

The biggest Green Industry **trade show** in the West



FARWEST Wonderland



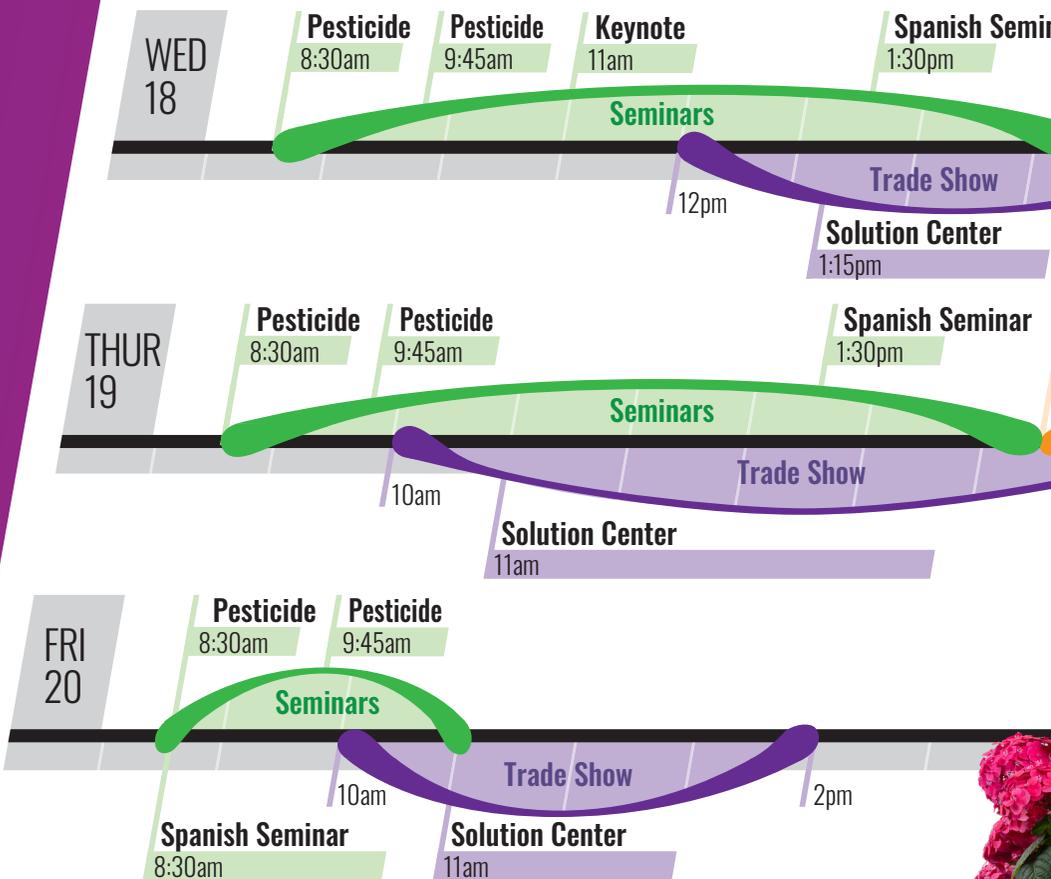
PLANNING GUIDE

AUGUST 18-20, 2021

Oregon Convention Center • Portland

Farwest is a **growing wonderland** for buyers, decision makers, and leading businesses in the green industry looking for amazing products and suppliers.

FarwestShow.com





SHOW AT A GLANCE

Do you need new ideas to increase efficiency, sales and profitability? We know you do! 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.

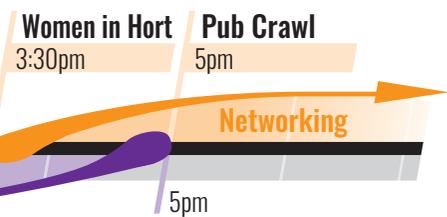
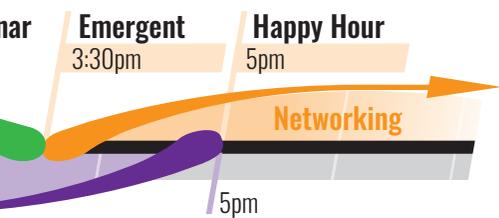


TABLE OF CONTENTS

- 4-5** Health and Safety
- 6-7** Show Features and Keynote
- 8-9** Solution Center
- 10** Networking Events
- 11** Social Events
- 12** Retailers' Choice Awards
- 13** Seminars
- 14-19** Seminars: Wednesday
- 20-25** Seminars: Thursday
- 26-27** Seminars: Friday
- 28-30** Seminarios en Español
- 31** Hotels/Map of Portland
- Back** Registration/Early Bird Information



HEALTH & SAFETY

COVID-19 HEALTH & SAFETY GUIDE

The Oregon Association of Nurseries (OAN) is dedicated to ensuring the safety of all exhibitors and attendees at the Farwest Show, which will take place August 18-20 2021 at the Oregon Convention Center in Portland, Oregon. We are very excited to gather in-person with our community and continue to provide a safe environment for green industry professionals to network, learn, and grow their business.

The Centers for Disease Control and Prevention (CDC) currently recommends getting vaccinated, wearing masks, social distancing, and increased sanitation to prevent the spread of COVID-19. We are working with the Oregon Convention Center, FERN exposition, Travel Portland and our hotel partners to provide a safe and clean environment for all participants by adhering to the CDC-recommended safety guidelines during the Farwest Show this August.

The COVID-19 pandemic safety precautions recommended by health authorities are changing regularly as cases dwindle and more adults become fully vaccinated. The Farwest Show team will continue to monitor the CDC recommendations, and communicate the health and safety guidelines that will be implemented during the show. Please visit our website: <https://farwestshow.com/covid19> for the most current information about health and safety procedures.



The Oregon Convention Center (OCC) has obtained the Global Biorisk Advisory Council (GBAC) Star Accreditation. The GBAC STAR™ Facility Accreditation Program is performance-based and designed to help facilities establish a comprehensive system of cleaning, disinfection, and infectious disease prevention for staff and venues.

To achieve GBAC STAR accreditation, the OCC was required to demonstrate compliance with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures. Learn more about GBAC STAR accreditation at www.gbac.org.



