

The biggest green industry **trade show** in the West!



IT'S GONNA BE A ...

Celebration!



PLANNING GUIDE

AUGUST 23-25, 2023

Oregon Convention Center • Portland

- New Varieties Showcase
- 50th Anniversary Party
- Early-Bird Registration Special
- New Products Showcase
- Women in Horticulture
- Hang Out with the Best and Brightest

FarwestShow.com



TUES
22

Tours

7:30 a.m.

WED
23

Pesticide
8:30 a.m.

Pesticide
9:45 a.m.

Keynote
11 a.m.

Spanish Seminar
12:30 p.m.

Seminars

Trade Show

12 p.m.

Solution Center
1:15 p.m.

THUR
24

Pesticide
8:30 a.m.

Pesticide
9:45 a.m.

Spanish Seminar
12:30 p.m.

Seminars

Trade Show

10 a.m.

Solution Center
11 a.m.

FRI
25

Pesticide
8:30 a.m.

Pesticide
9:45 a.m.

Seminars

Trade Show

10 a.m.

Solution Center
11 a.m.

2 p.m.



Show Schedule



Looking for new ideas to increase efficiency, sales and profitability? We know you are! Farwest is your ticket to the nursery and retail garden center industry. Whether you're a grower, retailer, wholesale buyer, supplier or landscape professional, you'll find that Farwest offers you the complete trade show and conference experience.

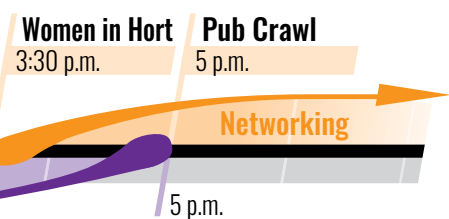
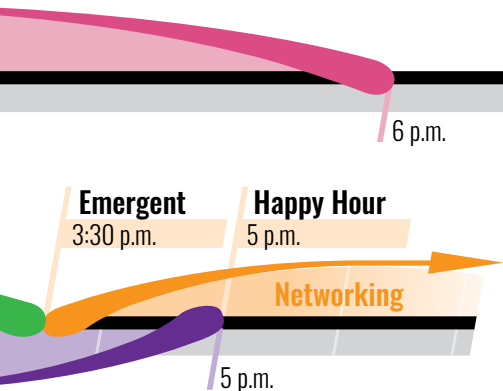


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Letter from the Farwest Show Chair

Come celebrate the 50th anniversary of the best, greenest green industry trade show in the West



Dear friends:

If you take a drive down the Willamette Valley, you will know beyond a doubt that Oregon is the home of beauty. Look out your car window, and you'll also see that Oregon-grown trees, shrubs and plants are one of the main reasons.

Earlier this year, *Time* magazine gave the valley its overdue recognition as one of "The World's Greatest Places of 2023." They cited the state's ascendant wine sector, and of course folks know about the great craft beers made with Oregon-grown hops, too. Many of us are fond of those, me included.

But to those of us in the nursery industry, Oregon's splendor isn't a trendy thing. It's a long-established fact due to the great plant material we grow in the valley.

For 50 years now, horticultural professionals have made an annual journey to Oregon for the Farwest Show. And over the years, our industry and the show have grown on a parallel path. In 2022, Oregon growers sold nearly \$1.4 billion worth of nursery material. Our trees, shrubs and plants are shipped to nearly every state in the union, as well as internationally.

Think of the transcontinental relationships built over that time, business to business and family to family. Farwest is a reunion and a mixer all in one, where you can reconnect with your favorite people and meet many new ones. And our traditional Farwest seminars and tours, which you'll read about in this booklet, offer learning opportunities you can't afford to miss.

We are planning to make the 2023 Farwest Show not just a celebration of this history, but a launchpad for the next 50 years of green industry success. We will strengthen our bond with exciting social events, spontaneous surprises and a floor packed full of great exhibitors. Three whirlwind days of handshakes, hugs, connections and fun. We want to make it one to remember.

Will you come to Farwest? Here's a better question. Why wouldn't you? I hope to see you this summer at the Farwest Show, August 23-25 in Portland.

Warm regards,

Robb Sloan
Owner, Noname Nursery,
Forest Grove, Oregon;
Chair, 2023 Farwest Show



Tours



TUESDAY, AUGUST 22

Check in at 7:30 a.m.; buses leave at 8 a.m.

Full Day (8 a.m.–6 p.m.) includes luxury motor coach transportation, lunch, beverages and snacks. Cost per tour is \$124 early bird / \$139 after July 31. **Register early — space is limited!**

The Farwest Show is truly the gateway to Nursery Country. This is your time to engage with other nursery professionals for an entire day, make new friends and gain valuable knowledge to enhance your career and/or business. There will be time for questions and answers, so bring your curiosity!

TOUR 1: Wholesale Grower Tour

Buckle up, as this day will be packed with innovation, ideas and shared knowledge! We'll start at **Rio Verde Plantas** with coffee, refreshments and a display garden tour. Smaller groups will then tour various sections of the farm with presentations from lead growers along the way, including their new integrated irrigation. Stop 2 takes us to **Fisher Farms**, which specializes in woody shrubs offering more than 700 varieties of plants. Next, **Everde Growers** will host lunch, a new plant presentation, a display garden tour and a nursery tour. From there, we'll visit **Blooming Nursery**, where 2,200 varieties of perennials, flowering shrubs, herbs and more are grown. The grand finale takes us to 350-acre **Eshraghi Nursery** for a tour and finally, a Happy Hour reception to enjoy beverages and light appetizers. The day will not disappoint!

DESTINATIONS:

- **Rio Verde Plantas** - Cornelius, Oregon
- **Fisher Farms** - Gaston, Oregon
- **Everde Growers** - Forest Grove, Oregon
- **Blooming Nursery** - Cornelius, Oregon
- **Eshraghi Nursery** - Hillsboro, Oregon

Sponsored by:



TOUR 2: Garden Center Retail Tour

This tour will visit six garden centers, where you'll collect ideas on merchandising, design, store layout and business leadership. We'll begin at **Garden Fever!**, a neighborhood nursery offering plants, tools, soil and more with an emphasis on sustainable gardening practices. Next is **Hughes Water Gardens**, one of the region's premier water garden centers where visitors can learn about water plants, fountains, fish and more. At **Dennis' 7 Dees Urban Plant Shop**, we'll get creative ideas on small spaces, decorative containers and plant-related gift items. Then we'll visit fifth-generation **Cornell Farm** for lunch and a tour. The day will end with two nurseries on Sauvie Island along the Columbia River: **Cistus Design** will walk us through their remarkable retail, growing and research facilities, and **Sauvie Island Native Plants** will highlight their plant propagation station, explaining how they make bocashi and biochar to boost plant health.

