

# WEDNESDAY Seminary

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WEDNESDAY

<p><b>Dealing with Opposing Personalities: Employees, Customers and More!</b> Anne Obarski</p> <p><b>B110</b></p>	<p><b>Who Put Those Naked Ladies in My Garden?</b> Dr. Allan M. Armitage</p> <p><b>B114</b></p>	<p><b>USDA Certified ORGANIC Landscape Trees: The How and Why of Being the First</b> Steve Black</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: Not All Mites Are Spider Mites: Bio Control of Broad, Russet and Cyclamen Mites</b> Kelly Vance</p> <p><b>B119</b></p>
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<p><b>What's Your Pink Pig? How to Feed and Nurture Your Competitive Advantage!</b> Anne Obarski</p> <p><b>B110</b></p>	<p><b>Creating a Profit with Garden Center Workshops</b> Tina Bemis</p> <p><b>B114</b></p>	<p><b>PANEL DISCUSSION: Automating and Innovating Tree Monitoring Techniques for the Nursery, Arborist, and Forester</b> Moderated by Matthieu Vollmer &amp; Benjamin Meyers</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: Bees: A Four-Letter Word, or an Opportunity for Landscapers and Nurseries?</b> Andony Melathopoulos</p> <p><b>B119</b></p>
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**FREE**

**KEYNOTE ADDRESS**

**Leading the Way: A New Approach to American Immigration**  
Ali Noorani

**A105**

<p><b>Introducing the 2019 Garden Trends</b> Katie Dubow</p> <p><b>B110</b></p>	<p><b>SPANISH ONLY: Irrigation Efficacy and Management in Nursery Crops</b> Dr. Luisa Santamaria</p> <p><b>B115</b></p>	<p><b>FREE</b></p> <p><b>PANEL DISCUSSION: Will the Green Industry Survive the Labor Crisis?</b> Moderated by Jeff Stone</p> <p><b>A105</b></p>
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<p><b>Do We Need More 'New' Perennials When We Are Just Getting Used to the 'Old' Ones?</b> Dr. Allan M. Armitage</p> <p><b>B114</b></p>	<p><b>Water: It's Your Business, Keep It Safe.</b> Bob Long</p> <p><b>B119</b></p>
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<p><b>Look Ma, No Box: E-Commerce for the Local IGC and Their Grower</b> Sid Raisch</p> <p><b>B110</b></p>	<p><b>FREE</b></p> <p><b>PANEL DISCUSSION: Timelines to Market</b> GWA: The Association for Garden Communicators Moderated by Mary Kate Mackey</p> <p><b>B115</b></p>
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**8:30–9:30am | Room B110**



### Dealing with Opposing Personalities: Employees, Customers and More!

**Anne Obarski — CEO, Merchandise Concepts**

Have you ever thought, “Running a business would be easy if I didn’t have to deal with people”? Determine why some people step on your last nerve and what to do about it. Learn strategies to deal with employees or customers who are upset and how to turn them into your word-of-mouth sales team!



**8:30–9:30am | Room B114**



### Who Put Those Naked Ladies in My Garden?

**Dr. Allan M. Armitage — Professor Emeritus, Horticulture, University of Georgia**

As an industry, we get too focused on the soil, the fertilizer, the design and the function without realizing people want to have fun with our plants. To most consumers, plants provide pleasure and function—people don’t want to be serious about them. Perhaps we need to feed this lighter side of what we do when we talk about plants to our staff and to customers. We can sell, market and enjoy our plants if we can tell a few stories that make others smile. Is there really a “wort” anyway? Speaking of... does a toad lily really cause warts? “Tell me the facts, I forget. Tell me the story, I remember.”



**8:30–9:30am | Room B115**



### USDA-Certified Organic Landscape Trees: The How and Why of Being the First

**Steve Black — Owner and Operator of Raemelton Farm**

In 2015, Raemelton Farm became the first and only nursery in the United States to sell USDA-certified organic B&B trees. The organic market is no longer a hippie thing, and cost-efficient organic ornamental production requires cutting-edge science and technology. This presentation will explain the marketing value of going organic, as well as the financial rationale. Organic field production requires very different cultural practices, recordkeeping and management. This talk will cover Raemelton’s techniques for pest and weed control, soil conservation and farm management.

