

# PLANNING guide

Meet Me There

# FARWEST

PORTLAND 2019

**August 21-23, 2019**

The Biggest Show in the West  
at the Oregon Convention Center

[www.FarwestShow.com](http://www.FarwestShow.com)

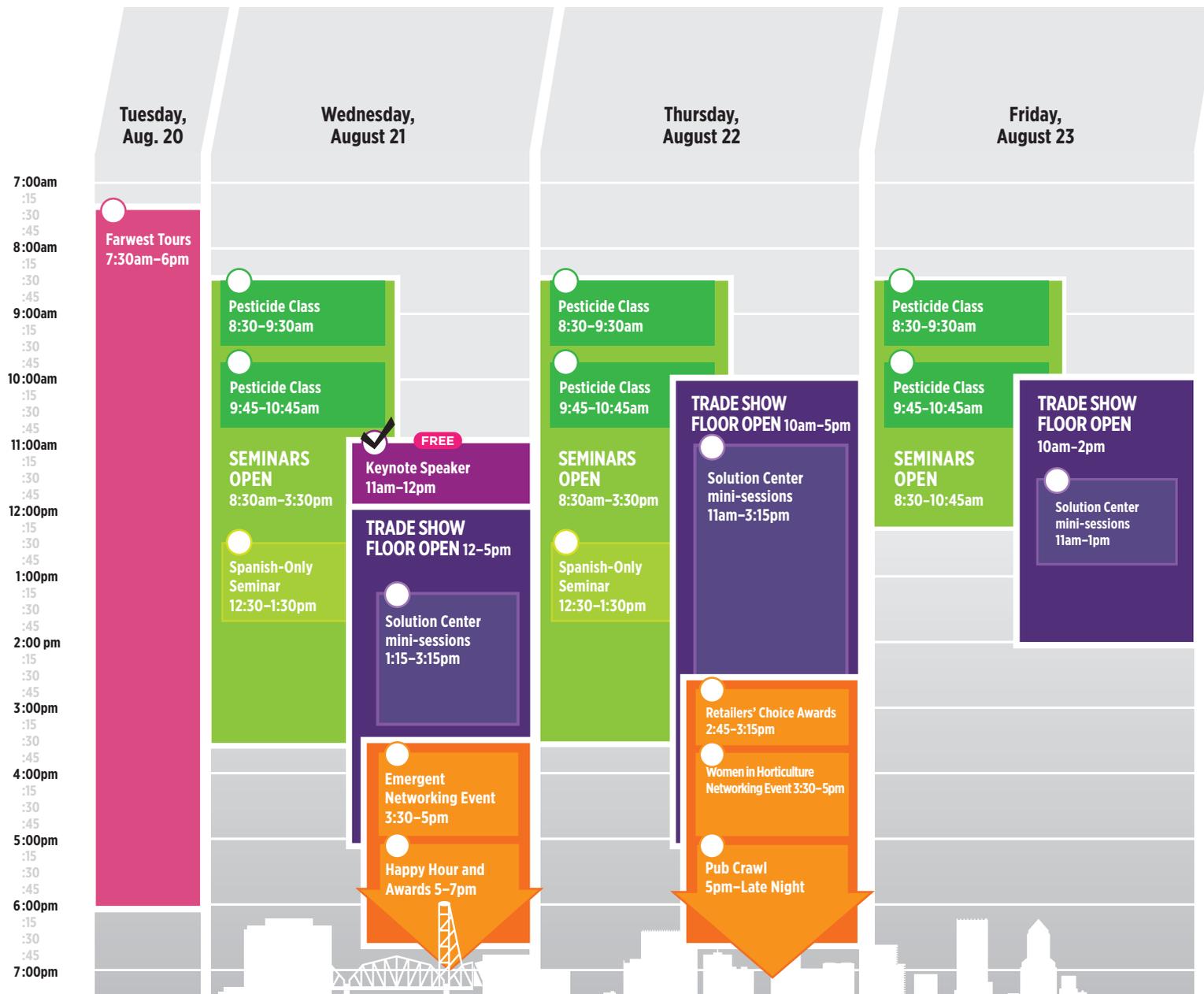


OREGON  
ASSOCIATION OF  
NURSERIES™

# Show at A GLANCE

**Do you need new ideas to increase efficiency, sales and profitability? We know you do!** With 400 exhibitors, 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 experience.

 Mark your daily plans!



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## TUESDAY, AUGUST 20

Check in at 7:30am; buses leave at 8am

Full Day (8am-6pm) includes luxury motor coach transportation, lunch, beverages and snack. Cost per tour is \$99 early-bird / \$119 after July 31. Space is limited.

The Farwest Show is truly the gateway to Nursery Country. The Farwest Tours help you simplify the process of choosing where to start from more than 600 Oregon nurseries. This is your time to engage with other nursery professionals and gain valuable knowledge to enhance your career. We have a tour to fit any job description. There's something for everyone — now you just have to choose which one is for you!

### TOUR 1: Go-to Garden Centers (Retail Tour)

There's no shortage of great garden centers in the Portland area! Join us to explore four great stores with a reputation for phenomenal customer feedback. Get ideas on merchandising, product design, and retail space layout to see what makes these businesses the highest-rated local independent garden centers on Google and Yelp. The tour starts at Cornell Farm, which upholds a casual atmosphere enticing customers to spend an entire day there. Next, find out how Farmington Gardens meets their customers' needs with unique products, installation services and floral design. After lunch, check out The Garden Corner, a small nursery with a huge knack for container gardening. Last but not least, we'll swing by Dennis' 7 Dees newly-remodeled Lake Oswego location to be dazzled by their plant offerings and local gift selection.

#### DESTINATIONS:

- **Cornell Farm** – Portland
- **Farmington Gardens** – Beaverton
- **The Garden Corner** – Tualatin
- **Dennis' 7 Dees** – Lake Oswego



### TOUR 2: Seeds for Tomorrow (Sustainability Tour)

Sustainability means different things to different businesses. It could be a conversation about measuring a company's impact on the environment, how to invest in high-efficiency infrastructure, or ways to maintain company culture. Embark on this tour and see how three unique operations are investing time and money to bring their vision of sustainability to life. Spend the first half of the day exploring The Oregon Garden, an 80-acre botanical wonderland with focus on sustainable practices. The next stop is Little Prince of Oregon Nursery Inc., a wholesale grower of popular plants, to learn how they invest in their employees to maintain a sustainable business model. Finally, wrap up the day at Brentano's Tree Farm LLC to find out how this ever-evolving grower managed to reduce its environmental footprint while increasing production of quality trees.