DESTINATIONS:

- **Garden Fever!** - Portland, Oregon
- **Hughes Water Gardens** - Tualatin, Oregon
- **Dennis' 7 Dees Urban Plant Shop** - Portland, Oregon
- **Cornell Farm** - Portland, Oregon
- **Cistus Design** - Portland, Oregon
- **Sauvie Island Native Plants** - Portland, Oregon

Show Features



NEW VARIETIES SHOWCASE



NEW PRODUCTS SHOWCASE

NEW VARIETIES SHOWCASE

SEE THE BEST AND NEWEST PLANTS FOR 2023

Come explore the next generation of problem-solving plants that are sure to turn heads in garden centers across the nation.

This popular show feature gives you the first look at a wide variety of newly introduced plants, trees, shrubs and grasses gardeners will be unable to resist. With easy-to-read Hip Labels tags providing plant and licensed grower information, you will have no problem finding the Farwest exhibitors offering them for sale.

Sponsored by:



A panel of distinguished industry judges will select the New Varieties Showcase Best in Show award winners. Meanwhile, attendees can vote for their top three plants, which will determine the People's Choice awards. **Don't forget to walk through and vote for your favorites!**

NEW PRODUCTS SHOWCASE

INSPIRING PRODUCTS TO IMPROVE YOUR BUSINESS

Discover innovative solutions and the latest new or improved green industry products for 2023.

Sponsored by:



AmericanHort

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find the hot new products to grow your green industry business. These featured products are new to the U.S. market and were introduced in either 2022 or 2023. Some are even making their debut at the Farwest Show!

SUBMIT YOUR PLANTS AND PRODUCTS

Submissions to the New Varieties Showcase and the New Products Showcase are still being accepted.



New Varieties Showcase submissions are due by **JUNE 30**



New Products Showcase submissions are due by:

- **JUNE 30** (Tiers 1 & 2)
- **AUGUST 10** (Tier 3)

Keynote Address



KATIE TAMONY | MONROVIA

11 a.m. WEDNESDAY, AUGUST 23 | Room C123

Sponsored by:

GROWERTALKS
THE PROFIT

Monrovia Chief Marketing Officer **Katie Tamony** will share techniques and ways of leading and innovating with fresh perspective in her keynote address — **“How to See Differently.”**

With more than 25 years of expertise in the lifestyle, leisure and horticulture industries, Katie has been tracking trends to help companies prepare for the future since her days as editor-in-chief of *Sunset Magazine* and Sunset Books, the premier authority on lifestyle and gardening in the West. Today, Katie leads Monrovia's marketing team, using her intuitive sense of what drives consumer lifestyle interests and their relationships to brands.

About her address, Katie says: “Many of us have spent years in our industry, and it’s easy to forget what it’s like not to know what we know. It’s also natural to fall into habits of seeing problems and patterns a certain way. But holding a ‘beginner’s mindset’ can help us solve problems more effectively, adapt to change more easily, and actually create more original ideas. So how do we change our perspective and see things with fresh eyes? Looking at the familiar in an unfamiliar way can help us be better leaders and refresh our teams and our approach to our business. Using examples from throughout a career where I have been forced to be a ‘beginner’ operating at a high level.”

FREE for all registered Farwest participants!

Solution Center

Sponsored by

gardencenter

Nursery
MANAGEMENT

WEDNESDAY, AUGUST 23-FRIDAY, AUGUST 25

**THESE FREE MINI-SESSIONS ARE INCLUDED
WITH YOUR TRADE SHOW PASS.**

Throughout the expo hours each day of the Farwest Show, you can attend free live mini-sessions, demos and workshops from top industry speakers and experts. Find the answers you need to a wide range of topics designed to help you grow and improve your operation. These sessions complement the main education program and pesticide classes, so make sure to find the topics especially relevant to you and gather quick insight that's conveniently located on the show floor!

Located on the show floor at the end of aisle 10000.





Mark your schedule

**Wednesday,
August 23**

**Thursday,
August 24**

**Friday,
August 25**

11:00 a.m.

11:15 a.m.

11:30 a.m.

11:45 a.m.

12:00 p.m.

12:15 p.m.

12:30 p.m.

12:45 p.m.

1:00 p.m.

1:15 p.m.

1:30 p.m.

1:45 p.m.

2:00 p.m.

2:15 p.m.

2:30 p.m.

2:45 p.m.

3:00 p.m.

Prune Clematis Like a Pro!
Pruning Demo
Linda Beutler

Pollinators of the
Rogerson Clematis Garden
Linda Beutler

Indoor Gardening:
The Hottest in Lawn and
Garden Retail
Joe Farinacci

Discover the 50% Off Solar
Project USDA REAP Grant
Program
Zachary Peek

Topiary with Bountiful
Farms Nursery Inc.
Todd Nelson

Reduce the Cost of Spraying
Your Nursery
Timothy Schaal

Profiting With Integrated
Pest Management (IPM)
Mary Choate

Soil Health Demo and
the Role of Water
Vance Almquist, Ph.D.

Make Signs People
Will Read
Bridget Behe, Ph.D.

50th
Celebration
Ceremony

Pruning/Topiary
Demo

Retailers' Choice
Awards
Danny Summers

Networking Events

Enjoy complimentary drinks and appetizers!



You're invited! Don't miss these FREE events.

EMERGENT NETWORKING EVENT

WEDNESDAY, AUGUST 23, 3:30-5 p.m., in Lobby A

Support our industry's Emergents!

Join us for this free event open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage as you mingle with the brightest and most enthusiastic faces in the green industry — our future leaders.



Emergent began in 2011 with a handful of eager and talented horticulture professionals and continues to expand year after year.

The conversation continues where it began on the Facebook group, **Emergent: A Group for Growing Professionals**. Check out the ever-expanding community of more than 5,000 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WOMEN IN HORTICULTURE

THURSDAY, AUGUST 24, 3:30-5 p.m., in Lobby A

Join us as we celebrate over 10 years of connecting women in the green industry!

This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender!

Since its inception in 2010, the Women in Horticulture networking event at Farwest has been a place for women to share their experiences, build connections and strengthen career skills. Together, we can build a strong support network for women across the green industry!

Wear your support for Women in Hort

This year's Women in Horticulture shirt is now available for purchase via Bonfire. All proceeds will help provide provisions for this year's networking event. To purchase shirts online, please go to:

FarwestShow.com/Event/Women-In-Horticulture/

Sponsored by:



Other shirt styles and colors available.



WEDNESDAY

THURSDAY

Social Events



FREE and open to all Farwest participants.

