

FARWEST

PORTLAND 2025

Kathy & Greg Wilmes
KG Farms Inc.
Farwest Exhibitor

Pete & Wendy Brentano
Brentano's Tree Farm LLC
Farwest Exhibitor

SHOW HIGHLIGHTS

AUGUST 20-22, 2025

Oregon Convention Center • Portland

FarwestShow.com

SHOW INFO INSIDE

- Seminars
- Show Features
- Special Events
- & More!

FARWEST 2025

SHOW SCHEDULE

GET PLANNING

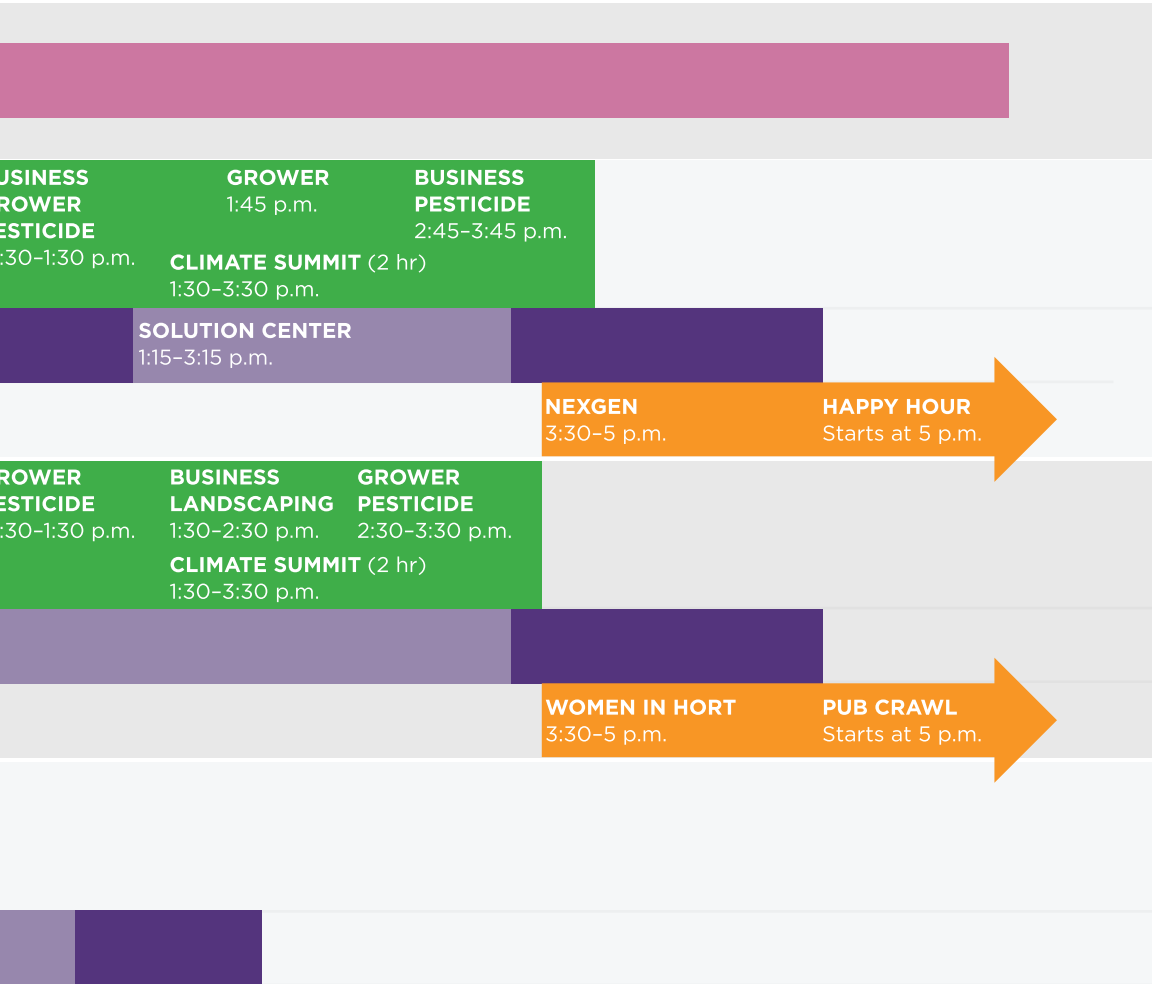
A successful trade show experience starts here.

Browse show highlights and find all you need to start planning. Discover an extraordinary lineup of seminars from new and in-demand speakers and learn about the highly-sought-after bus tours through Oregon’s renowned nursery country. Plus, explore invaluable networking opportunities at standout events, and impressive show features, including sensational showcases.

TUES	AUGUST 19	NURSERY BUS TOURS 8 a.m–6 p.m. (check-in at 7:30 a.m.)									
		SEMINARS 8:30 a.m.–3:45 p.m.		BUSINESS GROWER PESTICIDE 8:30–9:30 a.m.		BUSINESS GROWER PESTICIDE 9:45–10:45 a.m.		KEYNOTE 11 a.m.–12 p.m.		BUSINESS GROWER PESTICIDE 12:00–12:30 p.m.	
WED	AUGUST 20	TRADE SHOW 12–5 p.m.									
		NETWORKING Starts at 3:30 p.m.									
THURS	AUGUST 21	SEMINARS 8:30 a.m.–3:30 p.m.		BUSINESS LANDSCAPING GROWER PESTICIDE 8:30–9:30 a.m.		BUSINESS LANDSCAPING GROWER PESTICIDE 9:45–10:45 a.m.		PESTICIDE (In Spanish) 11 a.m.–12 p.m.		BUSINESS LANDSCAPING GROWER PESTICIDE 12:00–12:30 p.m.	
		TRADE SHOW 10 a.m.–5 p.m.						SOLUTION CENTER 11 a.m.–3:15 p.m.			
FRI	AUGUST 22	NETWORKING Starts at 3:30 p.m.									
		SEMINARS 8:30–10:45 a.m.		BUSINESS GROWER PESTICIDE 8:30–9:30 a.m.		BUSINESS GROWER PESTICIDE 9:45–10:45 a.m.					
		TRADE SHOW 10 a.m.–2 p.m.						SOLUTION CENTER 11 a.m.–1 p.m.			
		8:00 a.m.	8:30 a.m.	9:00 a.m.	9:30 a.m.	10:00 a.m.	10:30 a.m.	11:00 a.m.	11:30 a.m.	12:00 p.m.	12:30 p.m.

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13-18	Seminars: Wednesday
19-24	Seminars: Thursday
25-26	Seminars: Friday
27	Stay & Play
28-29	Seminars (in Spanish Translation)
30-31	Mix & Mingle – Networking Events – Social Events (in Spanish Translation)



1:00 p.m. 1:30 p.m. 2:00 p.m. 2:30 p.m. 3:00 p.m. 3:30 p.m. 4:00 p.m. 4:30 p.m. 5:00 p.m. 5:30 p.m. 6:00 p.m.