WEDNESDAY



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



Retailers



Urban Foresters



**Not All Mites Are Spider Mites: Bio Control of Broad, Russet and Cyclamen Mites**

**Kelly Vance — IPM Specialist, Beneficial Insectary**

Whether it's broad mites in begonias, cyclamen mites in begonias or russet mites in tomatoes, these "micro mites" can cause serious damage to many crops. With most averaging 1/100th of an inch, these mites can infest crops before many growers even notice the damage. In this session, we'll cover basic biology on the key mites that threaten crops in the Pacific Northwest, inspection and quarantine of incoming plant material, scouting crops for early warning signs and biological control programs focusing on prevention of these destructive, yet commonly overlooked, pests.



**9:45–10:45am | Room B110**



**What's Your Pink Pig? How to Feed and Nurture Your Competitive Advantage!**

**Anne Obarski — CEO, Merchandise Concepts**

Marketing, service and creating the ideal customer experience are all essential parts of any successful business. But what is it that really sets your company apart from the competition? Learn how creating and marketing a "contagious experience" for your customers will drive them to your business the first time—and then encourage them to return and spread the word along the way.

WEDNESDAY



**9:45–10:45am | Room B114**



**Creating a Profit with Garden Center Workshops**

**Tina Bemis — Co-Owner, Bemis Farms Nursery and That Workshop Woman**

Does the idea of 150 additional customers purchasing your leftover tulips and daffodils on a cold, rainy Sunday in November get your heart racing? How about always selling down the last 5 percent of annuals, where most of your profit is? If so, then maybe it's time to offer workshops. The secret to success at a small, New England garden center is not just profiting from the workshop itself. Learn their whole strategy and how it will provide your customers with a newfound feeling of creativity and a fierce and enduring loyalty to your business. Attendees will receive a copy of Tina's book on workshops.





9:45-10:45am | Room B115



### Panel Discussion: Automating and Innovating Tree Monitoring Techniques for the Nursery, Arborist, and Forester

Jill Calabro, Ph.D.; Chuck Cannon, Ph.D.; Paul Doruska, Ph.D.; Tom Fernandez, Ph.D.

Moderators: Benjamin Meyers; Matthieu Vollmer, MBA

This stacked panel of experts will plunge into the current and potential application of exciting new technologies showing promise in automating and innovating the management of nursery stock, and other environments including arboretums and forest stands. New technologies explored during this seminar include drone-based observation and sampling, canopy robotics and a variety of radio-frequency identification (RFID) applications. Panelists will address the need for RFID amidst compressed profit margins and labor challenges and will reveal the power of strategic software and RFID integrations.

### PESTICIDE CLASS

9:45-10:45am | Room B119



### Bees: A Four-Letter Word, or an Opportunity for Landscapers and Nurseries?



Andony Melathopoulos — Assistant Professor, Oregon State University



Concerns around bee health over the past decade have been widely felt across horticulture industries. This seminar focuses on practical steps to safely use pesticides around pollinators and tips for how to market your services and products around bee health in a profit-driven

manner. This talk will also outline an initiative in Oregon to showcase horticultural industries to consumers as bee-friendly — the Showcase Farm and Oregon Innovators program.

### KEYNOTE SPEAKER

11am-12pm | Room A105

FREE



### Leading the Way: A New Approach to American Immigration

Ali Noorani — Executive Director, National Immigration Forum



The labor crisis is the single biggest threat to the nursery industry. Come listen and engage with the guy that goes one-on-one with FOX News and the major networks on immigration. Get a peek behind the curtain on the future of immigration reform that you cannot get anywhere else.

Ali will illustrate the National Immigration Forum's work with leaders representing "Bibles, badges and business" — that's conservative and moderate faith communities, law enforcement and business — Ali will discuss the value and importance of immigrants to the American economy and various industries, including the agricultural sector. He will discuss how local communities and economies across the U.S. benefit from immigrants, and the cultural and political context of today's immigration debate.

WEDNESDAY



12:30-1:30pm | Room B110



### Introducing the 2019 Garden Trends

**Katie Dubow — Creative Director, Garden Media Group**

Why should you care about trends? It's simple. Trends drive consumers and consumers drive sales. This year, Farwest is the place to watch for emerging trends. Since 2001, Garden Media Group has been trend watching. Join global trendspotter Katie Dubow and learn how to apply new research and inside information to help you grow your business and stay relevant. When you're ahead of the curve, your company becomes a trendsetter and you become the go-to place for what's new whether you are a breeder, grower or retailer.



