

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



# FARWEST Wonderland



## PLANNING GUIDE

**AUGUST 24-26, 2022**

Oregon Convention Center • Portland

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

**FarwestShow.com**



TUES  
23

Tours

7:30am

WED  
24

Pesticide  
8:30am

Pesticide  
9:45am

Keynote  
11am

Spanish Seminar  
1:30pm

Seminars

12pm

Trade Show

Solution Center  
1:15pm

THUR  
25

Pesticide  
8:30am

Pesticide  
9:45am

Spanish Seminar  
1:30pm

Seminars

10am

Trade Show

Solution Center  
11am

FRI  
26

Pesticide  
8:30am

Pesticide  
9:45am

Seminars

10am

Trade Show

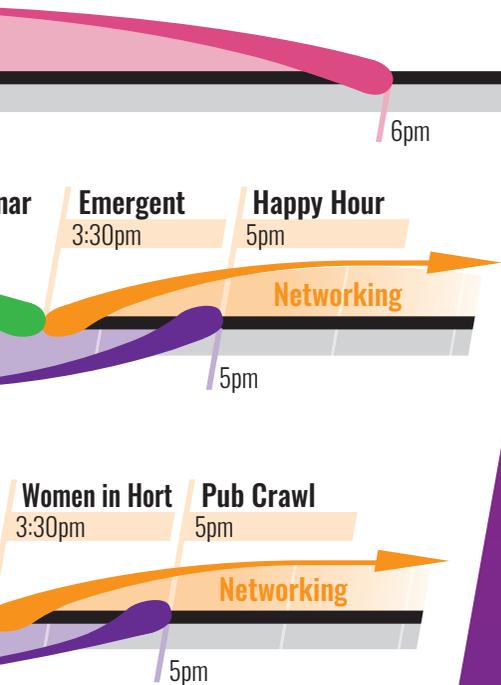
Solution Center  
11am

2pm



# SHOW AT A GLANCE

**Do you need new ideas to increase efficiency, sales and profitability? We know you do!** Farwest is your ticket to the nursery and retail garden center industry. Whether you're a grower, retailer, wholesale buyer, supplier or landscape professional, you'll find that Farwest offers you the complete trade show and conference experience.



## TABLE OF CONTENTS

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



## COVID-19 HEALTH & SAFETY GUIDE

The Oregon Association of Nurseries (OAN) is dedicated to ensuring the safety of all exhibitors and attendees at the Farwest Show, which will take place August 24-26, 2022 at the Oregon Convention Center in Portland, Oregon. We are very excited to gather in-person with our community and continue to provide a safe environment for green industry professionals to network, learn, and grow their business in Oregon.

As of March 12, 2022, face coverings and additional COVID-19 safety measures such as required vaccinations or negative tests will no longer be required. We are working with the Oregon Convention Center, FERN exposition, Travel Portland and our hotel partners to provide a safe and clean environment for all participants by adhering to the CDC-recommended safety guidelines during the Farwest Show this August.

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

## GUÍA PARA LA SALUD Y SEGURIDAD POR COVID-19

Oregon Association of Nurseries (OAN) está dedicada a garantizar la seguridad de todos los expositores y participantes del Farwest Show, que tendrá lugar del 24 al 26 de agosto del 2022 en el Centro de Convenciones de Oregón en Portland, Oregón. Estamos muy entusiasmados que podremos reunirnos en persona con nuestra comunidad y continuar brindando un entorno seguro para que los profesionales de la industria verde puedan conectarse con sus colegas, aprender y hacer crecer sus empresas.

A partir del 12 de marzo de 2022, ya no se exigirá el uso de cubrebocas ni las medidas de seguridad adicionales contra el COVID-19, como las vacunas requeridas o la presentación de pruebas negativas. Estamos trabajando con el Centro de Convenciones de Oregón, FERN Exposition, Travel Portland y nuestros hoteles socios para cumplir con las pautas de seguridad recomendadas por los CDC y proveer un entorno seguro y limpio en agosto para todos los participantes del Farwest Show.

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



## TUESDAY, AUGUST 23

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

*Full Day (8am-6pm) includes luxury motor coach transportation, lunch, beverages and snack. Cost per tour is \$119 early bird / \$139 after July 31. Space is limited and destinations are subject to change.*

The Farwest Show is truly the gateway to Nursery Country. This is your time to engage with other nursery and garden center professionals and gain valuable knowledge to enhance your career. Choose which tour is right for you!

### TOUR 1: Inventive Garden Centers (Retail Tour)

Visit five exemplary nurseries that have found inventive ways to embrace the new consumer. This tour will visit a small downtown gallery-style shop, a large 3-acre facility, a worker-owned cooperative garden and landscaping company, one of the 2021 Top Workplace Winners (in Oregon), a design-centered nursery, and other surprises along the way. Not only will guests collect ideas on merchandising, design, and store layout, but they will also have an opportunity to glean wisdom from five successful business leaders, all of whom will share their best takeaways, stories, and approaches to modern-day challenges and victories. There will be time for Q&A, so bring questions!

#### DESTINATIONS:

- **Pistils Slabtown** - SW Portland
- **Pomarius Nursery** - SW Portland
- **Yard n' Garden Land** - West Vancouver, WA
- **Dennis 7 Dees** - East Vancouver, WA
- **SymbiOp** - SE Portland

Sponsored by:



### TOUR 2: Innovative Production (Grower Tour)

Interested in learning about all the new technologies, machinery, and labor-saving concepts? Join this tour where our first stop at Oregon State University's North Willamette Research and Extension Center will provide an inside peek at integrating sensor technologies into nursery production, featuring remotely piloted aerial systems (aka drones), sensor-controlled irrigation, farm weather stations, and system-controlled air blast weather systems. The tour will continue through the day, looking at timing and scheduling greenhouse production, fertilizer, robotics, and packaging at one of the largest flower nurseries in Oregon. Guests will see how GK Machine designs and builds state-of-the-art agricultural machines, components, and harvesting aides, including robotics and autonomous machines. The tour will conclude at the 650-acre Kraemer's Nursery, where we will learn about their innovative production of woody and ornamental flowering shrubs, evergreens, grasses and more.