GUÍA PARA LA SALUD Y SEGURIDAD POR COVID-19

Oregon Association of Nurseries (OAN) está dedicada a garantizar la seguridad de todos los expositores y participantes del Farwest Show, que tendrá lugar del 18 al 20 de agosto del 2021 en el Centro de Convenciones de Oregón en Portland, Oregón. Estamos muy entusiasmados que podremos reunirnos en persona con nuestra comunidad y continuar brindando un entorno seguro para que los profesionales de la industria verde puedan conectarse con sus colegas, aprender y hacer crecer sus empresas.

Los Centros para el Control y Prevención de Enfermedades (CDC, por sus siglas en inglés) actualmente recomiendan que las personas se vacunen, se pongan mascarilla y mantengan el distanciamiento social para prevenir la propagación de la COVID-19. Estamos trabajando con el Centro de Convenciones de Oregón, FERN Exposition, Travel Portland y nuestros hoteles socios para cumplir con las pautas de seguridad recomendadas por los CDC y proveer un entorno seguro y limpio en agosto para todos los participantes del Farwest Show.

Las medidas de prevención y seguridad por la pandemia de la COVID-19 recomendadas por las autoridades sanitarias están cambiando a medida que los casos van disminuyendo y más adultos reciben la vacunación completa. El equipo del Farwest Show continuará monitoreando las recomendaciones de los CDC y comunicará las pautas de salud y seguridad que serán implementadas durante la exposición. Por favor visite nuestra página <https://farwestshow.com/covid19> para obtener información actualizada sobre los procedimientos para la salud y seguridad.



El Centro de Convenciones de Oregón (OCC) ha recibido la Acreditación Star del Global Biorisk Advisory Council (GBAC). La Acreditación de instalaciones GBAC STAR™ se basa en la implementación del programa y está diseñando para ayudar a las instalaciones a establecer un sistema integral de limpieza, desinfección y prevención de enfermedades infecciosas para su personal y sus instalaciones.

Para recibir la acreditación GBAC STAR, OCC tuvo que demostrar que cumplía con los 20 elementos principales del programa, desde los procedimientos de trabajo y estrategias para evaluar riesgo, hasta el equipo de protección personal y las medidas de preparación y respuesta a emergencias. Puede obtener más información sobre la acreditación GBAC STAR visitando la página www.gbac.org.



SHOW FEATURES



NEW VARIETIES SHOWCASE

Sponsored by:



DISCOVER INNOVATIONS IN HORTICULTURE

Come explore the next generation of problem-solving plants that are sure to turn heads in garden centers across the nation! This popular show feature gives you the first look at a wide variety of newly introduced plants that gardeners will be unable to resist. With easy-to-read Hip Labels tags, you will have no problem finding the Farwest exhibitors offering them for sale.

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

NEW PRODUCTS SHOWCASE

INSPIRING PRODUCTS TO IMPROVE YOUR BUSINESS

Discover innovative solutions and the latest new or improved green industry products for 2021. From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find hot new products to grow your green industry business. These featured products are new to the U.S. market, and introduced in either 2019, 2020, or 2021. Some are even making their debut at the Farwest Show!



GROWING TRENDS SHOWCASE

Sponsored by:



AmericanHort

ENCHANTED WONDERLAND

Create a sense of wonder and amazement. This year's Growing Trends Showcase is sure to inspire your imagination! Kick your creative side into high gear by adding some personality and whimsical touches to any garden. Replace the ordinary and every day with something unique by implementing similar ideas into your landscaping business or garden center. Being whimsical is all about being fun, fresh and festive. Be prepared to be enchanted and transported!

All showcases located on the show floor.



KEYNOTE ADDRESS

WEDNESDAY, AUGUST 18, 11AM in Exhibit Hall E

FREE to all registered Farwest Participants.

Sponsored by:

GROWERTALKS
green **PROFIT**



Farwest welcomes Katie Dubow, president of the Garden Center Group, to deliver this year's free keynote address: **"Garden Trends 2022: Growing Forward."**

In this inspiring presentation, Katie Dubow will forecast the fads that influence consumer buying habits now, and help you sow your seeds for the future. She will discuss new garden trends that will shake up the industry, touching on what everyone — from wholesale growers to independent garden center owners — can expect in the next decade. Highlighting key issues, she'll gauge possible impacts on the green industry and provide actionable strategies for companies to position themselves to meet the needs of their customers in 2022 and beyond.

Dubow recently took over ownership of the Garden Media Group, which has been accurately predicting trends in the green industry for almost 20 years. Garden Media Group also ignites buzz for clients, offers innovative public relations campaigns and secures top media placements and partnerships. The boutique PR and marketing firm is a leading influence in the home, garden, horticulture, outdoor living, and lawn and landscape industries. The annual Garden Trends Report is one of the most published garden studies in trade and consumer news.

SOLUTION CENTER

Sponsored by

gardencenter®

Nursery
MANAGEMENT

WEDNESDAY, AUGUST 18 – FRIDAY, AUGUST 20

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

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

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





Mark your schedule

**Wednesday,
August 18**

**Thursday,
August 19**

**Friday,
August 20**

11:00 am

11:15 am

11:30 am

11:45 am

12:00 pm

12:15 pm

12:30 pm

12:45 pm

1:00 pm

1:15 pm

1:30 pm

1:45 pm

2:00 pm

2:15 pm

2:30 pm

2:45 pm

3:00 pm

**Plant and Shoot - Smartphone
Photography for Plant People**
Grace Hensley

**Driving Sustainable
Agriculture: The Business
Case for Horticulture**
John Farner

Eco-Friendly Landscapes 101
Erik Swartzendruber

**Where are Consumers Getting
Plant Info? (Hint: It's Tags)**
Todd Davis

**Bio Beds: A Place for
Pesticide Waste**
Brian Hill

**New Varieties on the
Horticultural Horizon**
Allison Pennell

**Structural Pruning for
Young Trees**
Bess Bronstein

Hemp Production Principles
Lynn Griffith

**Local SEO Demystified:
Get More Out of Local
Internet Searches**
David Westlund

**Pruning Roses and Hydrangeas
for Maximum Beauty**
Nita-Jo Rountree

**Using AI & Computer Vision to
Optimize Your Greenhouse**
Adam Greenberg

Retailers' Choice Awards
Presented by
Christina Salwitz,
The Personal Garden Coach

NETWORKING EVENTS

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

Sponsored by

EMERGENT NETWORKING EVENT

WEDNESDAY, AUGUST 18, 3:30-5pm, in Lobby A



Support our industry's Emergents!