12:30-1:30pm | Room B115



### Irrigation Efficacy and Management in Nursery Crops

**Dr. Luisa Santamaria — Extension Plant Pathologist & Bilingual Educator, NWREC, Oregon State University**

Water use is one of the major concerns for the nursery industry. Efficient and effective water use will provide positive outcomes such as improved plant quality, increased uniformity, reduced water requirements, disease prevention and associated cost savings. This presentation will review types of irrigation appropriate to different production systems, water supply and water quality. Participants will be aware of the importance of building strategies to best manage irrigation and conserve water.

WEDNESDAY



12:30-1:30pm | Room A105

FREE



### Panel Discussion: Will the Green Industry Survive the Labor Crisis?

**Moderated by Jeff Stone — Executive Director of Oregon Association of Nurseries**

The lack of available labor is at a crisis point. The nursery industry is at risk and the political climate is volatile. National and regional experts dive into what can be done, what visas may emerge from Congress and the severe challenges that are ahead for the green industry. Come hear the gritty reality and get a peek behind the curtain of what efforts are being made to help the nursery and greenhouse industry survive.



1:30-2:30pm | Room B114



### Do We Need More 'New' Perennials When We Are Just Getting Used to the 'Old' Ones?

**Dr. Allan M. Armitage — Professor Emeritus, Horticulture, University of Georgia**



Dr. A will chat about trends in the marketplace including the importance of annuals and perennials as well as some shrubs (after all, *Deutzia* and hydrangeas are perennials, aren't they?). He will look at some of the tried and true choices, as well as what the breeders are excited about. He may be all over the map, but it should be an interesting trip.



Arborists



Breeders



BIZ Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



Retailers



Urban Foresters





1:30-2:30pm | Room B119



### Water: It's Your Business, Keep It Safe

**Bob Long — Senior Hydrogeologist and Certified Water Rights Examiner, CwM-H2O, LLC**

According to the Oregon Water Congress, water rights increase the value of agricultural property by up to four times when compared to land without water rights. Acquiring and maintaining water rights is an important property right for nursery owners. However, the rules that govern water use in Oregon can be convoluted and confusing to the end user whose business depends on the water right they hold. This seminar presents an overview of Oregon water rights—how to apply for them, maintain them and transfer the use of water from one property to another. Case studies and real water rights situations will be used to demonstrate acquisition and permit compliance for common water rights issues.



2:30-3:30pm | Room B110

BIZ

### Look Ma, No Box: E-Commerce for the Local IGC and Their Grower

**Sid Raisch — Consultant for The Garden Center Group, and President & CEO of Bower & Branch**

E-commerce is about LOCAL pickup, delivery and planting of high quality plants, more than it is about shipping junky plants in a cardboard box.

This seminar will address topics such as:

- Why people already buy plants they haven't seen in person.
- Why your customers buy when you're closed and what you can do about it.
- Why your customers are already Amazon customers and how to keep them.
- Why box stores could become irrelevant to plant buyers and how to make it so.
- Why not sell online? Let us count the reasons and excuses before you run out of time.
- Why the "e-commerce experience" can be even better.



2:30-3:30pm | Room B115

FREE



### Panel Discussion: Timelines to Market

**GWA The Association for Garden Communicators  
Moderated by Mary Kate Mackey**



Marketing timelines are essential for the successful introduction of new plants. But often, these timelines are not known by all those who assist in bringing plants to market. This panel of expert GWA and OAN members will share tips and timelines for growers about a variety of plant introductions. The presentation will also help garden communicators understand the years/decades it takes to develop new plants and share the schedule information that those in the media need to know when preparing articles, blogs or ad promotions. Determining demand, defining the audience, identifying media outlets' requirements and timing the launch are as important as producing quantities of unique, top-quality plants to match market needs.

