.0: Creating New Legacies for an Impactful Future***



[Dr. Allen Owings](#) Professor and Research Coordinator Louisiana State University AgCenter  
***Herbaceous Lagniappe from the Louisiana Landscape***



[Dr. Tom Ranney](#) Professor NC State Mt. Horticultural Crops Research & Extension Center  
***Breeding Breakthrough Plants: The Newest Introductions from NCSU***



[Dr. Tim Rinehart](#) Research Plant Molecular Geneticist USDA Agricultural Research Service  
***Sequencing the Genome: Hydrangea Macrophylla's Genetic Secrets Finally Revealed***



[David Roberts](#) General Manager and Plant Breeder Plant Introductions/Bailey Nurseries  
***From Idea to Introduction: Improving Ornamental Characteristics and Environmental Tolerance***



[Dr. Dennis Werner](#) Professor Emeritus NC State Department of Horticulture Science  
***Designer Genes - Designer Redbuds: Twenty Years of Cercis Breeding***

plants, education, tours,  
and marketplace. Industry experts  
share vision and direction for the  
industry, near and long-term. See,  
hear, and make more green at  
SEGreen! Chart your  
course at [www.segreen.org](http://www.segreen.org).



**Aug. 30 - Sept. 1 | The Classic Center | Athens, Ga**

**LEARN MORE**

*Southern Nursery Association's New Vision for the Future... Debuting this August*

New Plants | Innovative Products | Specialized Equipment | Essential Services  
Career-Building Education | Cutting Edge Research | Garden, Nursery & Retail Tours

Southern Nursery Association, PO Box 801454, Acworth, GA 30101