#### DESTINATIONS:

- **North Willamette Research & Extension Center (NWREC), OSU** - Aurora
- **Oregon Flowers Inc.** - Aurora
- **GK Machine** - Donald
- **Kraemer's Nursery Inc.** - Mount Angel

Sponsored by:



# SHOW FEATURES



## NEW VARIETIES SHOWCASE

Sponsored by:



SEE THE BEST AND  
NEWEST PLANTS  
FOR 2022

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

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

## NEW PRODUCTS SHOWCASE

INSPIRING PRODUCTS  
TO IMPROVE  
YOUR BUSINESS

Sponsored by:



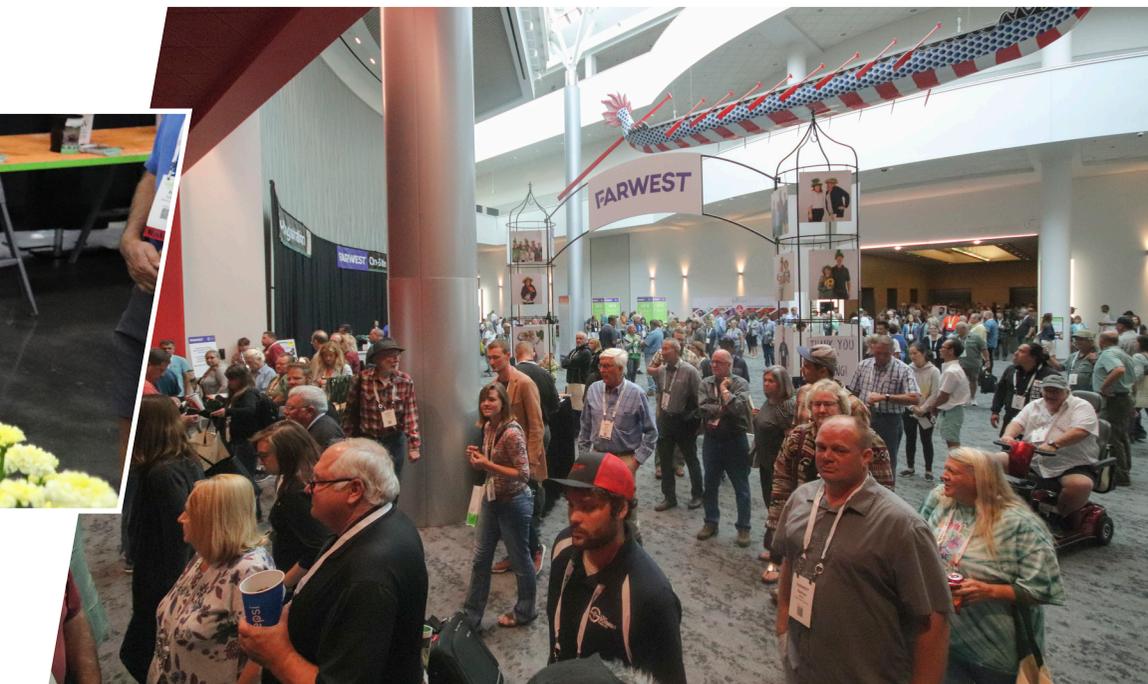
AmericanHort

**Discover innovative solutions and the latest new or improved green industry products for 2022.**

From brand-new retail hard goods to advanced grower applications and landscape improvements, you will find hot new products to grow your green industry business. These featured products are new to the U.S. market, and introduced in either 2021 or 2022. Some are even making their debut at the Farwest Show!



All showcases located on the show floor.



Sponsored by:

**GROWERTALKS**  
green **PROFIT**

## KEYNOTE ADDRESS

WEDNESDAY, AUGUST 24, 11am in Exhibit Hall E

**FREE to all registered Farwest Participants.**



**Greg Bell**, Portland-based author and motivational speaker, has been helping organizations achieve their goals and grow their companies for more than 15 years. He will inspire new ideas and thoughtful messages to take back to your teams at this year's Farwest Show keynote address. So, take advantage of this eye-opening experience and plan to attend the annual keynote presentation that kicks off the Farwest Show and is free to every attendee and exhibitor.

Each year, an inspirational presentation tackles a critical issue that touches every business — from large-scale wholesale growers to budding gardening writers. Speakers have laid out hard-hitting financial data about economic recessions, offered the latest statistics on consumer buying behaviors, explained the political climate for immigration reform, and other practical topics. Previous headliners included AmericanHort Economist Dr. Charlie Hall, Garden Media Group President Katie DuBow, and former Executive Director of the National Immigration Forum Ali Noorani. The Farwest Show has always brought the best experts to the microphone.

All guests walk away with the confidence of knowing they can make reasonable decisions based on trustworthy forecast models. Likewise, corporate leaders take a front-row seat to learn what they can and make sound predictions for the next phase of their business strategy. Every staff member has something to learn.

Visit [www.FarwestShow.com](http://www.FarwestShow.com) for more information.

# SOLUTION CENTER

Sponsored by

gardencenter®

Nursery  
MANAGEMENT

**WEDNESDAY, AUGUST 24 - FRIDAY, AUGUST 26**

**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 24**

**Thursday,  
August 25**

**Friday,  
August 26**

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

**Biopesticide Art-Of-Use  
in IPM**  
Maryna Serdani

**Soil Moisture Sensors:  
Should You Use Them?**  
Dr. Ahmad Dowlatabadi

**Pruning Demo**  
Bountiful Farms

**Overcoming Substrate  
Shortages with a  
Proven Solution**  
Shahin Ashraf

**Soil Oxygen DEMO -  
Tips for Ensuring Plant Roots  
are Healthy and Thriving**  
Wei Zhang

**Current Market Demands  
New Approaches to Container  
Growing**  
Tom Springer and  
Chris Murphey

**H-2A: Tips and Tricks for  
Navigating Your Way Through**  
Cheyenne Protz

**New Can Yard and  
Traveler Irrigation Sprinkler  
Technologies: Save Water,  
Power and Labor**  
Steve McCoon

**Reducing Plastic Pots:  
Adopt Air Pruning Strategies**  
Danny Takao

**Topiary Demo**  
Serendipity Nursery

**A Baker's Dozen of  
Pollinator Trees**  
Nancy Buley

**Retailers' Choice  
Awards**  
Danny Summers

# NETWORKING EVENTS

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

## EMERGENT NETWORKING EVENT

WEDNESDAY, AUGUST 24, 3:30-5pm, in Lobby A

Sponsored by



### Support our industry's Emergents!

Join us for this free event open to all horticulture professionals. Enjoy free appetizers and a complimentary beverage as you mingle with the brightest and most enthusiastic faces in the green industry — our future leaders.

Emergent began in 2011 with a handful of eager and talented horticulture professionals and continues to expand year after year.

The conversation continues where it began on the Facebook group, **Emergent: A Group for Growing Professionals**. Check out the ever-expanding community of more than 4,900 horticulture professionals sharing information, job postings and inspiring ways we can build the future of the industry.

WEDNESDAY

THURSDAY



### Wear your support for Women in Hort

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 at [farwestshow.com/event/women-in-horticulture/](https://farwestshow.com/event/women-in-horticulture/)

## WOMEN IN HORTICULTURE

THURSDAY, AUGUST 25, 3:30-5pm, in Lobby A

Sponsored by



Join us as we celebrate over 10 years 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.**

## HAPPY HOUR

Presented by



**WEDNESDAY,  
AUGUST 24, 5-7pm,  
in Lobby A**

**Farwest comes but once a year, so join us to celebrate with wine and cold beer!**

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

## PUB CRAWL

**THURSDAY, AUGUST 25, 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 on our Farwest Pub Crawl for a fun-filled night of laughter and witty banter.

