



**Proven Winners  
Landscape Road Show  
Hosted by Home Nursery, Inc**



**7:30 AM - 8:00 AM**

**Registration**  
Coffee

**8:00 AM - 8:10 AM**

**Welcome, Introduction to Home Nursery**  
Ann Tosovsky, President of Home Nursery, Inc.

**8:10AM - 8:55 AM**

**"Shrubs"**  
Jane Beggs-Joles, Landscape Program Manager at Spring Meadow Nursery

**8:55 AM - 9:40 AM**

**"Perennials"**  
Josh Roggenbuck, Regional Product Manager at Walter's Gardens

**9:40 AM - 9:50 AM**

Break

**9:50 AM - 10:35 AM**

**"High Performing Trees for your Customers"**  
Jerry Blankenship, Owner of Blankenship Farms & Nursery

**10:35 AM - 11:35 AM**  
**Keynote Speaker**

**"Tech Tools to Dominate Your Day "**  
Kelly Dowell, Owner of Keldo Digital  
*Kelly is a digital marketing expert specializing in inbound, social, and email marketing for the Green Industry*

**11:35 AM - 12:35 PM**

Catered Lunch

Landscapers Break-Out Sessions

**12:40 PM - 1:30 PM**

**"Using Social Media to Benefit Your Landscape Company"**  
Sally Evans, Owner Hot House Digital & Marketing Director for Quiet Village Landscaping

**1:30 PM - 2:15PM**

**"Tree Maintenance"**  
Kevin McIntyre, Forestry Supervisor at Tower Grove Park

Retailers Break-Out Sessions

**12:40 PM - 1:30 PM**

**"2022 Proven Winners Retail Programs"**  
Jessica DeGraaf, Director of Retail Accounts at Proven Winners

**1:30 PM - 2:15PM**

**"New Proven Winners Annuals & Aquapot Program"**  
John Antonelli, Four Star Greenhouses

**Thursday February 17th, 2022**  
**Doubletree by Hilton St. Louis**  
16625 Swingley Ridge Road  
Chesterfield, Missouri 63017