Join us for this free event open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage as you mingle with the brightest and most enthusiastic faces in the industry — our 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 4,600 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WEDNESDAY

THURSDAY



Wear your support for Women in Hort

The new Women in Hort shirt is available for purchase via Bonfire. The two-sided shirt is available in two styles and 10 colors! All proceeds will help provide food and beverage provisions for the event.

Find details online at farwestshow.com/event/women-in-horticulture/

WOMEN IN HORTICULTURE

THURSDAY, AUGUST 19, 3:30-5pm, in Lobby A

Sponsored by



Join us as we celebrate over 10 years of connecting women in the green industry! Since its inception in 2010, the Women in Horticulture networking event at Farwest has been a place for women to share their experiences, build connections

and strengthen career skills. Our guest speaker this year is Rachel Burlington, co-founder of the national Women in Horticulture group and the first female curator for the Portland International Test Rose Garden. Rachel is passionate about plants, labor issues, professional development, and growing a supportive community in the green industry. This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender!

SOCIAL EVENTS

FREE and open to all Farwest participants.

HAPPY HOUR

Presented by



BallSeed.

**WEDNESDAY,
AUGUST 18, 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, enjoy delicious beverages and free appetizers as you mix and mingle with friends and colleagues to celebrate the completion of the first day of the show. Farwest exhibitor booth awards will also be announced during Happy Hour festivities, including the winner of Best of Show! Open to all Farwest participants. Cheers!

PUB CRAWL

THURSDAY, AUGUST 19, 5pm-Late Night

Sponsored by



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

The merriment takes place at Spirit of 77, just a short journey across the street from the Convention Center, where light appetizers will be provided. The first 50 people to Spirit of 77 will receive a complimentary beverage.

5pm

Spirit of 77

(500 N.E. Martin Luther King Jr Blvd., Portland)



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



WEDNESDAY

THURSDAY

RETAILERS' CHOICE AWARDS



JUDGING WEDNESDAY, AUGUST 18

AWARDS CEREMONY HELD AT THE SOLUTION CENTER
THURSDAY, AUGUST 19 AT 2:45PM

Calling all trend setters!

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



Sponsored by The Garden Center Group and hosted by Christina Salwitz, The Personal Garden Coach.

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

- 1. Participating retailers must pre-register.** Go to the Farwest website (www.FarwestShow.com) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday August 18, noon:** Meet Christina Salwitz at the show registration area in Lobby C under the Dragon Boat to receive your guidelines and nominating form.
- 3. Walk the show floor at your pace!** Make note of what catches your eye and what you think your customers will love.
- 4. Reconvene with Christina at 5pm in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday August 19, 2:45pm:** Christina will announce the winners at the Solution Center at the end of aisle 10000 on the trade show floor.

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

WEDNESDAY

THURSDAY

SEMINARS



WEDNESDAY, AUGUST 18 – FRIDAY, AUGUST 20

**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. Space will be limited due to social-distancing protocols, and seating is first come, first serve. Ticket options include:

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

**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 fulfill two hours of credit. Each pesticide pass holder will also be able to access the Spanish-only seminars.

Go to www.FarwestShow.com and click the “**Register**” button for rates.

WEDNESDAY SEMINARS



Mark your schedule



WEDNESDAY



8:30-9:30am | Room C123

BIZ

Understanding Millennials from the Millennial Perspective

Ryan McEnaney, public relations specialist, Bailey Nurseries

This session gives both a personal and research-driven look at the Millennial generation and proposes communication strategies to engage and grow business with Millennials, the largest age group in the United States. McEnaney will walk through research conducted by national experts, industry examples, and success stories from other industries to provide ideas for growing business in this segment. This data is woven through McEnaney's personal narrative as a Millennial and member of a multi-generational family business, Bailey Nurseries.



8:30 - 9:30am | Room A105

Herbs for Year-Round Production Programs

Lloyd Traven, president, Peace Tree Farm LLC

No longer just for a brief shining moment in spring, and certainly not a fad, potted and cut herbs can now become a solid year-round profit center for wholesale, retail, café and markets. Sharp retailers are leveraging open production spaces outside of the main season, and wholesalers are replacing old mainstay crops rapidly to take advantage of a market growing by double digits annually. The potential is attractive, but there are pitfalls and many perils on the way to strong profit and year-round cash flow. Come with Lloyd as he shows appropriate cultivars, production methods, disease and insect prevention without hard chemistry, and looks at real-world cost and profit analysis.



8:30 - 9:30am | Room B110

Haute Hydrangeas

Nita-Jo Rountree, author, speaker and garden writer

This presentation is illustrated with beautiful photos of the latest and greatest, tried and true, and rare and unusual hydrangea cultivars. Learn the differences between the species as well as how to care for each type. Pruning techniques, cutting and drying flowers, using them in the garden and in containers, transplanting, as well as soil pH differences will all be discussed.

WEDNESDAY



Arborists



Breeders

BIZ

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

8:30–9:30am | Room B113



SPANISH INTERPRETATION

Leaf It to Me: Foliar Disease Control

Rick Yates, GGSPRO technical services manager, Griffin Greenhouse Supplies Inc.



Take a deep dive into prevention and control of foliar diseases including *Botrytis*, *Rhizoctonia*, fungal and bacterial leaf spots, mildews and more. Get detailed fungicide rotation strategies, cultural best practices and practical prevention tips for growers at every level. You will leave with the knowledge to defend your crops against unsightly foliar blemishes and increase profits for your growing operation for years to come.

9:45–10:45am | Room C123



Connection Cues: Uncovering Hidden Growth Potential

Christina Salwitz, founder, The Personal Garden Coach



Reading between the lines with customers can be challenging, but leaving dollars left on the table invites the competition to take them. This fast-paced session will teach you how to look for and understand the hidden earning potential you might be missing with your customers. Recognizing and interpreting buying signals can make a world of difference to your bottom line.