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	<p><b>Events vs. Promotions: Telling the Story of Your Garden Center</b> Tina Bemis</p> <p><b>B110</b></p>	<p><b>Driving Foot Traffic for Green Industry Retailers with Digital Marketing</b> Jack Jostes</p> <p><b>B114</b></p>	<p><b>Gardening With Ferns</b> Richie Steffen</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: Let's Drift Apart: The Issue of Stacked Gene Crop Spraying for Nursery</b> Dr. Hannah Mathers</p> <p><b>B119</b></p>
	<p><b>Indoor Gardening: Gardening and Plantscaping Under Lights</b> Leslie Halleck</p> <p><b>B110</b></p>	<p><b>Why Employees Leave You and What You Can Do About It</b> Kyle Peterson</p> <p><b>B114</b></p>	<p><b>Get New, Stand Out</b> Maria Zampini</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: The Aim Game: Intelligent Spray System Technology for Nurseries</b> Robin Rosetta</p> <p><b>B119</b></p>
	<p><b>FREE</b></p> <p><b>Family Forged: Succession Planning for the Real World</b> Michael Stolp</p> <p><b>B115</b></p>			
	<p><b>Plants with Purpose: How to Pick Plants that Get the Job Done Beautifully</b> Darcy Daniels</p> <p><b>B110</b></p>	<p><b>SPANISH ONLY: PANEL DISCUSSION</b> <b>Navigating Adversity When English is Your Second Language</b> Moderated by Kyle Peterson</p> <p><b>B115</b></p>		
	<p><b>When a Consumer Clicks "Buy," They Shake Up Horticulture</b> Sid Raisch</p> <p><b>B114</b></p>	<p><b>Irrigation Scheduling Strategies</b> Yossi Osrooch Travis Bates</p> <p><b>B119</b></p>		
	<p><b>Women in Horticulture: Maximize Your Power as a Woman in the Workforce</b> Leslie Halleck</p> <p><b>B110</b></p>	<p><b>FREE</b></p> <p><b>The Oregon Wine Industry's Explosive Growth and Opportunities for Collaboration</b> Jana McKamey</p> <p><b>B115</b></p>		





**8:30–9:30am | Room: B110**

**BIZ**

### Events vs. Promotions: Telling the Story of Your Garden Center

**Tina Bemis — Co-owner, Bemis Farms Nursery and That Workshop Woman**

Imaginative marketers can envision dozens of ideas to draw crowds. But do these people come for the free food, take up parking spaces and valuable staff, and scare your regular customers away? How do you create a balance that gets you community goodwill, free press AND to your bottom line profit? We'll talk about our scarecrow fundraiser which brings in 500 families, our egg hunt which brings in 1,000 children and limited-time sales that focus on buying right and managing materials handling, so you don't sacrifice profit. Includes a brutal evaluation of whether events are right for you.



**8:30–9:30am | Room: B114**

**BIZ**

### Driving Foot Traffic for Green Industry Retailers with Digital Marketing

**Jack Jostes — President & CEO, Ramblin Jackson**

What differentiates your garden center, florist, greenhouse or nursery from Amazon? Staff expertise, face-to-face problem solving, quality of your selection, the freshness of your plants, your knowledge of local gardening challenges and so much more. Learn how businesses grow their revenue by helping customers locate local companies when searching online for yard and garden help. Get more local traffic in the door with green industry digital marketing tips from a proven green industry leader.



**8:30–9:30am | Room: B115**

### Gardening with Ferns

**Richie Steffen — Director, Elisabeth C. Miller Botanical Garden; Curator, Great Plant Picks**

Ferns are one of the most diverse groups of plants for shade. Get expert information on how to use them effectively in the landscape and learn about their historical use in gardens. See some of the best native ferns for our gardens along with exotics from around the world that are true performers. This lusciously-photographed lecture features clever garden features that anyone can create at home. Richie Steffen is co-author and co-photographer of *The Plant Lover's Guide to Ferns* and an experienced fern grower.

THURSDAY



Arborists



Breeders

**BIZ**

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



Retailers



Urban Foresters

**8:30–9:30am | Room: B119**



**Let's Drift Apart: The Issue of Stacked Gene Crop Spraying for Nursery**

**Dr. Hannah Mathers — Independent Researcher, Mathers Environmental Science Services LLC**

More genetically modified crops (GMCs) are being used in agriculture than ever before. Stacked glyphosate and dicamba resistant soybeans and Xtend™ seed are some of the most recent players. A severe escalation in herbicide drift and carry-over injury on non-target nursery/landscape trees has resulted. Carry-over in the trees, and in the soil, continue to impact the plants years after the initial spray incidence, but neither impact is well-described or understood for woody plants. Come and hear why you want your upwind neighbor and you to “drift apart.”