TOURS

TUESDAY, AUGUST 19



Check in at 7:30 a.m.; buses leave at 8 a.m.

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!**

Visit Nursery Country and engage with other nursery professionals for an entire day. Make new connections 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

Get a deep dive into some of Oregon's best growers in the scenic Mount Hood area. Learn about propagation, grafting, and bare-root vs. potted plant production at four nurseries that produce some of the best trees, shrubs and ornamentals in Oregon.



DESTINATIONS:

- **Don Marjama Nursery Co.** — Sandy, Oregon
- **Hans Nelson & Sons Nursery Inc.** — Boring, Oregon
- **J. Frank Schmidt & Son Co.** — Boring, Oregon
- **John Holmlund Nursery LLC** — Boring, Oregon

TOUR 2: Garden Center Retail Tour

Experience three unique retail nurseries in this tour that takes you from the heart of Oregon Wine Country to the Portland area. Start your day at Oregon's premier olive tree nursery and olive mill. Taste its delicious olive oils and browse a selection of herbs, edible landscape trees and shrubs. Check out amazing hanging baskets at another stop, then explore the vast offerings of a nursery known for its houseplants and much more.



DESTINATIONS:

- **Durant at Red Ridge Farms** — Dayton, Oregon
- **The Garden Corner** — Tualatin, Oregon
- **Portland Nursery** — Portland, Oregon

TOUR 3: Automation Tour

See cutting-edge nursery automation equipment being built at a state-of-the-art manufacturing facility. Then, visit three innovative nurseries that are redefining the future of the nursery industry through automation.

DESTINATIONS:

- **GK Machine Inc.** — Donald, Oregon
- **Bountiful Farms Nursery Inc.** — Woodburn, Oregon
- **Brentano's Tree Farm LLC** — St. Paul, Oregon
- **Woodburn Nursery & Azaleas Inc.** — Woodburn, Oregon

KEYNOTE

11 a.m. | Room C124

PLANT YOUR PEOPLE

Keynote Address: John Kennedy

Sponsored by:



WEDNESDAY, AUGUST 20



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

One of the harsh truths of the horticulture industry is that sometimes, we care more for our plants than our people. Join international speaker, strategist and author John Kennedy as he shares his insights and innovative approaches to investing in your most valuable roots — your people.

Kennedy's two-decades-plus connection to our industry places him at the top of the list of thought leaders for growers, garden centers and green industry associations in North America. In this keynote address, Kennedy will introduce the audience to his four-step approach to having your team rooted and ready to grow on day one. From employee engagement survey results to top industry data, Kennedy will help you build the culture and the future where employees show up to work because they want to, not because they have to. That's a huge mindset change and worthy outcome for any horticulture business.

Kennedy is a speaker and author specializing in strategic planning, benchmarking, culture creation, on-boarding, retention processes and videos, leadership development and teamwork, and accelerating sales within the horticulture industry. Over the past 25 years, he has presented to nearly 500,000 audience members worldwide delivering a dramatic and sustainable impact on scores of companies and associations within the horticulture industry.

His extensive client list includes Proven Winners®, Willoway Nurseries, Everde Growers, AmericanHort, Louisiana Nursery, Manor View Farm, The Garden Center Group, Maryland Wine Association, Cape May Brewing Company, NAFDMA, Meadows Farms Nurseries, Summer Winds Garden Centers, Prides Corner Farms, Walters Gardens, and over 100 state associations, landscapers, growers, farms, nurseries, and independent garden centers throughout North America.

He and his wife, Souny, have created a customized intranet platform for the green industry as well.

Visit YourConnectSpace.com for a sample site.

**FREE to all registered
Farwest participants.**

PHOTO COURTESY OF
OREGON CONVENTION CENTER



MIX & MINGLE

CONNECT, GROW & THRIVE!

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

NEXGEN NETWORKING EVENT

WEDNESDAY, AUGUST 20, 3:30 - 5 p.m., in Lobby A

Connect and grow with NexGen!

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!

Presented by



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!

WOMEN IN HORTICULTURE

THURSDAY, AUGUST 21, 3:30 - 5 p.m., in Room C124

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!

GET YOUR GEAR & SHOW YOUR SUPPORT!

Multiple items to choose from:

- Hoodies
- Crewnecks
- T-shirts & Tank Tops
- Tote Bags
- Notebooks



FARWEST
PORTLAND 2025



FREE and open to all Farwest participants.

HAPPY HOUR

**WEDNESDAY, AUGUST 20, 5 - 7p.m.,
in Lobby A**

Presented by



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!

Sponsored by



PUB CRAWL

**THURSDAY, AUGUST 21,
5 p.m. - late night,
Starting at Spirit of 77**

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/PubCrawl 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!



SENSATIONAL SHOWCASES



NEW VARIETIES SHOWCASE

SEE THE BEST AND NEWEST PLANTS FOR 2025

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 won't be able 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 or improved green industry products for 2025.

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find the hottest new products to grow your green industry business. These featured products are new to the U.S. market and were introduced in either 2024 or 2025. 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 13** (Tier 2)



New Products Showcase submissions are due by:
• **JUNE 27** (Tiers 1 & 2)
• **AUGUST 8** (Tier 3)

A vital new initiative

This summit will bring together industry leaders, innovators, and environmental experts to discuss the **growing importance of sustainability in the green industry**.

The Climate Summit is **FREE** to all Farwest Show registered attendees.

Check out details at
FarwestShow.com/ClimateSummit.

August 20-21

1:30–3:30 p.m.

Room A106

DAY 1

Research-Driven Discovery

DAY 2

Climate Policy Roundtable — Growers and Policymakers discuss nursery industry's role.

CLIMATE SUMMIT

FARWEST
PORTLAND 2025

ROSE TEST GARDEN AWARDS

AWARDS CEREMONY HELD AT THE SOLUTION CENTER WEDNESDAY, AUGUST 20, at 2:45 p.m.

Join us for an unforgettable awards ceremony as we celebrate this year's 2025 Portland's Best Rose and the 2024 Gold Medal Award winners! The Gold Medal Award, presented by the International Test Garden, has been honoring excellence for over 100 years, since 1919. And Portland's Best Rose has been a local tradition for more than 25 years! Don't miss this celebration of floral brilliance!

The International Rose Test Garden in Portland was founded in 1917 and is the oldest continuously operated public rose test garden in the United States.



RETAILERS' CHOICE AWARDS

JUDGING WEDNESDAY, AUGUST 20

AWARDS CEREMONY HELD AT THE SOLUTION CENTER THURSDAY, AUGUST 21, at 2:45 p.m.

