



FOR IMMEDIATE RELEASE

Dr. Michael Dirr and Keith Warren to speak on trees for restricted and urban spaces at 2019 Farwest Show

Portland, Oregon (July 1, 2019) — At the 2019 Farwest Show, industry experts Dr. Michael A. Dirr and Keith Warren will deliver back-to-back education sessions focused on the best trees suited for smaller landscapes and urban settings. The talks will shed light on the changing applications for trees in today's environments. The Farwest Show will be held August 21–23 at the Oregon Convention Center in Portland, Oregon.

Dr. Dirr's session, "The Remarkable Cornucopia of Small Trees for Restricted Planting Spaces," takes place from 8:30–9:30 a.m., Wednesday, August 21. As today's garden spaces become smaller, the demand is for trees with less pruning and maintenance, height and width, and energy disruption. Dr. Dirr will spotlight new developments in trees from J. Frank Schmidt & Son Co. and North Carolina State University that meet these criteria.

Warren's talk, "Today's Best Trees for the Urban Forest," immediately follows Dirr from 9:45–10:45 a.m., Wednesday, August 21. This seminar will present the current best species and cultivar selections for street trees, large landscapes, and parks and campuses. New invasive insects and diseases and a changing climate are challenging urban trees like never before. The newest cultivars and trends in species selection will be highlighted, and successful 'old faithfuls' will be revered.

Dr. Dirr, professor emeritus at the University of Georgia, is widely acknowledged as one of the leading experts nationally and globally on trees and shrubs for landscapes and gardens. He holds bachelor's and master's degrees in horticulture from The Ohio State University and a Ph.D. from the University of Massachusetts. Dirr has introduced more than 200 woody plants to cultivation and holds 29 patents with the UGA Research Foundation. He continues to work in cooperation with the American nursery industry to introduce and promote new trees and shrubs.

Warren, director of product development (retired) at J. Frank Schmidt & Son Co., has significantly reshaped the urban tree palette of America. Recently retired after 40 years as a nursery manager and director of product development, he is still active with the company. His tree breeding, selection and cooperative introduction programs were among the most productive ever, guiding 87 new tree cultivars to commercial introduction, including 37 trademarked or patented trees from his personal breeding and selection work. He published a comprehensive new book, co-authored with Dr. Michael Dirr, *The Tree Book: Superior Selections for Landscapes, Streetscapes, and Gardens*, in 2019.

Registration for both sessions is required. Convenient registration with discounts is available at <https://farwestshow.com/register/>. Complete details on events, daily schedules, speakers, and education for Farwest can be found at www.farwestshow.com. For further questions, contact Zen Landis, event and education manager, at 503-582-2011 and zlandis@oan.org.



The Oregon Association of Nurseries (OAN), based in Wilsonville, represents nearly 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodities, with annual sales of \$947 million. Oregon's nursery industry is a traded sector; nearly 80 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit www.oan.org or call 503-682-5089.

The Farwest Show, the largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves the interests of the ornamental horticulture industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2019 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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