**9:45–10:45am | Room: B110**



**Indoor Gardening: Gardening and Plantscaping Under Lights**

**Leslie Halleck — Consultant and Horticulturist, Halleck Horticultural, LLC**

Are you taking advantage of a growing market segment? Indoor gardening and plantscaping are growing trends and consumer grow lighting technology is exploding. But the mainstream gardening consumer and plantscapers still don't have enough access to products and education delivered in relevant ways. Growing under lights is also the solution to many indoor plant and plantscaping failures. If we want to attract new gardening customers and help existing ones extend their growing seasons, we need to provide consumer-gearred tools and techniques that help them to be successful. Let's take indoor gardening “out of the closet” and make it more accessible and successful for general gardeners, new plant enthusiasts and professional plantscapers.



**9:45–10:45am | Room: B114**

**BIZ**

**Why Employees Leave You and What You Can Do About It**

**Kyle Peterson — Owner, Pacific Crest Nursery**

With everyone in the green industry talking about labor shortages and not being able to find help, doesn't it make sense to hold on to every employee you can? This seminar will dive into the real factors that either keep employees or drive them away. Many people think it all boils down to money, but that isn't necessarily the case. We'll dig into this challenging situation and give you the tools to not only keep your employees but motivate them to be more engaged.



**9:45–10:45am | Room: B115**



**Get New, Stand Out**

**Maria Zampini — President, UpShoot LLC**

No matter what segment of the green industry your business is in, new plant varieties can be a differentiation sales and marketing strategy. Find out how you can take that cool new plant you just saw in the Farwest Show's New Varieties Showcase and put it to work, growing your business and making you stand out amongst your competitors. Learn the who, what, where, when and how of the new plant introduction world plus tips and tricks to market to both consumer and industry customers.





**The Aim Game: Intelligent Spray System Technology for Nurseries**

**Robin Rosetta — Associate Professor, Oregon State University Extension**

Want to learn more about technology that can reduce the volume of pesticides by over 50 percent with the same control? Advanced and affordable intelligent spray systems increase precision and accuracy when pesticides are applied to control insects and diseases. Robin Rosetta will introduce the audience to intelligent spray systems technology that is under development in nurseries and other cropping systems that will likely change the way pesticides are applied in the future.



**11:00am-Noon | Room: B115**

**FREE**



**Family Forged: Succession Planning for the Real World**

**Michael Stolp — Senior Vice President, Learning and Development, Northwest Farm Credit Services**



How is succession planning forged in your business? Hot and hammered into shape, or formed by concentrated effort? In this pragmatic presentation, real-world stories illustrate why succession

planning is a priority, what gets in the way and how you and your family can start building your plan. Learn how to create alignment between your business, succession plan and estate plan by building from a common foundation and being business smart and family-friendly. Finally, get the short-cut to wisdom ... and youth!



**12:30-1:30pm | Room: B110**



**Plants with Purpose: How to Pick Plants that Get the Job Done Beautifully**

**Darcy Daniels — Creator of eGardenGo and Garden Designer with Bloomtown® Gardens, eGardenGo**

In today's smaller gardens, plants that perform are the holy grail. In addition to providing beauty and enjoyment, our most valued plants must also divide space, cover the ground, provide shade or screen an unsightly view. Selecting plants that get the job done, and look good doing it, is key to creating gardens that are memorable, beautiful and functional. In this session, we'll walk through a method that helps you first understand the situation unique to your garden, and then pare down your list of plants to ones that will do the job at hand.



**“I started attending The Farwest Show as a nursery employee for the seminars and CEU credits, later as a plant buyer and garden designer. Every year I meet new friends and mentors to grow my career and horticulture knowledge.”**

**-Ali Pennell**



**12:30-1:30pm | Room: B115**



SPANISH ONLY

### **Panel Discussion: Navigating Adversity When English is Your Second Language**

**Moderated by Kyle Peterson — Owner, Pacific Crest Nursery**

A panel of industry professionals who came from other countries will tell first-hand stories of what it was like to move to America and the difficulties they had in adapting to a new culture. They'll talk about how they advanced their horticultural careers with English as their second language. They'll provide insight on how to deal with cultural misconceptions and culture shock, while explaining how they learned to navigate their way to success.

THURSDAY



**1:30-2:30pm | Room: B114**

BIZ

### **When a Consumer Clicks 'Buy,' They Shake Up Horticulture**

**Sid Raisch — Consultant, The Garden Center Group, and President/CEO, Bower & Branch**

A consumer-controlled chain reaction of events begins when a consumer buys online. Like a 7.4 earthquake, this will change your world. Whether the change is for the better or worse is up to you. If you have updated to the new consumer code of commerce, you'll have a great opportunity. Better hurry to this session to find out what happens in your world when the consumer clicks "buy."

