

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

Meet The Future  
**FARWEST**

PORTLAND 2024

**Amanda & Wayne Staehely**  
Columbia Nursery LLC  
Farwest Exhibitor

**Jim & Jerry Simnitt**  
Simnitt Nursery  
Farwest Exhibitor

**PLANNING GUIDE**

**AUGUST 21-23, 2024**

Oregon Convention Center • Portland

New Varieties Showcase ■ New Products Showcase  
Women in Horticulture and NexGen Networking Events  
Early-Bird Registration Special ■ Hang out with the Best and Brightest

**FarwestShow.com**



**TUES**  
**20**

**Tours**

7:30am

**WED**  
**21**

**Keynote**  
8:30am

**Pesticide**  
11am

**Pesticide**  
1:00pm

**Pesticide**  
2:30pm

**Seminars**

10am

**Trade Show**

**Solution Center**  
12:30pm

**THUR**  
**22**

**Pesticide**  
8:30am

**Pesticide**  
9:45am

**Spanish Seminars**  
12:30pm

**Seminars**

10am

**Trade Show**

**Solution Center**  
11am

**FRI**  
**23**

**Pesticide**  
8:30am

**Pesticide**  
9:45am

**Seminars**

10am

**Trade Show**

**Solution Center**  
11am

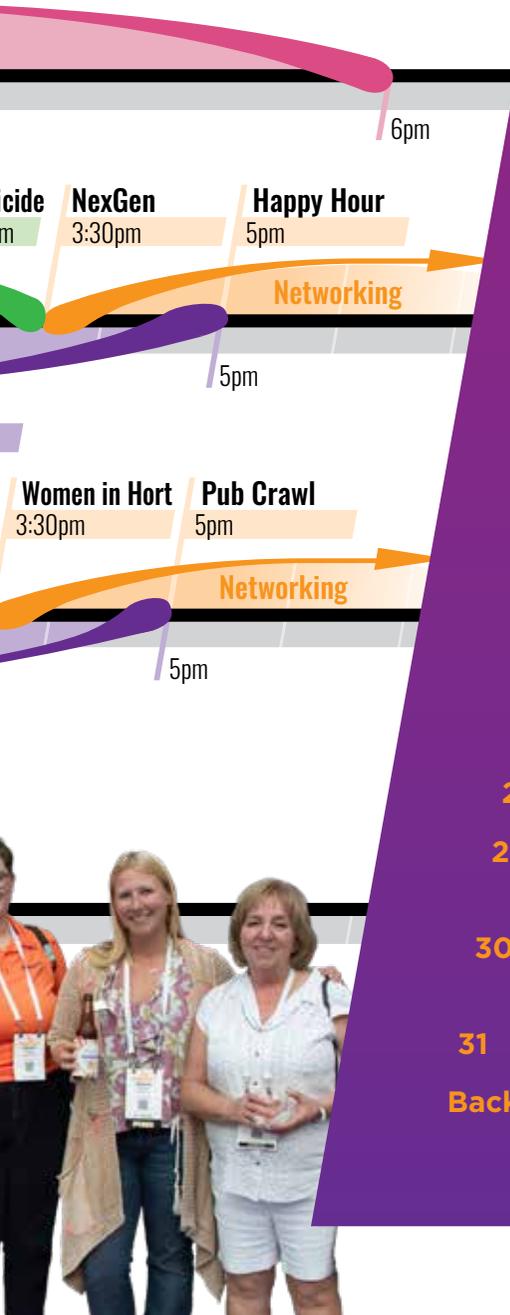
2pm





# SHOW SCHEDULE

**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 and conference experience.



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# TOURS



## TUESDAY, AUGUST 20

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

*Full day (8 a.m.-6 p.m.) includes luxury motor coach transportation, lunch, beverages and snacks. Cost per tour is \$124 early bird / \$139 after July 31. **Register early – space is limited!***

The Farwest Show is truly the gateway to Nursery Country. This is your time to engage with other nursery professionals for an entire day, make new friends and gain valuable knowledge to enhance your career and/or business. There will be time for questions and answers, so bring your curiosity!



### **TOUR 1:** Wholesale Grower Tour

Join us on an exclusive wholesale grower nursery tour through the picturesque Willamette Valley landscapes of Dayton and McMinnville, Oregon. Discover a diverse array of horticultural treasures as we visit renowned nurseries, each with its own unique charm and expertise. Immerse yourself in the beauty and innovation of the Pacific Northwest's thriving nursery industry, from the expansive field-grown bare-root operation at Bailey Nurseries to the botanical wonders cultivated by Monrovia Nursery. Explore the amazing technology and craft behind tissue-culture plant propagation at North American Plants, and the advancements at Oregon Pride Nurseries, and Robinson Nursery, where passion meets precision in cultivating nature's finest offerings. Embark on an expedition full of inspiration as we uncover the secrets behind these esteemed nurseries, shaping the future of horticulture one plant at a time.

#### DESTINATIONS:

- **Bailey Nurseries** - Dayton, Oregon
- **Monrovia Nursery** - Dayton, Oregon
- **North American Plants** - McMinnville, Oregon
- **Oregon Pride Nurseries** - McMinnville, Oregon
- **Robinson Nursery** - McMinnville, Oregon

### **TOUR 2:** Garden Center Retail Tour

Join us on a tour of five of Oregon's charming retail garden centers, nestled in the heart of the famed Willamette Valley. Learn how Oregon's retail nurseries are at the forefront of a burgeoning agri-tourism industry, helping to contribute nearly \$1 billion to the state economy. See how Al's Garden & Home and Bauman's Farm and Garden use their unique personalities to offer visitors wine, tasty noshes, fresh farm produce, large scale events and many activities. See how French Prairie Garden and Sebright Gardens capture the unique tranquility of their surroundings. Join us for an authentic journey through these beloved retail destinations, where nature's wonders await at every turn.

#### DESTINATIONS:

- **Al's Garden & Home** - Woodburn, Oregon
- **Bauman's Farm and Garden** - Gervais, Oregon
- **French Prairie Garden** - St Paul, Oregon
- **Sebright Gardens** - Salem, Oregon

# KEYNOTE ADDRESS

**WEDNESDAY, AUGUST 21, 8:30 A.M. | ROOM C124**

**DO YOU EVEN KNOW ME?: HOW CURIOSITY CREATES COMMUNITY IN THE WORKPLACE.**

**Welcome and State of the State Address:**  
**Jeff Stone, executive director, Oregon Association of Nurseries**

Sponsored by:



**Keynote Address: James Robilotta**

James Robilotta, CSP, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of building, training, and leading teams, James followed an entrepreneurial dream and built two successful businesses. The first is an organization that incorporates freestyle rap into improv comedy (a success story for another day). And the second is his speaking and coaching business (a success story for today).

In this hysterical and motivational keynote, **“Do You Even Know Me?: How Curiosity Creates Community in the Workplace,”** James will talk about how to ask better questions, change the way we hear people’s stories and insights, and adapt the mindset of curiosity.