9:45–10:45am | Room A105



Understanding and Maximizing the Value of Root Zone Microbes

Jozsef Racsco, Ph.D., technology manager, Mycorrhizal Applications, LLC



The audience will learn about the benefits of microbial inoculants for use in nursery and greenhouse applications, including beneficial bacteria, mycorrhizal fungi and other beneficial fungi. We will explain how these microbes interact with plants' root systems and benefit plant development. Jozsef will explain best application practices, as well as how to make the most of these technologies. This seminar will help growers understand the role of these microbes and their interactions with cultural management practices so they can make informed decisions about product choice and use to achieve maximum return on investment.

WEDNESDAY





9:45-10:45am | Room B110

Changing Times, Changing Gardens

Bess Bronstein, horticultural consultant, educator, and ISA-Certified Arborist

As Bob Dylan once noted, “the times, they are a changing.” The impacts of climate change are visible in our landscapes. Plants are under stress due to rising temperatures, less typical rainfall, and increased pest and disease problems. It is clear that we need to make modifications on how we garden into the future, including changes in plant selection, irrigation and landscape management. Find out what you can do to make this transition successful in your garden.



PESTICIDE CLASS

9:45-10:45am | Room B113

Going Viral: Plant Health Edition

Lynn Griffith, tropical plant and soil expert

Attend this seminar to learn every aspect of viral disease management: What are viruses and how do they spread? How do they attack plant cells and how can one recognize plant defense systems? You will leave with comprehensive knowledge pertaining to host specificity, weed hosts, and the most heinous viruses, along with numerous photos to prepare you for combat!



SPANISH INTERPRETATION



KEYNOTE SPEAKER

11am-12pm | Exhibit Hall E

Garden Trends 2022: Growing Forward

Katie Dubow, president, Garden Media Group

Why should you care about trends? It's simple. Trends drive consumers and consumers drive sales. This year, the 2021 Farwest Show is the place to watch for emerging trends. In 2022 and beyond, the future for gardening looks joyful. Trends are more important than ever to guide us in uncertain times and give us hope. Join global trend spotter and QVC guest host, 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 trend setter and you become the go to place for what's new – whether you are a breeder, grower or retailer.

FREE



Sponsored by



12:30-1:30pm | Room C123

The Urgency of Estate Planning Today: How to Capture Available Benefits Before They're Gone

Kevin Bearley, principal tax attorney, K-Coe Isom

If it's been a while since you've looked at your plan, or need to establish one, there's no better – or more pressing – time than now. Change is in the air surrounding estate planning benefits, and it's no longer a matter of 'if' but 'when.' Kevin Bearley will provide insights on the importance of estate and tax strategy right now, highlights surrounding the latest predictions and expectations that are ahead, as well as ways to capture and position your plan for the greatest benefits.



WEDNESDAY



12:30-1:30pm | Room A105



Balancing Biodynamics: Ecological Growing Practices for Vigorous and Beautiful Plants

Delmar McComb, nursery and grower consultant, Blossom's Farm

By using concepts and practices derived from biodynamic agriculture, nurseries of all scales can transition into using more sustainable and healthier growing methods. While many farmers have transitioned into biodynamic/organic approaches, nurseries have been slower to evolve because of the unique challenges presented by growing plants in containers. In this workshop, Delmar will demonstrate novel practices that can be used on a small or large scale to produce vigorous, balanced nursery plants that are better adapted to garden conditions.



1:30-2:30pm | Room B110



E-Commerce That Works



Panel moderated by Ron McCabe of Everbearing Services

E-commerce is now an integral part of our industry. In order to meet consumer expectations retail and wholesale providers are changing how they support their clients. How have green industry leaders adapted to these challenges of selling living products online? What did they need to do to prepare for this transition and what lessons were learned? What new opportunities are developing to engage new clients and markets? Join e-commerce experts from Little Prince of Oregon, Hydrangeas Plus, Plant Lust and Everbearing Services as they discuss the techniques and strategies for improving profits and delivering an enhanced experience for your customers.

WEDNESDAY

PESTICIDE CLASS

1:30-2:30pm | Room B113



Calibration of Application Equipment for Liquid and Granular Product

SPANISH ONLY



Frank Santiago, Area Sales Manager at Simplot Professional Products

Proper calibration of application equipment is important to obtain the performance of a pesticide as specified on the label. It is also the key to repeatable successful procedures, minimizing expenses, diagnosing problems regarding failure in product performance or injury, and being able to document legal doses applied when using restricted-use pesticides (most important under current and increasing scrutiny by state regulatory agencies). In addition, we will discuss the calibration of common spray equipment for liquid and granular products.



Arborists



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Municipalities



Pesticide Recertification



Sustainability



Retailers



2:30-3:30pm | Room C123



Promoting Your Family Business in Your Brand

Sherri Noxel, Ph.D.

Customers and employees strongly associate family businesses with community values, integrity, and authenticity, favoring these premium qualities over nonfamily companies. But what does this mean for the nursery industry where more than 90% of the businesses are family-owned? How can a family business be differentiated beyond ownership? This session highlights four keys to family branding success with popular examples as a systematic approach to evaluate your family brand strategy. Determining whether the family brand approach is beneficial, discerning effective strategies for promotion, and demonstrating the family's values create the story and differentiate the brand. This session prepares the family and the business to build a compelling brand with distinctive appeal.



2:30-3:30pm | Room A105



Crop Nutrition Myth Busting

Rick Yates, GGSPRO technical services manager, Griffin Greenhouse Supplies Inc.

Research has challenged some long-held greenhouse nutrition principles. The result is the opportunity to grow beautiful crops with less fertilizer, plant growth regulators (PGRs) and pest control products. Sounds too good to be true? This session examines the proof and then applies these principles to benefit your growing operation.

