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This year's Farwest Show offers a greater variety of topics for seminars as well as more seminars in Spanish. OAN FILE PHOTO

# A broader range of seminars

## The new climate summit adds an important and timely focus for industry attendees

BY VIC PANICHKUL

This year's Farwest Show attendees will find a broader and deeper range of topics covered in seminars. "We've beefed up our offerings and we've added an important focus this year, a Nursery Industry Climate Summit," Oregon Association of Nurseries Events Coordinator Jamie Moore said. "There are more seminars offered this year and more offered in Spanish as well."

"Industry experts will help equip attendees with the knowledge and skills to run their businesses more effectively, meet increasing challenges, strengthen their relationship with customers, utilize new technologies and manage plant pest and diseases more effectively," she said.

### Highlights

The Nursery Industry Climate Summit is a vital new initiative that will bring together industry leaders, innova-



tors, law makers and environmental experts to discuss the growing importance of sustainability in the green industry. The summit spans two days, August 20–21, from 1:30–3:30 p.m. each day.

Day one will focus on research-driven discovery, highlighting scientific quantification — particularly the lifecycle and carbon sequestration impact of trees and plants. Day two will feature a policy roundtable, bringing together policymakers and growers for a collaborative discussion on the industry's role in shaping climate policy.

Here's a sample of a few of the offerings this year:

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

is presented 8:30–9:30 a.m. Wednesday, August 20. Steven Paulsen, CEO and owner of **Native Roots LLC**,



**Steven Paulsen**

will cover changes in native plant habitats across the western United States, and how those changes could impact our applications. The presentation is intended to be interactive and participation from the audience is encouraged.

**"Attracting the Next Generation to the Green Industry,"** from 2–3 p.m. Wednesday, August 20, will feature a panel discussion by Broch Martindale, national nursery and greenhouse account manager at **Corteva Agriscience**, Jazmin Albarran executive director of Seed Your Future, and Rachel Popp, science teacher at Lake Oswego High School. While labor continues to be one of the largest challenges to the green industry, the panel will attempt to answer the question: What >>

## Broader range of seminars

**EN ESPAÑOL**  
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are we doing to connect with the next generation? The industry is changing and so are the employees entering the workforce. Find out what students are looking for and how you can connect with them.

### “Creating Your Internet Marketing

Plan 2025–2026” is

2:45–3:45

p.m.

Wednesday,  
August 20.

Ron McCabe,  
president of

**Everbearing**

**Services**, will

discuss how digital marketing shapes how customers find and choose services. This session presents proven strategies to strengthen your online presence, connect with the right audience, and turn website visits into business growth.

In “How A

Quick Sketch Can

Double Your

Sale,” 8:30–

9:30 a.m.

Thursday,

August 21,

Ryan Watkins,

founder of

HortMentor,

will discuss

how to 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.

“Native Plants,

Cultivars, and

Sustainability:

Selecting the

Genes that

Fit Your

Design” will

be presented by

Benjamin Hoover,

associate profes-

sor of sustainable

nursery production, Cal Poly (San Luis



Ron McCabe



Ryan Watkins



Benjamin Hoover

Obispo) from 8:30–9:30 a.m. Thursday, August 21. In this session, Hoover 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.

### In “Can Technology and Automation Help Ease Labor

Concerns?,”

8:30–9:30 a.m.

Thursday,

August 21,

Connie

Lindsay, sales

and marketing

manager for

**GK Machine Inc.**,

will explore how advancements in technology and automation can address labor challenges in agriculture. This session will highlight cutting-edge solutions that are transforming the industry.

### “Best Management Practices for

Effective Applications in

Nurseries,” from

11 a.m.–noon

Thursday,

August 21,

will be presen-

ted in Spanish

and translated

into English.

Carlos E. Bográn,

Ph.D., director of

technical services

at **Bioworks Inc.**, will cover key applica-

tion concepts that are critical for effective

pesticide applications focusing on insecti-

cides, miticides and fungicides.

### “Getting the Most from Your

Beneficials:

Handling,

Quality

Assessment

and

Application”

is presented

by Suzanne

Wainwright-

Evans of Buglady

Consulting from



Connie Lindsay



Carlos E. Bográn



Suzanne  
Wainwright-Evans

8:30–10:30 a.m. Thursday, August 21 and will be translated into Spanish. 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.

### “The 5-Star Customer Experience:

Winning the Hearts of the Next

Generation” is 8:30–9:30 a.m. Friday,

August 22. Jeff O’Brien and Jon Morrison,

co-founders of Brands in Blooms, will

discuss how delivering a 5-star customer

experience begins with cultivating a 5-star

employee experience. The session will

provide the ultimate playbook to captivate

Millennials and Gen Z, turning visitors

into loyal, lifelong gardeners. Discover the

power of storytelling to simplify your mes-

sage, overcome barriers like limited time,

space, and knowledge, and deeply connect

with customers. Participants will gain

practical strategies for fostering a culture

of excellence through effective training,

leadership, and team engagement.

“AI for the Green Industry” is

9:45–10:45 a.m. Friday, August 22. Ashley

Wright, co-founder & CEO of **Plantista**,

will teach

attendees how

to overcome

labor short-

tages, grow

revenue, and

optimize

inventory by

leveraging AI.

She will cover

tactical tools

and insights — relevant to all green indus-

try owners and operators. ©



Ashley Wright

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