“No organization wants its people to be apathetic toward the work, the people, or the community,” James said. “Community ignites loyalty and drives retention in both in-person and hybrid workplaces and is built with one simple thing: curiosity. Curiosity is the opposite of apathy. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. Let’s stop the apathy and the assuming and start learning about each other because curiosity creates community.”

James’ cornerstone concept is that we as humans can’t learn from people who are perfect, we can only learn from people who are imperfect. Working to bring humanity and community back into the workplace, he is on a mission to ensure that people are seen, heard, respected ... and giggling a little, too.

**FREE to all registered Farwest participants.**

PHOTO COURTESY OF  
OREGON CONVENTION CENTER



# NETWORKING

Enjoy complimentary drinks and appetizers!



**You're invited! Don't miss these FREE events.**

## NEXGEN NETWORKING EVENT

WEDNESDAY, AUGUST 21, 3:30-5pm,  
in Lobby A

Presented by



### Support our industry's NexGen group!

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 in the green industry — our

future leaders!

NexGen Group is a new OAN Nursery Professional and Leadership Group open to all members of the nursery and greenhouse community, with a special focus on those who are new to the industry or rising in their careers. Join the fun for a chance to connect, network, and socialize with like-minded peers who share your passion for the industry!

### Wear your support for Women in Hort

Back by popular demand, this year's Women in Horticulture shirt is available for purchase via Bonfire. All proceeds will help provide food and beverage provisions for this year's event.

Find details to purchase Women in Horticulture shirts, please go to: [FarwestShow.com/Event/Women-In-Horticulture/](https://www.farwestshow.com/Event/Women-In-Horticulture/)

## WOMEN IN HORTICULTURE

THURSDAY,  
AUGUST 22,  
3:30-5pm,  
in Lobby A

Presented by



**Join us as we celebrate over a decade of connecting women in the green industry!**

This is an inclusive event and any advocate for women in horticulture is welcome, regardless of gender! 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. Together, we can build a strong support network for women across the green industry!

# SOCIAL EVENTS

**FREE and open to all Farwest participants.**

Presented by

BallSeed.



## HAPPY HOUR

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



**Who wants to party? We do!!**

Join us for 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 22,  
5pm-Late Night,  
Starting at Spirit of 77

Sponsored by



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

The merriment starts at Spirit of 77, just a short journey across the street from the Convention Center, where light appetizers will be provided. The first 100 people to Spirit of 77 will receive a complimentary beverage. See [FarwestShow.com/Event/Pub-Crawl](https://FarwestShow.com/Event/Pub-Crawl) for the next stop of the evening.

**5 p.m. Spirit of 77**  
(500 N.E. Martin Luther King Jr Blvd., Portland, OR)



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



WEDNESDAY

THURSDAY

# SHOW FEATURES



## NEW VARIETIES SHOWCASE

SEE THE BEST AND NEWEST PLANTS FOR 2024

Come explore the next generation of problem-solving plants that will be turning heads in garden centers across the nation.

This popular show feature gives you the first look at a wide variety of newly-introduced plants, trees, shrubs and grasses that gardeners will be unable to resist. With easy-to-read Hip Labels 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 New Varieties Showcase 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!**

Sponsored by:



## NEW PRODUCTS SHOWCASE

INSPIRING PRODUCTS TO IMPROVE YOUR BUSINESS

Discover innovative solutions and the latest new and improved green industry products for 2024.

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find the hot new products to grow your green industry business. These featured products are new to the U.S. market and were introduced in either 2023 or 2024. Some are even making their debut at the Farwest Show!

Sponsored by:



AmericanHort

## SUBMIT YOUR PLANTS AND PRODUCTS

Submissions to the New Varieties Showcase and the New Products Showcase are still being accepted.



New Varieties Showcase submissions are due by **JUNE 28**.



New Products Showcase submissions are due by:

- **JUNE 28** (Tiers 1 & 2)
- **AUGUST 9** (Tier 3)

# RETAILERS CHOICE AWARDS



## JUDGING WEDNESDAY, AUGUST 21

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

### Calling all trendsetters!

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 bestsellers in the garden center!



*Sponsored by The Garden Center Group and hosted by Danny Summers, managing director.*

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](http://www.FarwestShow.com)) and click Show Features to access the Retailers' Choice Awards registration link to participate in the judging.
- 2. Wednesday, August 21, 10:00 a.m.:** Meet Danny Summers 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 Danny at 5pm in Room A103:** Turn in your nominations, compare notes with your fellow retailers and select the winners.
- 5. Thursday, August 22, 2:45pm:** Danny will announce the winners at the Solution Center stage 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, and products/services with a new approach to an old formula. You won't want to miss it!

# SOLUTION CENTER

**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 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 complement 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 21**

**Thursday,  
August 22**

**Friday,  
August 23**

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

**Maintaining Clematis in a  
Landscape and Retail Setting**  
Linda Beutler

**Prune Clematis Like a Pro!  
Pruning Demo**  
Linda Beutler

**Your Guide to Growing your  
Business with New Customers  
Brands in Bloom**  
Jon Morrison

TBA

**Rose Pruning  
Pruning Demo**  
Nita-Jo Rountree

TBA

**ODA - License and Processes  
Update**  
Kevin Bailey

**USDA REAP Grants for Solar  
and for Energy Efficiency**  
Rob Aldridge

**Hydrangea Pruning  
Pruning Demo**  
Nita-Jo Rountree

TBA

**How to Reach the  
Emerging Generations**  
Jon Morrison

**Retailers' Choice  
Awards**  
Danny Summers

# SEMINARS



## WEDNESDAY, AUGUST 21 - FRIDAY, AUGUST 23

### EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Advance your career and power up your business by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of speakers to share the latest developments, research 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.

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

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

### Earn credits for pesticide recertification



Register for a Pesticide Class Pass and earn credits towards your pesticide recertification. The 3-day Pesticide Class Pass may offer up to **9 hours** of recertification credit, while the 1-day pass will fulfill 2 or more hours of credit. Each Pesticide Class Pass holder will also be able to access the Spanish-only seminars.

### Earn your credits.

We partner with the following 7 accrediting institutions so you can earn continuing education credits by attending Farwest seminars! Earn your credits in one easy location. Be sure to check the website for up-to-date credit information.

- Oregon Department of Agriculture (ODA)
- Idaho Department of Agriculture (IDA)
- Washington State Department of Agriculture (WSDA)
- California Department of Pesticide Regulation (CDPR)
- Association of Professional Landscape Designers (APLD)
- International Society of Arboriculture (ISA)
- Oregon Landscape Contractors Board (OLCB)

This year, 9 Pest Management seminars are featured!



# WEDNESDAY SEMINARS



Mark your schedule



WEDNESDAY



**11:00 a.m.-Noon | Room B110**



### The Garden Retailing Train

**Danny Summers, Managing Director/Chief Instigator, The Garden Center Group**

Garden retailing is changing. It's like a train moving down the tracks to a new destination. The constant evolution of trends and management needs requires you to stay on the train in order to meet the changing needs of the consumer. Garden retailing has experienced major growth in new customers and sales since 2019. As we look forward to 2025, Danny will share insights of the group's 150+ garden centers' performances and the best practices benchmarks from the group's annual P&L Studies of 2020, 2021, 2022 and 2023, plus additional observations and trends to help you prepare for 2025 and beyond. Being on the garden retailing train of knowledge is critical to your garden center's success.