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!

Participating in this scouting mission is easy and fun!

Participating retailers must pre-register. Go to FarwestShow.com/RetailersChoice for information and to participate in the judging.

Our awards presentation on Thursday afternoon will recognize products deserving special recognition. You won't want to miss it!



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

SOLUTION CENTER

EDUCATIONAL MINI-SESSIONS ON THE SHOW FLOOR!

These **FREE** mini-sessions are included with your trade show pass.

Attend free live mini-sessions, demos and workshops from top industry speakers and experts throughout the expo hours each day of the Farwest Show. Find answers 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 be sure to find the topics especially relevant to you and get quick insight that's conveniently located on the show floor!

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

	WED AUGUST 20	THURS AUGUST 21	FRI AUGUST 22
11:00 a.m.		AI for the Green Industry Ashley Wright, Plantista	2025 OAN/ODA Research Project Updates
11:15 a.m.			
11:30 a.m.			
11:45 a.m.		NEW PRODUCT SHOWCASE PRESENTATIONS	2025 OAN/ODA Research Project Updates
12:00 p.m.			
12:15 p.m.			
12:30 p.m.		Picture Perfect Phone Photography Grace Hensley, Fashion Plants	Emerald Ash Borer: Research, Resources, and Regulations in 2025 Max Ragazzino, Ph.D., and Kara Mills, Ph.D., ODA Kat Bethea and Matt Mills, ODF
12:45 p.m.			
1:00 p.m.			
1:15 p.m.	Ten Ways to Pay for Your Solar System Rob Aldridge, Pure Energy Group	2025 OAN/ODA Research Project Updates	
1:30 p.m.			
1:45 p.m.			
2:00 p.m.	NEW PRODUCT SHOWCASE PRESENTATIONS	2025 OAN/ODA Research Project Updates	
2:15 p.m.			
2:30 p.m.			
2:45 p.m.	INTERNATIONAL ROSE TEST GARDEN AWARDS	RETAILERS' CHOICE AWARDS Danny Summers, The Garden Center Group	
3:00 p.m.			
3:15 p.m.			
3:30 p.m.			

WEDNESDAY-FRIDAY

SEMINARS

EXCEPTIONAL EDUCATION



WEDNESDAY-FRIDAY

EDUCATION SEMINARS, PESTICIDE CLASSES AND FEATURED SPEAKERS

Sponsored by:



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 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 **11 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 seminar.

Earn your credits.

We partner with the following seven 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, 11 Pest Management seminars are featured!

	ROOM B110	ROOM B116	ROOM B119	ROOM B113
AUGUST 20	BUSINESS TRACK Pathways for Green Industry Businesses	GROWER TRACK Navigation for Growing Operations	GROWER TRACK Navigation for Growing Operations	PEST MANAGEMENT TRACK Guidance for Horticultural Professionals
8:00 a.m.				
8:30 a.m.				
9:00 a.m.	The Garden Retailing Train: Looking Ahead to 2026 Danny Summers	How Climate Change is Affecting Our Use and Application of Native Plants Steven Paulsen	Labels, Tags and Marketing: The Latest Trends and Innovations Todd Davis	Big, Bad Botrytis: How to Beat it, Biologically Michael Brownbridge, Ph.D.
9:30 a.m.				
10:00 a.m.	The Importance of Emotional Intelligence in the Green Industry Todd Downing Paige Franks	New Varieties for a Changing Environment Sharon Hadden	Hot Pots: How Container Colors Influence Root Zone Temperatures and Plant Production Lloyd Nackley, Ph.D. Jeb Fields, Ph.D. Jake Shreckhise, Ph.D.	The Importance of Training in Your IPM Program Broch Martindale
10:30 a.m.				
11:00 a.m.	<div>ROOM C124</div> <div>FREE</div> <div>KEYNOTE SESSION</div> <div> <div>State of the State Jeff Stone</div> <div>Plant Your People John Kennedy</div> </div>			
11:30 a.m.				
12:00 p.m.				
12:30 p.m.				
1:00 p.m.	Streamline Your Inventory Tim Quebedeaux	What Am I Missing? Using DNA-Based Testing Methods for Detection of Viruses and Viroids Aubry Field		Developing a Biological Control Strategy that Works for You Karen Stever, Ph.D.
1:30 p.m.				
2:00 p.m.	ROOM A106 <div>FREE</div>	Horticulture Plastics Sustainability: Environmental Impacts and Regulatory Trends Tom Brewer, Torn Marting	ODA Case Studies and Lessons Learned Keawe Molifua	
2:30 p.m.	CLIMATE SUMMIT Day 1: Research-Driven Discovery	ROOM C124 <div>FREE</div> BREAKOUT SESSION You Can't Expect What You Can't Inspect John Kennedy	ROOM C123 <div>FREE</div> PANEL DISCUSSION Attracting the Next Generation To the Green Industry Broch Martindale, Jazmin Albarran, and Rachel Popp	
3:00 p.m.				
3:30 p.m.	Creating Your Internet Marketing Plan 2025-2026 Ron McCabe			Why Do Some Pesticide Applications Fail? Aaron Palmateer, Ph.D.


8:30 – 9:30 a.m. | Room B110


The Garden Retailing Train: Looking Ahead to 2026

Danny Summers, managing director and chief instigator at The Garden Center Group

Garden retailing is 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 2026, Danny Summers will share insight of The Group's 150+ garden centers performances and the best benchmarks from The Group's Annual P&L Studies of 2020-2024 plus trends of 2025, with additional observations to help you prepare for 2026 and beyond. Being on the garden retailing train of knowledge is critical to your garden center's success.


8:30 – 9:30 a.m. | Room B119


Labels, Tags and Marketing: The Latest Trends and Innovations

Todd Davis, director of the Catalog/OnSite Division of Veritiv Visual/Horticultural Printers (formerly known as Orora Visual Horticulture)

This seminar will discuss everything from the latest in FRID tags to printing your own labels in house. Whether you're new to labeling and tagging or looking for the most up-to-date systems, this seminar will help you find the best solutions for your needs. Also included will be market research showing exactly what types of labels and tags consumers prefer, and which help sell more plants.


8:30 – 9:30 a.m. | Room B113


Big, Bad *Botrytis*: How to Beat It, Biologically

Michael Brownbridge, Ph.D., senior technical services manager, BioWorks Inc.

Botrytis is a tough disease to manage at the best of times but its resistance to many conventional fungicides adds another layer of complexity. This has focused attention on the use of cultural and biological techniques as a first, and sometimes only, line of defense against this pathogen. This presentation will review biological and cultural methods and tools that can be used to prevent and manage this disease successfully in high-value horticultural crops and consider their role in an integrated plant health management program.