WEDNESDAY



THURSDAY SEMINARS



Mark your schedule

	Business Trek Pathways for Green Industry Businesses C123	Grower Trek Navigation for Growing Operations A105	Landscaping Trek Scouting Advice for Design and Maintenance B110	Pest Management Trek IPM Guidance for Horticulture Professionals B113
8:30 am	Merchandising 101: How to Grow your Business with Basic Visual Merchandising Techniques Joe Baer	L.E.A.P. into Sustainable Automation Anthony LeBude, Ph.D.	Clever Conversions: From Design to Maintenance Christina Salwitz	PESTICIDE CLASS: Bugs-Galore: New Insecticides and Miticides for Use in Greenhouse Production Systems Dr. Raymond Cloyd
9:45 am	Picture Perfect Plant Portraits (Smartphone Edition) David E. Perry	Hortitechnology: New Tools for Horticulture Dan Heims	Regenerative Landscaping Erik Swartzendruber	PESTICIDE CLASS: Pacific Flathead Borer - Challenge and Opportunity Melissa Scherr
11:00 am		Common Grower Misconceptions: Ten Great Ways to Screw Up a Crop Lynn Griffith		
12:30 pm	Mobile Marketing for Green Businesses Grace Hensley	Leveraging Lavender Lloyd Traven		
1:30 pm			A Rose by Any Other Name Panel moderated by Rachel Burlington	SPANISH ONLY: Grow Your Skills with HEP (High School Equivalency Program) Erick Castillo
2:30 pm	FREE H-2A for Oregon: Overcoming the Hurdles Ryan Ogburn	Boxwood Production in North America: Past, Present, and Future Bennett Saunders		

THURSDAY





8:30–9:30am | Room: C123



Merchandising 101: How to Grow Your Business with Basic Visual Merchandising Techniques

Joe Baer, co-founder and CEO, ZenGenius Inc.

Visual merchandising is the art and science of arranging and displaying your products and services to entice customers, create a positive brand image and maximize your sales. How products are displayed and presented to your customers impacts how they value the products, the brand, and ultimately their decision to purchase a product or walk away. In this introductory visual merchandising presentation, view examples of compelling displays and learn the basics of visual merchandising that are regularly implemented in small boutiques to top global retailers. Attendees will see the power of visual merchandising and will leave understanding how they can use it to their advantage, along with insights into the latest visual merchandising trends.



8:30–9:30am | Room: A105



LEAP into Sustainable Automation

Anthony LeBude, Ph.D., associate professor, nursery crops extension and research at North Carolina State University

The LEAP team (Labor, Efficiency, Automation, and Production) is working with producers to better understand how automation can help address labor issues and contribute to both production capacity and the bottom line. The University of Tennessee is partnering with the Universities of California (Davis), Florida, North Carolina State, Oregon State, and Texas A&M, as well as the USDA, and is being guided by an advisory board full of green industry leaders to conduct research about nursery labor challenges and potential transition to automation. By using broad stakeholder input and conducting a national needs assessment of nursery growers as the foundation to meeting those goals, LEAP can help build a resilient, sustainable path toward greater economic and environmental sustainability for the nursery industry. Our main objectives will help uncover inefficient practices and evaluate potential solutions through existing, nascent, and yet-to-be identified automation and related technologies. It is important during this process to responsibly confront genuine barriers to adoption discussed by producers, and assist them by helping identify successful motivators practiced by laborers, supervisors, management, and owners across the U.S. In the end, LEAP will develop comprehensive economic assessment and Cooperative Extension decision making tools for producers to determine whether or not adopting automation and new technologies can “leap” their business model into the future.

THURSDAY



Arborists



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Retailers



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



Clever Conversions: From Design to Maintenance

Christina Salwitz, founder, The Personal Garden Coach

How do you transition a client from landscape design install to money-making maintenance? Watching for the signs and signals as well as knowing the right phrases and a little practice is all it takes. Explore inspiring ideas for ways that this conversation with your clients can happen smoothly and consistently, leading to long lasting relationships and more referrals.

PESTICIDE CLASS

8:30-9:30am | Room: B113



Bugs Galore: New Insecticides and Miticides for Use in Greenhouse Production Systems

SPANISH INTERPRETATION

Dr. Raymond Cloyd, professor and extension specialist in horticultural entomology/plant protection, Kansas State University

Plants and pests have this in common: they love greenhouses! Join Raymond as he presents the new and improved insecticides and miticides available for use in greenhouse production systems. He will cover issues related to mode of action, efficacy against target insect and mite pests, impact on biological control agents, and re-formulations. Raymond is always amenable to answering any questions related to the topic or those associated with plant protection of greenhouse-grown horticultural crops.



THURSDAY

9:45-10:45am | Room: C123



Picture Perfect Plant Portraits (Smartphone Edition)

David E. Perry, professional plant photographer

The cameras within smartphones these days are miniature wonders, always within our reach and capable of making magical photographs that we can then enhance and share via email, tweets and text messages, or by posting to our social media pages. This wildly accessible new picture paradigm has created a renaissance, allowing each of us to capture and share our most magical moments. Join photographer/storyteller David E. Perry as he offers a playful new framework from which to consider how best to picture the plants we love, whether through close-ups, group photos or larger, environmental portraits within a garden setting.



9:45-10:45am | Room: A105



Hortitechnology: New Tools for Horticulture

Dan Heims, author, grower consultant, breeder and speaker, Terra Nova Nurseries Inc.

Don't be left in the potting soil dust! From the advent of the irrigation pipe, to LEDs that illuminate crops on their way to Mars, technology has been holding hands with horticulture for centuries. Come explore this world with Dan as he shares his views on the topics of tissue culture, communication, mechanization, and the movement of horticulture into the 21st century.





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



Regenerative Landscaping

**Erik Swartzendruber, Willamette Valley
Regenerative Landscape Coalition**

Landscapes can play a significant role in regenerating ecological functions: building soil, mitigating climate change, feeding pollinators, water infiltration, climate resilience, and carbon sequestration. This talk covers landscape practices and design strategies, as well as a bigger picture look at the importance of plants and landscapes. Learn what makes a landscape regenerative, as well as new understandings about soil, and specifics about landscape practices such as gravel beds, lawns and dense planting.

PESTICIDE CLASS

9:45-10:45am | Room: B113



SPANISH INTERPRETATION

Pacific Flathead Borer: Challenge and Opportunity

**Melissa A. Scherr, research associate at Oregon State University
Extension, Nursery Program**



The pacific flatheaded borer (PFB) can be a major nuisance for trees in the Pacific Northwest, and cost thousands of dollars in labor and production costs if left unchecked. Join Melissa as she covers the basic life cycle, identification and host plants of the PFB and the best methods to safely control this insidious pest. You'll learn about Oregon State University efforts to mitigate PFB attacks in nursery, ornamental and orchard systems, as well as research opportunities over the next two years.

11:00am-Noon | Room: A105



Common Grower Misconceptions: Ten Great Ways to Screw Up a Crop

Lynn Griffith, tropical plant and soil expert



Don't feel bad, we've all had crops fail, and have believed things that turned out not to be true. Lynn will cover numerous causes of errors resulting in plant losses, and will then discuss many things growers believe that are simply not true! He will discuss factual things, not opinions, and will do it in a humorous and self-deprecating way, instead of some high and mighty approach. We're all in this together!