#### DESTINATIONS:

- **The Oregon Garden** – Silverton
- **Little Prince of Oregon Nursery Inc.** – Aurora
- **Brentano's Tree Farm LLC** – St. Paul

### TOUR 3: Growing Landscape Solutions (Wholesale Tour)

No landscape is complete without a framework of high-quality trees and shrubs — the best of which are grown in the fertile Willamette Valley. Come to the heart of Nursery Country to see how growers create the wholesale conifers, broadleaf and other woody ornamentals that beautify landscapes. We kick off the tour at Countryside Nursery, whose many different Japanese maples, grafted conifers and specimen plants are sure to impress. Next, take a glimpse at the future of instant gratification with hedge-and-border solutions by InstantHedge. After lunch, we will explore Highland Meadow Nursery, a local wholesale supplier of fine trees and shrubs with a focus on excellent customer service. Finally, we'll explore Woodburn Nursery & Azaleas Inc., which has been specializing in azaleas and other woody ornamentals for more than 50 years.

#### DESTINATIONS:

- **Countryside Nursery** – Aurora
- **InstantHedge** – Canby
- **Highland Meadow Nursery Inc.** – Molalla
- **Woodburn Nursery & Azaleas Inc.** – Woodburn

# SHOW FEATURES



## NEW VARIETIES SHOWCASE

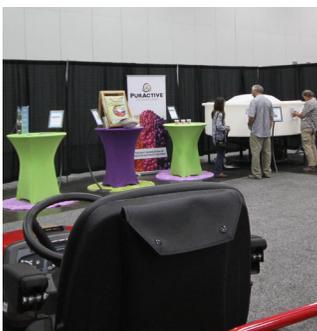
Sponsored by:



### THE LATEST NEW PLANTS TO THE 2019 MARKET

Check out the eye-catching new varieties hitting garden centers next spring! This popular showcase features a wide range of new plants that are sure to turn heads. With easy-to-read Macore tags providing plant and licensed grower information, you will have no problem finding the Farwest exhibitors offering them for sale.

A panel of distinguished industry judges will select the Best in Show award winners in various categories. Attendees are encouraged to select their top three favorites for the People's Choice Awards, so **remember to come walk through and cast your vote!**



## NEW PRODUCTS SHOWCASE

### INSPIRING NEW PRODUCTS FOR BETTER BUSINESS

Discover innovative solutions, product improvements, and the latest green industry products. From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find the hottest industry products to grow your business. These featured products are new to the U.S. market and have been introduced in either 2018 or 2019. Some are even making their debut at the 2019 Farwest Show!

## GROWING TRENDS SHOWCASE

Sponsored by:



AmericanHort

### A PLACE TO PAUSE

Private, intimate and secluded spaces. All these and more are on display in the Growing Trends Showcase. A small retreat within a larger garden can feel like a getaway. In today's high-stress world, more people want to prioritize mindfulness and find ways to decompress. One way is to create quiet spaces where they can relax, read or meditate. This year's showcase highlights ways that landscaping businesses and garden centers can help their customers create these dream spaces. In addition to display and merchandising ideas, discover growers who are producing plants that fit this unique design trend, and connect with Farwest exhibitors ready to supply them.



## KEYNOTE ADDRESS

WEDNESDAY, AUGUST 21, 11AM ROOM C123

**FREE to all registered Farwest Attendees.**

Sponsored by:



The Farwest Show welcomes Dr. Charlie Hall, Professor and Ellison Chair in International Floriculture at Texas A&M University, to deliver this year's free keynote address, titled **"What's on the Economic Horizon for Our Industry?"**

In this comprehensive presentation, Hall will discuss the performance of the entire green industry in 2019 and will set the stage for the fall season and 2020.

The economy and several cross-cutting issues (e.g., labor, demographics, freight costs, housing) are certain to affect every green industry business. He will discuss how these issues will impact green industry firms, and more importantly, how to position your business for the next economic downturn. The impending structural changes will continue to reshape our industry. The competitive advantages that enabled businesses to survive the last recession are not necessarily the ones that will be available through the next cycle.

Hall's expertise in the economics of production and marketing of green industry crops is nationally recognized in academia and across the horticultural sectors he serves. He currently serves as the chief economist for AmericanHort and co-chair of the advisory council of Seed Your Future. He is former president and past-president of the board of directors for America in Bloom, an honorary lifetime member of the Texas Nursery and Landscape Association (TNLA), and recipient of TNLA's Award for Outstanding Service to the Nursery Industry.

All showcases located on the show floor.

# Solution CENTER

Sponsored by



## WEDNESDAY, AUGUST 21 - FRIDAY, AUGUST 23

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

Throughout the expo hours each day of the show, you can attend free live mini-sessions from top industry speakers and experts. Find the answers you need on 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. You can gather quick insight that's conveniently located on the show floor!

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



Wednesday, August 21

Thursday, August 22

Friday, August 23

11:00 am

**How Intelligent Sprayers Save on Chemicals**  
Steve Booher,  
Smart Guided Systems

**Doing a Lot with a Little: Developing Collections at The Oregon Garden**  
Allison Pennell,  
The Oregon Garden

11:15 am

11:30 am

11:45 am

**Cultivate Loyal Customers with Your Camera: Instagram for the Green Industry**  
Grace Hensley,  
Fashion Plants

**Boxwood Blight, The Sequel**  
Richard Fletcher,  
Nufarm

12:00 pm

12:15 pm

12:30 pm

**Research Priorities Identified by Industry**  
Dr. Jill Calabro  
AmericanHort/HRI

**A Scotsman's Perspective**  
Connor Smith,  
The Royal Botanic Garden of Edinburgh

12:45 pm

1:00 pm

**Plant Propaganda: Marketing Trends to Grow Your Audience**  
Delen Kitchen,  
The Oregon Garden

**Interviewing for Success**  
Kyle Peterson,  
Pacific Crest Nursery

1:15 pm

1:30 pm

1:45 pm

**Biological Control Starting in Propagation**  
Kelly Vance,  
Beneficial Insectary

**Native Plants: The Oldest 'New Thing' to Hit the Market!**  
Steven Paulsen,  
Native Roots, LLC

2:00 pm

2:15 pm

2:30 pm

**Fantastic Ground Covers and Where to Find Them**  
Mark Leichty,  
Little Prince of Oregon Nursery

**Retailers' Choice Awards**  
Danny Summers,  
The Garden Center Group,  
and Christina Salwitz,  
The Personal Garden Coach

2:45 pm

3:00 pm

# NETWORKING events

# SOCIAL events

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

## EMERGENT NETWORKING EVENT

WEDNESDAY, AUGUST 21, 3:30-5pm, VIP Room B (2nd Floor)

Sponsored by



### Support our industry's Emergents!

Join us for this free event that is open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage while mingling with the brightest and most enthusiastic faces in the industry. Network with the next generation of businesspeople as we work together to build a future in the green industry!

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 3,800 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

## WOMEN IN HORTICULTURE

THURSDAY, AUGUST 22, 3:30-5pm, VIP Room B (2nd Floor)

Sponsored by



### Calling all ladies!

Catch up with old friends and make new connections with green industry sisters from across the nation! Expand your business network, grow your career, and find a new sense of inspiration with like-minded women in horticulture. The energy and excitement of being a

woman in the green industry is something to be proud of, so join us as we celebrate the significant, distinct and essential roles that woman all play. At the end of it all, we know you will walk away with some new friends!