SPANISH
TRANSLATION



Arborists



Breeders



Business
Practices



Designers



Growers



Interactive
Learning



Landscapers



Marketing



Municipalities



Urban Foresters



Pesticide
Recertification



Sustainability



Retailers



8:30 – 9:30 a.m. | Room B116

How Climate Change is Affecting Our Use and Application of Native Plants

Steven Paulsen, CEO and owner, Native Roots, LLC



An open discussion about changes in native plant habitats across the western United States, and how those changes could impact our applications. The presentation is geared to be interactive and participation from the audience is encouraged.



9:45 – 10:45 a.m. | Room B110

The Importance of Emotional Intelligence in the Green Industry

Todd Downing, managing partner at BEST Human Capital & Advisory Group

Paige Franks, senior executive search advisor at BEST Human Capital & Advisory Group



Now more than ever, emotional intelligence, or EQ, is a valuable and necessary skill in the workplace, especially in leadership. You will learn the following: What EQ is and its application in the workplace. How EQ influences and benefits the workplace. Resources and strategies for leaders and employees to improve, measure and evaluate their EQ.



9:45 – 10:45 a.m. | Room B116

New Varieties for a Changing Environment

Sharon Hadden, container design, international speaker



We all want success when choosing plants for our gardens. Our customers are looking to us to provide them with plants that will ‘work’ in their landscaping, fast and ever-changing environment factors bring challenges to the gardener. Plant breeders are introducing varieties developed to tolerate climatic changes, to flourish where older varieties are now less suitable. Understand the new varieties that your grower is introducing next season. Learn how to educate your team and customers directing them towards plants that will thrive, from disease resilience, to blooms that withstand extensive rainfall. Successful plants bring back happy customers.



9:45 – 10:45 a.m. | Room B113

The Importance of Training in Your IPM Program

Broch Martindale, national nursery and greenhouse account manager, Corteva Agriscience



How we train greatly depends on several factors. In this talk Martindale will demonstrate the importance in training your team. Martindale will highlight some techniques for you to use the next time you train members of your team.



**SPANISH
TRANSLATION**



9:45 – 10:45 a.m. | Room B119

Hot Pots: How Container Colors Influence Root Zone

Temperatures and Plant Production

Lloyd Nackley, Ph.D., professor, Oregon State University
Jeb Fields, Ph.D., assistant professor, University of Florida
Jake Shreckhise, Ph.D., research horticulturalist, USDA



Container color can significantly impact root zone temperatures, water use, and overall plant growth. This presentation explores research on how black and white nursery containers influence potting media temperature dynamics, plant performance, and irrigation strategies. Speakers will discuss the effects of heat stress, the role of cyclic irrigation in temperature management, and practical recommendations for growers.



11 a.m. – Noon | Room C124

Plant Your People

John Kennedy, co-founder, Boomerwangle



One of the harsh truths of the horticulture industry is that sometimes, we care more for our plants than our people. Join international speaker, strategist and author John Kennedy as he shares his insights and innovative approaches to investing in your most valuable roots—your people. Kennedy's over two-decade connection to our industry places him at the top of the list of thought leaders for growers, garden centers and green industry associations in North America. In this keynote address, John Kennedy will introduce the audience to his four step approach to having your team rooted and ready to grow on day one. From employee engagement survey results to top industry data, John will help you build the culture and the future where employees show up to work because they want to, not because they have to. That's a huge mindset change and worthy outcome for any horticulture business.



12:30 – 1:30 p.m. | Room B110

Streamline Your Inventory

Tim Quebedeaux, provider for The Garden Center Group



Learn the key performance indicators that will show you how your inventory is performing. By measuring three KPI's down to the category level, you will learn where to spend your time improving your business. Stock to sales will show you how your inventory is acting. Inventory turns will allow you to benchmark against other retailers in performance, while return on inventory investment (GMROI) will show you which categories are producing (and which are not) the all-important margin dollar.



12:30 – 1:30 p.m. | Room B116



What Am I Missing? Using DNA-based Testing Methods for Detection of Viruses and Viroids

Aubry Field, founder and lead scientist, Lizzy Blossom LLC

New viruses and viroids continually arise due to climate change, international shipment of plants, and the ability of these pathogens to rapidly evolve and adapt to their environment. Different DNA versions of a virus or viroid can sometimes go undetected depending on which method is utilized for testing. Examples of missed detection will be discussed and how DNA-based techniques can identify these new deviants.



12:30 – 1:30 p.m. | Room B113



Developing a Biological Control Strategy that Works for You

Karen Stever, Ph.D., GGSPRO technical specialist, Griffin Greenhouse Supplies

Success with biological pest control requires developing a strategy that accounts for the nature of the crops being grown, environmental conditions, and expected pests. Another important element is defining what success means. For many, maintaining a target pest pressure threshold without solely relying on, or even eliminating, the use of pesticides is the primary goal. Stever will discuss a bi-weekly preventative approach which can serve as a program for a grower using biological control agents (BCAs) for the first time, or as an effective base plan that can be tailored to a wide variety of crop situations.

**SPANISH
TRANSLATION**



1:45 – 2:45 p.m. | Room B116



Horticulture Plastics Sustainability: Environmental Impacts and Regulatory Trends

Tom Marting, director of sustainable solutions at Growscape

Tom Brewer, director of sales – West at Growscape



Plastic products are widely used in the horticulture industry, but growing environmental concerns are driving new regulations on plastic pollution. States are increasingly holding producers and manufacturers accountable for the plastic products they bring to market. This session will explore the environmental impact of plastics, upcoming regulations, and what these changes mean for the horticulture industry in the years ahead.



1:45 – 2:45 p.m. | Room B119

ODA Case Studies and Lessons Learned

Keawe Molifua, Pesticide Investigator, Oregon Department of Agriculture



This presentation includes a review of several ODA pesticide investigations from recent years. We will discuss the lessons that can be learned from these investigations to improve future pesticide applications. We will cover topics such as Oregon pesticide law, proper pesticide application, record-keeping, drift prevention, calibration, pesticide licensing, label adherence, regulatory updates, pesticide storage and transportation.


2:00 – 3:00 p.m. | Room C124
FREE
BIZ

You Can't Expect What You Can't Inspect

John Kennedy, founder, Boomerwrangle

Fostering a culture of measurement and metrics is vital for a profitable and productive workplace in the green industry. John will introduce the audience to how good companies become great with a few key performance indicators that can drive your business to the next level of success.