HAPPY HOUR — 50TH CELEBRATION PARTY

WEDNESDAY, AUGUST 23, 5-7 p.m., in Lobby A

Let's have a party! Join us to celebrate 50 years of good times! Come to party central to enjoy delicious beverages and free appetizers as you mix and mingle with friends and colleagues to celebrate this great show. Farwest exhibitor booth awards will also be announced during Happy Hour festivities, including the winner of Best of Show! Open to all Farwest participants. ***Cheers to the next 50 years!!!***

PUB CRAWL

**THURSDAY, AUGUST 24, 5 p.m.-Late Night,
starting at Spirit of 77**

Let's hit the town! Socialize and network with new and old friends while snacking and relaxing. Join us on our Farwest Pub Crawl for a fun-filled night of laughter and witty banter.

The merriment starts at Spirit of 77 (500 N.E. Martin Luther King Jr. Blvd., Portland), just a short journey across the street from the Convention Center, where light appetizers will be provided. The first 50 people to Spirit of 77 will receive a complimentary beverage. See Farwest website for the next stop of the evening.

This lively event is not to be missed and is open to all Farwest participants!

Presented by



Sponsored by



WEDNESDAY

THURSDAY



Retailers' Choice Awards



RETAILERS' CHOICE AWARDS
by THE GARDEN CENTER GROUP



JUDGING WEDNESDAY, AUGUST 23

**AWARDS CEREMONY HELD AT THE SOLUTION CENTER
THURSDAY, AUGUST 24 AT 2:45 p.m.**

Calling all trendsetters!

Take part in a journey to uncover hidden treasures as you scour the Farwest Show in search of unique, innovative plants and products with the potential to become bestsellers in the garden center!



Sponsored by The Garden Center Group and hosted by Danny Summers, managing director.

Participating in this talent-scouting mission is easy and fun! Here's how:

- 1. Participating retailers must pre-register.** Go to the Farwest website (www.FarwestShow.com) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday, August 23, Noon:** Meet Danny Summers at the show registration area in Lobby C under the Dragon Boat to receive your guidelines and nominating form.
- 3. Walk the show floor at your pace!** Make note of what catches your eye and what you think your customers will love.
- 4. Reconvene with Danny at 5 p.m. in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday, August 24, 2:45 p.m.:** Danny will announce the winners at the Solution Center stage at the end of aisle 10000 on the trade show floor.

Our awards presentation on Thursday afternoon will recognize products deserving special recognition for their vision, new products retailers plan to add to their inventory and products/services with a new approach to an old formula. You won't want to miss it!

Seminars



**WEDNESDAY, AUGUST 23-
FRIDAY, AUGUST 25**

EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Advance your career and power up your business by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of speakers to share the latest developments, research and business opportunities for growers, retailers, landscapers and business professionals. Ticket holders will hear directly from the thought leaders in our network who are coming up with creative business innovations, launching new technologies and sharing their solutions for fixing our most significant business concerns.

You'll leave feeling refreshed, re-energized and ready to tackle the year ahead.

Registration is required.

Show pass packages are flexible so attendees can go to as few or as many seminars as they would like. Ticket options include:

- All Education pass (3-day, 1-day or ½-day Friday only)
- Pesticide Class pass
- Spanish-Only seminar pass
- Student/Teacher All Education pass.

Go to www.FarwestShow.com and click the "Register" button for rates.

Earn credits for pesticide recertification



Register for a Pesticide Class Pass and earn credits towards your pesticide recertification. The 3-day Pesticide Class Pass may offer up to **10 hours** of recertification credit, while the 1-day pass will fulfill 2 hours of credit. Each Pesticide Class Pass holder will also be able to access the Spanish-only seminars.

Earn your credits

We partner with the following 7 accrediting institutions so you can earn continuing education credits by attending Farwest seminars! Earn your credits in one easy location.

**Be sure to check
the website for
up-to-date
credit information.**



- Oregon Department of Agriculture (ODA)
- Idaho Department of Agriculture (IDA)
- Washington State Department of Agriculture (WSDA)
- California Department of Pesticide Regulation (CDPR)
- Association of Professional Landscape Designers (APLD)
- International Society of Arboriculture (ISA)
- Oregon Landscape Contractors Board (OLCB)

WEDNESDAY

THURSDAY

FRIDAY

WEDNESDAY SEMINARS



Mark your schedule

WEDNESDAY

	Business Trek Pathways for Green Industry Businesses B110	Landscaping Trek Scouting Advice for Design and Maintenance B116	Grower Trek Navigation for Growing Operations B119	Pest Management Trek Guidance for Horticulture Professionals B113
8:30 a.m.	The Art and Science of Pricing Products Bridget Behe, Ph.D.	Job Costing: How to Keep It Simple, and How to Improve Your Results Rich Thiebaud	Biochar in Propagation Substrates: Good or Bad? Ben Hoover, Ph.D.	SPANISH TRANSLATION Crop Protection and Cultural Considerations When Propagating George Grant
9:45 a.m.	20/24 Vision for Garden Retailing Danny Summers	Stressed Out: How to Diagnose, Treat and Avoid Environmental Stress in Landscape Plants Linda Chalker-Scott, Ph.D.	Transforming vs. Evolving: Turn Your Vision into Dramatic, Measurable Results Using Policy Deployment Rick Peters	SPANISH TRANSLATION How to Produce Plants without Pollinator-Harmful Pesticides Sharon Selvaggio Sam Bidwell
11:00 a.m.	FREE KEYNOTE SESSION: How to See Differently Katie Tamony, Chief Marketing Officer, Monrovia Room C123			
12:30 p.m.	Fixing Workplace Conflict Chris Sheesley	Landscape Design: Selecting Plants for Success! Ben Hoover, Ph.D.	SPANISH-ONLY PESTICIDE CLASS Manejo de su operación usando el modelo moderno de Manejo Integrado de Plagas Silvia I. Rondon	
1:30 p.m.	FREE - TWO PART WORKSHOP			
	1:30-2:30 p.m. Succession Planning, Part 1: Introduction to Conservation Easements on Working Lands Ivor Kincaide		2:30-3:30 p.m. Succession Planning, Part 2: Working with an Attorney Maria Schmidtkofer Room C123	
1:45 p.m.		Landscape Zombies! Myths that Refuse to Die Linda Chalker-Scott, Ph.D.	Save Energy, Resources and Money: A Grower Discussion about Efficiency Project Implementation PANEL Hosted by the Energy Trust of Oregon	
2:45 p.m.	H-2A 101: What Your Business Needs to Know Chelsea Ibarra FREE		What Do Washing Dishes and Sanitation for Plant Production Have in Common? George Grant	



8:30-9:30 a.m. | Room B110

BIZ

The Art and Science of Pricing Products

Bridget Behe, Ph.D., Professor Emeritus, Michigan State University

There is more to pricing than simply calculating costs and mark-up. Bridget will discuss some pricing strategies and share some research-based findings on how consumers react to pricing in communications. Price increases are always a concern. The presentation includes some ways for you to consider increasing prices that consumers will accept.