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



Mobile Marketing for Green Businesses

Grace Hensley, owner, Fashion Plants LLC



Bewildered and overwhelmed by all the marketing options for your business? Didn't sign up to have a desk job when you chose your horticulture career? Learn the essential foundations of digital marketing for your business, and how to leverage your smartphone to cultivate your customers on Facebook and Instagram, so you can spend more time outside doing the things you love.

THURSDAY



THURSDAY



12:30-1:30pm | Room: A105

Leveraging Lavender

Lloyd Traven, president, Peace Tree Farm LLC

For the last five years, lavender has been increasing in all markets by solid double digits, and all levels of the supply chain are missing a great opportunity for selling more high margin crops. A large part of this was caused by some specific branded cultivars that presented significant improvements and advantages over the old guard varieties sold worldwide. Customers noticed the shift in the landscape and are asking for lavender varieties by name, plus the entire supply change is utilizing the exceptional characteristics and passing on real performance to the consumers. The biggest shift has been that these new options are incredibly grower-friendly, a term never before associated with this crop. Still, it remains a challenging crop at many stages. Led by one of the premier lavender growers in North America, this seminar will teach you what to do, what NOT to do, and what you should be offering to ensure success and profit from unrooted cuttings to final placement in the landscape. Let's all make some money on this wonderful and useful crop.



1:30-2:30pm | Room: B110

A Rose by Any Other Name

**Panel moderated by Rachel Burlington,
Curator of the International Rose Test Garden of Portland**

What do consumers want in a rose? We've gathered a panel of experts from Heirloom Roses, Star Roses & Plants, and Altman's Plants to find out! Roses have a rich history in horticulture, and will always be a high-grossing crop due to their beauty, fragrance, and adaptability. With all the varieties on the market, it's hard to decide which roses to select, and even harder to determine which new varieties will stand the test of time. This panel discussion is a must-see for anyone who breeds, cultivates, maintains, or even just admires the genus *Rosa*!





1:30-2:30pm | Room: B113



SPANISH ONLY

Grow Your Skills with HEP (High School Equivalency Program)

Erick Castillo, recruiter / advisor, PCC HEP (High School Equivalency Program)

This seminar will offer step-by-step instructions on how to obtain a high school equivalency diploma for those who work specifically in the agricultural sector. Erick will share eligibility requirements, and explain the process of enrollment. Learn how to benefit from the program and access various pathways of advancement. According to the individual's skill level, students can receive a fee-waiver or a tuition scholarship to pursue their academic goals through Portland Community College. Through support and perseverance, this will ultimately lead to future career opportunities.



2:30-3:30pm | Room: C123



FREE

H-2A for Oregon: Overcoming the Hurdles

Ryan Ogburn, visa division director, wafila

Oregon nurseries are feeling the seasonal labor shortage and are struggling to find reliable seasonal staff. Although using H-2A seems daunting, complicated and expensive, there are workable solutions to the program's biggest challenges. Explore affordable options for housing, learn how to maintain good relationships with Oregon's Employment Department, and learn what you need to know as an Oregon employer to use H-2A to fill your toughest jobs.



2:30-3:30pm | Room: A105



Boxwood Production in North America: Past, Present, and Future

Bennett Saunders, general manager of Saunders Genetics LLC.

Boxwood have been a high-demand staple in production and a mainstay in formal landscapes. Today, boxwood blight threatens this "aristocrat of plants." However, researchers have recently identified many commonsense ways to reduce the incidence of boxwood blight at the nursery level. Bennett explains the history of the disease plus the Saunders Brothers' "one-two punch" of 1) best management practices and 2) more tolerant cultivars — all to greatly reduce the chance of introduction and severity of the disease.

THURSDAY



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



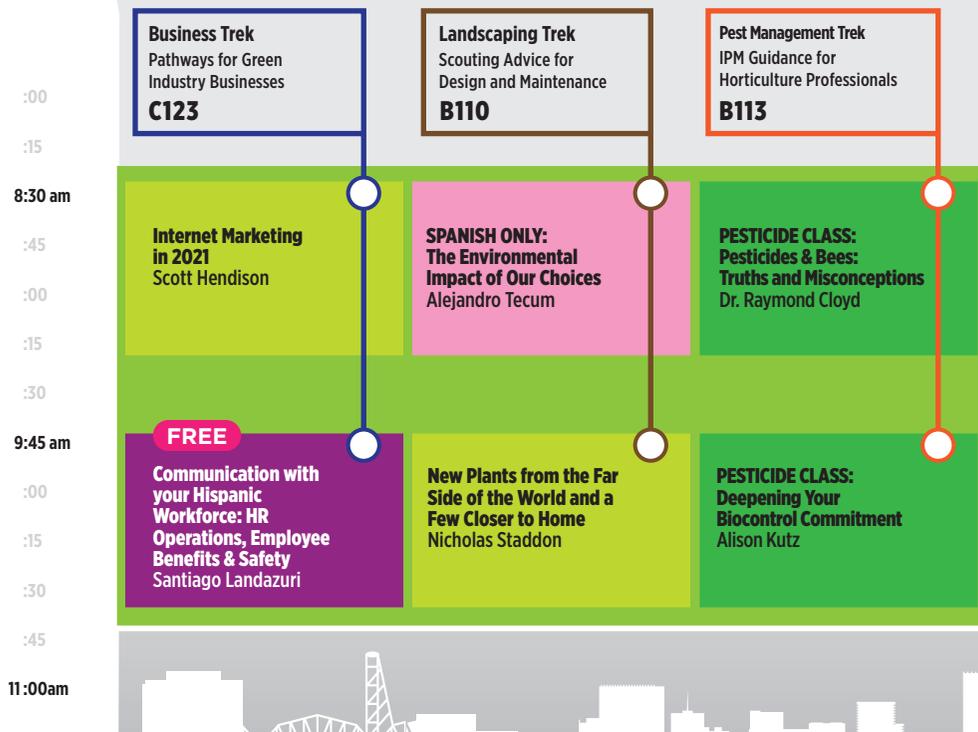
Retailers



Marketing

FRIDAY SEMINARS

 Mark your schedule



FRIDAY



8:30-9:30am | Room: C123

Internet Marketing in 2021



Scott Hendison, founder and president, Search Commander Inc.