2:00 – 3:00 p.m. | Room C123

Attracting the Next Generation to the Green Industry

Broch Martindale, National Nursery & Greenhouse account manager at Corteva Agriscience

Jazmin Albarran, MBA, executive director of Seed Your Future

Rachel Popp, science teacher at Lake Oswego High School


FREE


While labor continues to be one of the largest challenges to the Green Industry, what are we doing to connect with the next generation? In this panel discussion you'll meet three people who are all in on helping students of all ages have access and resources to our fantastic industry. Our industry is changing and so are the employees entering the workforce. Learn what students are looking for and how you can connect with them.


2:45 – 3:45 p.m. | Room B110

Creating Your Internet Marketing Plan 2025–2026

Ron McCabe, president, Everbearing Services



Digital marketing shapes how customers find and choose services. This session covers proven strategies to strengthen your online presence, connect with the right audience, and turn website visits into business growth. Learn how to maximize social media, create compelling content, and develop a marketing plan that fits the challenges of the green industry.


2:45 – 3:45 p.m. | Room B113

Why Do Some Pesticide Applications Fail?

Aaron Palmateer, Ph.D., director of horticulture, Harrell's LLC


**SPANISH
TRANSLATION**

This presentation will review pesticide use in nursery and greenhouse production focusing on factors that influence pesticide performance. Common examples and reasons for pesticide failures will be provided along with important considerations on how to apply pesticides more effectively.

	ROOM B110	ROOM B116	ROOM B119	ROOM B113
AUGUST 21	BUSINESS TRACK Pathways for Green Industry Businesses	LANDSCAPING TRACK Scouting Advice for Design and Maintenance	GROWER TRACK Navigation for Growing Operations	PEST MANAGEMENT TRACK Guidance for Horticultural Professionals
8:00 a.m.				
8:30 a.m.				
9:00 a.m.	How A Quick Sketch Can Double Your Sale Ryan Watkins	Native Plants, Cultivars, and Sustainability: Selecting the Genes that Fit Your Design Benjamin Hoover, Ph.D.	Can Technology and Automation Help Ease Labor Concerns Connie Lindsay	Getting the Most from Your Beneficials: Handling, Quality Assessment and Application Suzanne Wainwright-Evans, Ph.D.
9:30 a.m.				
10:00 a.m.	Managing and Motivating the Multi-Generational Green Industry Todd Downing Paige Franks	The Picture Perfect Portfolio: Photography and Marketing for Landscapers and Designers Grace Hensley	Hot Yards, Cool Tips: Fire-wise Landscaping 101 Amy Jo Detweiler	
10:30 a.m.				
11:00 a.m.	ROOM C124 FREE BREAKOUT SESSION The One-Hour Strategic Plan John Kennedy			IN SPANISH Best Management Practices for Effective Applications in Nurseries Carlos E. Bográn, Ph.D.
11:30 a.m.				
12:00 p.m.				
12:30 p.m.				
1:00 p.m.			Sustainability in Horticulture: Virtue Signaling or Affecting Change? Benjamin Hoover, Ph.D.	The Value Proposition of Beneficial Microbes Michael Brownbridge, Ph.D.
1:30 p.m.	Human Capital Risks When You Have Limited Resources Michael Maggiotto Jr.	Landscape Design Basics: Time-Saving Tips Ryan Watkins	ROOM A106 FREE CLIMATE SUMMIT Day 2: Policy Roundtable Growers and policy makers discuss nursery industry's role	
2:00 p.m.				
2:30 p.m.				
3:00 p.m.			Plants that Pay the Rent Dan Heims	Biological Control: The Importance of Quality Raymond A. Cloyd, Ph.D.
3:30 p.m.				


8:30 – 9:30 a.m. | Room B110

How A Quick Sketch Can Double Your Sale

Ryan Watkins, founder, HortMentor



Boost sales by providing clients with a basic, hand-drawn visual of their space. This simple, yet effective tool can be utilized by sales associates to illustrate recommendations and assist clients with understanding how to accomplish their landscape goals. Whether you're a garden retailer or landscape firm, this system will help you integrate sketching into your sales process. Participants will understand how using this method increases buyer confidence and decisiveness, and why matching the client's vision with yours often results in increased sales.


8:30 – 9:30 a.m. | Room B116

Native Plants, Cultivars, and Sustainability: Selecting the Genes that Fit Your Design

Benjamin Hoover, Ph.D., associate professor of sustainable nursery production, Cal Poly San Luis Obispo



We know that selecting the right plant for a landscape is important, but how do we judge plants? Should we focus on native plants or the newest cultivars? In this session, we will talk about cultivars and plant species. The conversation involves genetic outliers and mutations, grafted plants, plant adaptations to stresses, and how they might affect landscape performance. Plants are diverse and they have a lot to offer; we just need to know how to pick the right fit.


8:30 – 9:30 a.m. | Room B119

Can Technology and Automation Help Ease Labor Concerns?

Connie Lindsay, sales and marketing manager, GK Machine Inc.



An insightful seminar exploring how advancements in technology and automation can address labor challenges in agriculture. This session will highlight cutting-edge solutions that are transforming the industry. Attendees will gain valuable insights into innovations from GK Machine, including robotic machines, automated moving systems, cutting-edge laser technology, and the groundbreaking Canopi robotic greenhouse concept. Discover how these tools can improve efficiency, reduce labor demands, and streamline processes within your operations. Don't miss the opportunity to learn how technology-driven solutions shape the future!



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Urban Foresters



Pesticide Recertification



Sustainability



Retailers



8:30 – 10:30 a.m. | Room B113

Getting the Most from Your Beneficials: Handling, Quality Assessment and Application

Suzanne Wainwright-Evans, horticultural entomologist, Buglady Consulting



SPANISH
TRANSLATION

Although the cost of beneficial insects, predatory mites, and nematodes has decreased over the decades, purchasing them remains an investment. Growers need to ensure these biological controls arrive alive and ready to perform. In this session, Suzanne will cover best practices for receiving beneficial shipments and how to store them if necessary. She will also go over how to assess their quality and quantity, through simple grower-friendly methods. Additionally, she will explore various application methods and how to assess whether your beneficials are being released alive and active. This session is designed for horticulture professionals across all industry segments who rely on biological control agents in their pest management programs.



9:45 – 10:45 a.m. | Room B110

Managing and Motivating the Multi-Generational Green Industry

Todd Downing, managing partner at BEST Human Capital & Advisory Group

Paige Franks, senior executive search advisor at BEST Human Capital & Advisory Group



For the first time in history, five generations collide in the workforce. However, the horticulture industry faces mass retirements from the high volume of Baby Boomers in our industry. Gen Z is joining the industry and Millennials are stepping into preceding leadership positions, bringing new ideas in technology, management, communication, culture and personal and professional values and expectations. You will learn the following: What the current understanding of the horticulture industry is from the perspective of each generation. How leaders are managing today's workplace standards. Advice and insight on best practices of working alongside and embracing multiple generations.