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 50 people to Spirit of 77 will receive a complimentary beverage. See Farwest website for the next stop of the evening.

**5pm**

**Spirit of 77**

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



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



WEDNESDAY

THURSDAY

# RETAILERS' CHOICE AWARDS



## JUDGING WEDNESDAY, AUGUST 24

AWARDS CEREMONY HELD AT THE SOLUTION CENTER  
THURSDAY, AUGUST 25 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 best sellers 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 24, Noon:** 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 25, 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!

WEDNESDAY

THURSDAY

# SEMINARS



**WEDNESDAY, AUGUST 24 - FRIDAY, AUGUST 26**

**EDUCATION SEMINARS, PESTICIDE CLASSES  
AND FEATURED SPEAKERS**

Advance your career by registering for the Farwest Show's industry-focused seminars! We have put together an extraordinary schedule of new and in-demand speakers to share the latest developments and business opportunities for growers, retailers, landscapers and business professionals. Ticket holders will hear directly from the thought leaders in our network who are coming up with creative business innovations, launching new technologies, and sharing their solutions for fixing our most significant business concerns.

Whether you're new to the field or a seasoned veteran of your company, our impressive lineup of speakers will quickly bring you up to date on the state of our industry. Share your thoughts about the discussion topics and immerse yourself in a class of like-minded professionals. You'll leave feeling refreshed, re-energized and ready to tackle the year ahead.

**Registration is required.**

Show pass packages are flexible so attendees can go to as few or as many seminars as they would like. Space may be limited if social-distancing protocols are in place at the time of the conference, and seating is first come, first serve. Ticket options include:

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

**Earn credits  
for pesticide  
recertification**



Register for a pesticide class pass and earn credits towards your pesticide recertification. The three-day pesticide class pass offers **six hours** of recertification credit, and the one-day pass will fulfill two hours of credit. Each pesticide pass holder will also be able to access the Spanish-only seminars.

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

# WEDNESDAY SEMINARS



Mark your schedule



WEDNESDAY





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



**Undercover Boss: Clues to Create a Team of Superheroes, Improve Culture and Decrease Attrition (Intended for All Industries.)**

**Anne Obarski, Founder and CEO, Merchandise Concepts**

If you become a frontline employee in your business for a day, what might you discover? Do you think there are items that could be changed or improved? What could you do with that information to create happier employees and an improved culture? It takes a special leader to be willing to take risks to discover what will make each employee part of your team of superheroes.



**8:30 - 9:30am | Room B116**



**Practical Use of Plant Growth Regulators in the Plant Nursery**

**Dr. Jozsef Racsko, Technology Manager, Mycorrhizal Applications LLC**

In this technical seminar, attendees will learn about the commercial applicability of plant growth regulator (PGR) products; when and how to apply them, what rates to use, what factors influence their efficacy (weather conditions, water pH, plant health status), and how these products can be integrated into the production practices. The presentation will review results from commercial trials and research experiments and provide guidance to the audience on how to interpret such research information. This will help growers find the right solution tailored to their turf or ornamental crop and growing conditions. The presenter will discuss how growing protocols can be adjusted to specific conditions to take full advantage of PGR products.



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



**Evolving Aphid Management with Biocontrols**

**Alison Kutz, Biocontrol Advisor and Owner, Sound Horticulture**

Where does the rubber hit the road? Many growers have now determined where the use of biocontrols in their greenhouses makes sense — or not. In this presentation, we will be reviewing the latest tactics for aphid control which will cover banker plant management, mycoinsecticides, the expanding array of beneficial insects, and predator mites on the horizon.



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

WEDNESDAY



### Crop Adapted Spraying: Strategies for Use in Nursery

**Brian Hill, Faculty Research Assistant, OSU NWREC Nackley Lab**



Crop adapted spraying (CAS) is a systematic approach to air-blast sprayer calibration. It was designed in fruit and nut orchards as a way to spray more efficiently when the target is a canopy that changes over the growing season. CAS is a good fit for nursery production because of the many crops of different sizes and shapes that are grown closely together. This seminar covers the core concepts of CAS while taking a deep look at the implementation strategy for nursery production systems.



### 20/23 Vision: A Look Ahead in the Retail Industry

**Danny Summers, Managing Director, The Garden Center Group**



Major shifts have occurred throughout industries, organizations, and the entire world over the past two and a half years. Garden Retailing is no exception. As we look forward to 2023, Danny Summers of The Garden Center Group will take a look back and share a collection of stats and observations to help you prepare for 2023 – and beyond. The Garden Center Group is North America’s resource for solutions for garden retailing – benchmarking, budgeting, inventory and margins, marketing, merchandising, brand building, property and site design, human resources, team building, succession, and more.



### Extreme Weather: How it Affects Crop Production With Solutions Offered

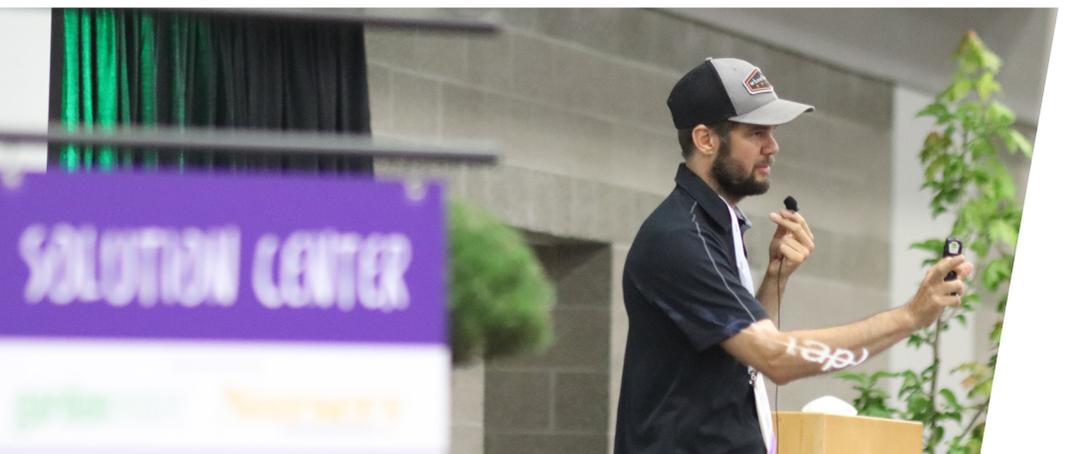
**Co-Presenters: Lloyd Nackley, Professor, Oregon State University, Dr. Drew Zwart, Plant Pathologist / Physiologist, Bartlett Tree Research Laboratories**



Sponsored by



Extreme weather events are more common than ever. For example, in 2021 the north Willamette Valley had catastrophic ice storms in late winter. The winter melted into a warm spring and exceptionally hot summer that was exemplified by the 113 F “heat dome” in late June. While the average annual temperatures in our region will only increase by a few degrees each decade, these extreme (greater than 10 F above average) hot and low-temperature events have devastating and long-lasting effects on nursery producers. Learn about how climate change and extreme weather are affecting nursery production, and what growers can do about it.