**11:00 a.m.-Noon | Room B116**



### Gardening in a Changing Climate: What to Do and What to Avoid

**Linda Chalker-Scott, Ph.D., Professor and Extension Specialist in Urban Horticulture, Washington State University**

Climate change is here to stay and with it our gardens experience increased summer temperatures and drought. Unfortunately, the internet is full of cures for drought and heat stress that can only make the problem worse. This seminar will present science-based practical strategies to help plants and soils conserve water and create more resilient gardens and landscapes.



**11:00 a.m.-Noon | Room B119**

### Plant Patents and Trademarks: Understanding Intellectual Property

**Maria Zampini, President, Upshoot LLC**

Understanding the world of intellectual property such as plant patents, trademarks, and plant breeders rights can seem confusing and have one asking why are they important. They are essential protection to breeders and brands who invest in new plant introductions and marketing to both wholesale and retail markets. This presentation will help demystify intellectual property and you'll learn what they mean, where they are used, plus how and why you should reflect them properly when communicating to consumers and the green industry trade.



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers



**SPANISH  
TRANSLATION**

**11:00 a.m.-Noon | Room B113**



**Production Decisions Influence Risks for Boxwood Blight Outbreaks**

**Jerry Weiland, Ph.D., Research Plant Pathologist, USDA-Agricultural Research Service**



Want to know how nursery production decisions can affect your risks for boxwood blight? Whether you have boxwood blight or not, knowing the risks can be key for preventing a full-blown outbreak that affects your entire boxwood inventory. In this session, plant disease expert Jerry Weiland will present case studies showing how boxwood blight can come into a nursery and then be unintentionally spread to other locations by routine nursery activities. He will also discuss how plant size, spacing, cultivar, temperature, moisture, and fungicide use influence outbreaks, and will conclude with tips for dealing with the disease.

WEDNESDAY

**1:00-2:00 p.m. | Room B110**



**I Will Always Love You: Creating and Increasing Market Relevance**

**Lloyd Traven, President/CEO, Peace Tree Farm LLC**



For years we lamented as an industry about needing a national marketing campaign, that national spokesperson or message, but never pulled the trigger. It took a pandemic to realize we didn't really need one. The consumer was always searching for us, but we were not putting ourselves in the places they were looking! We have become undeniably relevant and overwhelmingly popular since the beginning of the pandemic disturbance, but we cannot allow ourselves to just go back to "the way it used to be" because the pressure is lighter. Inflation, polarization, and changed market dynamics make that impossible. Peace Tree Farm founder Lloyd Traven shares his frank observations and advice about how to stay relevant and why it's critical to the industry.

**1:00-2:00 p.m. | Room B116**



**OMRI: Your Organic Secret Weapon**

**Roger Plant, Marketing Manager, OMRI**



Eugene, Oregon based OMRI is the largest material review organization in North America. This presentation will help you find and navigate free, easy to use material resources from OMRI and others, to help you answer questions about compliant input materials for USDA and CFIA organic programs. Even if you are not certified, this presentation will show you where to quickly find alternatives to traditional inputs, so you can meet the needs of customers looking for greener options.



**1:00–2:00 p.m. | Room B119**



### **Horticulture Plastics Sustainability: Environmental Impacts and Regulatory Trends**

**Co-Presenters: Tom Marting, Director of Sustainable Solutions, HC Companies**



**Tom Brewer, Director of Sales-West, HC Companies**

Plastics products are common in the horticultural industry, but the increasing concerns over the environmental impacts of plastics are driving new plastic pollution regulations. States are holding producers and manufacturers accountable for the plastic products they market. Learn about these environmental impacts, the coming plastics regulations, and how they might impact the horticulture industry in the coming years.

**SPANISH TRANSLATION**

**1:00–2:00 p.m. | Room B113**



### **Solve Pest Problems: A New Nursery and Residential Resource to Effectively and Safely Manage Pests**

**Ebba Peterson, Ph.D., Plant Pathologist and IPM Educator, Oregon Integrated Pest Management Center**

Solve Pest Problems, a tool managed by OSU's Oregon Integrated Pest Management Center, is a user-friendly, online resource addressing pest issues around the home and garden. SPP has close to 200 peer-reviewed pages covering the management of problem weeds and a number of plant pests and diseases. You can also find guides on how to use pesticides safely around your home, business, and family. Learn more about SPP and how to manage pests with reduced risk to people, pets, and the environment.



**WEDNESDAY**



**2:30–3:30 p.m. | Room C124**



### **IR-4 Environmental Horticulture Program Review and Listening Session for Growers**

**Co-Presenters: Michael Martin, Ph.D., AmericanHort/Horticulture Research Institute (HRI) and IR-4 Commodity Liaison Committee**

**Amy Upton, Michigan Nursery & Landscape Association and IR-4 Commodity Liaison Committee**

**Jerry Weiland, Ph.D., Research Plant Pathologist, USDA-ARS Horticulture Crops Research Laboratory**

The purpose of this Listening Session is to provide an update on the IR-4 Environmental Horticulture Program and ensure that IR-4 is meeting the needs of the industry. All growers are encouraged to attend and provide feedback on this critical program.





**2:30-3:30 p.m. | Room B110**

**BIZ**   

**What is Your End Game? Succession and Exit Planning Best Practices for the Green Industry**

**Co-Presenters: Chris Cimaglio, Managing Director, PivotPoint Business Solutions,**



**Todd Downing, Managing Partner, BEST Human Capital & Advisory**

About 75% of business owners will likely exit in the next 10 years. That means more sellers than buyers, and only the best will sell. You will learn the following: The personal, business, and financial readiness, gaps, and the tracks to maximize business value and return. How choice valuation methods and financing options impact succession and exit planning. Leading practices and strategies to ensure your legacy isn't left up to chance. We will examine preparation, planning options, and transitional strategies, especially in highly owner-dependent companies, and actions you can take today for you and your business to become more transition-ready.



**2:30-3:30 p.m. | Room B116**

 **BIZ** 

**Rise of Spray Drones in the Nursery and Greenhouse Industry**

**Taylor Moreland, Founder and CEO, Agri Spray Drones**

In today's rapidly evolving agricultural landscape, the integration of technology has become paramount. During this talk, we'll explore the transformative impact of agricultural spray drones in the nursery and specialty crop markets. These drones offer unparalleled versatility, enabling precise, aerial input application, while providing the optionality needed to reduce labor costs. Additionally, we'll discuss how spray drones allow producers to reach new levels of strategic and efficient crop management practices.



Arborists



Breeders

**BIZ**

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers



2:30-3:30 p.m. | Room B119



FREE

### H-2A vs H-2B 101: Navigating the Program Landscape

**Emily Morris, Business Development and Marketing Coordinator, másLabor**

This session will cover the ins and outs of both the H-2A and H-2B programs for employers. We will discuss the requirements, barriers to entry, and best practices for employers, including pertinent current events. As the labor landscape continues to pose challenges, more and more businesses are turning to H-2 visas to solve their shortages. Ensure you have the tools to be successful with these highly regulated programs.