FREE and open to all Farwest participants.

## HAPPY HOUR

Presented by



WEDNESDAY,  
AUGUST 21, 5-7pm,  
in Lobby A

**Farwest comes but once a year, so join us to celebrate with wine and cold beer!**

Back by popular demand for the third year in a row, join us for Happy Hour to celebrate the completion of the first day of the Farwest Show. Enjoy delicious beverages and free appetizers as you mix and mingle with friends and colleagues in Lobby A. 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!



## PUB CRAWL

THURSDAY, AUGUST 22, 5pm-Late Night

Sponsored by



Let's hit the town for another round! Socialize and network with new and old friends as we explore Portland's much-celebrated nightlife. Join us on our eighth annual Farwest Pub Crawl for a fun-filled night of laughter and witty banter.

The night starts at Spirit of 77 sports bar with light appetizers. The first 50 people there will receive a complimentary beverage. Next, guests are invited to Romtoms and its great outdoor patio. We will end the night at The Wurst for some pub-style games.

Our "Beer Sherpas" will depart between **5:15-5:30pm from the Show Office Room C120** to guide you on your journey across the street from the Oregon Convention Center to the Spirit of 77.

<b>5pm</b>	<b>Spirit of 77</b> (500 N.E. Martin Luther King Jr Blvd., Portland)
<b>7pm</b>	<b>Romtoms</b> (600 E. Burnside St., Portland)
<b>8:30pm</b>	<b>The Wurst</b> (724 E. Burnside St., Portland)

This lively event is not to be missed. It's open to all Farwest participants!



# RETAILERS' Choice Awards



## JUDGING WEDNESDAY, AUGUST 21

AWARDS CEREMONY HELD AT THE SOLUTION CENTER  
THURSDAY, AUGUST 22 AT 2:45PM

### Calling all retailers!

Take part in a safari to uncover hidden treasures as you scour the Farwest Show floor! Search for unique and innovative products that have the potential to be best sellers in a garden center!



*Sponsored by The Garden Center Group; led by Danny Summers, The Garden Center Group and Christina Salwitz, The Personal Garden Coach.*

Participating retailers will meet Danny and Christina during the show opening at noon, Wednesday, August 21 at the show registration area, Lobby C (under the Dragon Boat), to receive guidelines and a nominating form. Then you can explore the show floor at your own pace on the hunt to discover YOUR favorite new products. The group will reconvene at 5pm in Room A103 to turn in nominations, compare notes to see what others found, and select the winners.

The awards presentation will recognize groundbreaking products and services of merit — those that show vision, those that retailers plan to carry, and those that reinvent old formulas.

**Participating retailers must pre-register.** Go to the [www.FarwestShow.com](http://www.FarwestShow.com), navigate to the "Show Features" webpage to access the Retailers' Choice Awards registration link and enter your information to be a judge.

# Seminary



## WEDNESDAY, AUGUST 21 - FRIDAY, AUGUST 23

### EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Advance your career by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of new and in-demand speakers to share the latest developments 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.

Whether you're new to the field or a seasoned veteran of your company, our impressive lineup of speakers will quickly bring you up to date on the state of our industry. Share your thoughts about the discussion topics and immerse yourself in a class of like-minded professionals. 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 passes for all three days, one day, or a half day (Friday only), Pesticide Class passes, Spanish-only seminars, and Student/Teacher All Education pass. Rates are online.

#### Earn credits for pesticide recertification

Register for a pesticide class pass and earn credits towards your pesticide recertification. The three-day pesticide class pass offers six hours of recertification credit and the one-day pass will fulfil two hours of credit. Each pesticide pass holder will also be able to access the Spanish-only seminars.

Go to [www.FarwestShow.com](http://www.FarwestShow.com) and click the "Register" button for rates.

# WEDNESDAY Seminary

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<b>The Remarkable Cornucopia of Small Trees for Restricted Planting Spaces</b> Dr. Michael A. Dirr <b>B110</b>	<b>Deciphering the Color Code for More Sales!</b> Christina Salwitz <b>B114</b>	<b>Bringing the Next Big Thing to Market</b> Lloyd R. Traven <b>B115</b>	<b>PESTICIDE CLASS: Did You Just Touch That?: Sanitation and the Spread of Pathogens</b> Colleen Warfield <b>B119</b>
<b>Today's Best Trees for the Urban Forest</b> Keith Warren <b>B110</b>	<b>New Research Insights on Hemp Agriculture in the Pacific Northwest and Beyond</b> Dr. Jay S. Noller <b>B114</b>	<b>Mentoring: Why It Matters and How It Can Benefit You and Your Nursery</b> Mark Krautmann <b>B115</b>	<b>PESTICIDE CLASS: Why Your Program Failed: The Importance of Pest Identification in Bio Control Programs</b> Kelly Vance <b>B119</b>
<b>FREE</b> <b>KEYNOTE ADDRESS</b> <b>What's on the Economic Horizon for Our Industry</b> Dr. Charlie Hall <b>C123</b>			
<b>Bio-Based Resins and Plastics: The Right Choice for the Environment and the Future of Your Company's Bottom Line</b> Sarah E. Braun <b>B110</b>	<b>SPANISH ONLY: The Important Role Mentorship Plays in Helping You Realize Your Full Potential</b> Octavio Martinez and Elizabeth Cryan <b>B115</b>	<b>What's New in the Lab? Research Report Update for Oregon Nurseries</b> Panel moderated by Jeff Stone <b>C123</b>	
<b>Business Strategies for Entrepreneurs</b> Kyle Peterson <b>B114</b>	<b>Marketing Practices to Grow On</b> Ian Doescher <b>B119</b>		
<b>Advances in Hydrangea Breeding, an Introduction: The Best of the New and a View to the Future</b> Dr. Michael A. Dirr <b>B110</b>	<b>Who Will Tend Our Crops?</b> Kerry Scott <b>B115</b>		



8:30-9:30am | Room B110



## The Remarkable Cornucopia of Small Trees for Restricted Planting Spaces

**Dr. Michael A. Dirr, professor emeritus, University of Georgia**

Gardens are becoming smaller. The space for them to spread is limited. Cities/utility companies are trying to reduce pruning and tree maintenance. The demand for trees with less height and width is significant. Customers also want trees with no energy disruptions. The nursery industry, led by J. Frank Schmidt & Son Co., has bred and introduced superior trees that fit the above criteria. In fact, Schmidt has a UtiliTrees™ series for such uses. Breeders, specifically at North Carolina State University, have introduced improved redbud, cherry and dogwood varieties. *Styrax japonicus* has become more popular with the newer, easier-to-grow introductions such as Snow Charm®, Snowcone®, Pristine Spire®, 'Evening Light' and 'Midnight Prince'. Come hear Dr. Dirr delve deeper into the best of the best.