Topics include:

- What happens to the consumer.
- What happens to the local retailer.
- What happens to the box store.
- What happens to the grower.
- What happens in the last mile to the consumer.



**1:30-2:30pm | Room: B119**



### Irrigation Scheduling Strategies

**Yossi Osroosh and Travis Bates — Research Scientist/Technical Support Specialist, Washington State University, METER Group Inc.**



This presentation will explain what irrigation scheduling is and why you need to do it. We'll provide information on various technology-based irrigation scheduling approaches. Attendees will learn about soil sensors (moisture, potential), ag weather stations, plant sensors and thermal sensing methods (ground-based, drone, satellite, thermal red-green-blue (RGB) imager, infrared thermal temperature (IRT), etc.) and how these can be used for irrigation scheduling. We will also briefly discuss some important technologies for fruit loss management (heat and cold stress related, such as from apple sunburn and frost).

**2:30-3:30pm | Room: B110**



### Women in Horticulture: Maximize Your Power as a Woman in the Workforce



**Leslie Halleck — Consultant, Horticulturist, Halleck Horticultural LLC**

It's no secret that, as women, we face distinct challenges in the workforce. But we also bring distinct skills that benefit us and our industry. Are you promoting your own professional strengths and skills strongly enough? Are you leveraging the strengths of other women in the workplace to help us all rise together? Join Leslie for a shot of inspiration and tips on how to navigate the industry as a woman in horticulture.

**2:30-3:30pm | Room: B115**

**FREE**



### The Oregon Wine Industry's Explosive Growth and Opportunities for Collaboration



**Jana McKamey — Government Affairs Director, The Oregon Winegrowers Association**

Discover the growing economic reach of Oregon's wineries and vineyards and opportunities for Oregon nurseries within the Oregon wine industry. The session will identify common issues faced by the Oregon vineyards and nurseries and opportunities to collaborate on solutions.

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**Moving, Shaking,  
and Re-making: Plant  
Breeding at Oregon State**

Ryan Contreras

**B110**

**Get Found Online:  
Proven Tactics for Landscaping  
Company Digital Marketing  
& Recruiting**

Jack Jostes

**B114**

**PESTICIDE CLASS:  
What You Need to Know  
About Boxwood Blight**

Jill Calabro

**B119**

**Low Water Use or Drought  
Tolerant Landscape Plants:  
Are They the Same?**

Lourence R. Oki

**B110**

**Worker Protection Standards:  
Training for Employers**

Kaci Buhl

**B114**

**PESTICIDE CLASS:  
Practical Applications of  
Biological Control Agents**

Moriah LaChapell

**B119**



FRIDAY



**8:30–9:30am | Room: B110**



**Moving, Shaking and Remaking:  
Plant Breeding at Oregon State**



**Ryan Contreras — Associate Professor, Oregon State University**

Come learn about the newest developments from the woody plant breeding program at Oregon State University. Points of discussion will include potentially sterile maples, new azalea hybrids, striking new *Deutzia* selections, seedless and high impact althea, shrubs for edible landscapes and more! We take a scientific approach to developing new shrubs and trees that are beautiful, durable and efficient in production. Come learn about what's in the pipeline and available today.



**8:30–9:30am | Room: B114**



**Get Found Online: Proven Tactics for Landscaping  
Company Digital Marketing and Recruiting**

**Jack Jostes — President & CEO, Ramblin Jackson**

Good, profitable customers and reliable potential employees see you online — your website, Google listing, review sites, Houzz, Facebook page, Instagram photos and more. Are you making the best impression? Can you recruit top employees? Do potential customers trust you off the bat to deliver what they need? Learn easy, actionable digital marketing tactics that will improve your search rankings, get your landscaping company found online and build your landscaping business up to where it belongs.

**8:30–9:30am | Room: B119**



**SPANISH TRANSLATION**

**What You Need to Know About Boxwood Blight**

**Jill Calabro — Science and Research Programs Director, AmericanHort/Horticultural Research Institute**



Come hear about some of the latest research results and efforts being made to manage boxwood blight. The Horticultural Research Institute (HRI) is working to advance these developments and is a wholly industry-funded and directed organization that supports sound, scientific research for the betterment of the green industry.