SPANISH TRANSLATION

2:30-3:30 p.m. | Room B113



### Biological Control: The Importance of Quality Assessment

**Raymond A. Cloyd, Ph.D., Professor and Extension Specialist, Kansas State University**

Raymond will provide a brief introduction to biological control and will then focus on the importance of quality assessment associated with biological control agents, such as, parasitoids, predators, and entomopathogenic nematodes. Raymond will provide examples of quality assessment based on his research program (over 4 years) related to assessing the quality of commercially available biological control agents including: whitefly parasitoids, aphid parasitoids, and predatory mites. Quality assessment is one of the primary means of ensuring the success of biological control programs in enclosed horticultural cropping systems.

WEDNESDAY



**Seminarios En Español**  
Más información en la página 27

# THURSDAY SEMINARS



Mark your schedule

	Business Trek Pathways for Green Industry Businesses <b>B110</b>	Landscaping Trek Scouting Advice for Design and Maintenance <b>B116</b>	Grower Trek Navigation for Growing Operations <b>B119</b>	Pest Management Trek Guidance for Horticulture Professionals <b>B113</b>
8:30 a.m.	<b>Building Your Bench: Recruiting, Motivating, and Retaining Talent in the Green Industry of Today and Tomorrow</b> Todd Downing	<b>Is It Warm In Here? New Approaches to Horticulture in Our Changing Climate</b> Bryce Lane	<b>Nursery Science Summit: Plant Pathology</b> Jay W. Pscheidt, Ph.D. Niklaus Grunwald, Ph.D., Jerry Weiland, Ph.D., Luisa Santamaria, Ph.D.	<b>SPANISH TRANSLATION</b> <b>The Fundamentals of Resistance Management</b> Raymond Cloyd, Ph.D.
9:45 a.m.	<b>Leveraging Lavenders: The Sweet Smell of Success</b> Lloyd Traven	<b>The Wealthy Landscaper: Lessons You Do Not Learn on the Job Site</b> George Urvari	<b>Nursery Science Summit: Insect Pest Management</b> Jana Lee, Ph.D. Man-Yeon Choi, Ph.D. Brittany Barker, Ph.D.	<b>SPANISH TRANSLATION</b> <b>IPM Strategies to Keep Pesticides in the Toolkit</b> Alison Kutz
11:00 a.m.				
12:00 p.m.	<b>Top Consumer Garden Trends to Drive Sales</b> Katie Tamony	<b>Landscapes That Save The World: The Importance of Biodiversity in the Landscape</b> Bryce Lane	<b>Nursery Science Summit: Plant Selection and Production</b> Ryan Contreras, Ph.D. Neil Bell Marcelo L. Mortetti, Ph.D.	<b>SPANISH ONLY: IPM for Horticultural Crops</b> E. Vanessa Vassilaros
1:15 p.m.			<b>The Retail Experience: Boxwood Problem Solving</b> Pat Reilly	<b>SPANISH ONLY: Advancing Boxwood Blight Monitoring Techniques</b> Luisa Santamaria, Ph.D.
2:30 p.m.	<b>How To Get the Right Products to the Right Customer at the Right Time</b> Aaron Allison	<b>AI in the Landscaping World</b> Paige Tisdale <b>FREE</b>		

THURSDAY





**8:30–9:30 a.m. | Room: B110**



**Building Your Bench: Recruiting, Motivating, and Retaining Talent in the Green Industry of Today and Tomorrow**

**Todd Downing, Co-Founder/Managing Partner, BEST Human Capital & Advisory Group**

Do you currently have the right people on the bus? Are you concerned with building your bench for today and tomorrow? The state of the labor market, especially in the green industry, means we must change our thinking about recruiting inside and outside the industry. You will learn more about how recruitment, retention, motivation, training & development, compensation and even your company's social capital affect the strength of your team's talent.



**8:30–9:30 a.m. | Room: B116**



**Is it Warm In Here? New Approaches to Horticulture in Our Changing Climate**

**Bryce Lane, Distinguished Undergraduate Professor, North Carolina State University**

How is climate change affecting our horticultural practices? Are we poised to take advantage of this phenomenon as horticultural professionals? We will talk about the effects of a changing climate on horticulture, and identify new best practices, and approaches to consider as we grow, design, install, and market plants in the landscape.

**8:30–9:30 a.m. | Room: B116**



**Nursery Science Summit: Plant Pathology**

**Speaker 1: Jay W. Pscheidt, Ph.D., Extension Plant Pathology Specialist, Oregon State University**

**Title: Smart Spraying Grapes Leads to New Boxwood Blight Management**

Oregon has been on the cutting-edge evaluating sensor assisted applications of pesticides for several years. These machines work well with systemic pesticides but need simple adjustments to use contact materials correctly. All sprayers have trouble delivering pesticides to the interior of a tight boxwood canopy. Drenching systemic fungicides can overcome this distribution issue with the potential to manage diseases such as boxwood blight.

**Speaker 2: Niklaus Grunwald, Ph.D., Research Plant Pathologist, USDA-Agricultural Research Service**

**Title: Research Updates on Diagnostic Tools for Plant Pathogens Affecting Ornamental Crops**

In this session USDA scientist Nik Grunwald will present research updates on the genus Phytophthora. Phytophthora pathogens are some of the most devastating pathogens known to agriculture. He is pioneering novel approaches to monitor and diagnose plant pathogens. His focus is on the sudden oak death pathogen Phytophthora ramorum.

**Speaker 3: Jerry Weiland, Ph.D., Research Plant Pathologist, USDA-Agricultural Research Service**

**Title: Nursery Plant Disease Research Highlights from the USDA-ARS Weiland Lab**

In this session, plant disease expert Jerry Weiland will describe how his USDA-ARS research program serves Oregon's nursery industry and highlight key outcomes from his research on Phytophthora root rot and boxwood blight.

**Speaker 4: Luisa Santamaria, Ph.D., Professor, Extension Plant Pathologist, Oregon State University**

THURSDAY

**8:30–9:30 a.m. | Room: B113**



**The Fundamentals of Resistance Management**



**Raymond A. Cloyd, Ph.D., Professor and Extension Specialist, Kansas State University**

Raymond will discuss the factors associated with resistance management including how resistance occurs, mechanisms of resistance, and the biological factors that promote resistance developing in insect and/or mite pest populations. Raymond will then discuss, in detail, how to delay the prospect of resistance developing to current insecticides and miticides by rotating different modes of action. The presentation will provide applied information that will help you mitigate insect and/or mite pest populations developing resistance to insecticides and miticides.

**9:45–10:45 a.m. | Room: B110**



**Leveraging Lavenders: The Sweet Smell of Success**



**Lloyd Traven, President/CEO, Peace Tree Farm LLC**

For the last 10 years, lavender sales have increased by double digits annually. There is great opportunity for selling more high margin crops. This was caused by specific branded cultivars with major advantages over the old varieties. The landscape shifted and consumers noticed. For the first time, cultivars are asked for BY NAME at retail and the supply chain is passing on real performance advantages to the consumers. These new options are grower-friendly, a term never associated with this crop. Still, it remains a challenging crop at some stages. Learn tricks, tips, and techniques from one of the premier lavender growers in the world, known for introducing the most important cultivars.