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



### **The New or Improved Greenhouse: Labor-Saving Technologies, Mechanization, Innovation, Design and Layout**

**Paul Golden, Commercial Greenhouse Sales Manager, Prospiant Inc (formerly Nexus and RBI Greenhouses)**

For many producers and retailers, the past two years have led to record-breaking sales and new challenges that come along with rapid growth during a time of unprecedented supply chain issues. Present conditions require operations to have a fresh new look at how they are building their greenhouse business. The practices and strategies of the past might not apply to modern-day needs. With ever-increasing labor challenges operators are having to ask themselves if their existing greenhouses layout, design, equipment, and processes are most labor efficient and how they should design their new operations going forward? This session will cover changes in trends in wholesale greenhouse production as well as technological improvements.

**PESTICIDE CLASS**

**9:45-10:45am | Room B119**



### **Gain the Upper Hand This Season on Root, Crown, and Foiler Diseases**

**George Grant, GGSPro Technical Specialist, Griffin Greenhouse Supplies**

This session will take a deep dive into the prevention and control of common root and crown diseases, including water molds, Fusarium, Botrytis, Rhizoctonia, Thielaviopsis, and more. Learn how you can also maximize your chemical control toolkits by implementing microbial-based fungicide options. This session will provide detailed fungicide rotation strategies, cultural best practices, and practical prevention tips that will benefit growers at every level.



**WEDNESDAY**



**12:30-1:30pm | Room B113**



### **Be an A.C.E. Garden Center: Eight Steps for Delivering the Astonishing Customer Experience for Your Retail Customers**

**Anne Obarski, Founder and CEO, Merchandise Concepts**

Through the pandemic, customers have grown accustomed to online ordering. However, today you are trying creative ways to get customers back in the store. This seminar will focus on eight critical areas in your store to deliver that “astonishing” experience at every single touchpoint you have with your customer. The A.C.E. grading scale includes marketing, exterior and interior, employees, merchandising, and three additional areas you probably have never thought of. This session will help you deliver an A+ astonishing experience for your customers at every turn.





**12:30-1:30pm | Room B116**

**Cultivating Cultivars Seed to Tree: The 30-Year Timeline for Climate Resistant Urban Trees**



**Nancy Buley, Communications Director, J. Frank Schmidt & Son Co.**

It's a long and complex journey from seed to city tree. Many hands and a decade or more are needed to grow a tree from start to finish. It takes even longer to develop, select, trial, and introduce new and improved cultivars. Bringing new and improved urban tree cultivars to market is a multi-generational effort that may take 15-30 years or more, via the collaborative efforts of plant breeders, growers, urban foresters, arboreta, and academia. Understanding the timeline and processes of new tree introduction and the how and why of cultivar development will help you plan ahead for choosing, growing, and planting the best trees for the future urban forest.



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

**Research Revealed: Updates on Disease Control Products for Nursery Crops**



**Dr. Ann Chase, Co-founder, Chase Agricultural Consulting**

Dr. Chase, a nationally recognized industry expert in her field, will discuss the most recent research results on industry standards, as well as newly available products for disease control on woody ornamentals. She will focus on what's new, including Postiva, Avelyo and Seido and the benefits of products like KleenGrow and biocontrol products. She will also describe the best way to use all of these products in effective rotations.

WEDNESDAY

**PESTICIDE CLASS**

**1:30-2:30pm | Room B119**

**Scouting for Boxwood Diseases**



SPANISH ONLY

**Dr. Luisa Santamaria, Associate Professor - Extension Plant Pathologist, Oregon State University**

Boxwood plants are commonly seen decorating parks, public gardens, and even lawns. However, there are multiple plant pathogens of nationwide concern that can cause disease in boxwood. People who work around these plants must have a basic understanding of the pathogens, their biology, and the key signs and symptoms. This session will cover all that and more! Boxwood blight and Volutella blight will be highlighted. Additionally, participants will be trained in how to properly scout for disease, so that they may keep their plants healthy and green!



Arborists	Breeders	<b>BIZ</b> Business Practices	Designers
Growers	Interactive Learning	Landscapers	Marketing
Municipalities	Pesticide Recertification	Sustainability	Retailers



**2:30-3:30pm | Room B113**



**Cash Incentives for Energy Efficiency: Greenhouses, Nurseries, Orchards and Farms**

**Jessica Arnold, Outreach Manager, Industry + Agriculture, Energy Trust of Oregon**

Cash incentives are available through Energy Trust of Oregon for eligible projects that save natural gas or electricity. Participating utilities include Portland General Electric (PGE), Pacific Power, Northwest Natural, Cascade Natural Gas, and Avista. Examples include projects from greenhouse shell and heating systems upgrades to controlled environmental agriculture optimization of HVAC, dehumidification, irrigation, lighting and more. Attend this session to learn all about the different programs, and get your questions answered.



**2:30-3:30pm | Room B116**



**Promising Plants for Native Plant Gardens in Western Oregon**

**Gail Langellotto, Ph.D., Professor of Horticulture, Oregon State University**

Native plant landscaping and gardening are repeatedly listed as a hot trend for gardeners and landscapers. However, native plants represent a relatively small segment of retail plant sales, with many promising plants difficult to find in the retail marketplace. Based on OSU research, this presentation will highlight some promising plants for the native plant gardener and landscaper.