9:45 – 10:45 a.m. | Room B116

The Picture Perfect Portfolio: Photography and Marketing for Landscapers and Designers

Grace Hensley, owner, Fashion Plants



"The Picture Perfect Portfolio" is a comprehensive talk on using photography and strategic marketing to elevate landscaping and design businesses. Attendees will learn how to capture high-quality images and video, create compelling portfolios, and leverage social media and newsletters to attract clients. After the session, students will be able to optimize their visuals, and to plan and execute a marketing strategy. By using professional photography and engaging content, participants can grow their business effectively.



9:45 – 10:45 a.m. | Room B119

Hot Yards, Cool Tips: Fire-wise Landscaping 101

Amy Jo Detweiler, professor and Extension horticulturist, Oregon State University Extension Service



Join us for a practical approach to fire-wise landscaping. We'll break down the basics of the home ignition zone, what makes some plants fire-resistant (and others not), and how smart design and regular maintenance can make a big difference. We'll also walk through a few local case studies and share plant picks that work well in a fire-wise landscape.



11 a.m. – Noon | Room B113

Best Management Practices for Effective Applications in Nurseries

Carlos E. Bográn, Ph.D., director of technical services, Bioworks Inc.

IN SPANISH



ENGLISH
TRANSLATION

This presentation will cover key application concepts that are critical for effective pesticide applications focusing on insecticides, miticides and fungicides. Topics to be covered include application equipment and maintenance, types and advantages and disadvantages, factors influencing pesticide applications, spray/drench calibration and good application techniques.



11 a.m. – Noon | Room C124

The One-Hour Strategic Plan

John Kennedy, founder, Boomerwangle

FREE

It's never too early or too late to create a strategic plan for the future. John Kennedy is a master of this practice and will introduce the audience to his tool kit that has been used in over 40 horticulture businesses throughout North America.



12:30 – 1:30 p.m. | Room B119

Sustainability in Horticulture: Virtue Signaling or Affecting Change?

Benjamin Hoover, Ph.D., associate professor of sustainable nursery production, Cal Poly San Luis Obispo



Sustainability is a common topic in horticulture. Often actions and efforts to address sustainability miss the mark. Making good decisions starts with identifying what we mean when we talk about sustainability. In this session we will cover how horticulture fits into the environment and society, then examine how the decisions about staffing, structures, substrates, containers, packaging, irrigation, fertilizers, and crop selection influence sustainability. Then we ask the hard question: are we making good decisions?



12:30 - 1:30 p.m. | Room B113

The Value Proposition of Beneficial Microbes

Michael Brownbridge, Ph.D., senior technical services manager, BioWorks Inc.



Biofungicides are increasingly utilized in integrated disease-management programs. They bring proven efficacy and performance, are safe for and compatible with other components of integrated pest management (IPM), and have unique modes of action which is essential for resistance management. But what else can these biological materials do for your plants? Not only do some *Bacillus*, *Streptomyces* and *Trichoderma* species colonize and protect roots from diseases, they also provide plant health benefits that promote plant resilience and performance. In this talk, we will examine some of the other attributes of microbials, how they can be used to sustain the performance and resilience of plants through the year, and how they deliver value in nursery production systems.

**SPANISH
TRANSLATION**



1:30 - 2:30 p.m. | Room B110

Sustainability in Horticulture: Virtue Signaling or Affecting Change?

Michael Maggiotto Jr., PHR, SHRM-SCP, director of human resource solutions, BEST Human Capital & Advisory Group



Are your people generating unnecessary risks to your business? Do you struggle managing people risks because of limited resources? Simple mistakes can cost a company millions or even a business altogether. However, solutions to these risks may be easier than you think. You will learn the following: Key risk areas within the green industry, Ranges of costs for compliance violations, Costly impact of turnover, The positive impact of efficiency improvements, Best practices and remedies for overcoming these challenges. This session will help business leaders and HR professionals identify and overcome these risks and understand the safe harbor afforded by having an independent third-party audit of human capital risks.



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Urban Foresters



Pesticide Recertification



Sustainability



Retailers



1:30 – 2:30 p.m. | Room B116

Landscape Design Basics: Time-Saving Tips

Ryan Watkins, founder, HortMentor



Learn concepts of landscape design in this introductory class tailored to industry professionals. Dive into the 4Ts and DS4, two powerful methods that streamline plant selection while guaranteeing results your clients will rave about. Whether you're new to design or looking to sharpen your skills, this class offers a practical system to speed up your design time and increase your sales.



2:30 – 3:30 p.m. | Room B119

Plants that Pay the Rent

Dan Heims, horticulturist, Terra Nova Nurseries, Inc.



No plant — be it tree, shrub, bulb, or perennial — evades eviction. Tap into Dan's 50+ years of plant knowledge to find out which plants fill multiple seasons with foliage color, long bloom time, fragrance, and decorative character. Discover proven plants that give more.



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



Cloyd will provide a brief introduction to biological control and then focus on the importance of quality assessment associated with biological control agents, such as parasitoids, predators, and entomopathogenic nematodes. Cloyd 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.

SPANISH
TRANSLATION

	ROOM B110	ROOM B119	ROOM B113
AUGUST 22	BUSINESS TRACK Pathways for Green Industry Businesses	GROWER TRACK Navigation for Growing Operations	PEST MANAGEMENT TRACK Guidance for Horticultural Professionals
8:00 a.m.			
8:30 a.m.	The 5-Star Customer Experience: Winning the Hearts of the Next Generation Jeff O'Brien and Jon Morrison	Advancements in Growing Media: How New Fibers are Securing a Sustainable Future Brian Schulker	The Fundamentals of Resistance Management Raymond A. Cloyd, Ph.D.
9:00 a.m.			
9:30 a.m.			
10:00 a.m.	AI for the Green Industry Ashley Wright	Perennial Production-Reducing Your Shrink With Best Practices Christopher Fifo	New Approach to Thrips Management in Nurseries Man-yeon Choi, Ph.D.
10:30 a.m.			



8:30 – 9:30 a.m. | Room B110

The 5-Star Customer Experience: Winning the Hearts of the Next Generation

Jeff O'Brien and Jon Morrison, co-founders, Brands in Blooms



Delivering a 5-star customer experience begins with cultivating a 5-star employee experience. Join Jeff O'Brien and Jon Morrison for a transformative session providing the ultimate playbook to captivate Millennials and Gen Z, turning visitors into loyal, lifelong gardeners. Discover the power of storytelling to simplify your message, overcome barriers like limited time, space, and knowledge, and deeply connect with your customers. You'll gain practical strategies for fostering a culture of excellence through effective training, leadership, and team engagement. This isn't just another talk — it's your roadmap to elevating your garden center and securing the future of retail.