**9:45–10:45 a.m. | Room: B116**



**The Wealthy Landscaper: Lessons You Do Not Learn on the Job Site**



**George Urvari, CEO, Knowledge Tree Consulting**

Unearth the secrets to cultivating a thriving landscape business with our expert-led seminar. Discover the art of leadership, strategic planning, and process optimization, all aimed at achieving your end goals. Immerse yourself in leadership psychology, philosophical insights, historical lessons, and real-world anecdotes that illuminate the path to growth. Embark on a journey to build a fulfilling work environment with substantial rewards for you and your team and learn to transform your business into a turnkey operation swiftly.



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers



**9:45-10:45 a.m. | Room: B119**



**Nursery Science Summit: Insect Pest Management**

**Speaker 1: Jana Lee, Ph.D., USDA Entomologist**

**Title: Using Natural Enemies in Outdoor Nurseries, and Silicon for Pest Management**



**Speaker 2: Man-yeon Choi, Ph.D., USDA Research Entomologist**

**Title: Biological Targets for Controlling Thrips in Nursery Crops**

This seminar will present biological targets such as hormones, proteins, bioactive peptides, and pheromones found in the western flower thrips, as well as molecular methods and tools such as genomics, proteomics, and analytical chemistry. The goal is to discover biologically-based targets to develop new IPM methods for thrips.



**Speaker 3: Brittany Barker, Ph.D., Assistant Professor (Senior Research), Oregon IPM Center Dept. Of Horticulture, Oregon State University**

**Title: Boxwood Blight Risk Infection Modeling Tools**

The invasive pathogen, *Calonectria pseudonaviculata*, causes boxwood blight on susceptible cultivars of boxwood, *Buxus sempervirens* and related species. This seminar will present a new web app that produces high-resolution maps of the risk of boxwood being infected by boxwood blight in western Oregon and Washington (<https://RiskMaps.OregonState.edu/BoxB/>). Additionally, it will review other boxwood blight infection risk apps available at [USPest.org](https://USPest.org), which calculate risk for single sites using weather station data ([https://USPest.org/Risk/Boxwood\\_app](https://USPest.org/Risk/Boxwood_app))

THURSDAY

SPANISH TRANSLATION

**9:45-10:45 a.m. | Room: B113**



**IPM Strategies to keep Pesticides in the Toolkit**

**Alison Kutz, Consulting Director, Sound Horticulture**

Pests trying to outwit you? This talk will cover best practices for keeping beneficial insects and microbial controls as the first line of defense in your greenhouse. Fine-tuning your program will minimize negative impacts on beneficials and increase the efficacy of your biocontrol program. And learning how to integrate these safer controls into your growing program is critical to reducing reliance on chemistries. So let's explore a balance between those occasionally-needed sprays and keeping our products performing together seamlessly. Alison will discuss some of the tried-and-true biological management tools and how they interface with beneficials, as well as some newer and less well-known materials that may be well worth your consideration.



**Noon-1:00 p.m. | Room: B110**



**Top Consumer Garden Trends to Drive Sales**

**Katie Tamony, Chief Marketing Officer and Trend Spotter, Monrovia Nursery Company**

Want to know what home gardeners are thinking? Every year, Monrovia conducts large scale consumer research, asking thousands of homeowners who have purchased plants and are planning to do outdoor projects about their interests. That data is combined with information gathered from additional monthly mobile surveys conducted with Monrovia's 100,000 email subscribers, social media analysis and insights from outside the gardening industry. The results provide a look at different design styles and the plants home gardeners are gravitating toward.





**Noon-1:00 p.m. | Room: B116**



### **Landscapes That Save the World: The Importance of Biodiversity in the Landscape**

**Bryce Lane, Distinguished Undergraduate Professor, North Carolina State University**

When it comes to plants in the landscape there is strength in diversity. All too often we don't spend enough time thinking about how important it is to promote a well-balanced ecosystem in the landscape. This talk focuses on why it's important to create biodiverse outdoor spaces, and how we can achieve that goal in our operations. Topics include "plant blindness," attracting wildlife, soil building, native plants and more!

**Noon-1:00 p.m. | Room: B119**



### **Nursery Science Summit: Plant Selection and Production**

**Speaker 1: Ryan Contreras, Ph.D., Professor, Oregon State University**

**Title: Past Successes and Future Directions for Nursery Breeding at Oregon State**

Since 2009, the Ornamental Plant Breeding Program has been working to support the nursery industry through the development of new cultivars. To date, we have released seven trees and shrubs exhibiting a variety of improvements. The program continues to evolve and push into new directions of evaluation and techniques. We will summarize where we have come and explore future directions including breeding for climate change and genomic tools that can help improve breeding efficiency.

**Speaker 2: Neil Bell, Community Horticulturist, OSU Extension Service**

**Title: Long-Term Landscape Evaluation of Drought-Tolerant Groundcovers**

Northwest Plant Evaluations is an OSU Extension program geared to in-ground multi-year evaluations of shrubs, primarily for un-irrigated landscapes in the Pacific Northwest. Since 2000, evaluations have included species and cultivars of *Hebe*, *Cistus*, *Halimium*, *Ceanothus*, *Grevillea* and *Arctostaphylos*. Since 2019, the program has been evaluating an array of broadleaved evergreen groundcovers of various sizes for use in un-irrigated landscape situations for growth, flowering, landscape appearance and hardiness. The presentation will discuss plants of various sizes for low-input landscapes in the region.

**Speaker 3: Marcelo L. Moretti, Ph.D., Associate Professor, Oregon State University Department of Horticulture**

**Title: Watts Up: Developing Pulse Electric Field as an Alternative to Methyl Bromide**

This session will describe how a group of researchers at OSU, USDA ARS, and LISI Global are exploring pulse electric field to manage weed seeds, soil-borne disease, and parasitic nematodes in ornamental seedling beds.

**Noon-1:00 p.m. | Room: B113**

**SPANISH ONLY**

### **IPM for Horticulture Crops**

**E. Vanessa Vassilaros, M.S., Consultant**



Attendants will learn about steps to prevent, decrease, or contain pest and disease pressure using integrated pest management strategies in horticultural crops. Scouting: Best practices for scouters in the field and how to communicate findings for pest monitoring. Monitoring: Economic pest thresholds factors when dealing with pests and diseases in crops. Pest Management: Factors to consider into a biological or traditional control.



THURSDAY



**1:15-2:15 p.m. | Room: B119**



### The Retail Experience: Boxwood Problem Solving

**Pat Reilly, Horticulture Outreach Specialist, Saunders Genetics LLC and NewGen Boxwood**

Landscapers, garden center staff, growers, and homeowners alike encounter issues with boxwood. Attention to boxwood selection and care is critical for the health and beauty of the plant AND for your success as you sell, plant, and maintain them. This talk will focus on ways to get to the truth from client descriptions, presented within a framework of the common pests, diseases, and abiotic causes of damage to boxwood. Learn how to differentiate among boxwood issues, suggest customized solutions, and provide the public with reasons to keep hard-working, versatile boxwood in the landscape.



