



Indiana Horticultural Conference Business & Marketing Session Agenda

January 23, 2024 – Hendricks County Fairgrounds

8:00-9:00 – Registration and light breakfast

9:00-10:00 – Succession Planning, Renee Wiatt, Purdue University, Ed Farris, Purdue University, Kyle Weaver, Purdue University

10:00-11:00 – Economics of Biological Control, Jean Pierre Zavala, Horticulture & Landscape Architecture, Purdue University, Ariana Torres, Horticulture & Landscape Architecture, Purdue University

11:00-noon – The Power of App Marketing, Matt Maudlin, Memo Marketing

Noon-1:00 – Lunch and cider tasting

4:00-4:30 – PARP, Worker protection, Fred Whitford, Purdue University