In this session, we'll talk about various internet marketing needs for your brick and mortar, service oriented, or e-commerce business, including visibility and advertising with both Google and Facebook. Without getting too technical, you'll learn what you need to, with quite a few actionable takeaways from a presentation that you'll be able to download and revisit later. There will also be plenty of time for questions.



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

The Environmental Impact of Our Choices



SPANISH ONLY

Alejandro Tecum, sustainable agriculture education manager, Adelante Mujeres

In the last few years, the environment has experienced dramatic changes, causing severe and adverse impact to the resources vital for human survival. The soil is depleted and overexploited, causing production of crops with lack of nutrients. A high percentage of water contains levels of nitrates and pesticides that makes it unsafe to drink. The air is polluted. It is extremely urgent to make changes in our way of thinking, the way we do business and in the way we live and work. This workshop will provide ideas so that our daily choices make these changes possible.

PESTICIDE CLASS

8:30–9:30am | Room: B113

Pesticides and Bees: Truths and Misconceptions



Dr. Raymond Cloyd, Professor and extension specialist in horticultural entomology/plant protection, Kansas State University

Entomologist and bee enthusiast Raymond Cloyd will discuss the current issues related to pesticides and bees (honeybees and bumble bees). He will address the consequences of direct and indirect exposure of bees to pesticides, and then discuss how fungicides, herbicides, insect growth regulators, and adjuvants can be directly and/or indirectly harmful to bees. Raymond will conclude the presentation by providing guidelines on how you can protect your crops from pests while defending bees against accidental harm.

9:45–10:45am | Room: C123



Communication with your Hispanic Workforce: HR Operations, Employee Benefits & Safety



Santiago Landazuri, assistant vice president / employee benefits, USI Insurance Services

In today's work environment, diversification is critical. Growing and maintaining an engaged workforce can be a significant challenge. How do you ensure ALL employees are engaged, understanding safety procedures, and performing their duties to their full capabilities? This session focuses on creating a better understanding of and providing tools for companies striving to integrate a growing Hispanic workforce and demonstrates how this can impact your HR operations, employee benefits participation and safety, and ultimately your company's bottom line.

9:45–10:45am | Room: B110



New Plants from the Far Side of the World and a Few Closer to Home



Nicholas Staddon, company spokesperson and plantsman, Everde Growers

Join Nicholas Staddon on a journey of plant exploration in the United States and beyond. Nicholas has been involved with new plants for nearly 30 years and his passion of discovery is still flourishing. "Too often we do not fully appreciate all that goes into the discovery or creation of a new and unique plant. The time, effort and expense can be extraordinary, and in many cases a lifetime of work," says Nicholas. You will be taken on a journey of discovery, meeting and going behind the scenes to see the work of breeders, hybridizers and Nicholas's favorite group, plant explorers — men and women who travel to the most extreme parts of the world in search of new and notable plants.

PESTICIDE CLASS

9:45–10:45am | Room: B113

Deepening Your Biocontrol Commitment



Alison Kutz, biocontrol advisor and owner, Sound Horticulture

Want to improve the efficacy of your biocontrol program without breaking the bank? Join IPM expert Alison Kutz as she provides the know-how to bolster your current program, making it more self-sustaining and economical. Whether you are growing ornamentals or cannabis, getting ahead of the problem is key. Gain perspective on the best ways to get the most out of your bio-budget, with consideration blending the best tools, new and old. Designing your program with built in ecological resiliency may be your saving grace!

SEMINARIOS EN ESPAÑOL

(SPANISH OFFERED SEMINARS)

MIÉRCOLES, 18 DE AGOSTO



INTERPRETACIÓN EN ESPAÑOL

CLASE SOBRE PESTICIDAS

8:30-9:30am | Salón: B113

De las hojas me ocupo yo: Control de enfermedades foliares

Rick Yates, gerente de servicios técnicos de GGSPro, Griffin Greenhouse Supplies, Inc.

Obtenga información a fondo sobre la prevención y el control de enfermedades foliares, incluyendo Botrytis (moho gris), Rhizoctonia, manchas en hojas causadas por hongos y bacterias, mildius y más. Reciba estrategias detalladas para la rotación de fungicidas, mejores prácticas culturales y consejos prácticos para los cultivadores de medidas de prevención a cada nivel. Obtendrá conocimientos para defender sus cultivos contra las feas manchas foliares e incrementar las ganancias de su negocio de cultivos por muchos años.



CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B113



INTERPRETACIÓN EN ESPAÑOL

Se está volviendo viral: La versión sobre la salud de las plantas

Lynn Griffith, experto en plantas tropicales y suelos

Acompañe a Lynn Griffith, experto en plantas tropicales y suelos, a su presentación en la que hablará a fondo sobre las enfermedades virales (virosis) que están afectando a muchos de nuestros cultivos importantes. Hablará en detalle sobre los portadores, hospederos, síntomas y manejo. Asista a este seminario para aprender sobre todos los aspectos del manejo de enfermedades virales: qué son los virus, cómo se propagan, cómo atacan a las células de las plantas, cómo reconocer los sistemas de defensa de las plantas, etc. Adquirirá un conocimiento completo sobre la especificidad del hospedero, las malezas hospederas y los virus más atroces icon muchas fotografías para que se prepare para combatirlos!



1:30-2:30pm | Salón: B113



SOLAMENTE EN ESPAÑOL

Calibración de equipos de aplicación de productos líquidos y granulares

Francisco Santiago, Gerente de Ventas de Área en Simplot Professional Products

La calibración adecuada del equipo de aplicación es importante para obtener el rendimiento de un pesticida como se especifica en el producto. También es la clave para el éxito repetible, minimizar los gastos, diagnosticar problemas con fallas en el desempeño del producto y poder documentar las dosis legales aplicadas al usar "PLAGUICIDAS DE USO RESTRINGIDO" (lo más importante bajo el escrutinio actual y creciente por parte de las agencias reguladoras estatales). Analizaremos la calibración de equipos de aplicación comunes para productos líquidos y granulares.