**1:15-2:15 p.m. | Room: B113**

**SPANISH ONLY**

### Advancing Boxwood Blight Monitoring Techniques

**Luisa Santamaria, Ph.D., Professor, Extension Plant Pathologist, Oregon State University**



Boxwoods, which are widely utilized in gardening and landscaping, are seriously threatened by boxwood blight, which is caused by the fungus *Calonectria pseudonaviculata*. For disease management, prompt detection and efficient monitoring are essential. With the intention of improving the effectiveness of boxwood blight detection, this talk explores important aspects to consider while monitoring. We investigate ways to improve observation methods by looking at symptomatology, cultural practices, and environmental factors. In the end, an effective boxwood blight scouting strategy will help with the early diagnosis, mitigation, and preservation of boxwood landscapes as well as the production of healthy plants.

THURSDAY



**2:30-3:30 p.m. | Room: B110**



### How to Get the Right Products to the Right Customers at the Right Time

**Aaron Allison, Co-Founder, SBI Software**

Streamlining the process from production to order allocation and fulfillment is a challenge. Creating business processes and using technology to help streamline those processes can save you time and money. I've helped hundreds of growers through production setup, order allocation, order fulfillment, and therefore helped improve their bottom line.



**2:30-3:30 p.m. | Room: B116**



### AI in the Landscaping World

**Paige Tisdale, Business Developer, Dennis' 7 Dees**

This presentation explores the impact of artificial intelligence (AI) in revolutionizing the landscaping industry. It highlights how AI enhances design, efficiency, and sustainability, showcasing examples of AI-driven project successes. Attendees will learn about AI's capabilities in optimizing resource use and promoting environmental benefits, encouraging the adoption of AI as a tool for creating smarter, greener landscapes.



Arborists



Breeders

**BIZ**

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

# FRIDAY SEMINARS

 Mark your schedule



**8:30-9:30 a.m. | Room: B110**

BIZ  

## Maximize Your Sales and Marketing with Partner Programs

**Helen Lawson, Retail Partnership Marketing Coach, Monrovia Nursery Company**

Want more help with your marketing to boost your sales? Your branded plant partners can help! Learn to leverage the marketing tools, resources, and programs available to you to upgrade your marketing at a fraction of the cost and effort of traditional marketing assets. Whether you have a full-time marketing team or are doing it all yourself "when you have time," you'll come away with ideas and actionable sources to boost your efforts to connect with consumers.



**8:30-9:30 a.m. | Room: B119**

   BIZ     

## Healing and Horticultural: An Introduction to Horticultural Therapy, Including Therapeutic Gardens and Landscapes for Health, Recovery and Well-Being

**Nicholas Staddon, Spokesperson and Plantsman, Everde Growers**

Join Nicholas Staddon as he takes us on a candid journey through the history and foundations of horticultural therapy as a field of study and practice. Whether you are well-versed in this growing field or are curious to know more. Staddon offers a down-to-earth approach to learn about the pioneers, leaders, advocates, publications and resources of horticultural therapy. He will offer suggestions for in-ground and container plants commonly used in horticulture therapy gardens to start you on your own journey. The presentation will leave you inspired with a renewed appreciation of the healing properties of gardens and landscapes.

FRIDAY

**8:30–9:30 a.m. | Room: B113**



**Mycorrhizae 101: Biological Root Stimulants**

**Anissa Poleatewich, Ph.D., Senior Manager Product Development, Mycorrhizal Applications**



Mycorrhizae are specialized fungi that form a symbiotic relationship with plant roots and extend far into the soil. There are numerous documented benefits that mycorrhizal fungi provide to plants such as root system enhancement, improved nutrient-use efficiency, and increased water absorption and utilization. This bio-stimulant is truly an extension of the root systems and are more effective in nutrient and water absorption than the roots themselves. Join this session to learn more about mycorrhizae, how to implement them into your growing operation, and their effect on landscape plantings.

**9:45–10:45 a.m. | Room: B110**



**Tackling the Biggest Issue in the Green Industry: Inventory**

**Aaron Allison, Co-Founder, SBI Software**



Aaron will share insight, industry research and best practices to solve Growers real-time inventory availability woes. Solutions that he has found to work have helped our clients reach and engage their target customers through mobile-based applications including bilingual inventory management, online ordering, bill pay, and much more. And with front-row exposure to thousands of growers, they understand how best to implement minor changes for major impact as growers prepare for the future.

**9:45–10:45 a.m. | Room: B119**



**Key to Mitigate Climate Change Lies Hidden Beneath Our Feet: A Win-Win for Horticulture**

**Mike Amaranthus, Ph.D. President MycoAnalytics LLC, Adjunct Associate Professor Oregon State University**



Soils serve as tremendous storehouses of the Earth's carbon, and even a small change in the percent carbon in the soil can significantly impact the maintenance of the Earth's atmosphere. Up to 36% of the annual global carbon emissions are estimated to be stored in the soil's mycorrhizal mycelial network. In horticulture systems, there is significant potential for generating a mycelium network on millions of plants and acres. We must manage our relationship with soil and horticulture to produce the plants we need while simultaneously increasing soil fertility, plant quality and by incorporating carbon into the ground. It's a win-win for horticulture.

**9:45–10:45 a.m. | Room: B113**



**Creating a Biocontrol Program: Tips and Tricks for the Busy Grower**

**Elaine Sawyer, Technical Sales Specialist, Sound Horticulture**



Learn best practices for creating a successful biocontrol program, including specifics on beneficial insects, pests, scheduling orders and scouting for pests. Review common mistakes and how to stay organized so biocontrols become the prevention, and you don't have to worry about a cure!

# SEMINARIOS EN ESPAÑOL

(SPANISH OFFERED SEMINARS)

DOWNLOAD  
the Spanish  
Breakroom Flyer



Descargue el  
volante de la sala  
de descanso en  
español

## MIÉRCOLES 21 DE AGOSTO

INTERPRETACIÓN  
EN ESPAÑOL

CLASE DE  
PESTICIDAS

De 11 a.m. al mediodía | Salón: B113

**Las decisiones de producción influyen en los riesgos de brotes de tizón del boj**

**Jerry Weiland, Ph.D., patólogo de plantas de investigación, Servicio de Investigación Agrícola del USDA**



El experto en enfermedades de las plantas Jerry Weiland presentará estudios de casos que muestran cómo el tizón del boj puede llegar a un vivero y luego propagarse involuntariamente a otros lugares mediante actividades de rutina en el vivero. También analizará cómo el tamaño, el espaciamiento, el cultivo, la temperatura y la humedad de las plantas influyen en los brotes, antes de concluir con consejos sobre cómo lidiar con la enfermedad.