8:30-9:30am | Room B114



## Deciphering the Color Code for More Sales!

**Christina Salwitz, founder of The Personal Garden Coach**

Color options are abundant, but how do we give guidance to help narrow down the choices? Some people live with a patchwork of colors in the landscape for years, knowing that it doesn't feel cohesive. Others play it safe with neutral everything (and wonder why their garden lacks personality). How do we address this in a retail setting when we're supposed to not only be making sales but also be giving design advice in a fast-paced environment with little to no accurate information from customers? Learn how to take cues from your customers and translate that information into sales by understanding how color affects people and their unconscious choices to use this information quickly and efficiently.



8:30-9:30am | Room B115



## Bringing the Next Big Thing to Market

**Lloyd R. Traven, president of Peace Tree Farm LLC**

We have all seen a plant that just screams, "That is my million dollar baby — retirement, here we come!" The holy grail of horticulture is "What's new?" or "What changes the market for a genus?" We all obsess about finding that and making a killing, but unfortunately it is not quite that simple. Figuring out the propagation, establishing a solid supply chain, creating a production protocol for success, and extensive trialing all must happen — but there are still steps before even that happens! The plant must be protected, or all the effort gets no reward to finance the NEXT breeding program, plant discovery, or the next plant hunt. Many new introductions often fall short because nobody knows the plant even exists — it was never marketed to anyone. Products in the market have a short shelf life and you cannot afford to get it wrong from the start. Our typical passion to grow stuff is just not enough in a VERY crowded market. How does one do everything necessary to successfully launch a new plant? We'll discuss great examples of success, and a couple epic failures as well.



**PESTICIDE CLASS**

**8:30-9:30am | Room B119**



**Did You Just Touch That?: Sanitation and the Spread of Pathogens**

**Colleen Warfield, corporate plant pathologist at Ball Horticultural Company**

Understanding how a pathogen spreads is an integral part of any plant disease management program. With an emphasis on viral diseases, this session will look at different modes of transmission and how those may influence sanitation practices in your greenhouse and nursery. Some interesting (and perhaps entertaining) comparisons will be drawn using examples from human behavior and food safety studies.

**9:45-10:45am | Room B110**



**Today's Best Trees for the Urban Forest**

**Keith Warren, director of product development (retired) at J. Frank Schmidt & Son Co., author**

What are today's best choices for urban planting? This seminar will present the current best species and cultivar selections for the urban forest. We will discuss street trees as well as large landscape selections and those suitable for parks and campuses. As new invasive insects and diseases, as well as a changing climate, challenge urban trees like never before, our tree choices must change. The newest cultivars and trends in species selection will be highlighted, and successful old faithfuls will be revered. The speaker will identify the best choices for specific uses and suggest those that may be the trees of the future.

**9:45-10:45am | Room B114**



**New Research Insights on Hemp Agriculture in the Pacific Northwest and Beyond**

**Dr. Jay S. Noller, professor and head of the Department of Crop and Soil Science at Oregon State University**



Come hear Dr. Noller give a comprehensive overview of all the research projects underway on hemp in Oregon and beyond, including views to developing areas of inquiry for this recently added and newly popular crop.



**9:45-10:45am | Room B115**



**Mentoring: Why It Matters and How It Can Benefit You and Your Nursery Staff**

**Mark Krautmann, co-owner of Heritage Seedlings & Liners Inc.**

How do you implement mentoring programs in training and supervision roles? Join Mark and two key employees as they delve into the specific benefits of a mentor relationship. Learn how to facilitate performance, nurture the undiscovered talents among committed employees, and contribute to engaging work and employee loyalty. The synergy between job satisfaction, low turnover rates, collaboration and engagement will be reviewed. After questions from the audience, attendees will leave with literature references, actionable items, and a challenge to apply these principles and benefit in your own workplace.

**PESTICIDE CLASS**

**9:45-10:45am | Room B119**



**Why Your Program Failed: The Importance of Pest Identification in Bio Control Programs**

**Kelly Vance, IPM specialist at Beneficial Insectary**

Biological control programs can be challenging for some growers to implement and establish. With the number of available control agents growing every year, growers are faced with even more decisions to make regarding which predators, parasitoids or biopesticides to use for their crop pests. Even more critical is the need to identify the pest targeted from the beginning. In this session, Kelly will go over some common mistakes in pest identification, and why the predators you chose may not have worked. We will attempt to explain the preferred diet and climate of our most important control agents and when one's performance is desired over another's.

**KEYNOTE SPEAKER**

**11am-12pm | Room C123**

**FREE**



**What's On the Economic Horizon for Our Industry?**

**Dr. Charlie Hall, professor and Ellison Chair in International Floriculture at Texas A&M University**

In this comprehensive presentation, Hall will discuss the performance of the entire green industry in 2019 and will set the stage for the fall season and 2020. The economy and several cross-cutting issues (e.g., labor, demographics, freight costs, housing) are certain to affect every green industry business. He will discuss how these issues will impact green industry firms, and more importantly, how to position your business for the next economic downturn. The impending structural changes will continue to reshape our industry and the competitive advantages that enabled businesses to survive the last recession are not necessarily the ones that will be available through the next cycle.





12:30-1:30pm | Room C123 **FREE**



### What's New in the Lab? Research Report Update for Oregon Nurseries

Dr. Jill Calabro of HRI, Dr. Ryan Contreras of OSU, Jerry Weiland of the USDA, Gary McAninch of the ODA

Moderated by Jeff Stone, executive director of the Oregon Association of Nurseries

The research being conducted today is what shapes the industry of tomorrow. Join us for this panel discussion featuring the representatives for the Oregon Department of Agriculture, the USDA, American Horticultural Research Institute, and Oregon State University as they report on the latest research and how it's projected to affect your business in the coming years.



12:30-1:30pm | Room B110



### Bio-Based Resins and Plastics: The Right Choice for the Environment and the Future of Your Company's Bottom Line

Sarah E. Braun, owner and project manager at SustainEdge Marketing LLC

The lawn and garden and horticultural industries deal with the environment on a daily basis. Yet, these same industries are surrounded by single-use, petroleum-based plastics. The purpose of this seminar is to bring to light and educate companies and individuals on the availability, possibility and cost-effectiveness of bio-based resins and plastics. The beauty and innovation of these technologies have made it easier than ever before to transition your business into a sustainable, green and eco-friendly enterprise. This seminar will lay to rest differing myths about the costs and uses of bioplastics, as well as providing an introduction to a variety of items available to all areas of the lawn and garden and horticulture industries.

12:30-1:30pm | Room B115



### The Important Role Mentorship Plays in Helping You Realize Your Full Potential.

Octavio Martinez, operations manager at Heritage Seedlings & Liners Inc. Elizabeth Cryan, landscape designer at PNW Sustainable Designs

A panel of industry professionals will discuss the importance of mentorship while navigating the ever-evolving green industry in the United States. Join Octavio Martinez and Elizabeth Cryan for a lively panel conversation about their personal experiences and the role those positive relationships have had on their careers. The right mentor can save you time, money, and frustration by helping you learn best practices without all the trial and error. We will talk about identifying potential mentors in your workplace and then how to get the most from those relationships, and much more. Come join us!