8:30 – 9:30 a.m. | Room B119

Advancements in Growing Media: How New Fibers are Securing a Sustainable Future

Brian Schulker, business development manager for growing media components, Jiffy Products International



Substrate technologies have continued to evolve as more growers are adopting containerized systems. With the introduction of wood fiber products in the North American market two decades ago, new fiber-based growing medias in combination with other materials have dominated the discussion in the industry as we look to the future. This seminar will cover advancements in growing media, globally, that have driven the willingness to think differently and how this can help secure a sustainable future.



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



SPANISH
TRANSLATION

This seminar will cover 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. It 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

AI for the Green Industry

Ashley Wright, co-founder & CEO, Plantista



Learn how to overcome labor shortages, grow revenue, and optimize inventory by leveraging AI. In this session, we'll cover tactical tools and insights — relevant to all green industry owners and operators!



9:45 – 10:45 a.m. | Room B119

Perennial Production: Reducing Your Shrink with Best Practices

Christopher Fifo, product representative, Darwin Perennials, Pan American Perennials



Are perennials scary to you? Have you struggled with quality, long residence times, and inevitable shrink? Is your sell-through struggling due to missing your mark for flowering? Chris Fifo will share his years of experience with you to take the uncertainty out of your perennial program. No fear! Perennials are just plants, and you know plants. Chris Fifo will share best practices and introduce you to powerful resources to ensure a successful and profitable perennial program to complement your annuals.



9:45 – 10:45 a.m. | Room B113

New Approach to Thrips Management in Nurseries

Man-yeon Choi, Ph.D., research entomologist, USDA Horticultural Crops Disease and Pest Management Research Unit



SPANISH
TRANSLATION

This seminar will explore key biological targets, including neurohormones, their receptors, small proteins, bioactive peptides, and pheromones identified in western flower thrips. It will also introduce advanced molecular tools such as genomics, proteomics, and analytical chemistry. By leveraging these cutting-edge approaches, the seminar aims to introduce novel biologically based targets for developing innovative integrated pest management (IPM) strategies for thrips control, contributing to more sustainable and effective pest management solutions.

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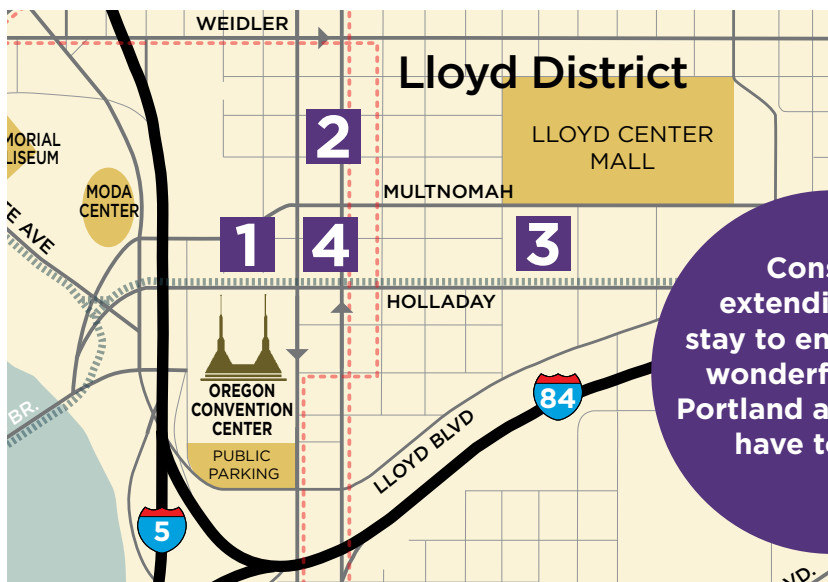
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MIÉRCOLES 20 DE AGOSTO

8:30 – 9:30 a.m. | Salón: B113

**Botritis grande
y mala: cómo**



combatirla biológicamente

Michael Brownbridge, gerente sénior de servicios
técnicos de BioWorks, Inc.

La botritis (*Botrytis cinerea*) es una enfermedad difícil de manejar en el mejor de los casos, pero su resistencia a muchos fungicidas convencionales agrega otra capa de complejidad. En esta presentación se analizarán los métodos biológicos y culturales y las herramientas que se pueden usar para prevenir y manejar esta enfermedad de manera exitosa en cultivos hortícolas de alto valor, además de considerar su papel en un programa integrado de gestión de la salud de las plantas.



9:45 – 10:45 a.m. | Salón: B113

**La importancia de capacitarse
en su programa de IPM**

Broch Martindale, gerente nacional de la cuenta de
Viveros e invernaderos de Corteva Agriscience



En esta charla, Martindale demostrará la importancia de capacitar a su equipo. Martindale destacará algunas técnicas para que las use la próxima vez que capacite a los miembros de su equipo. La capacitación suele tener una sensación negativa, pero esto se debe a que no ha conectado con su equipo. Martindale nos guiará por los pasos para crear un programa sólido de capacitación.



12:30 – 1:30 p.m. | Salón: B113

**Cómo desarrollar una estrategia de
control biológico que funcione para usted**

Dra. Karen Stever, especialista técnica de GGSPRO en Griffin Greenhouse Supplies



Lograr un control biológico satisfactorio de las plagas requiere desarrollar una estrategia que tome en cuenta la naturaleza de los cultivos sembrados, las condiciones del medio ambiente y las plagas esperadas. La doctora Stever explicará una estrategia preventiva bisemanal que puede servir como programa para productores que utilizarán agentes de control biológico (ACB) por primera vez, o como un plan básico eficaz que puede adaptarse a una amplia variedad de situaciones de cultivo.



2:45 – 3:45 p.m. | Salón: B113

¿Por qué fallan algunas aplicaciones de pesticidas?

Aaron Palmateer, director de Horticultura de Harrell's, LLC



En esta presentación se analizará el uso de los pesticidas en la producción de viveros e invernaderos y tendrá un enfoque en los factores que pueden influir en el desempeño de los pesticidas. También se proporcionarán los principios generales de gestión de plagas y enfermedades, junto con recomendaciones para destacar algunos de los productos más recientes en el mercado.

JUEVES 21 DE AGOSTO

8:30 – 10:30 a.m. | Salón: B113

**Cómo aprovechar al máximo sus beneficios:
manejo, evaluación de calidad y aplicación**

Suzanne Wainwright-Evans, Buglady Consulting



En esta sesión, Suzanne abarcará las mejores prácticas para recibir cargamentos beneficiosos y cómo almacenarlos si es necesario. También hablará de cómo evaluar su calidad y cantidad por medio de métodos sencillos y prácticos para los cultivadores. Además, explorará varios métodos de aplicación y cómo evaluar si sus insectos beneficiosos se están liberando vivos y activos.

