Conference Speakers

The SNA Conference will feature a stellar cast of speakers – keynote sessions, plant conference, research conference, and roundtable discussions – meaningful topics relating to economic conditions, legislative and regulatory issues impacting your business, new plants coming to market, and the latest in horticultural research.

The SNA Conference provides the perfect platform for the grower, landscaper and retailer to connect, collaborate and gain new insight. Make plans now to attend this exciting new event – on Monday and Tuesday before the opening of MANTS at the Baltimore Convention Center.

Take a look at our exciting speaker lineup!

Richard Olsen
US National Arboretum

Thomas Molnar
Rutgers University

Charlie Hall
Texas A&M

Marco Palma
Texas A&M

Craig Regelbrugge
American Hort

Anthony Aiello
Morris Arboretum

Adam Black
Peckerwood Garden

Tim Brotzman
Brotzman Nursery

Kevin Conrad
US National Arboretum

Michael Dodge
Vermont Willow Nursery

Scott McMahan
Atlanta Botanical Garden

Bennett Saunders
Saunders Brothers

Lloyd Traven
Peace Tree Farm

Mary Vaananen
Jelitto Perennial Seeds

Adam Wheeler
Broken Arrow Nursery

Maria Zampini
Upshoot

Make plans now to attend The SNA Conference – two days before the opening of MANTS!

Single day and full registration options available.
For more details or to register, visit www.sna.org.
The SNA Conference

The SNA Conference will have a clear focus on connecting the industry to identify today’s business challenges and opportunities, and develop new insights and solutions. The conference will offer industry professionals a dynamic and interactive experience through

- The 17th SNA Plant Conference
- The 64th Annual SNA Research Conference
- Keynote Sessions and Roundtable Discussions – a total of 15 speakers
- And, the 121st Annual SNA Business Meeting

The SNA Plant Conference

It’s a Who’s Who of Horticulture when the brightest minds in horticulture come together to share their knowledge and insight on the best new plants for breeders, researchers, growers, landscape professionals and retailers. Fast-paced sessions boast the hottest new plant varieties coming to market, and provide a unique opportunity to discover a vast array of new plants, with focus on new and superior cultivars, the most resistant, prolific blooming, superior shape or habit, and the most interesting flower or foliage. This is a rare opportunity you won’t want to miss!

The SNA Research Conference

The SNA Research Conference, which began in 1956, is the country’s longest running woody ornamental research conference, and provides a forum for horticultural researchers to communicate relevant and recent research findings to the industry. Top researchers, from across the country, will offer cutting-edge content of the latest horticultural research. Nexted door to The SNA Conference and the SNA Plant Conference, you can easily sit in on any of the presentations that may be of interest to you.

Keynote Sessions

You won’t want to miss the opening SNA SuperSession on Monday featuring Dr. Charlie Hall, the nation’s foremost green industry economist, as he teams up with Dr. Marco Palma to provide a glimpse of the forecast for 2020! Making the Most of an Uncertain Situation will help bring clarity to these uncertain times! And on Tuesday at noon, Craig Regelbrugge, our Capital Hill advocate for the industry, will present State of Play – an inside look at the industry’s most critical advocacy priorities like labor and the workforce, trucking and logistics, pest and disease challenges, and more.

Roundtable Discussions

The SNA Synergy Sessions will feature participant-driven roundtable discussions covering topics that are most important to you and your business – facilitated by the most qualified people at The SNA Conference. As a group, there are decades of experience and a wealth of knowledge to tap into and this session provides a unique opportunity for peer learning and problem solving through the collective power that results from breeders, researchers, growers, landscape professionals and retailers coming together during this out-of-the-box experience! Don’t miss it!

121st SNA Annual Business Meeting

We invite you to attend the 121st SNA Annual Business Meeting on Tuesday morning. General business is slated as well as election of officers. A complimentary continental breakfast will be served in the Lobby, available from 7:30am - 9:00am. Whether you’re an SNA member or not, grab a plate and come on in to hear what is going on in the association and who will be the 2020 SNA leaders!