MIÉRCOLES

CLASE SOBRE PESTICIDAS



Arboristas



Cultivadores

BIZ

Prácticas Empresariales



Diseñadores



Agricultores



Aprendizaje Interactivo



Paisajistas



Municipalidades



Recertificación para el uso de pesticidas



Sostenibilidad



Vendedores minoristas



Márketing

JUEVES, 19 DE AGOSTO

CLASE SOBRE PESTICIDAS

8:30-9:30am | Salón: B113



INTERPRETACIÓN EN ESPAÑOL



Hay bichos en abundancia: Nuevos insecticidas y acaricidas para el uso en sistemas de producción en invernadero

Dr. Raymond Cloyd, profesor y especialista en Entomología Hortícola/Protección de Plantas de los Servicios de Extensión de Kansas State University.

Las plantas y las plagas tienen esto en común: ¡les encanta los invernaderos! Acompañe a Raymond en su presentación sobre los insecticidas y acaricidas nuevos y mejorados disponibles para ser usados en los sistemas de producción en invernaderos. Hablará sobre temas relacionados con el modo de acción, la efectividad contra determinados insectos y plagas de ácaros, el impacto sobre los agentes de control biológico y las nuevas formulaciones. Raymond siempre está dispuesto a contestar cualquier pregunta relacionada con el tema o sobre la protección de plantas de cultivos hortícolas de invernaderos.

CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B113



INTERPRETACIÓN EN ESPAÑOL



El barrenador de cabeza plana del Pacífico: Desafío y oportunidad

Melissa A. Scherr, investigadora adjunta del Programa de Viveros de Oregon State University Extension

El barrenador de cabeza plana del Pacífico (PFB, por sus siglas en inglés) puede causar graves problemas a los árboles del Noroeste del Pacífico, y costar miles de dólares en gastos de mano de obra y producción de cultivos si no se controla. Melissa hablará sobre el ciclo de vida básico de los PFB y cómo identificarlos, y sobre las plantas huésped y los mejores métodos para controlar de forma segura esta plaga insidiosa. Aprenderá sobre el trabajo que se lleva a cabo en Oregon State University para mitigar los ataques de PFB en los sistemas de viveros, huertos de árboles frutales y ornamentales, y sobre las investigaciones que se realizarán en los próximos dos años.



1:30-2:30pm | Salón: B113



SOLAMENTE EN ESPAÑOL

Cómo avanzar sus sueños obteniendo equivalencia de la preparatoria y alcanzar sus metas de vida a través de la educación.

Erick Castillo, Reclutador / Consejero, PCC HEP

Este seminario ofrecerá instrucciones paso a paso sobre cómo obtener su diploma de equivalencia a la escuela preparatoria (o GED) en español para quienes trabajan específicamente en el sector agrícola incluyendo los viveros de plantas, sea como trabajadores migrantes o temporales. Compartiré los requisitos de elegibilidad, el proceso de inscripción, programa de instrucción y pruebas, entre otros servicios de apoyo. Aprenderá cómo beneficiarse del programa y acceder a varias vías de avance. Después de obtener la equivalencia en PCC HEP, los graduados pueden recibir una exención de pago o una beca de matrícula para perseguir sus metas académicas a través de Portland Community College (PCC). A través del apoyo, su dedicación y perseverancia en el estudio, su esfuerzo finalmente conducirá a futuras oportunidades de desarrollo.

JUEVES



VIERNES, 20 DE AGOSTO

CLASE SOBRE
PESTICIDAS

8:30-9:30am | Salón: B113



INTERPRETACIÓN
EN ESPAÑOL

Los pesticidas y las abejas: Verdades y conceptos erróneos

Dr. Raymond A. Cloyd, profesor y especialista en Entomología Hortícola/Protección de Plantas de los Servicios de Extensión de Kansas State University.

Raymond Cloyd, entomólogo y gran entusiasta de las abejas, hablará sobre los problemas actuales relacionados con los pesticidas y las abejas (las abejas melíferas y los abejorros). Hablará sobre las consecuencias de la exposición directa e indirecta de las abejas a los pesticidas, y luego hablará sobre cómo los fungicidas, herbicidas, reguladores del crecimiento de insectos y adyuvantes pueden ser perjudiciales, directa e indirectamente, para las abejas. Raymond terminará su presentación proporcionando pautas para proteger los cultivos contra las plagas al mismo tiempo que protege a las abejas contra efectos dañinos accidentales.



8:30-9:30am | Salón: B110



SOLAMENTE EN
ESPAÑOL

El efecto de nuestras preferencias en el medio ambiente

Alejandro Tecum, gerente de educación de agricultura sostenible de la organización Adelante Mujeres.

El medio ambiente ha sufrido cambios dramáticos en los últimos años, causando efectos severos y negativos a los recursos vitales para la sobrevivencia humana. El suelo está empobrecido y sobreexplotado por lo que produce alimentos carentes de nutrientes, un gran porcentaje del agua para consumo humano contiene residuos de nitratos y pesticidas y el aire está contaminado. Es sumamente urgente hacer cambios a nuestro modo de pensar, en la manera de hacer negocios y en nuestra forma de vivir y trabajar. Este taller proveerá ideas para que nuestras preferencias habituales contribuyan a estos cambios.



VIERNES

CLASE SOBRE
PESTICIDAS

9:45-10:45am | Salón: B113



INTERPRETACIÓN
EN ESPAÑOL

Cómo intensificar su compromiso a usar controles biológicos en tiempos difíciles

Alison Kutz, propietaria y asesora de controles biológicos, Sound Horticulture

¿Quiere mejorar la efectividad de su programa de control biológico sin gastar más de lo que tiene? Venga a escuchar la presentación de Alison Kutz, experta en IPM (manejo integrado de plagas, por sus siglas en inglés), donde compartirá información sobre cómo mejorar el programa que usted está utilizando actualmente, para que sea más sostenible y económico. Ya sea que esté cultivando ornamentales o cannabis, lo importante es anticipar el problema. Adquiera una perspectiva sobre las mejores maneras de aprovechar al máximo el presupuesto para su programa de control biológico, considerando la combinación de las mejores herramientas, tanto antiguas como nuevas. Diseñar un programa que incorpore la resiliencia ecológica ¡puede ser su salvación!



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

Secure your reservation at www.farwestshow.com/hotel

The Farwest Show will not make any outbound calls to solicit hotel or lodging reservations. Show organizers urge attendees not to give credit card information to anyone calling and claiming to be a Farwest travel agent.

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