MIÉRCOLES, JUEVES Y VIERNES



11:00 – 12:00 p.m. | Salón: B113

Las mejores prácticas de gestión para las aplicaciones eficaces en viveros

Carlos E. Bográn, Ph.D., director de servicios técnicos, BioWorks, Inc.



Esta presentación cubrirá conceptos clave de la aplicación que son esenciales para la aplicación eficaz de pesticidas, y se enfocará en insecticidas, miticidas y fungicidas.



12:30 – 1:30 p.m. | Salón: B113

La propuesta del valor de los microbios beneficiosos

Michael Brownbridge, gerente sénior de Servicios técnicos de BioWorks, Inc.



Los biofungicidas se usan cada vez más en los programas integrados de gestión de enfermedades. Estos aportan una eficacia y un desempeño comprobados y son seguros y compatibles con otros componentes de la gestión integrada de plagas (GIP). Además, tienen modos de acción únicos, lo cual es clave para la gestión de la resiliencia. En esta charla, examinaremos algunos de los demás atributos de los microbianos, cómo se pueden usar para sostener el rendimiento y la resistencia de las plantas durante todo el año y cómo dan valor a los sistemas de producción de los viveros.



2:30 – 3:30 p.m. | Salón: B113

La Importancia de la evaluación de la calidad

Raymond A. Cloyd, Ph.D., profesor y especialista en Extensión de Kansas State University



Cloyd 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.

VIERNES 22 DE AGOSTO



8:30 – 9:30 a.m. | Salón: B113

Los aspectos fundamentales de la gestión de la resistencia

Raymond A. Cloyd, Ph.D., profesor y especialista de Extensión de Kansas State University



Cloyd hablará de los factores asociados con la gestión de la resistencia, incluyendo la manera en la que ocurre la resistencia, los mecanismos de resistencia y los factores biológicos que fomentan la resistencia que se desarrolla en las poblaciones de plagas de insectos y/o ácaros. Después, Cloyd hablará a detalle de cómo retrasar la expectativa de la resistencia que se está desarrollando para los insecticidas y miticidas actuales al rotar diferentes modos de acción.



9:45 – 10:45 a.m. | Salón: B113

Nuevo enfoque para el control de arañuelas en los viveros

Man-yeon Choi, Ph.D., entomólogo investigador de la Unidad de investigación sobre enfermedades de los cultivos hortícolas y control de plagas del USDA



Este seminario explorará objetivos biológicos clave, entre ellos, las neurohormonas, sus receptores, proteínas pequeñas, péptidos bioactivos y feromonas identificados en arañuelas de flores occidentales. Este seminario busca introducir objetivos novedosos con base en controles biológicos para desarrollar estrategias innovadoras de control de plagas integral (CPI) para las arañuelas que contribuyan a tener soluciones de control de plagas más eficaces y sostenibles.



Arboristas



Cultivadores



Prácticas empresariales



Diseñadores



Agricultores



Aprendizaje interactivo



Paisajistas



Márketing



Municipalidades



Silvicultor urbano



Recertificación para el uso de pesticidas



Sostenibilidad



Vendedores minoristas

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¡Está invitado! No se pierda estos eventos GRATUITOS para todos los participantes de Farwest.

EVENTO DE FORMACIÓN DE REDES DE NEXGEN

MIÉRCOLES 20 DE AGOSTO, de 3:30 p.m. a 5 p.m., en el vestíbulo A

Patrocinado por



¡Haga conexiones y crezca con NexGen!

Acompáñenos en este evento gratuito para todos los profesionales de la horticultura y conozca a los profesionales más brillantes y entusiastas en la industria verde y a nuestros futuros líderes. ¡Podrán disfrutar de aperitivos y una bebida de cortesía mientras se conocen!

NexGen es un nuevo grupo de profesionales de viveros y liderazgo de la OAN, el cual está abierto para todos los miembros de la comunidad de viveros e invernaderos, y tiene un enfoque especial para las personas nuevas en la industria o que comienzan a avanzar en sus carreras. ¡Únase a la diversión y dese la oportunidad de conectar, formar redes y socializar con colegas de mentalidades similares que comparten su pasión por la industria!



Vístase con su apoyo para las mujeres en la horticultura

A petición del público, ya puede comprar la playera de Mujeres en la horticultura de este año a través de Bonfire. Todas las ganancias ayudarán con el abastecimiento de alimentos y bebidas para el evento de este año. Encuentre los detalles para comprar playeras de Mujeres en la horticultura en el siguiente enlace: farwestshow.com/event/women-in-horticulture/

Hay más estilos de playera y colores disponibles.

MUJERES EN LA HORTICULTURA

JUEVES 21 DE AGOSTO de 3:30 p.m. a 5 p.m., Salón: C124

¡Acompáñenos a celebrar más de una década de conectar con mujeres en la industria verde!

¡Este es un evento inclusivo y le damos la bienvenida a cualquier defensor de las mujeres en la horticultura, sin importar el género!

Desde su comienzo en 2010, el evento de creación de redes Mujeres en la horticultura en Farwest ha sido un lugar donde

las mujeres pueden compartir sus experiencias, crear conexiones y fortalecer sus habilidades profesionales. ¡Juntos podemos crear una fuerte red de apoyo para las mujeres en toda la industria verde!

EVENTOS SOCIALES

GRATIS y abierto a todos los participantes de Farwest.

HORA FELIZ

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**MIÉRCOLES 20
DE AGOSTO, de
5 p.m. a 7 p.m., en
el vestíbulo A**

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

Acompáñenos y disfrute deliciosas bebidas y aperitivos gratuitos mientras interactúa con amigos y colegas para celebrar la culminación del primer día del evento. Los premios de Farwest a las casetas de exhibición se anunciarán durante las festividades de la hora feliz, incluyendo al ganador del mejor espectáculo! Abierto para todos los participantes de Farwest. ¡Salud!

RECORRIDO DE BARES

JUEVES 21 DE AGOSTO, de 5 p.m. a tarde a la noche, en Spirit of 77

Patrocinado por



¡Vamos a la ciudad por otra ronda! Socialice y haga conexiones con nuevos y viejos amigos mientras disfruta de aperitivos y se relaja. Únase a nuestro recorrido de bares de Farwest para una noche llena de diversión con bromas ocurrentes y risas.

La alegría comienza en Spirit of 77 (500 N.E. Martin Luther King Jr. Blvd., Portland), muy cerca del centro de convenciones, donde habrá aperitivos ligeros. Las primeras 100 personas en Spirit of 77 recibirán una bebida de cortesía. Consulte FarwestShow.com para conocer las demás paradas de la velada.

5 p.m. Spirit of 77
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