WEDNESDAY



# THURSDAY SEMINARS



Mark your schedule

	Business Trek Pathways for Green Industry Businesses <b>B113</b>	Grower Trek Navigation for Growing Operations <b>B116</b>	Landscaping Trek Scouting Advice for Design and Maintenance <b>B110</b>	Pest Management Trek IPM Guidance for Horticulture Professionals <b>B119</b>
8:30 am	<b>On the Floor: A Merchandising GPS for Increased Sales</b> Anne Obarski	<b>PANEL: Three Simple Improvement Projects Every Business Should Adopt This Year</b> Moderator: Elizabeth Peters	<b>Soil Moisture: Top Factor for the Survival of Newly Installed Plants</b> Wei Zhang, Ph.D.	<b>PESTICIDE CLASS: Integrating Biological Control Agents with Chemical Spray Programs, Innovative Ways to Manage Pesticide Resistance</b> George Grant
9:45 am	<b>Improve Your Website With Data, Not Gut Feel</b> Timothy Howard	<b>Measuring for Change – the Lean Way – How and Why to Gathering Data</b> Rick and Elizabeth Peters	<b>Nowadays Tulipmania: Flower Bulb Extravaganza</b> Phillip Laagland	<b>PESTICIDE CLASS: Redheaded Flea Beetle: A Major Insect Pest of Nursery Production Systems</b> Dr. Raymond Cloyd
11:00 am				
12:30 pm		<b>Beneficial Bugs: Putting Biocontrols to the Task</b> Alison Kutz	<b>Regenerative Landscaping with Nutmeg</b> Nutmeg Minneboog	
1:30 pm	<b>PANEL: Transportation, Logistics, Supply Chain – Tips for Moving Forward</b> Moderator: Jeff Stone			<b>SPANISH ONLY: Estudio de Caso: Aplicación de los Principios Lean a la Extracción de pedidos en JLPN</b> Carlos Vergara
2:30 pm		<b>FREE</b> <b>H-2A 101: What Your Business Needs to Know</b> Tom Bortnyk, J.D.	<b>Solving Plant Problems Virtually</b> George Grant	

THURSDAY





**8:30–9:30am | Room: B113**

**BIZ**

### **On the Floor: A Merchandising GPS for Increased Sales**

**Anne Obarski, Founder and CEO, Merchandise Concepts**

As customers return to physical stores, it's the eye-catching displays that their attention and drive revenue. Has every product earned its right to be in your store? Are your lighting and décor drawing attention to your merchandise? Do you have an enticing floor plan? Are you struggling to create the "right" displays? This session will address the "new" ways to address your inventory and your store merchandising to receive a standing ovation from your customer.



**8:30–9:30am | Room: B116**

**BIZ**

### **(PANEL) Three Simple Improvement Projects Every Business Should Adopt This Year**

**Moderator: Elizabeth Peters, Vice President, The Peters Company**

**Panelists: Mark Bigej, Al's Garden & Home, John Lewis, JLPN, Chris Robinson, Robinson Nursery, Ben Verhoeven, Peoria Gardens**

Lean is a set of business principles and practices that has transformed green industry companies here in the Pacific Northwest. This panel brings together a group of Oregon's most effective nursery, greenhouse and garden center leaders who have applied Lean thinking to their businesses. They will share simple improvement projects, based on Lean principles, that you can take to your organization. Come and glean wisdom from these outstanding leaders, and bring your questions for the Q&A session afterward.



**8:30–9:30am | Room: B110**

### **Soil Moisture: Top Factor for the Survival of Newly Installed Plants**

**Wei Zhang, Vice President of Research and Development, TreeDiaper**

Urban trees tend to struggle because it is not an ideal growing condition between pavements and buildings. Underwatering and overwatering are the most common causes. Water prescriptions are developed to address this problem, but too much of the water is wasted. The most important factor for tree survival is the soil moisture, not how much water is dumped onto the root ball. New methods of increasing plant available water and stabilizing soil moisture will be discussed.

THURSDAY



Arborists



Breeders

**BIZ**

Business Practices



Designers



Growers



Interactive Learning



Landscapers



Marketing



Municipalities



Pesticide Recertification



Sustainability



Retailers

**8:30–9:30am | Room: B119**



**Integrating Biological Control Agents with Chemical Spray Programs: Innovative Ways to Manage Pesticide Resistance**



**George Grant, GGSPro Technical Specialist, Griffin Greenhouse Supplies**

Over the past decade, using “beneficials” or biological control agents (BCAs) to help growers deal with pest issues has grown dramatically. BCAs can play a critical role in preventing and managing pesticide resistance when used effectively. However, growers require a comprehensive knowledge of their life cycles, target pests, and compatibility with organic and conventional pesticides. This course will cover these topics for some of the industry’s most commonly used beneficial insects, mites, and nematodes along with how growers can begin integrating BCAs into their current crop protection programs.

**9:45–10:45am | Room: B113**



**Improve Your Website With Data, Not Gut Feel**



**Timothy Howard, President/Founder, Clarity Connect, Inc.**

With tools like A/B testing, screen recording, heat maps and Google Analytics, you can take the guesswork out of improving your website. The tools available are free, or very low cost, and give you the data you need to confidently improve your website.

**9:45–10:45am | Room: B116**



**Measuring for Change the Lean Way: The How and Why to Gathering Data**



**Co-Presenters: Rick Peters, President, The Peters Company; Elizabeth Peters, Vice President, The Peters Company**

“In God we trust. All others must bring data.” This quote by W. Edwards Deming refers to the significance of data measurement in doing business. Why? Because measurements drive behavior; what you measure is what you get. How do we choose what to measure? Which metrics give us the best prospect of achieving our goals? How can we use data to manage and motivate labor effectively — and how do we use all this information to improve our business? This seminar looks at measures for different levels of a company. It also offers an approach to implementing metrics and common pitfalls to avoid.

**9:45–10:45am | Room: B110**



**Nowadays Tulipmania: Flower Bulb Extravaganza**



**Philipp Laagland, Country Manager USA, ADR Bulbs Inc.**

Join internationally recognized flower bulb expert Philipp Laagland as he shares his knowledge about setting trends and current struggles within the industry. This session will examine the working flower bulb life circle from farmer to the homeowner in The United States and new landscape designs and retail concepts using flower bulbs.

**9:45-10:45am | Room: B119**



**Redheaded Flea Beetle: A Major Insect Pest of Nursery Production Systems**



**Raymond Cloyd, PhD, Professor and Extension Specialist, Kansas State University**

Raymond will discuss the biology, ecology, and damage associated with redheaded flea beetle adults. He will then address the management strategies that must be implemented to mitigate damage to nursery-grown crops by redheaded flea beetle adults, and provide results from his research program.

**12:30-1:30pm | Room: B116**



**Beneficial Bugs: Putting Biocontrols to the Task**



**Alison Kutz, Biocontrol Advisor and Owner, Sound Horticulture**

While many greenhouse producers have years of Biocontrol experience under their belts, the toolbox continues to expand. Understanding our pest complex before pressure mounts is critical to good planning. In this session, we will review thrips, mites, aphids, and fungus gnats. Then, we will discuss how best to handle these with the correct combination of biocontrols. The goal: let's be more proactive, less reactive, and sleep better at night. Gain insight on designing a biocontrol program that fits your unique operation and gives you the upper hand.