8:30-9:30 a.m. | Room B116

BIZ

Job Costing: How to Keep It Simple, and How to Improve Your Results (Nine Wastes of Landscaping)

Rich Thiebaud, Director of Sales, Landscape Management Network

With more than 25 years of experience, Rich will bring a wealth of knowledge to this seminar giving an overview of the importance of job costing and how to keep it as simple and automated as possible. Most importantly, Rich will give an overview of the nine wastes of landscaping, which are the biggest reasons landscape companies lose efficiency and profitability, and how to snuff those wastes out for good.



8:30-9:30 a.m. | Room B119

Biochar in Propagation Substrates: Good or Bad?

Ben Hoover, Ph.D., Associate Professor of Sustainable Nursery Production, California Polytechnic State University-San Luis Obispo

We will talk briefly about the complexity of biochar, how it performs in propagation substrates, and what role it might play in the future. You'll see root development pictures of cuttings in biochar substrates. We will talk about the guidelines for propagation substrate selection and how biochar fits into the story. The big question: "Is biochar really sustainable?"

WEDNESDAY



Arborists



Breeders

BIZ

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

8:30–9:30 a.m. | Room B113



Crop Protection and Cultural Considerations When Propagating

George Grant, GGSPro Technical Specialist Supervisor, Griffin Greenhouse Supplies

Propagation is a balance between maintaining an environment conducive to young plant production while managing a myriad of insect and disease pests that also thrive in these conditions. We will walk through various cultural, chemical, and biological inputs useful when propagating to ensure an efficiently and cleanly grown product. Strategies discussed during this presentation include moisture management, biological and conventional pesticides for below and above ground pests, cleaning up material using plant dips, sanitation steps, use of plant root stimulants and more!



9:45–10:45 a.m. | Room B110

BIZ

20/24 Vision for Garden Retailing

Danny Summers, Managing Director/Chief Instigator, The Garden Center Group

Garden retailing has experienced major growth in new customers and sales since 2019. As we look forward to 2024, Danny will share insight of the The Group's 150+ Garden Centers performances and the Best Practices Benchmarks from The Group's Annual P&L Studies of 2020, 2021, and 2022 plus additional observations and trends to help you prepare for 2024 — and beyond.



9:45–10:45 a.m. | Room B116



Stressed Out: How to Diagnose, Treat, and Avoid Environmental Stress in Landscape Plants

Linda Chalker-Scott, Ph.D., Professor and Extension Specialist in Urban Horticulture, Washington State University

This seminar will present a diagnostic approach to discovering the cause behind landscape failure. Many landscape plants fail to thrive, or even die, because of avoidable errors in selecting, transplanting, and maintaining trees and shrubs. Without understanding the underlying reason behind landscape failure, homeowners and professionals often resort to pesticides and fertilizers in an unsuccessful attempt to fix the problem. An alternative set of suggested best practices will be presented based on recent and ongoing research, which ultimately will help landscape managers avoid the unnecessary use of chemicals.





9:45-10:45 a.m. | Room B119

Transforming vs. Evolving: Turn Your Vision into Dramatic, Measurable Results Using Policy Deployment



Rick Peters, President, The Peters Company

Every leader faces the challenge of translating vision into results. Most have goals to achieve over the next 3-5 years; the difficulty is converting long-term goals into daily activities that can be measured. Oregon nurseries are using policy deployment (“Hoshin Kanri”) to develop annual improvement targets that align and link with their long-term strategies. The process engages team members at every level. Each person understands how they can impact the organization’s goals. Bring your leadership team for an introduction to this powerful tool. Learn how Robinson Nursery uses policy deployment to transform the business and achieve their mission of “growing people and plants to change the world.”

SPANISH TRANSLATION

9:45-10:45 a.m. | Room B113

How to Produce Plants without Pollinator-Harmful Pesticides: A Look at the Milkweed Study



**Sharon Selvaggio, Pesticide Program Specialist,
Xerces Society for Invertebrate Conservation;**

**Sam Bidwell, Integrated Pest Manager, Log House Plants;
Founder, Sunnyside Sam’s Wholesale**



People across the country are working to help restore monarch butterflies by planting milkweed. A recent study showed that milkweed plants purchased from garden centers across the country contained a wide variety of pesticide residues, putting monarchs at risk. In this seminar, we invite a thoughtful conversation about how nurseries can use practices that result in pollinator-safe plants. We will present the findings and implications of the milkweed study and share examples of how a local nursery, Log House Plants, puts pollinator-safe growing into practice.

12:30-1:30 p.m. | Room B110

Fixing Workplace Conflict



Chris Sheesley, President, In-Accord

You’re surrounded, but don’t give up. Being a member of an organization inevitably places you in situations of conflict, but there are ways to reduce its negative impact on you and your coworkers. The savvy response to the uncomfortable messiness of workplace discord is to develop keener insights and skills. Through this engaging presentation, you’ll gain easy-to-remember and easy-to-apply mindsets and tools to be an effective resolver whether you are a participant or in a position to be helpful to others.



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers



12:30-1:30 p.m. | Room B116

Selecting Plants for Success!

Ben Hoover, Ph.D., Associate Professor of Sustainable Nursery Production, California Polytechnic State University-San Luis Obispo

Millions of plants are purchased and planted every year in the United States. Many of those plants are destined for failure. Selecting the right plants and location for planting them appropriately can increase your credibility, customer base, and profitability. We will talk about making good decisions, communicating your expertise with customers, and benefiting the environment and your company at the same time. FYI: your concept of a native plant might be challenged!



12:30-1:30 p.m. | Room B113

SPANISH ONLY

An Overview of the Oregon IPM Center With a Focus on the New Solve Pest Problems

Silvia I. Rondon, Professor and Extension Entomology Specialist, Oregon State University; Director, Oregon Integrated Pest Management Center

This presentation will provide an overview of the Oregon IPM center with focus on our new Solve Pest Problems. Some unrestricted pesticides information will be mentioned during this presentation.

WEDNESDAY

1:30-3:30 p.m. | Room C123

FREE BIZ  

Succession Planning Workshop, Part 1: Introduction to Conservation Easements on Working Lands

Ivor Kincaide, Farmland Program Director, Oregon Agricultural Trust

A growing number of Oregon farmers and ranchers are conveying easements in exchange for cash or tax benefits to help with succession or business expansion or to make the land more affordable to the next generation. Join Farmland Program Director Ivor Kincaide to learn more about conservation easements on working lands, the benefits of easements, the process of conveying an easement and how an easement can help with farmland succession. He'll discuss Oregon Agricultural Trust (OAT) and the role a Land Trust and other organizations such as NRCS plays in partnering with landholders to protect ag land in perpetuity.