CLASE DE  
PESTICIDAS

De 1 p.m. a 2 p.m. | Salón: B113



**Solve Pest Problems: Un nuevo recurso para viveros y residencias para controlar las plagas de forma eficaz y segura**

**Ebba Peterson, Ph.D., educadora sobre IPM, Centro de Manejo Integrado de Plagas de Oregón**

INTERPRETACIÓN  
EN ESPAÑOL

Solve Pest Problems, una herramienta administrada por el Centro de Manejo Integrado de Plagas de Oregón de OSU, es un recurso en línea fácil de usar que aborda problemas de plagas en el hogar y el jardín. SPP tiene cerca de 200 páginas revisadas por colegas en las que se cubre el manejo de malezas problemáticas y varias plagas y enfermedades de las plantas. También puede encontrar guías sobre cómo usar pesticidas de manera segura en su hogar, negocio y con su familia. Obtenga más información sobre SPP y sobre cómo controlar las plagas con un riesgo reducido para las personas, las mascotas y el medio ambiente.



CLASE DE  
PESTICIDAS

De 2:30 p.m. a 3:30 p.m. | Salón: B113



**Control biológico: La importancia de la evaluación de la calidad**

**Raymond A. Cloyd, Ph.D., profesor y especialista en extensión, Universidad Estatal de Kansas**

INTERPRETACIÓN  
EN ESPAÑOL

Raymond brindará una breve introducción al control biológico y, luego, se centrará en la importancia de la evaluación de la calidad asociada con los agentes de control biológico, como parasitoides, depredadores y nematodos entomopatógenos. Raymond proporcionará ejemplos de evaluación de la calidad basados en su programa de investigación (de más de 4 años) relacionado con la evaluación de la calidad de agentes de control biológico disponibles comercialmente, incluidos parasitoides de mosca blanca, parasitoides de pulgón y ácaros depredadores. La evaluación de la calidad es uno de los medios principales para garantizar el éxito de los programas de control biológico en sistemas de cultivos hortícolas cerrados.



CLASE DE  
PESTICIDAS

## JUEVES 22 DE AGOSTO

De 8:30 a.m. a 9:30 a.m. | Salón: B113



**Los fundamentos del manejo de la resistencia**

**Raymond A. Cloyd, Ph.D., profesor y especialista en extensión, Universidad Estatal de Kansas**

INTERPRETACIÓN  
EN ESPAÑOL

Raymond analizará los factores asociados con el manejo de la resistencia, incluido cómo se produce la resistencia, los mecanismos de resistencia y los factores biológicos que promueven el desarrollo de la resistencia en las poblaciones de plagas de insectos y/o ácaros. Luego, Raymond analizará en detalle cómo retrasar la posibilidad de que se desarrolle resistencia a los insecticidas y acaricidas existentes a través de la rotación entre diferentes modos de acción. En la presentación, se proporcionará información aplicada que lo ayudará a mitigar las poblaciones de plagas de insectos y/o ácaros que desarrollan resistencia a los insecticidas y acaricidas.



Paisajistas



Municipalidades



Recertificación  
para el uso de  
pesticidas



Sostenibilidad



Vendedores  
minoristas



Márketing

CLASE DE PESTICIDAS

De 9:45 a.m. a 10:45 a.m. | Salón: B113



INTERPRETACIÓN EN ESPAÑOL

Estrategias de IPM para mantener los pesticidas en la caja de herramientas

Alison Kutz, directora de consultoría de Sound Horticulture

En esta charla, se cubrirán las mejores prácticas para mantener los insectos beneficiosos y los controles microbianos como primera línea de defensa en su invernadero. Integrar estos controles más seguros en su programa de cultivo es fundamental para reducir la dependencia de los productos químicos, así que exploremos un equilibrio entre los aerosoles que se necesitan ocasionalmente y hacer que nuestros productos funcionen juntos a la perfección. Alison analizará algunas de las verdaderas herramientas de manejo biológico probadas y cómo interactúan con los organismos beneficiosos, así como algunos materiales más nuevos y menos conocidos que pueden valer la pena considerar.



JUEVES

CLASE DE PESTICIDAS

De 12:30 p.m. a 1:30 p.m. | Salón: B113

SOLAMENTE EN ESPAÑOL

IPM para cultivos hortícolas

E. Vanessa Vassilaros, M.S.



Los asistentes obtendrán información sobre los pasos para prevenir, disminuir o contener la presión de plagas y enfermedades utilizando estrategias de manejo integrado de plagas en cultivos hortícolas. Exploración: mejores prácticas para exploradores en el campo y cómo comunicar los hallazgos para el monitoreo de plagas. Monitoreo: factores de umbrales económicos de plagas para abordar un problema de plagas o enfermedades en los cultivos. Manejo de plagas: factores a considerar en un control biológico o tradicional.



CLASE DE PESTICIDAS

De 1:30 p.m. a 2:30 p.m. | Salón: B113

SOLAMENTE EN ESPAÑOL

Avances en las técnicas de monitoreo del tizón del boj

Luisa Santamaría, Ph.D., profesora y patóloga de plantas de extensión, Universidad Estatal de Oregón



Las plantas de boj, que se utilizan ampliamente en jardinería y paisajismo, están seriamente amenazadas por el tizón del boj, causado por el hongo Calonectria pseudonaviculata. Para el tratamiento de enfermedades, la detección rápida y el monitoreo eficaz son esenciales. Con la intención de mejorar la eficacia en la detección del tizón del boj, en esta charla, se exploran aspectos importantes a considerar durante el monitoreo. Investigamos formas de mejorar los métodos de observación analizando la sintomatología, las prácticas culturales y los factores ambientales. Al final, una estrategia eficaz de exploración del tizón del boj ayudará con el diagnóstico temprano, la mitigación y la preservación de los paisajes del boj, así como con la producción de plantas saludables.



VIERNES, 23 DE AGOSTO

CLASE DE PESTICIDAS

De 8:30 a.m. a 9:30 a.m. | Salón: B113



INTERPRETACIÓN EN ESPAÑOL

Micorrizas 101: Estimulantes biológicos de raíces

Anissa Poleatewich, Ph.D., directora sénior de Desarrollo de Productos en Mycorrhizal Applications

Las micorrizas son hongos especializados que forman una relación simbiótica con las raíces de las plantas y se extienden hasta el suelo. Los hongos micorrízicos brindan a las plantas numerosos beneficios documentados, como la mejora del sistema radicular, una mayor eficiencia en el uso de nutrientes y una mayor absorción y utilización del agua. Estos bioestimulantes son verdaderamente una extensión de los sistemas radiculares y son más eficaces en la absorción de nutrientes y agua que las propias raíces. Participe de esta sesión para obtener más información sobre las micorrizas, cómo implementarlas en su operación de cultivo y su efecto en las plantaciones de jardines.



VIERNES

CLASE DE PESTICIDAS

De 9:45 a.m. a 10:45 a.m. | Salón: B113



INTERPRETACIÓN EN ESPAÑOL

Creación de un programa de biocontrol: Consejos y trucos para el productor ocupado

Elaine Sawyer, ventas técnicas de Sound Horticulture

Conozca las mejores prácticas para crear un programa de control biológico exitoso, incluidos detalles sobre insectos beneficiosos, las plagas, la programación de pedidos y la exploración de plagas. Revise los errores comunes y cómo mantenerse organizado para que los biocontroles se conviertan en la prevención para que no tenga que preocuparse por una cura.



# EVENTOS DE REDES

¡Disfrute de bebidas y aperitivos de cortesía!