**12:30-1:30pm | Room: B110**

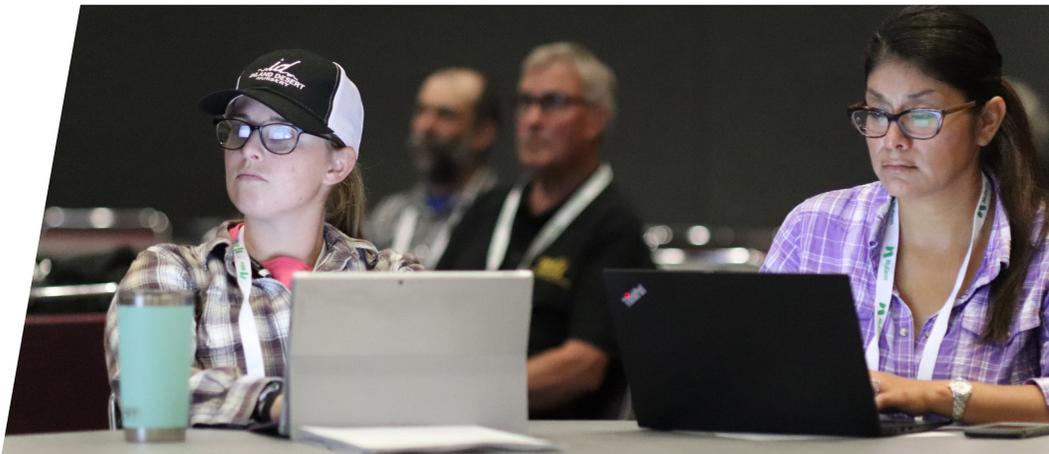


**Regenerative Landscaping: Small Changes, Large Impact - Protecting and Supporting Local Ecology**



**Nutmeg Minneboo, Lead Ecological Designer, SymbiOp Garden Shop and Landscaping**

The way that we install and manage spaces in the landscaping industry has a large impact on the health and well-being of local ecology. Managing pests, plant diseases, water infiltration, and choosing plants for landscapes all directly affects local birds, pollinators, beneficial insects, and our local watershed. In this presentation, we will dive into ways we can learn to read the landscape. We will learn what to do when landscapes are out of balance and pests and diseases arise. Learning tips and tools for improving balance in a landscape naturally can help us protect local ecology.





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



**(PANEL) Transportation, Logistics, Supply Chain: Tips for Moving Forward**

**Moderator: Jeff Stone, Executive Director, OAN**

**Panelists: Jana Jarvis, President & CEO, Oregon Truckers Association; David Anzur, Founder, Anzur Logistics; Dale Parra, Sales Manager, Transportation Services**

Join our panel of industry experts as they share their recommendations and best practices for moving through these challenging times of inflation, driver shortages, and policy changes. Our panelists come from large diverse backgrounds, which will provide a foundation for attendees to gain excellent insight from a wide array of experiences. Strategies for freight will be shared from the trucking, railroad, and shipping perspectives. There will be time for Q&A, so come prepared with questions.

THURSDAY



**1:30-2:30pm | Room: B119**



**Case Study: Applying Lean Principles to Pulling Orders at JLPN**

SPANISH ONLY

**Carlos Vergara, Lean Manager, JLPN**

In February 2022, JLPN hosted a rapid improvement event (Kaizen™) focused on its process of pulling customer orders. Prior to the event, the process varied for different crew members: communication was inconsistent and crew members had to search the farm for the needed products. Learn how the team applied Lean principles to reduce motion and defects and increase productivity while improving communication and teamwork in their order pulling process.



**2:30-3:30pm | Room: B116**

**BIZ**

**H-2A 101: What Your Business Needs to Know**

**FREE**

**Tom Bortnyk, Senior Vice President & General Counsel,  
MAS Labor H2A**

Learn more about the program basics and the ever-changing landscape of the seasonal, non-immigrant worker program. This seminar will identify employer requirements, best practices, and important updates to the H-2A program. Come ready with questions whether you are just considering H-2A or are a seasoned participant.



**2:30-3:30pm | Room: B110**



**Solving Plant Problems Virtually**

**George Grant, GGSPRO Technical Specialist,  
Griffin Greenhouse Supplies**

Whether a grower is working internally with their cultivation team or externally with cooperative extension personnel, product vendor representatives or technical specialists often rely on some form of virtual communication (e.g., cellphones, emails, or video conferences). We are all familiar with the saying, "a picture is worth a thousand words," but knowing what picture to take and what information to gather before reaching out for consultation is important in diagnosing an issue correctly and efficiently. The objective of this presentation will be to build a checklist growers can use for gathering valuable information once they have identified an issue in their production setting.

**THURSDAY**



Arborists



Breeders



Business Practices



Designers



Growers



Interactive Learning



Landscapers



Municipalities



Pesticide Recertification



Sustainability



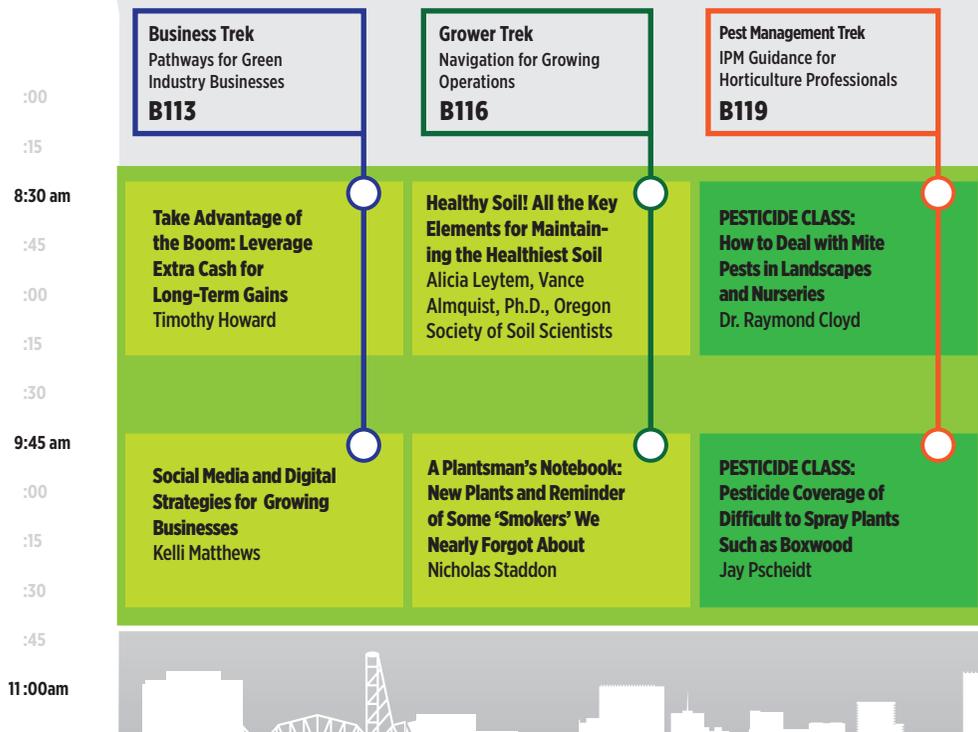
Retailers



Marketing

# FRIDAY SEMINARS

 Mark your schedule



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

**BIZ** 

## Take Advantage of the Boom: Leverage Extra Cash for Long-Term Gains

**Timothy Howard, President/Founder, Clarity Connect, Inc.**

In today's market, most growers and garden centers, are selling virtually every plant they have. It is somewhat counter-intuitive to invest in your business when you don't need to. However, now is the perfect time to leverage extra cash for long-term gains. This presentation will demonstrate multiple ways growers and garden centers can upgrade their websites, invest in employees, purchase new technology and tools, and increase marketing efforts, to help secure customers for the long haul while making it easier on their operations.