Succession Planning Workshop, Part 2: Working with an Attorney

Maria Schmidkofer, Attorney, Schwabe, Williamson & Wyatt

Join attorney Maria Schmidkofer as she discusses engaging in estate planning early, elements of a successful succession plan and general timeline for implementation. She'll talk through important information that you need to know about your operation to make the process run smoothly, legal tools that can help the succession process and tips for mitigating Oregon's estate tax.



Arborists



Breeders

BIZ

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Retailers



1:45–2:45 p.m. | Room B116



Landscape Zombies! Myths that Refuse to Die

Linda Chalker-Scott, Ph.D., Professor and Extension Specialist in Urban Horticulture, Washington State University

Professional horticulturists want the latest plant and soil science information to use in managing landscapes, but how can you tell what's science, and what's pseudoscience? Landscape professionals can quickly lose their credibility — and cause damage to plants and soil — when they end up promoting products and practices that aren't based on reputable science. This seminar will provide some guidelines for evaluating products and practices based on the most current and relevant scientific information available.



1:45–2:45 p.m. | Room B119



PANEL: Save Energy, Resources and Money: A Grower Discussion about Efficiency Project Implementation hosted by the Energy Trust of Oregon

Moderator: Whitney Rideout, Program Manager, Industry and Agriculture, Energy Trust of Oregon

Panelists: Mark Bigej, Al's Garden & Home; Kyle Fessler, Woodburn Nursery & Azaleas Inc.; TBD, Robinson Nursery Inc.

This panel discussion includes growers and retailers who have improved their bottom line through a wide range of energy efficiency projects, from lighting, to boilers, to watering systems. This discussion will provide real-world insights about these projects, and the results and side benefits you can expect. Representatives from Energy Trust of Oregon, Natural Resources Conservation Service, and the Oregon Department of Energy will be on hand to answer your questions about grants and incentives that can help pay for these projects.

WEDNESDAY



2:45–3:45 p.m. | Room B110



H-2A 101: What Your Business Needs to Know

FREE

Chelsea Ibarra, Deputy General Counsel, másLabor

This session will cover the ins and outs of the H-2A program for growers. The session discusses the program's requirements, barriers to entry, and best practices for employers, including pertinent current events. As the labor landscape continues to be difficult, more and more businesses are turning to H-2A to solve their shortages.



2:45–3:45 p.m. | Room B113



What Do Washing Dishes and Sanitation for Plant Production Have in Common?

George Grant, GGSPRO Technical Specialist Supervisor, Griffin Greenhouse Supplies

Regardless of your standard operating procedures, sanitation is a key factor in having a successful season. Very few management practices have the duality of being preventative, curative, and cost-effective whereas a strong pre-season and mid-season sanitation plan does. For this reason, we strongly focus on maintaining clean production spaces, inputs, and equipment to manage a wide variety of plant-related issues. Surprisingly, there are scenarios we run into in our daily lives that overlap with plant production such as washing dirty dishes. We will use these common scenarios to help demonstrate the cultural and chemical steps necessary for effective sanitation.

THURSDAY SEMINARS



Mark your schedule

	Business Trek Pathways for Green Industry Businesses B110	Landscaping Trek Scouting Advice for Design and Maintenance B116	Grower Trek Navigation for Growing Operations B119	Pest Management Trek Guidance for Horticulture Professionals B113
8:30 a.m.	10 Effective Ways to Communicate the Value of Your Products Katie Tamony	People Plants and Backyard: An Exploration of How and Why We Interpret Urban Landscapes Alan Shay	Soil Oxygen: The Real Limiting Factor For Trees Wei Zhang, Ph.D.	SPANISH TRANSLATION Biopesticide Art-of-Use in Integrated Pest Management Maryna Serdani
9:45 a.m.	The Shoppers Journey Bridget Behe, Ph.D.	The UC Landscape Plants Irrigation Trials (Part One) Lorence Loki, Ph.D.	Trial Garden Report: Best in New Annuals and Perennials for Spring 2024 Allison Pennell	SPANISH TRANSLATION Phytophthora Root Rot: Understanding a Complex Problem Jerry Weiland, Ph.D.
11:00 a.m.				Green Pests that Plague Production: Algae, Moss, Liverworts and Nostoc Ann Chase, Ph.D.
12:30 p.m.			SPANISH ONLY: Definir y desarrollar su cultura para crear un equipo exitoso Elizabeth Peña	Butterfly Bush: Sterility and Availability Ryan Contreras, Ph.D. Kara Mills, Ph.D.
1:30 p.m.	Marketing to Capture Consumers Environmental Focused Purchasing Habits Andony Melathopoulos, Ph.D.	The Climate Ready Landscape Plants Project (Part Two) Lorence Loki, Ph.D.		
2:30 p.m.			Above and Under-ground Partners: What Urban Trees are Missing Wei Zhang, Ph.D.	Pesticides and Water Quality Kathryn Rifenburg David Gruen



THURSDAY



8:30–9:30 a.m. | Room B110



10 Effective Ways to Communicate the Value of Your Products

Katie Tamony, Chief Marketing Officer, Monrovia Nursery Company and Former Editor-in-Chief of Sunset Magazine and Sunset Books

In this seminar, Katie will present 10 effective ways to communicate the value of your products or services to a demanding consumer in today’s market. Using examples from Monrovia and other premium brands, Katie will share insights and success stories that will help you retain customers in the long term and grow your perceived value.



8:30–9:30 a.m. | Room B116



People, Plants and a Backyard: An Exploration of How and Why We Interpret Urban Landscapes the Way We Do

Alan Shay, Senior Instructor, Horticulture Department, Oregon State University

In this presentation, we will examine the cultural heritage that can lead to landscapes being managed in a particular fashion. Does it make sense to prioritize aesthetics over functionality in a world of climate change and rapidly diminishing resources? How is it possible to design landscapes sensibly, that look good and still make a profit? It’s all about education.



8:30–9:30 a.m. | Room B119



Soil Oxygen: The Real Limiting Factor for Trees

Wei Zhang, Ph.D., Vice President of Research and Development, Zynnovation LLC

This presentation answers common questions, such as: Why do we have to water trees so often? Why can’t we supply them with one year’s water supply at a time? Why don’t roots grow deep? Why is compacted soil bad for urban trees? Why is volcano mulching bad for trees while leaf piling against tree trunks in natural forests is good? Why is deicing salt bad for plants? What makes the space under sidewalks so attractive to tree roots? All of these problems have one factor in common: soil oxygen! Join us for live demonstrations throughout the seminar.

