



FOR IMMEDIATE RELEASE

2019 Farwest Show seminars spotlight importance of mentorship and building bee-friendly gardens

Portland, Oregon (July 30, 2019) — The 2019 Farwest Show, August 21-23, at the Oregon Convention Center in Portland, Oregon, has scheduled two seminars of special interest for nursery professionals. The seminars will look at the importance of mentoring for nursery staff and building bee-friendly gardens. Mark Krautmann, of Heritage Seedlings, will moderate a panel discussion dealing with the benefits of mentorship from 9:45–10:45 a.m. Wednesday, August 21. Dr. Gail Langelloto, of Oregon State University, will share insight on building bee populations in Western Oregon from 2:30–3:30 p.m. Thursday, August 22.

Krautmann's panel will define mentoring and contrast it with traditional training and supervision roles. It will describe the specific benefits that accrue from a mentor relationship and discuss how mentorship facilitates performance, elicits the best in undiscovered talent among committed employees, and contributes to engaged, gratifying work and employee loyalty. There will be time for questions.

Krautmann, co-owner of Heritage Seedlings & Liners Inc., in the Salem, Oregon area, specializes in unusual deciduous ornamentals grown in pots, and field transplants up to four feet tall. He has long been involved in volunteer work within the Oregon Association of Nurseries and local charities, has widely-acclaimed habitat restoration projects on farms he owns, and has an active outreach program with students, non-profits, and state agencies on conservation and stewardship issues.

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

Langelloto is a professor of horticulture at Oregon State University. She coordinates the statewide Master Gardener Program, teaches classes in pest management and insect agroecology, and leads the Garden Ecology Lab research group. Her lab studies the plants, insects, animals, and decisions and management practices that improve or degrade a garden's ability to promote environmental health.

Registration for the sessions is required. Convenient registration 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 or 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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