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



## Healthy Soil: All the Key Elements for Maintaining the Healthiest Soil

**Co-presenters: Alicia Leytem, President, Oregon Society of Soil Scientists, Instructor at OSU, Vance Almquist, Vice President of Oregon Society of Soil Scientists, Instructor at OSU**

Join soil scientists Alicia Leytem and Vance Almquist as they discuss the principles of soil health and their relevance in Oregon. Learn common misperceptions regarding regenerative agriculture and how to spot misleading information when it comes to implementing soil health management and regenerative practices. Attendees will learn why soil health is important for your farm and the environment.



**PESTICIDE CLASS**

**8:30–9:30am | Room: B119**



**How to Deal With Mite Pests in Landscapes and Nurseries**



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

Raymond will discuss the different types of mite pests, and the biology, ecology, and damage associated. He will outline the various strategies that can be implemented to manage mite pest populations in landscapes and nurseries.

**9:45–10:45am | Room: B113**



**Social Media and Digital Strategies for Growing Businesses**



**Kelli Matthews**

This seminar will take a look at best practices, and emerging trends, while offering some fresh ideas for your social and digital marketing.

**9:45–10:45am | Room: B116**



**A Plantsman’s Notebook: New Plants and Reminder of Some ‘Smokers’ We Nearly Forgot About**



**Nicholas Staddon, company spokesperson and plantsman, Everde Growers**

This seminar will provide a unique look at a number of new plants that have appeared on the marketplace in recent years. The industry offers something for everyone, trees, shrubs, perennials, and a few surprises for seasoned growers. These days, it’s easy to bump into plants that some of us have forgotten about — excellent plants. Staddon will also nudge our memories on a few “never to forget” varieties. He will cover a few of the notable trends he believes will hold water for us, and — as always an avid reader — share a few choice titles with the audience. His terrific pictures will partner an informative and humorous narrative.

**PESTICIDE CLASS**

**9:45–10:45am | Room: B119**



**Pesticide Coverage of Difficult to Spray Plants Such as Boxwood**



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

Fungicide used to manage diseases, such as boxwood blight, depends on good pesticide coverage. Research using common airblast sprayers with and without smart sensors indicates high gallonage is needed for good coverage. Coverage of nursery-grown boxwood plants using sprayers routinely used at nurseries also indicates the need for better attention to spray coverage. Join this session to learn all these intricacies.



FRIDAY

# SEMINARIOS EN ESPAÑOL

(SPANISH OFFERED SEMINARS)

## MIÉRCOLES, 24 DE AGOSTO

CLASE SOBRE PESTICIDAS

8:30-9:30am | Salón: B119



INTERPRETACIÓN EN ESPAÑOL

### Pulverización adaptada al cultivo: estrategias para uso en viveros

**Brian Hill, Asistente de investigación de la facultad, OSU NWREC Nackley Lab**



La pulverización adaptada al cultivo (CAS) es un método sistemático para la calibración de los pulverizadores de chorro de aire. Se diseñó en huertos de frutas y de frutos secos como una forma de pulverización más eficaz cuando el objetivo es una cubierta que cambia en el transcurso de la temporada de crecimiento. La CAS es una buena opción para la producción en viveros debido a los muchos cultivos de diferentes tamaños y formas que se cultivan muy juntos. Este seminario abarca los conceptos básicos de CAS al mismo tiempo que profundiza en la estrategia de implementación para los sistemas de producción en viveros.

CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B119



INTERPRETACIÓN EN ESPAÑOL

### Esta temporada, lleve la ventaja sobre las enfermedades de las raíces y coronas

**George Grant, Especialista técnico de GGSPRO, Griffin Greenhouse Supplies**



En esta sesión se abordará en detalle la prevención y el control de las enfermedades comunes de la raíz y la corona, incluidos los mohos del agua, Fusarium, Botrytis, Rhizoctonia, Thielaviopsis, entre otras. Entérese cómo puede maximizar el uso de herramientas de control químico mediante la implementación de opciones de fungicidas microbianos. En esta sesión se proporcionarán estrategias detalladas de rotación de fungicidas, mejores prácticas de cultivo y consejos prácticos de prevención que beneficiarán a los agricultores de todos los niveles.

1:30-2:30pm | Salón: B119



SOLAMENTE EN ESPAÑOL

### Detección de enfermedades en el boj

**Luisa Santamaria, Ph.D., Profesora Asociada - Patóloga Vegetal de Extensión, Universidad Estatal de Oregon**



Las plantas de boj por lo general pueden verse en la decoración de parques, jardines públicos e incluso céspedes. Sin embargo, existen múltiples patógenos vegetales de interés nacional que pueden causar enfermedades en el boj. Las personas que trabajan con estas plantas deben tener un conocimiento básico de los patógenos, su biología y los principales signos y síntomas. Esta sesión incluirá todo eso y más. Se hará énfasis en la plaga del boj y la plaga de la volutela. Además, los participantes recibirán capacitación sobre cómo detectar de forma correcta las enfermedades, de tal modo que puedan mantener sus plantas sanas y verdes.



Arboristas



Cultivadores

**BIZ** Practicas Empresariales



Diseñadores



Agricultores



Aprendizaje Interactivo



Paisajistas



Municipalidades



Recertificación para el uso de pesticidas



Sostenibilidad



Vendedores minoristas



Márketing

## JUEVES, 25 DE AGOSTO



### CLASE SOBRE PESTICIDAS

8:30-9:30am | Salón: B119

### Integración de agentes de control biológico junto con los programas de pulverización química: formas innovadoras de controlar la resistencia a los plaguicidas

**George Grant, Especialista técnico de GGSPRO, Griffin Greenhouse Supplies**



En la última década, el uso de "agentes benéficos" o de control biológico (BCA) para ayudar a los agricultores a hacer frente a los problemas de plagas ha aumentado de manera drástica. Cuando se utilizan de manera efectiva, los BCA pueden desempeñar una función fundamental en la prevención y el control de la resistencia a los plaguicidas. Sin embargo, se requiere que los agricultores tengan un conocimiento exhaustivo de sus ciclos de vida, de las plagas objetivo y de su compatibilidad con los plaguicidas orgánicos y convencionales. Este curso incluirá estos temas para algunos de los insectos benéficos más utilizados en la industria, los ácaros y los nematodos, junto con la forma en que los agricultores pueden comenzar a integrar los BCA en sus programas actuales de protección de cultivos.