THURSDAY



Arborists



Breeders

BIZ

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

8:30–9:30 a.m. | Room B113

Biopesticide Art-of-Use in Integrated Pest Management



Maryna Serdani, Product Development and Technical Service Manager, ProFarm

The use of biopesticides can form a very valuable part of an integrated pest management (IPM) program. However, it is critical to understand how these products are best used to optimize their efficiency as well as those of other inputs, such as classical biological control agents and conventional pesticides. In this presentation, I will cover the various types of biopesticides, their art-of-use, how they fit into an IPM program, and introduce some of the biopesticides from ProFarm (formerly Marrone Bio Innovations) that are available to growers.

9:45–10:45 a.m. | Room B110

The Shopper's Journey



Bridget Behe, Ph.D., Professor Emeritus, Michigan State University

Recent studies with real consumers in both the lab and retail environment give great insight into how consumers shop in the store. This presentation is packed with helpful tips to create more shoppable displays and merchandising information to generate higher sales.

9:45–10:45 a.m. | Room B116

The UC Landscape Plants Irrigation Trials: Part One



Lorence Oki, Ph.D., Specialist in Cooperative Extension, University of California, Davis

The University of California Landscape Plants Irrigation Trials project evaluates performance of plants exposed to three different irrigation treatments based on evapotranspiration (ET_o). The data collected leads to recommendations for irrigating those plants that are used by landscape designers and architects to design landscapes that comply with California water conservation regulations. This project started in 2004 as a graduate student research project, was expanded periodically, and then duplicated at the UC South Coast Research and Extension Center in 2017. We will discuss plant lists, data collected, irrigation recommendations, and project background.

9:45–10:45 a.m. | Room B119

Trial Garden Report: Best in New Annuals and Perennials for Spring 2024



Allison Pennell, Sales Representative and Horticulturalist, McHutchison Horticultural Distributors

This session will report on new introductions from trial gardens across the country. Annuals and perennials from your favorite breeders will be the focus. Ali will share garden performance results from trial sites to help you decide what to add to your own production plans for 2024. This session's focus is on spring and summer selling crops. Breeders covered will include: Dummen Orange, SelectaOne, Syngenta, Danziger, Ball, Pan American Seed, Westhoff, Terra Nova Nurseries, Sakata, Think Plants and more!



Phytophthora Root Rot: Understanding a Complex Problem



Jerry Weiland, Ph.D., Research Plant Pathologist, USDA-Agricultural Research Service

Phytophthora root rot has been a persistent problem in the nursery industry for almost 100 years. Yet despite decades of research, there has been little progress in improving control of this disease. This session will explain why root rot has become more difficult to control over time and will cover the latest research on pathogen biology and fungicide management. Case studies will be used to illustrate the consequences of nursery production decisions on overall disease control and management recommendations will be provided.

11:00 a.m.-Noon | Room B113



Green Pests that Plague Production: Algae, Moss, Liverworts and Nostoc

Ann Chase, Ph.D., Co-founder, Chase Agricultural Consulting

Dr. Chase will start with an overview of the most common green pests from algae and Nostoc (blue-green algae) and moss to liverworts. She will share how these pests become problems in plant production including where they come from and how we make them worse. The final section will review the products that are used to prevent or control them from herbicides to disinfectants and even biologicals. Knowing which products work best in the greenhouse or nursery, as well as what your legal options include, will be covered.

12:30-1:30 p.m. | Room B119



Defining and Building Your Culture to Create a Thriving Team

Elizabeth Peña, Value Stream Leader, Peoria Gardens Inc.

SPANISH ONLY



A culture is how you solve problems and how you behave toward others. You must strike a balance between knowledge and behaviors, between head and heart. If you want your team to thrive, you must first define your culture, then do the important work of building your culture into everything you do together. You are invited to learn how Peoria Gardens, a second-generation greenhouse in Albany, Oregon, defined their culture, then built that culture into a business that continues to be recognized as one of the best places to work in the horticulture industry.



Arborists



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Retailers



12:30-1:30 p.m. | Room B113



Butterfly Bush: Sterility and Availability

Co-Presenters: Ryan Contreras, Ph.D., Associate Department Head and Professor, Oregon State University;

Kara Mills, Lead Horticulturist, Oregon Department of Agriculture

OSU has conducted extensive research to evaluate nearly three dozen cultivars for their seedling production and attraction to pollinators. This work has identified the relative fecundity of all selections within the context of current regulation for Buddleja. The Oregon Department of Agriculture will describe how butterfly bush is currently regulated and forecast the future of these regulations in light of new data.



1:30-2:30 p.m. | Room B110



Marketing to Capture Consumers' Environmental-Focused Purchasing Habits

Andony Melathopoulos, Associate Professor, Pollinator Health Program, Oregon State University

There is considerable "buzz" about Millennial-aged consumers and the shift in their plant buying preferences. Analysts have suggested that Millennials are inclined to purchasing that will support a cause, and that they value additional environmental or social benefits. In this seminar, Andony will talk about research to specify how pollinator benefits should be displayed on plant labels and some strategies to maximize the benefits of different nursery plants to pollinators.



1:30-2:30 p.m. | Room B116



The Climate Ready Landscape Plants Project: Part Two

Lorence Oki, Ph.D., Specialist in Cooperative Extension, University of California, Davis

The University of California Landscape Plants Irrigation Trials project evaluates performance of plants exposed to three different irrigation treatments based on evapotranspiration (ET_o). The data collected leads to recommendations for irrigating those plants that are used by landscape designers and architects to design landscapes that comply with California water conservation regulations. This project started in 2004 as a graduate student research project, was expanded periodically, and then duplicated at the UC South Coast Research and Extension Center in 2017. The project, which recently expanded to the University of Washington, Oregon State University, Utah State University and the University of Arizona, facilitates the comparison of plant performance in response to deficit irrigation treatments across the western region of the U.S. We will discuss plant lists, data collected, irrigation recommendations and project background.

THURSDAY



Arborists



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Landscapeers



Municipalities



Pesticide Recertification



Sustainability



Retailers



Marketing



Seminarios en Español

Más información en la página 28

THURSDAY



2:30–3:30 p.m. | Room B119



Above- and Under-ground Partners: What Urban Trees are Missing

Wei Zhang, Ph.D., Vice President of Research and Development, Zynnovation LLC

Trees in the forests live with their family and friends. Above the ground, young trees are protected by mature trees against extreme weather conditions such as scorching sunlight, damaging wind, and extreme cold. Equally, and maybe more important than the above ground partners, the underground partners; insects, worms, and root and soil microbiome, is critical for the survival and thrive of the baby trees. How can we expect turban trees to survive and thrive with compacted soils, excess stormwater runoff, salt, pollution, insecticides, herbicides, fungicides and more.