**¡Está invitado! No se pierda estos eventos GRATUITOS.**

## EVENTO DE REDES DE NEXGEN

MIÉRCOLES 21 DE AGOSTO, de 3:30 p.m. a 5 p.m.,  
en el vestíbulo A

Patrocinado por



**¡Apoye al NexGen Group de nuestra industria!**

Participe de este evento gratuito abierto a todos los profesionales de la horticultura. Disfrute de aperitivos y bebidas de cortesía mientras se relaciona con los más brillantes y entusiastas de la industria ecológica: ¡nuestros futuros líderes!

NexGen Group es un nuevo grupo de liderazgo y profesionales de viveros de OAN abierto a todos los miembros de la comunidad de viveros e invernaderos, con un enfoque especial en aquellos que son nuevos en la industria o que están en ascenso en sus carreras. ¡Únase a la diversión para tener la oportunidad de encontrarse, establecer contactos y socializar con compañeros de ideas afines que comparten su pasión por la industria!



**Use su apoyo a Mujeres en la horticultura**

De regreso por demanda popular, la camiseta de Mujeres en la horticultura de este año está disponible para su compra a través de Bonfire. Todos los ingresos ayudarán a proporcionar provisiones de alimentos y bebidas para el evento de este año. Para obtener detalles sobre cómo comprar camisetas de Mujeres en la horticultura, visite: [farwestshow.com/event/women-in-horticulture/](http://farwestshow.com/event/women-in-horticulture/)

## MUJERES EN LA HORTICULTURA

JUEVES 22 DE AGOSTO de 3:30 p.m. a 5 p.m., en el vestíbulo A

Patrocinado por



**¡Únase a nosotros para celebrar más de una década conectando a mujeres en la industria ecológica!**

Este es un evento inclusivo y cualquier defensor de las mujeres en la horticultura es bienvenido, ¡sin importar su género!

Desde su inicio en 2010, el evento de redes Mujeres en la horticultura en Farwest ha sido un lugar para que las mujeres compartan sus experiencias, establezcan conexiones y fortalezcan sus habilidades profesionales. ¡Juntos podemos construir una sólida red de apoyo para las mujeres de toda la industria ecológica!

# EVENTOS SOCIALES

**GRATIS y abierto a todos los participantes de Farwest.**

## HAPPY HOUR

Presentado por



**BallSeed.**

**másLabor**

**MIÉRCOLES 21  
DE AGOSTO, de  
5 p.m. a 7 p.m., en  
el vestíbulo A**

**¿Quién quiere fiesta?  
¡¡Nosotros!!**

Participe y disfrute de deliciosas bebidas y aperitivos gratis mientras se reúne con amigos y colegas para celebrar la finalización del primer día del espectáculo. Los premios de los stands de expositores de Farwest también se anunciarán durante las festividades de Happy Hour, incluido el ganador del premio El mejor de la exposición! Abierto a todos los participantes de Farwest. ¡Salud!

## PUB CRAWL

**JUEVES 22 DE AGOSTO, de 5 p.m. a tarde a la noche, en Spirit of 77**

Patrocinado por



¡Vamos por otra ronda! Socialice y establezca contactos con nuevos y antiguos amigos mientras come y se relaja. Participe de nuestro Farwest Pub Crawl para disfrutar de una noche llena de diversión, bromas ingeniosas y risas.

La alegría comienza en Spirit of 77 (500 N.E. Martin Luther King Jr. Blvd., Portland), a un corto trayecto al otro lado de la calle del Centro de Convenciones, donde se servirán aperitivos ligeros. Las primeras 100 personas en llegar a Spirit of 77 recibirán una bebida de cortesía. Visite [FarwestShow.com](http://FarwestShow.com) para conocer la próxima parada de la noche.

**5pm**

**Spirit of 77**

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



¡No se puede perder de este evento lleno de alegría y abierto a todos los participantes de Farwest!



# HOTELS

Book at our official Farwest host properties to ensure maximum convenience and discounted room rates. Hotels fill fast. Book early to secure your reservation!

To book your hotel room at a discounted rate, please visit [www.FarwestShow.com/Hotel](http://www.FarwestShow.com/Hotel), or call the hotels directly and mention the Farwest Show group rate or room block.

Hotels are within walking distance of the Oregon Convention Center.

- 1 HYATT REGENCY** — Mention code: **G-OASN**  
375 N.E. Holladay Street, Portland, OR 97232, **888-591-1234**
- 2 COURTYARD by MARRIOTT**  
435 N.E. Wasco Street, Portland, OR 97232, **503-234-3200**
- 3 DOUBLETREE HOTEL** — Mention code: **FWS**  
1000 N.E. Multnomah Street, Portland, OR 97232, **503-281-6111**
- 4 HOTEL EASTLUND** — Mention code: **FARWEST24**  
1021 N.E. Grand Avenue, Portland, OR 97232, **503-235-2100**

- Discounted rates can be reserved through July 31, 2024, subject to availability.



Secure your reservation at [www.FarwestShow.com/Hotel](http://www.FarwestShow.com/Hotel)



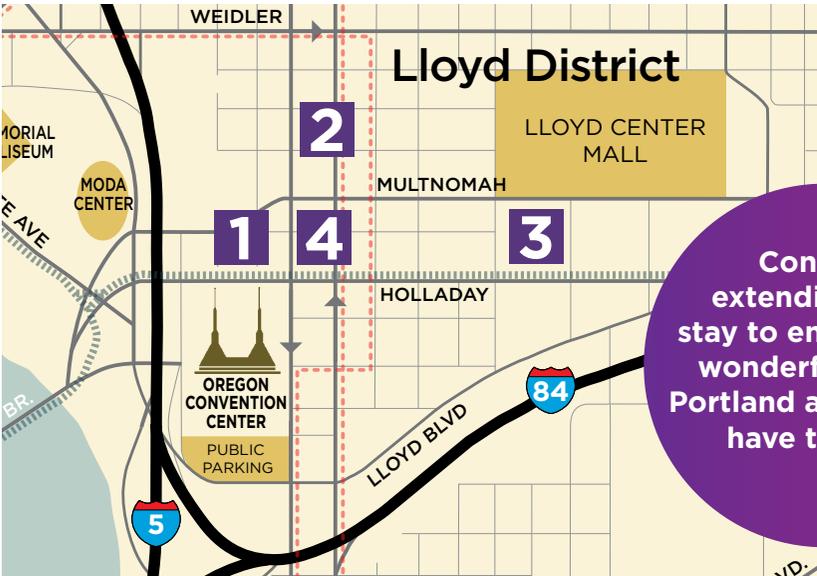
## BEWARE OF HOUSING PIRATES!

Please be aware there are companies who contact exhibitors directly claiming to have room blocks on behalf of the Farwest Show.

**DO NOT** give your credit card information to anyone claiming to be a Farwest Travel Agent.

Farwest Show staff do not make outbound calls to solicit reservations.

For more information, contact [Farwest@OAN.org](mailto:Farwest@OAN.org).



Consider extending your stay to enjoy all the wonderful things Portland and Oregon have to offer.

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



# FARWEST

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**Take advantage of early-bird  
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