### CLASE SOBRE PESTICIDAS

9:45-10:45am | Salón: B119



### El escarabajo pulga de cabeza roja: una plaga grave de insectos en los sistemas de producción de viveros

INTERPRETACIÓN EN ESPAÑOL

**Dr. Raymond Cloyd, Profesor y especialista en extensión, Universidad del Estado de Kansas**



Raymond hablará de la biología, la ecología y los daños asociados al escarabajo pulga adulto de cabeza roja. Posteriormente, abordará las estrategias de control que deben implementarse para mitigar los daños causados por el escarabajo pulga adulto de cabeza roja en los cultivos de viveros, y presentará los resultados de su programa de investigación.

1:30-2:30pm | Salón: B119

BIZ SOLAMENTE EN ESPAÑOL

### Estudio de Caso: Aplicación de los Principios Lean a la Extracción de pedidos en JLPN

**Carlos Vergara, Lean Manager, JLPN**



En febrero de este año, JLPN organizó un evento de mejora rápida (Kaizen™) centrado en su proceso de extracción de pedidos para los clientes. Antes del evento, el proceso variaba según los diferentes miembros de la cuadrilla. La comunicación era inconstante y los miembros de la cuadrilla tuvieron que buscar en toda la granja el producto necesario. Venga a aprender cómo el equipo aplicó los principios Lean para reducir el movimiento y los defectos y aumentar la productividad, mientras mejoraba la comunicación y el trabajo en equipo en su proceso de extracción de pedidos.

JUEVES



## VIERNES, 26 DE AGOSTO

CLASE SOBRE  
PESTICIDAS

8:30-9:30am | Salón: B119



INTERPRETACIÓN  
EN ESPAÑOL

**Título del seminario: Cómo hacer frente a las plagas de ácaros en jardines y viveros**

**Dr. Raymond Cloyd, Profesor y especialista en extensión, Universidad del Estado de Kansas**

Raymond hablará de los distintos tipos de plagas de ácaros, así como de su biología, ecología y daños asociados. Expondrá las diversas estrategias que pueden implementarse para controlar las poblaciones de plagas de ácaros en jardines y viveros.



CLASE SOBRE  
PESTICIDAS

9:45-10:45am | Salón: B119



INTERPRETACIÓN  
EN ESPAÑOL

**Cobertura de plaguicidas en plantas difíciles de rociar, como el boj**

**Jay Pscheidt, Especialista en Patología Vegetal de Extensión, Universidad Estatal de Oregon**

Los fungicidas utilizados para controlar las enfermedades, como la plaga del boj, dependen de una buena cobertura de plaguicida. Las investigaciones realizadas con pulverizadores de chorro de aire comunes, con y sin sensores inteligentes, indican que se necesita un gran número de galones para obtener una buena cobertura. La cobertura de las plantas de boj cultivadas en viveros con los pulverizadores que habitualmente se usan en los viveros también indica la necesidad de prestar una mejor atención a la cobertura de la pulverización. Participe en esta sesión para conocer todas estas complejidades.



VIERNES



## HOTELS

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

Secure your reservation at [www.farwestshow.com/hotels](http://www.farwestshow.com/hotels)

To book your hotel room at a discounted rate within the block, please visit our website for the online booking links, or call the hotels directly and mention the group codes below.

Do not give your credit card information to anyone claiming to be a Farwest travel agent.

## WALK TO THE OREGON CONVENTION CENTER (OCC)

(Lodging options that are just blocks away from OCC)

### 1 HYATT REGENCY **NEW**

- \$159-\$209 a night
- 375 N.E. Holladay St. Portland, OR 97232
- Reserve online: [www.FarwestShow.com/hotels](http://www.FarwestShow.com/hotels), or call 888-591-1234
- Group Code: **G-V3KN**

### 2 COURTYARD by MARRIOTT

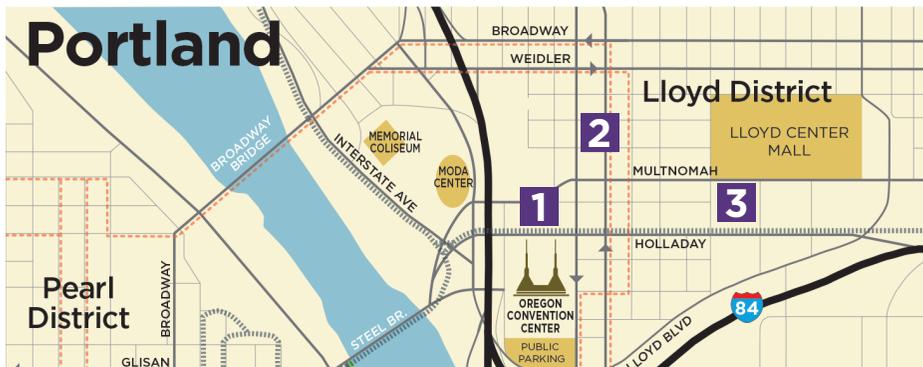
- \$179 a night
- 435 NE Wasco Street, Portland, OR 97232
- Reserve online: [www.FarwestShow.com/hotels](http://www.FarwestShow.com/hotels), or call 503-234-3200
- Group Code: **FWSO**

### 3 DOUBLETREE HOTEL

- \$159-\$179 a night
- 1000 N.E. Multnomah Street, Portland, OR 97232
- Reserve online: [www.FarwestShow.com/hotels](http://www.FarwestShow.com/hotels), or call 1-800-445-8667
- Group Code: **NSF**

## Important Details:

- Rates do not include taxes or fees.
- Discounted rates can be reserved through August 2, 2022 and are subject to availability.
- To avoid a cancellation fee of one night room plus tax, reservations must be canceled **three days** prior to arrival.
- Additional cancellation fees may be imposed by hotels, specific cancellation policies vary by property.



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



**You can pack a lot into three days  
at the Farwest Show.**

Trends. Insights. Ideas. New plants.  
State-of-the-art products.  
All this in one convenient, hard-to-beat  
in August location: Portland, Oregon.

[www.FarwestShow.com](http://www.FarwestShow.com)

SHOW: August 24-26, 2022

**Register today and save!**  
**Early-bird discount deadline July 31**

Farwest is produced by



OREGON  
ASSOCIATION OF  
NURSERIES™