**9:45–10:45am | Room: B110**



**Low Water Use or Drought Tolerant Landscape Plants: Are They the Same?**

**Lorence R. Oki — Cooperative Extension Specialist, Plant Sciences Department, UC Davis**



The terms "low water use" and "drought tolerant" are used to describe plants and their irrigation needs in urban landscapes, but these terms are not synonymous. We'll discuss how they are different and identify plant characteristics that may tell us how plants use water. We'll also briefly discuss California landscape water conservation regulations and the field trials we use to assess landscape plant water use to develop information to assist with compliance and inform plant professionals of how the tested plants perform when exposed to deficit irrigation.

**9:45–10:45am | Room: B114**



**Worker Protection Standards: Training for Employees**

**Kaci Buhl — Associate Professor of Practice, Oregon State University**



Kaci Buhl will present an overview of the newly revised Worker Protection Standard (WPS), emphasizing nursery and greenhouse scenarios. Learn the new rules for annual training pesticide handlers and employees who work in and around pesticide treated material must receive. The WPS also includes a minimum age for pesticide handlers, onsite hand washing requirements and increased worker access to pesticide application records. This session will provide you with new training materials, including a workplace poster and checklist for employers.

**9:45–10:45am | Room: B119**



**Practical Applications of Biological Control Agents**

**Moriah LaChapell — Biological Control Agents, Wilbur-Ellis Company**



Biological control agents (BCAs) are predators, parasitoids and naturally occurring pesticides used to decrease pest populations. In combination with effective chemistry, implementing BCAs can increase control in any production system. In this session, you will learn about the different types of beneficial insects and biopesticides as a solution to damaging pests. We will also discuss compatibility of pesticides and biological control agents.

**SPANISH TRANSLATION**

# Seminarios en ESPAÑOL

(SPANISH OFFERED SEMINARS)

## MIÉRCOLES 22 DE AGOSTO

CLASE SOBRE PESTICIDAS

8:30–9:30a.m. | Salón: B119



**No todos los ácaros son ácaros araña:  
Control biológico de los ácaros anchos o blancos,  
ácaros del russet y ácaros del ciclamen.**

**Kelly Vance — Especialista en Manejo integrado de plagas (IPM por sus siglas en inglés), Beneficial Insectary**

Descripción del seminario: Ya sea que se trate de ácaros anchos en las begonias, ácaros ciclamen en las begonias o ácaros de russet en los tomates, estos “micro ácaros” pueden causar daños graves a muchos cultivos antes de ser detectados. Estos ácaros, que en su mayoría tienen un tamaño promedio de 1/100mo de pulgada, pueden infestar los cultivos antes de que muchos agricultores detecten el daño. En esta sesión incluiremos la biología básica de los principales ácaros que amenazan los cultivos del noroeste del Pacífico, la inspección y cuarentena del material vegetal entrante, cómo esculcar los cultivos para detectar las primeras señales de detección y los programas de control biológico enfocados en la prevención de estas plagas destructivas que comúnmente pasan desapercibidas.

CLASE SOBRE PESTICIDAS

9:45–10:45a.m. | Salón: B119



**“Las abejas,” ¿algo negativo o una oportunidad para los viveros y paisajistas de jardines?**

**Andony Melathopoulos — Profesor adjunto, Oregon State University**

Durante la última década, las preocupaciones en torno a la salud de las abejas se han sentido extensamente en todas las industrias de la horticultura. Este seminario se enfoca en las medidas prácticas para el uso seguro de pesticidas alrededor de los polinizadores y en consejos sobre cómo comercializar sus servicios y productos para reflejar esta preocupación y convertirla en ingresos. La charla también delineará una iniciativa en Oregón para mostrar a los consumidores las industrias hortícolas que son afines a las abejas; la Finca de exhibición y el Programa de innovadores de Oregón.



12:30–1:30p.m. | Salón: B115



**Eficacia y manejo de la irrigación en cultivos de vivero**

**Dr. Luisa Santamaria — Fitopatóloga y educadora bilingüe del Centro de Investigaciones y Servicios de Extensión del Norte de Willamette — Oregon State University**

El uso del agua es una de las principales preocupaciones para la industria de viveros. Un eficiente y efectivo uso del agua proporcionará resultados positivos como una mejor calidad de planta, mayor uniformidad, menores requerimientos de agua, prevención de enfermedades y el ahorro en costos de producción. En esta presentación se revisarán los diferentes tipos de riego apropiados para cada sistemas de producción, las fuentes y calidad del agua. Los participantes serán capaces de reconocer la importancia de crear estrategias para conservar el agua y el manejo de los sistemas de riego.

