

2025-2026 EXECUTIVE COMMITTEE

Patrick Newton PRESIDENT	Powell's Nursery Inc. 5054 S.W. Boyd Road Gaston, OR 97119 PowellNursery@gmail.com 503-357-0631
Ben Verhoeven PAST-PRESIDENT	Peoria Gardens Inc. 32355 Peoria Road S.W. Albany, OR 97321 BenV@PeoriaGardens.com 541-753-8519
Darcy Ruef PRESIDENT-ELECT	Al's Garden & Home 1220 N. Pacific Hwy. Woodburn, OR 97071 DRuef@Als-GardenCenter.com 503-981-1245
Chris Robinson VICE PRESIDENT	Robinson Nursery Inc. PO Box 100 Amity, OR 97101 Chris@RobinsonNursery.com 877-855-8733
Jesse Nelson TREASURER	Hans Nelson & Sons Nursery Inc. 31020 S.E. Waybill Road Boring, OR 97009 JNelson@HansNelson.com 503-663-3348
Tyler Meskers SECRETARY	Oregon Flowers Inc. PO Box 311 Aurora, OR 97002 Tyler@OregonFlowers.com 503-678-2580
Andrea Avila-Aragon MEMBER AT LARGE	Smith Gardens 23150 Boones Ferry Road. N.E., Aurora, OR 97002-9461 Andrea.Avila-Aragon@ SmithGardens.com 503-678-5373

BOARD OF DIRECTORS

Patrick Peterson ASSOCIATE MEMBER	OHP PatrickP@OHP.com 503-789-1557
Greg Elwell CONTAINER GROWER	Iseli Nursery GEllwell@IseliNursery.com 503-663-3822
Blake Nelson CONTAINER GROWER	Bountiful Farms Nursery Inc. Blake@BountifulFarms.com 503-981-7494
Sam Pohlschneider CONTAINER GROWER	Pohlschneider Nursery Sam@PohlschneiderNursery.com 503-969-1310
Jason Burns FIELD / B&B GROWER	JasonBurns4500@gmail.com 503-849-9802
Sam Barkley FIELD / BARE ROOT GROWER	J. Frank Schmidt & Son Co. SamB@JFSchmidt.com 503-663-4128
Vladimir Lomen FIELD / BARE ROOT GROWER	Sester Farms Vladimir@SesterFarms.com 503-663-4844
Noah Fessler GREENHOUSE	Woodburn Nursery & Azaleas Inc. NoahF@WoodburnNursery.com 503-634-2231
Jonathan Jasinski GREENHOUSE	Microplant Nurseries Inc. Jonathan@MicroplantNurseries.com 503-792-3696
Barb Iverson RETAIL	Wooden Shoe Tulip Farm Iverson@MonitorCoop.com 503-634-2243

Build lasting relationships at the Farwest Show

Every summer, the Farwest Show gives our industry something that's getting harder to find: a chance to put down our phones, step away from our computers, and spend a few days together.

Email, text messages, and Zoom calls keep us connected and help us solve problems quickly, but they don't replace a handshake, a conversation over coffee, or the chance to catch up with someone you've worked with for years.

That's what makes Farwest important.

The nursery industry has always been built on relationships. We do business with people we know and trust, and those relationships aren't built through a string of emails. They grow through conversations, shared experiences, and time spent together.

Farwest gives us that opportunity.

Of course, there are new plants to see, products to discover, educational sessions to attend, and ideas to bring home. But much of the show's value happens between those scheduled events. It happens while walking the aisles with a long-time customer, meeting someone you've only known through phone calls and emails, or sitting down with peers to talk about labor, supply chains, sales, and the challenges we're all facing.

Some of the best ideas you'll bring home won't come from a presentation. They'll come from a conversation. Those informal discussions often lead to solutions, partnerships, and opportunities that continue long after the show is over.

One thing I've always appreciated about the Farwest Show is that it doesn't end when the exhibit hall closes.

Wednesday night's Happy Hour has become one of the week's best networking events. Old friends reconnect, new friendships begin, and conversations continue after the day's meetings have wrapped up.

Thursday night's Pub Crawl has become a Farwest tradition, bringing



Patrick Newton

together growers, retailers, suppliers, and industry friends from across the country.

Business comes up now and then, but most of the time it's stories, laughter, and catching up with people you may only see once a year. Those evenings matter because they strengthen relationships, create new connections, and remind us that this industry has always been more than transactions and orders.

Every person who attends the Farwest Show contributes to that experience.

New exhibitors bring fresh ideas. First-time attendees bring a new perspective. Returning participants help carry forward traditions that have made this show a fixture in our industry for decades.

The future of the Farwest Show isn't tied to larger booths or bigger order books. It depends on people showing up for the conversations, the education, the friendships, and the chance to invest time in one another.

If you've been debating whether to attend this year, make the trip. Walk the show floor. Attend a session. Grab a drink at the Happy Hour. Join the Pub Crawl. Introduce yourself to someone new and reconnect with someone you haven't seen in a while.

The relationships built at Farwest often outlast the orders written during the show. ☺