2:30–3:30 p.m. | Room B113



Pesticides and Water Quality


Co-Presenters: Kathryn Rifenburg, Pesticide Stewardship Partnership Coordinator, Oregon Department of Agriculture (ODA);

David Gruen, Columbia River Coordinator, Oregon Department of Environmental Quality



The Pesticide Stewardship Partnerships (PSP) program is a locally led, voluntary program to identify potential concerns and improve water quality affected by pesticide use. Partnerships combine local expertise and water quality sampling results to encourage voluntary changes in pesticide use and management practices. This presentation will give recommendations for keeping pesticides on site and protecting water quality and regional biocontrol projects happening around the state.

FRIDAY SEMINARS

 Mark your schedule

	Business Trek Pathways for Green Industry Businesses B110	Grower Trek Navigation for Growing Operations B119	Pest Management Trek IPM Guidance for Horticulture Professionals B113
8:30 a.m.	Values as a Business Model: The Story of Botanical Interests Curtis Jones	Mycorrhizae: Benefits and Use in Grower Operations and the Landscape Jason Padden	SPANISH TRANSLATION Biopesticides: The Ideal Team Players in Plant Health Programs with a Focus on Biofungicides Michael Brownbridge
9:45 a.m.	H-2A Drop-in Office Hours Chelsea Ibarra FREE	A Plantsman's Notebook: New Plants and Reminders of Some 'Smokers' We Nearly Forgot About Nicholas Staddon	SPANISH TRANSLATION Flathead Borers in Nursery and Orchards Melissa Scherr



8:30–9:30 a.m. | Room B110



Values as a Business Model: The Story of Botanical Interests

Curtis Jones, Co-founder and Former Co-owner/President, Botanical Interests Inc.

The co-founder and former co-owner/president of Botanical Interests Inc., Curtis Jones, speaks out about how his and his business partner Judy Seaborn's personal values influenced the success of Botanical Interests seeds in a stagnant seed packet market, changing the direction of packaging in horticulture. Curtis will describe the new and unique direction Botanical Interests has taken in order to further educate the gardener, increase brand loyalty, and support their retail stores. During the presentation, Curtis might sneak in a funny or harrowing story about the 28-year journey they experienced.



8:30–9:30 a.m. | Room B119



Mycorrhizae: Benefits and Use in Grower Operations and the Landscape

Jason Padden, Sales Account Manager, Mycorrhizal Applications

Explore the science behind beneficial mycorrhizal fungi, with a focus on how growers and landscapers may utilize the power of mycorrhizae in their operations. Participants will learn how the addition of mycorrhizal inoculant products helps plants increase their efficiency of water use, nutrient uptake, and boost other plant health treatments. We will discuss how these benefits reduce plant loss by increasing plant vigor helping to grow hardier while saving time and money. Mycorrhizal inoculants have been used in sustainable growing systems for decades. Those that use them have been able to reduce the stress to both the plants they are growing and themselves.



8:30–9:30 a.m. | Room B113



Biopesticides: The Ideal Team Players in Plant Health Programs with a Focus on Biofungicides

Michael Brownbridge, Ph.D., Biological Program Manager, Plant Diseases, BioWorks Inc.

In North America, moves to adopt more biological inputs in plant production are driven by issues with pesticide resistance, market trends and restrictive re-entry intervals. This is where biopesticides can help. Their unique modes of action bring value in resistance management. The fact that they are derived from natural sources makes them more acceptable to consumers, and their safety means they can be applied with minimal disruption to day-to-day crop management activities. Yet there are still many misconceptions around what biopesticides are, their efficacy, and where and how they can be used. This presentation focuses on the use of biofungicides and their effective positioning in plant health programs.



9:45–10:45 a.m. | Room B110



H-2A Drop-in!

Chelsea Ibarra, Deputy General Counsel, Más Labor H-2A

Drop-in! Stop by at any time during this hour — no appointment necessary — to ask our in-house expert questions about H-2A. This is a great opportunity if you missed the Thursday seminar or had additional questions not answered yesterday.



9:45–10:45 a.m. | Room B119



A Plantsman’s Notebook: New Plants and a Reminder of Some ‘Smokers’ We Often Forget About

Nicholas Staddon, Company Spokesman/Plantsman, Everde Growers

In this session, we will look at a number of new plants that have appeared on the marketplace in recent years. There will be something for everyone, trees, shrubs, perennials, and a few surprises! Staddon will also nudge our memories on a few of the great plants from the past. Nicholas will cover a few of the notable trends he believes hold water for us. As always, he is an avid reader and will share a few choice titles with the audience. With terrific pictures, supported by an informative and humorous narrative, this session is not to be missed if you are into plants.



9:45–10:45 a.m. | Room B113



Flathead Borers in Nursery and Orchards

Melissa Scherr, Ph.D., Research Associate, Nursery Crops, Oregon State University Extension

Flathead borers can be serious pests of nursery trees and tree nut and fruit crops in the Pacific Northwest. In particular, two flathead borers in the genus *Chrysobothris* — *C. femorata* (flatheaded apple tree borer) and *C. mali* (Pacific flatheaded borer) — contribute damage in many different deciduous trees and shrubs grown commercially, weakening or even killing trees by girdling the trunk or branches. A third species, *C. nixa*, attacks cedar and juniper nursery trees. The flatheaded apple tree borer is a common pest in the Eastern and Central United States, while the Pacific flatheaded borer and flatheaded cedar borer are only found west of the Rockies. The Pacific Northwest region is home to all three species.

FRIDAY

Seminarios en Español

SPANISH TRANSLATION OFFERED SEMINARS

MIÉRCOLES, 23 DE AGOSTO

8:30–9:30 a.m. | Salón B113



Protección de cultivos y consideraciones culturales que deben tomarse en cuenta al momento de la propagación

George Grant, Supervisor Técnico Especialista de GGSPRO, Griffin Greenhouse Supplies

La propagación consiste en un equilibrio entre mantener un ambiente propicio para la producción de plantas jóvenes y al mismo tiempo controlar una infinidad de plagas de insectos y enfermedades que también favorecen estas condiciones. Hablaremos sobre diversos aportes culturales, químicos y biológicos que resultan útiles al momento de la propagación para garantizar un producto eficaz y cultivado de forma limpia. Las estrategias abordadas durante esta presentación incluyen el control de la humedad, pesticidas biológicos y convencionales para las plagas que se encuentran sobre y debajo del suelo, materiales de limpieza mediante inmersión de plantas, etapas de saneamiento, uso de estimulantes de raíces de plantas, entre otras.

9:45–10:45 a.m. | Salón B113



Cómo producir plantas sin usar pesticidas dañinos para los polinizadores: ¿por qué es importante y cómo lo está logrando un vivero de Oregon?