## JUEVES 23 DE AGOSTO

CLASE SOBRE PESTICIDAS

8:30–9:30a.m. | Salón: B119



**“Distanciémonos”: El problema para los viveros de rociar cultivos con genes apilados**

**Dr. Hannah Mathers — Investigadora independiente, Mathers Environmental Science Services, LLC**

Ahora más que nunca, en la agricultura se están utilizando los cultivos genéticamente modificados (GMC por sus siglas en inglés), y la soya con genes apilados resistente al glifosato y dicamba y la semilla Xtend™

han sido unos de los más recientes. Esto ha dado lugar a un grave aumento de herbicida a la deriva y daños por la transferencia a árboles “no blanco” de viveros/para paisajismo. Este desplazamiento a árboles y suelos continúa afectando a las plantas años después de la aplicación inicial, sin embargo, ninguno de estos dos efectos en las plantas leñosas está bien descrito o entendido. Venga para escuchar por qué usted y su vecino viento arriba deben “distanciarse.”

**CLASE SOBRE PESTICIDAS**

**9:45-10:45a.m. | Salón: B119**



SPANISH TRANSLATION

**La estrategia de apuntar al objetivo: La tecnología de sistemas rociadores inteligentes para viveros**

**Robin Rosetta — Profesora asociada, Servicios de Extensión de Oregon State**



¿Quiere informarse más sobre la tecnología que puede reducir más del 50% del volumen de pesticidas con el mismo nivel de control? Los avanzados y asequibles rociadores inteligentes aumentan la precisión y exactitud con que se aplican los pesticidas para controlar insectos y enfermedades. Robin Rosetta introducirá la tecnología de sistemas rociadores inteligentes que está siendo desarrollado en viveros y otros sistemas de cultivo, y que probablemente cambiará la forma en que se aplican los pesticidas en el futuro.



**12:30-1:30p.m. | Salón: B115**



SPANISH ONLY

**Panel de discusión: Navegar contra la adversidad cuando el inglés es su segundo idioma**

**Moderado por Kyle Peterson — Propietario de Pacific Crest Nursery**

Un panel de profesionales de la industria provenientes de otros países contarán sus historias personales sobre cómo fue para ellos mudarse a los Estados Unidos y las dificultades que enfrentaron para adaptarse a una nueva cultura. Hablarán de cómo avanzaron sus carreras hortícolas con el inglés como segunda lengua. Ofrecerán una perspectiva sobre cómo lidiar con malentendidos y el shock cultural, y al mismo tiempo explicarán cómo aprendieron a navegar su camino hacia el éxito.

**VIERNES 24 DE AGOSTO**

**8:30-9:30a.m. | Salón: B119**



SPANISH TRANSLATION

**Lo que necesita saber sobre el tizón del arbusto de boj**

**Jill Calabro — Directora de Programas de Ciencias e Investigaciones, AmericanHort/HRI**



Venga a escuchar los resultados de algunos de los estudios y esfuerzos más recientes que se están realizando para manejar el tizón del arbusto de boj. El Instituto de Investigaciones Hortícolas (HRI por sus siglas en inglés) está trabajando para avanzar estos desarrollos y es una organización totalmente financiada y dirigida por la industria que apoya la investigación científica sólida para el mejoramiento de la industria verde.

**CLASE SOBRE PESTICIDAS**

**9:45-10:45a.m. | Salón: B119**



SPANISH TRANSLATION

**Aplicaciones prácticas de agentes de control biológico**

**Moriah LaChapell — Agentes de control biológico, Wilbur-Ellis**



Los agentes de control biológico (BCA por sus siglas en inglés) son depredadores, parasitoides y pesticidas naturales usados para disminuir las poblaciones de plagas. La implementación de BAC en cualquier sistema de producción en combinación con el uso de químicos eficaces, puede aumentar el control. En esta sesión aprenderá acerca de los diferentes tipos de insectos beneficiosos y los biopesticidas como solución para combatir las plagas dañinas. También hablaremos sobre la compatibilidad de los pesticidas y los agentes de control biológico.