1:30-2:30pm | Room B114

BIZ

### Business Strategies for Entrepreneurs

Kyle Peterson, owner of Pacific Crest Nursery

Maybe you are a budding entrepreneur who wants to start a business and don't know what to do next. Perhaps you manage an established business and want to re-energize and take things to the next level. Either way this will put you on the right path. After reaching the first anniversary for Pacific Crest Nursery, Kyle will share updates on the company and provide detailed insights on successes and failures that he's experienced firsthand. He will also talk about what it takes to overcome obstacles and set yourself up for success.



1:30-2:30pm | Room B119

BIZ

### Marketing Practices to Grow On

Ian Doescher, director of creative services at Pivot Group

When it comes to marketing, where should you start? What are the best principles to live by and questions to ask when you establish strategy, consider tactics, write copy, design materials and reach out to your customers? What does your customers' overall experience have to do with it? In this session, we'll walk through the fundamental marketing and branding concepts that help companies large and small tell their stories creatively and effectively. Along the way, we'll cover which tactics are most important when you're starting out, how to brainstorm and much more.



2:30-3:30pm | Room B110



### Advances in Hydrangea Breeding, an Introduction: The Best of the New and a View to the Future

Dr. Michael A. Dirr, retired professor at University of Georgia

In the late '90s and early '00s, there was precious little known in the way of credible, garden-worthy introductions of hydrangeas. 'Nikko Blue', among the macrophyllas, was dominant along with the French legacy cultivars such as 'Mme. Emile Mouillere', 'Ami Pasquier', and 'Mariesii'. Paniculatas were still dominated by 'Grandiflora' while *H. quercifolia* favorites were 'Snowflake' and 'Snow Queen'. *H. arborescens* was represented by 'Annabelle'. The sea change occurred with the Endless Summer® series (Original® in 2004), which embodied the reblooming/remontant genes. Soon breeders were at the work bench hoping to compete. Dr. Dirr's 2019 checklist of *H. paniculata* cultivars lists more than 170, including about 50 introduced since 2004. It's an exciting time for hydrangeas as breeders continue to be more innovative. Let's talk!



2:30-3:30pm | Room B115

**FREE**



### Who Will Tend Our Crops?

Kerry Scott, program manager at MAS Labor H-2A

In today's economy, with virtually full employment, seasonal agricultural and horticultural employers are experiencing record labor shortages. The one viable, legal solution is the federal government's H-2A guest worker visa program. Nationwide, use of the program doubled between 2014 and 2017 and continues to grow by more than 20 percent each year. Use of the program by Oregon growers is also increasing, though not as quickly. This is in part due to the perception that Oregon is a difficult state in which to utilize the program. Whether or not that is true, with the help of a good, experienced H-2A agent, using H-2A in Oregon is not only possible, but almost certainly successful. This seminar will show growers how.

Arborists	Breeders	<b>BIZ</b> Business Practices	Designers
Growers	Interactive Learning	Landscapers	Municipalities
Pesticide Recertification	Sustainability	Retailers	Urban Foresters

WEDNESDAY

WEDNESDAY

# THURSDAY Seminary

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<p><b>Build a More Shoppable Space!</b> Dr. Bridget K. Behe</p> <p><b>B110</b></p>	<p><b>Behind the Scenes at the Oregon Garden</b> Ty Boland</p> <p><b>B114</b></p>	<p><b>Landscape Luminosity: Creating Gardens with Brilliance, Sparkle and Glow</b> Lisa Port, FAPLD</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: A Systematic Approach to Implementing Biocontrols</b> Lloyd R. Traven</p> <p><b>B119</b></p>
<p><b>Harness the POWER of Garden Coaching!</b> Christina Salwitz</p> <p><b>B110</b></p>	<p><b>'Good' Isn't Good Enough: Breeding Plants in a Crowded Market</b> David Roberts</p> <p><b>B114</b></p>	<p><b>Time for CRISPR? A Look at the Options for Creating Novel Ornamentals with Gene Editing and Engineering Techniques</b> Dr. Steve Strauss and Dr. Ryan Contreras</p> <p><b>B115</b></p>	<p><b>PESTICIDE CLASS: Weed Management in Ornamental Crops</b> Dr. Marcelo L. Moretti</p> <p><b>B119</b></p>
<p><b>FREE</b></p> <p><b>Leadership in Today's Tight Labor Market: Retaining and Recruiting High Productivity Employees</b> Dr. Bill Conerly</p> <p><b>B115</b></p>			
<p><b>The Art and Science of Pricing Plants</b> Dr. Bridget K. Behe</p> <p><b>B110</b></p>	<p><b>SPANISH ONLY PESTICIDE CLASS: Implementing Biological Control in Nurseries and Greenhouses</b> Dr. Luisa Santamaria</p> <p><b>B115</b></p>		
<p><b>Lean Shipping: Better All the Time</b> Rick and Elizabeth Peters</p> <p><b>B114</b></p>	<p><b>Sustainability and Environmental Enrichment: A Neglected Tool to Balance Our Lives in the XXI Century</b> Elizabeth Cryan</p> <p><b>B119</b></p>		
<p><b>How to Build Bee-Friendly Gardens: Research from the OSU Garden Ecology Lab</b> Dr. Gail Langellotto</p> <p><b>B110</b></p>	<p><b>Mighty Mycorrhizae: Using Friendly Fungi to Improve Ornamental Production!</b> Jozsef Racsko</p> <p><b>B115</b></p>		



8:30-9:30am | Room: B110

BIZ

## Build a More Shoppable Space!

**Dr. Bridget K. Behe, professor of horticultural marketing, Michigan State University**

From recent eye-tracking research findings in her consumer studies, Dr. Behe will explain how to create a more compelling retail space. Merchandising, signs, and plant guarantees all play a role as does the product itself. This session will help you improve your marketing strategy by incorporating research-based information on consumer preferences.



8:30-9:30am | Room: B114



## Behind the Scenes at the Oregon Garden

**Ty Boland, manager of horticulture and botanical curator, The Oregon Garden**

Ty will briefly discuss the history of the Oregon Garden as well as the partnerships that exist today. He will lay out the challenges regarding maintaining the original design aesthetics, infrastructure, as well as discuss the plant collection and current accessions program. Ty will express the value of perseverance in the face of many challenges facing the Garden and he will discuss work he is doing for it to thrive in the future.



8:30-9:30am | Room: B115



## Landscape Luminosity: Creating Gardens with Brilliance, Sparkle and Glow

**Lisa Port, FAPLD, certified landscape designer, fellow, and owner of Banyon Tree Design Studio LLC**

Gardeners in the Pacific Northwest struggle with diminished light and downright darkness for more than nine months of the year. It rains. A lot. Skies are blanketed with clouds and we live under some of the largest trees on the planet. How is it even possible to create a garden that positively glows from within? Bringing luminosity to a garden doesn't have to be hard. You just need to incorporate a few techniques to get the job done. By utilizing designer techniques, maximizing seasonal attributes, and (of course) exploiting brilliant plant material, Lisa will demonstrate the art of creating a truly luminous garden.