Sharon Selvaggio, especialista del Programa de pesticidas, Xerces Society for Invertebrate Conservation

Sam Bidwell, encargado del Control Integrado de Plagas, Log House Plants; Fundador, Sunnyside Sam's Wholesale

Personas de todo el país están trabajando para ayudar en la conservación de las mariposas monarca mediante la plantación de algodoncillo. Un estudio reciente mostró que las plantas de algodoncillo adquiridas en viveros de todo el país contenían una amplia variedad de residuos de pesticidas, lo cual pone en riesgo a las mariposas monarca. En este seminario, los invitamos a tener una conversación reflexiva sobre cómo los viveros pueden implementar prácticas que den como resultado plantas que sean seguras para los polinizadores. Presentaremos los hallazgos y las implicaciones del estudio de algodoncillo y daremos ejemplos de cómo un vivero local, Log House Plants, pone en práctica el cultivo seguro de polinizadores.



Arboristas



Cultivadores

BIZ Practicas Empresariales



Diseñadores



Agricultores



Aprendizaje Interactivo



Paisajistas



Municipalidades



Recertificación para el uso de pesticidas



Sostenibilidad



Vendedores minoristas



Márketing



12:30-1:30 p.m. | Salón B113

Manejo de su operación usando el modelo moderno de Manejo Integrado de Plagas

Silvia Rondon, Ph.D., Profesora Entomóloga y Directora del Centro de Manejo Integrado de Plagas de Oregón, Universidad Estatal de Oregón

Esta presentación ofrecerá una introducción al concepto moderno de Manejo Integrado de Plagas (MIP), y como el balance de los diferentes componentes incrementan la producción y la productividad. También presentará como las diferentes plataformas del Centro de MIP puede ayudar a mejorar nuestras decisiones para controlar plagas.

JUEVES, 24 DE AGOSTO

8:30-10:30 a.m. | Salón B113



Técnica de uso de biopesticidas en el Control Integrado de Plagas (Integrated Pest Management, IPM)

Maryna Serdani, gestor de Servicios técnicos y desarrollo de productos, ProFarm

El uso de biopesticidas puede constituir una parte muy importante de un programa de Control Integrado de Plagas. Sin embargo, es fundamental entender cuál es la mejor manera de utilizar estos productos para optimizar su eficacia, así como la de otros insumos, como los agentes de control biológico clásicos y los pesticidas convencionales. En esta presentación, Myrna abordará los diversos tipos de biopesticidas, su técnica de uso y cómo se adaptan a un programa de IPM; además, presentará algunos de los biopesticidas de ProFarm (anteriormente conocido como Marrone Bio Innovations) que están disponibles para los cultivadores.



9:45-10:45 a.m. | Salón B113



Pudrición de las raíces debido a Phytophthora: entendamos un problema complejo

Dr. Jerry Weiland, patólogo de plantas de investigación, Servicio de investigación agrícola de la USDA

La pudrición de las raíces debido al Phytophthora ha constituido un problema constante en la industria de los viveros durante casi 100 años. Sin embargo, a pesar de décadas de investigación, ha habido pocos avances en la mejora del control de esta enfermedad. En esta sesión explicaremos por qué con el paso del tiempo la pudrición de las raíces se ha vuelto un problema cada vez más difícil de controlar y hablaremos de las últimas investigaciones sobre la biología de patógenos y el manejo de fungicidas. Nos basaremos en estudios de casos para ilustrar las consecuencias de las decisiones de producción de los viveros sobre el control general de enfermedades y daremos recomendaciones para su manejo.



JUEVES



12:30–1:30 p.m. | Salón B119

Definir y desarrollar su cultura para crear un equipo exitoso



Elizabeth Peña, Lider de Flujo de Valor, Peoria Gardens Inc.

Una cultura es la forma en que resuelve problemas y se comporta con las demás personas. Debe alcanzar el equilibrio entre el conocimiento y el comportamiento, entre la cabeza y el corazón. Si quiere que su equipo prospere, primero debe definir su cultura y después llevar a cabo la importante tarea de incorporar su cultura en todo lo que hacen juntos. Le invitamos a descubrir cómo Peoria Gardens, un vivero de segunda generación en Albany, Oregon, definió su cultura y luego incorporó esa cultura en una empresa que sigue siendo reconocida como uno de los mejores lugares para trabajar en el sector de la horticultura.

VIERNES, 25 DE AGOSTO

8:30–9:30 a.m. | Salón B113



Biopesticidas: los elementos ideales en los programas de salud de las plantas con un enfoque en los biofungicidas

Michael Brownbridge, Ph.D., gestor del Programa Biológico, Enfermedades de las plantas, BioWorks Inc.

En Norteamérica, las acciones para adoptar más insumos biológicos en la producción de plantas están impulsadas por problemas asociados con la resistencia a los pesticidas, las tendencias del mercado y los intervalos de entrada restringidos (Restricted Entry Intervals, REI). Es aquí donde los biopesticidas pueden resultar útiles. Sus modos de acción únicos aportan valor en el control de la resistencia; el hecho de que se deriven de fuentes naturales los hace más aceptables para los consumidores; además, la seguridad que brindan significa que pueden aplicarse con una interrupción mínima en las actividades diarias de control de cultivos. Sin embargo, todavía existen muchas ideas equivocadas sobre qué son los biopesticidas, su eficacia y dónde y cómo se pueden utilizar. Esta presentación se centra en el uso de los biofungicidas y su posicionamiento eficaz en los programas de salud de las plantas.



9:45–10:45 a.m. | Salón B113



Barrenillos de cabeza aplanada en viveros y huertos de árboles frutales

Melissa Scherr, Ph.D., investigadora asociada, cultivos en viveros, Extensión de la Universidad Estatal de Oregon

Los barrenillos de cabeza aplanada pueden constituir plagas graves en árboles de viveros y cultivos de frutos y nueces de árboles en el noroeste del Pacífico. En particular, dos barrenillos de cabeza aplanada del género *Chrysobothris*: *C. femorata* (barrenillo de cabeza aplanada presente en los manzanos) y *C. mali* (barrenillo de cabeza aplanada del Pacífico), contribuyen al daño de muchos árboles caducifolios distintos y arbustos cultivados comercialmente, lo que debilita o incluso mata a los árboles al dejar sin corteza el tronco o las ramas. Una tercera especie: *C. nixa*, ataca a los viveros de cedros y juníperos. El barrenillo de cabeza aplanada presente en los manzanos es una plaga común en el este y centro de los Estados Unidos, mientras que el barrenillo de cabeza aplanada del Pacífico y el barrenillo de cabeza aplanada presente en los cedros solo se encuentran en el oeste de las Montañas Rocosas. La región del noroeste del Pacífico es el hogar de estas tres especies.



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