Arborists



Breeders



BIZ Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



Retailers



Urban Foresters

**PESTICIDE CLASS**

**8:30-9:30am | Room: B119**



**A Systematic Approach to Implementing Biocontrols**

**Lloyd R. Traven, president, Peace Tree Farm LLC**

Growers are avidly looking at biocontrols, biorationals and biopesticides as an alternative to harsher chemicals that are fast becoming ineffective and often unavailable. Additionally, there is a strong stigma against many systemic treatments and their effects on pollinators. Using biological controls offers not only excellent efficacy, but sends a message to consumers and producers that resonates as a better way to grow. Implementation is a method, one that demands a different mindset, attitude, and expectation for growers, retailers and consumers, and takes some time and diligence and commitment to make it work. Peace Tree Farm is widely known for being able to create a complex ecosystem of organisms that gives them superior control across an extremely wide range of genera, from propagation through to finished material, year-round, and virtually without chemical intervention. Come see how it happens!



**9:45-10:45am | Room: B110**



**Harness the POWER of Garden Coaching!**

**Christina Salwitz, founder, The Personal Garden Coach**

Whether you own a garden center, own your own landscape business or are simply looking for ways to capitalize on your hort industry experience in fast-paced and lucrative ways, garden coaching might be exactly what you need to level up your business for the new age in horticulture. Learn the top tips and techniques for finding new clients, cultivating existing customers to become garden coaching clients and transform those clients into long-term relationships that bring you more consistent business. Step by step, you will understand what it takes to build a garden coaching business that works well in lean times as well as abundance.



**9:45-10:45am | Room: B114**



**'Good' Isn't Good Enough: Breeding Plants in a Crowded Market**

**David Roberts, general manager, Bailey Innovations**

Whether working independently or for a major corporation, plant breeders face intense scrutiny when trying to bring a new plant to market. Large corporations introduce dozens of new cultivars every year, leaving little room for subpar plants. Plant breeders often utilize modern innovations and perform extensive trials to ensure their plants stand out in an otherwise crowded field. Join David as he discusses the many facets of plant breeding and trialing for Bailey, the company responsible for internationally acclaimed plant brands like First Editions® and Endless Summer® Hydrangeas.



**9:45-10:45am | Room: B115**



**Time for CRISPR? A Look at the Options for Creating Novel Ornamentals with Gene Editing and Engineering Techniques**

**Dr. Steve Strauss, distinguished professor at Oregon State University and Dr. Ryan Contreras, assistant professor at Oregon State University**

Gene editing methods, including CRISPR, have been in the news of late. They and associated genetic engineering methods provide a more direct way to produce some of the traits our industry has historically sought, such as sterility, variation in leaf and flower color, modifications to canopy and leaf form, and pest resistance. They can also avoid regulation by the feds in some cases, lowering costs in development. The goal of this session is to review where we are at with the technology and what the obstacles are. We can discuss whether our industry wishes to come together and start to put these techniques to work to produce new varieties, while promoting public education and dialog.



**PESTICIDE CLASS**

**9:45-10:45am | Room: B119**



**Weed Management in Ornamental Crops**

**Dr. Marcelo L. Moretti, assistant professor and weed science specialist at Oregon State University**

Dr. Moretti's presentation will cover principles and methods of weed management in ornamental crops. Methods will include chemical and non-chemical practices for controlling weeds, and options for reducing herbicide use in or reducing the risk of herbicide resistance selection.



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

**FREE**



**Leadership in Today's Tight Labor Market: Retaining and Recruiting High Productivity Employees**

**Dr. Bill Conerly, economic consultant at Conerly Consulting, LLC**



The tight labor market is the biggest headache for many businesses. Back in 2006, Dr. Conerly predicted the labor shortage was a decade away. He started collecting articles about how to improve employee retention and recruitment. He also asked his consulting clients about their successes and failures. This seminar will first explain why the tight labor market will continue for another decade. He will then provide managers with a process for developing high employee retention, engagement and productivity along with success in recruiting new workers.



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



**The Art and Science of Pricing Plants**

**Dr. Bridget K. Behe, professor of horticultural marketing, Michigan State University**

There is more to pricing than simply calculating costs. Dr. Behe will discuss some pricing concepts and share some research-based findings on how consumers react to pricing in communications. For growers, wholesalers and retailers, pricing remains an important part of the marketing mix. Costs and markup formulas are just the beginning!



THURSDAY

THURSDAY





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



### Implementing Biological Control in Nurseries and Greenhouses

**Dr. Luisa Santamaria, associate professor and extension plant pathologist at Oregon State University**

This presentation will provide an update on the current biological products available for managing pests and diseases in nurseries and greenhouses. Participants will learn about the types of beneficial organisms and insects used in greenhouse production and relevant aspects to consider when using biological control. They will also learn about the use of biological control as part of a total integrated pest management (IPM) program, which incorporates scouting, disease-resistant plants, and good cultural practices. The instructor will provide some case studies where biological control has been successfully implemented.

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



### Lean Shipping: Better All the Time

**Rick Peters, president, and Elizabeth Peters, vice president, The Peters Company**

This case study looks at how Robinson Nursery Inc., a grower of bareroot shade and ornamental trees and shrubs, improved productivity and flow in pulling and preparing trees for shipping. Through a series of highly focused rapid improvement activities, the company was able to create standard work that cut their lead time in half, eliminated 30 percent of product touches, reduced the crew size from 11 to five, and engaged and motivated their employees. Prior to this Lean activity, it took three days to process a full truck order (about 3,200 trees). That same order can now be done in about a day and a half with greater accuracy and less strain on the team.



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



### Sustainability and Environmental Enrichment: A Neglected Tool to Balance Our Lives in the XXI Century

**Elizabeth Cryan, landscape designer at PNW Sustainable Designs**

How can we incorporate sustainability and environmental enrichment to capitalize on the benefits that nature provides to us? This talk will help the audience connect the dots. We will explore the ways that small and subtle changes can net outsized benefits and all the ways that those benefits can have an economic impact on our lives and our communities. After this talk we will be ready to embrace our green spaces in a way that we have never before.



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



### How to Build Bee-Friendly Gardens: Research from the OSU Garden Ecology Lab

**Dr. Gail Langellotto, professor of horticulture at Oregon State University**

This talk will review the garden plants and practices that have been shown to promote native bee abundance and diversity in Western Oregon home gardens. We will also highlight the importance of urban and suburban gardens to bee conservation efforts, and small changes that any gardener can make to benefit bees.



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



### Mighty Mycorrhizae: Using Friendly Fungi to Improve Ornamental Production!

**Jozsef Racsko, technology manager, Mycorrhizal Applications LLC**

Mycorrhizae is a symbiotic association between plants and fungi. This presentation will discuss the benefits of using mycorrhizal fungi in ornamental production. Attendees will learn about why mycorrhizae are important for ornamental plant vitality, and how this symbiotic relationship can benefit plant nutrient uptake and utilization, increase nutrient availability, and even buffer the effects of over-fertilization. You will also learn how industry professionals can utilize this natural, organic, sustainable technology in their own professional operations, discuss the frequently asked questions and concerns, and how plant producers can adjust their fertility regimens to maximize the mycorrhizal benefits and return on investment.



# FRIDAY Seminary

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<p><b>Hot Off the Press!: New Releases from Oregon State University Plant Breeding</b> Dr. Ryan Contreras</p> <p><b>B110</b></p>	<p><b>Case Study: Receiving Product the Lean Way</b> Rick and Elizabeth Peters</p> <p><b>B114</b></p>	<p><b>PESTICIDE CLASS: The Importance of Cultivar Testing for Boxwood Blight</b> Dr. Jill Calabro</p> <p><b>B119</b></p>
<p><b>Sensor-Based Irrigation Management</b> Dr. Lloyd Nackley</p> <p><b>B110</b></p>	<p><b>Biochar: Bringing Profitability to Growers and Sustainability to Landscapes</b> Andrea Melnychenko</p> <p><b>B114</b></p>	<p><b>PESTICIDE CLASS: To Mix or Not to Mix: Compatibility of Biological Products for Plant Protection</b> Dr. Carlos E. Bográn</p> <p><b>B119</b></p>



**8:30–9:30am | Room: B110**



## Hot Off the Press!: New Releases from Oregon State University Plant Breeding

**Dr. Ryan Contreras, associate professor, Oregon State University**

The Ornamental Plant Breeding Program at Oregon State University targets traits that make plants easier for producers to grow and that yield better results in the landscape. Come learn about recent releases and how they can fit into a production line, professional designs or home gardens. These plants are immediately available for licensing, so get 'em while they are hot!



**8:30–9:30am | Room: B114**



## Case Study: Receiving Product the Lean Way

**Rick Peters, president, and Elizabeth Peters, vice president, The Peters Company**

This interactive presentation looks at the transformation of receiving product at Al's Garden & Home. Before Lean was applied, the team had to physically touch each product 11 times. Employees had to stop to make corrections or ask for help. Products were processed inefficiently, in batches, due to seasonality. No standard work procedures were in place. Learn how one of the region's top garden retailers applied Lean principles to cut days off their time to receive product and slashed their labor cost per unit by 30 percent. In doing so, the company gave its employees the ability to work creatively as a team to improve the business. Join this seminar to improve your workflows and teamwork, ask question and get inspired!



## PESTICIDE CLASS

**8:30–9:30am | Room: B119**



## The Importance of Cultivar Testing for Boxwood Blight

**Dr. Jill Calabro, science and research programs director, AmericanHort/Horticultural Research Institute**

How tolerant are cultivars to boxwood blight? Does it matter? 2018 saw a record number of boxwood blight diagnoses, including reports in new locations. At the same time, AmericanHort's Horticultural Research Institute (HRI) started a new initiative to better understand the range of tolerance and susceptibility of cultivars common in U.S. production. Come learn about the research underway as well new developments, including the latest on box tree moth.



**9:45–10:45am | Room: B110**



## Sensor-Based Irrigation Management

**Dr. Lloyd Nackley, professor at Oregon State University**

The traditional feel-and-appearance approach used to determine irrigation scheduling works when there are enough people to check plants regularly and determine when to turn the water on. The catch is, it does a poor job of determining when to turn the water off! Soil moisture sensors are promoted as a method for automating irrigation management, at least in part. This seminar will discuss the findings from a recent project that evaluated the performance, consistency, accuracy and affordability of commercially available soil moisture sensors deployed in field and container nursery systems.



**9:45–10:45am | Room: B114**



## Biochar: Bringing Profitability to Growers and Sustainability to Landscapes

**Andrea Melnychenko, account manager at Cool Planet**

Biochar is gaining popularity across horticulture, agriculture and landscape industry segments. Learn about biochar, its history and its production. Explore applications and case studies in nursery, landscape, and urban green sectors. This session will focus on how biochar products such as Cool Terra Organic can be used in soilless media to provide structure to container soils, promote improved rooting and improve microbial habitat. We will discuss the areas and use cases where biochar is an economically viable option for growers, as well as how it benefits plant growth and promotes water and nutrient retention in media. Scaling up, we will look at examples of use in large- and small-scale landscape installations, urban reforestation and stormwater management systems.

## PESTICIDE CLASS

**9:45–10:45am | Room: B119**



## To Mix or Not to Mix: Compatibility of Biological Products for Plant Protection

**Dr. Carlos E. Bográn, technical manager at OHP Inc.**

Biological products for plant protection include insecticides and fungicides derived from naturally occurring substances (biochemical products) and microorganisms (microbial products) that control pests and diseases. Current market trends and the increased availability of biological products have created an often overwhelming number of choices and possible combinations for growers. This has led to many unanswered questions regarding the compatibility of biological products with each other and with conventional chemistries. This presentation will focus on the biological bases for compatibility among biological products particularly microbial insecticides and fungicides.

# Seminarios en ESPAÑOL

(SPANISH OFFERED SEMINARS)



SPANISH INTERPRETATION

CLASE SOBRE PESTICIDAS

## MIÉRCOLES 21 DE AGOSTO

8:30-9:30am | Salón: B119



SPANISH INTERPRETATION



### ¿Acaba de Tocar eso? El Saneamiento y la Propagación de Patógenos

**Colleen Warfield, patóloga de plantas corporativa de la empresa Ball Horticultural Company**

Entender cómo se propaga un patógeno es parte integral de cualquier programa para controlar las enfermedades en las plantas. En esta sesión examinaremos diferentes modos de transmisión y cómo pueden influir en las prácticas de saneamiento en los invernaderos y viveros, con un énfasis en las enfermedades virales. Haremos algunas comparaciones interesantes usando ejemplos de estudios sobre el comportamiento humano y la salud alimentaria.

CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B119



SPANISH INTERPRETATION



### Por Qué Falló Su Programa: La Importancia de Identificar la Plaga para los Programas de Control Biológico

**Kelly Vance, especialista de Beneficial Insectary en el manejo integrado de plagas (IPM por sus siglas en inglés)**

Con el creciente número de agentes de control disponibles cada año, los cultivadores enfrentan más opciones al tratar de decidir qué depredadores, parasitoides o pesticidas biológicos usar para las plagas de sus cultivos. En esta sesión, Kelly hablará sobre algunos de los errores más comunes en la identificación de plagas, y por qué tal vez no funcionaron los depredadores que usted escogió. Trataremos de explicar cual es la dieta y el clima preferidos de nuestros agentes de control más importantes y cuándo es mejor usar uno en vez de otro.



12:30-1:30pm | Salón: B115



SPANISH ONLY

### La Importancia de Pedir Ayuda a un Mentor para Alcanzar Nuestras Metas.

**Octavio Martinez, director de operaciones de Heritage Seedlings & Liners Inc. Elizabeth Cryan, diseñadora de jardines de PNW Sustainable Designs**

Lo invitamos a escuchar una charla con nuestro panel de profesionales en el que se hablará de varias experiencias trabajando en Estados Unidos y el cambio de vida cuando se llega a encontrar a un mentor que nos ayuda a navegar una cultura y lenguaje diferente. Es increíble el impacto que puede tener un mentor en nuestra vida especialmente en el trabajo cuando estamos sumergidos en otra cultura, lengua y reglas culturales.

CLASE SOBRE PESTICIDAS

## JUEVES 22 DE AGOSTO

8:30-9:30am | Salón: B119



SPANISH INTERPRETATION



### Un Método Sistemático para Implementar Controles Biológicos

**Lloyd R. Traven, presidente de Peace Tree Farm LLC**

Los cultivadores están entusiasmados considerando agentes de controles biológicos, biorracionales y biopesticidas como alternativa a los productos químicos fuertes que se están volviendo cada vez menos eficaces y a menudo no están disponibles. Además, existe una fuerte estigmatización en contra de muchos tratamientos sistémicos y los efectos que tienen sobre los polinizadores. Usar controles biológicos no solamente ofrece una eficacia excelente, sino que también envía un mensaje a los consumidores y productores que resuena como una mejor manera de cultivar. Su implementación es un método que exige que los cultivadores, vendedores minoristas y consumidores tengan una mentalidad, actitud y expectativa diferentes, y toma un poco de tiempo, diligencia y compromiso lograr que funcione.

CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B119



### El Manejo de Malezas en Cultivos Ornamentales

**Dr. Marcelo L. Moretti, profesor adjunto de Oregon State University y especialista en el manejo de malezas**

La presentación del Dr. Moretti cubrirá principios y métodos para el manejo de malezas en los cultivos ornamentales. Los métodos incluirán prácticas químicas y no químicas para controlar las malezas y opciones para reducir el uso de herbicidas o reducir el riesgo de una selección resistente a herbicidas.

CLASE SOBRE PESTICIDAS

12:30-1:30pm | Salón: B115



SPANISH ONLY



### Implementación de Controles Biológicos en Viveros e Invernaderos

**Dr. Luisa Santamaría, profesora adjunta de Oregon State University y patóloga de plantas de los Servicios de extensión**

Esta presentación proporcionará información actualizada sobre los productos biológicos disponibles actualmente para controlar plagas y enfermedades en viveros e invernaderos. Los participantes aprenderán sobre los tipos de organismos e insectos beneficiosos que se usan en las producciones en invernaderos y los aspectos relevantes que deben considerar al usar agentes de control biológico. También aprenderán sobre el uso de agentes de control biológico como parte de un programa completo para el manejo integrado de plagas (IPM, por sus siglas en inglés), el cual incluye realizar una exploración, usar plantas resistentes a enfermedades y buenas prácticas culturales.

CLASE SOBRE PESTICIDAS

## VIERNES 23 DE AGOSTO

8:30-9:30am | Salón: B119



SPANISH INTERPRETATION



### La Importancia de Examinar los Cultivares para Detectar el Tizón de Boxwood

**Dr. Jill Calabro, directora de programas de ciencias e investigación del Instituto de Investigaciones Hortícolas AmericanHort.**

¿Qué tan tolerantes son los cultivares al tizón de boxwood? ¿Tiene importancia? En el 2018 se vio un número record de diagnósticos de tizón de boxwood, incluyendo reportes en nuevos lugares. Al mismo tiempo, el Instituto de Investigaciones Hortícolas AmericanHort (HRI, por sus siglas en inglés) dio comienzo a una nueva iniciativa para entender mejor el margen de tolerancia y susceptibilidad de los cultivares comunes en la producción de los Estados Unidos. Venga a informarse sobre los estudios en marcha y los nuevos avances, incluyendo la más reciente información sobre la polilla del boj.

CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B119



SPANISH INTERPRETATION



### Mezclar o No Mezclar: La Compatibilidad de Productos Biológicos para la Protección de Plantas

**Dr. Carlos E. Bográn, administrador técnico de OHP Inc.**

Los productos biológicos para la protección de plantas incluyen insecticidas y fungicidas derivados de sustancias que ocurren de forma natural (productos bioquímicos) y microorganismos (productos microbianos) que controlan plagas y enfermedades. Las tendencias actuales del mercado y la mayor disponibilidad de productos biológicos han creado una cantidad de opciones y posibles combinaciones para los cultivadores que muchas veces es abrumadora. Esta presentación se enfocará en las bases biológicas para la compatibilidad entre los productos biológicos, particularmente los insecticidas y fungicidas.



Arboristas



Cultivadores

BIZ Prácticas empresariales

Diseñadores

Agricultores

Aprendizaje interactivo



Paisajistas



Municipalidades



Recertificación para el uso de pesticidas



Sostenibilidad



Vendedores minoristas



Silvicultores urbanos

# EXPERIENCE HIP Portland

## HOTELS

Book at our official Farwest host properties to ensure maximum convenience, get the best rates and enjoy exclusive perks, such as free Wi-Fi and discounted parking while attending the Farwest Show.

Secure your reservation at [www.FarwestShow.com/hotels](http://www.FarwestShow.com/hotels). Or, contact Travel Portland to reserve by phone at 503-275-9295, toll-free 877-678-5263 ext. 2 or email [housing@travelportland.com](mailto:housing@travelportland.com).

**Travel Portland is the only housing coordinator associated with the Farwest Show.** Do not give your credit card information to anyone claiming to be a Farwest travel agent. Travel Portland does not make outbound calls soliciting reservations.

## WALK TO THE OREGON CONVENTION CENTER (OCC)

(Lodging options that are just blocks away from OCC)

### 1 COURTYARD by MARRIOTT

\$219 a night  
435 NE Wasco Street, Portland, OR 97232

### 2 DOUBLETREE HOTEL

\$174-\$195 a night  
1000 NE Multnomah Street, Portland, OR 97232

## SHORT RIDE ON MASS TRANSIT TO THE OCC

(Lodging 1.2 miles or fewer from OCC)

A complimentary light-rail and streetcar pass is available upon check-in to everyone who books with the official Farwest Host Properties.

### 3 EMBASSY SUITES

\$229 a night  
319 SW Pine Street, Portland, OR 97204

Hotels fill fast. Book early to secure your reservation!

## Important Details:

- Rates do not include taxes.
- \$50 cancellation fee applied to reservations cancelled after June 30, 2019.
- Discounted rates can be reserved through July 20, 2019 and subject to availability.
- \$100 cancellation fee applied to reservations cancelled after July 31, 2019.
- Additional cancellation fees may be imposed by hotels, specific cancellation policies vary by property.



Discover things to do at [www.TravelPortland.com](http://www.TravelPortland.com) and [www.TravelOregon.com](http://www.TravelOregon.com).

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Early-bird discount deadline July 31**

**FARWEST**  
**PORTLAND 2019**



**OREGON  
ASSOCIATION OF  
NURSERIES**