

**Mike Coleman**  
PRESIDENT  
mctreegrower@gmail.com  
Arrowhead Ornamentals Inc.  
P.O. Box 157  
Hubbard, OR 97032  
503-651-2040  
FAX 503-651-2042

**Leigh Geschwill**  
PRESIDENT-ELECT  
farmerswife@fandbfarms.com  
F & B Farms & Nursery  
10498 Geschwill Lane N.E.  
Woodburn, OR 97071-9149  
503-830-1388  
FAX 866-608-3709

**Josh Zielinski**  
VICE PRESIDENT  
josh@alphanursery.com  
Alpha Nursery  
5050 Hazelgreen Rd. N.E.  
Salem, OR 97305-3519  
503-390-1286  
FAX 503-390-2639

**Mark Bigej**  
TREASURER  
mbigej@als-gardencenter.com  
Al's Garden Centers  
1220 N. Pacific Hwy.  
Woodburn, OR 97071-3616  
503-981-1245  
FAX 503-982-4608

**Matt Gold**  
PAST PRESIDENT  
matt.gold@goldhillnursery.com  
Gold Hill Nursery /  
Midas Nursery Solutions  
11715 S.W. Hillsboro Hwy.  
Hillsboro, OR 97123  
503-628-1118  
FAX 503-628-2257

**Mike Hiller**  
SECRETARY  
mike.hiller@kraemersnursery.com  
Kraemer's Nursery Inc.  
P.O. Box 930  
Mt. Angel, OR 97362  
503-845-2283  
FAX 503-845-6557

**Jim Gilbert**  
MEMBER AT LARGE  
sales@northwoods-nursery.com  
Northwoods Nursery  
28696 S. Cramer Rd.  
Molalla, OR 97038-8576  
503-651-3737  
FAX 503-651-3882

## STATE BOARD REPRESENTATIVES

**CENTRAL OREGON CHAPTER**  
**Gary S. English**  
gary@landsystems-nursery.com  
Landsystems Nursery  
541-382-7646

**CHRISTMAS TREE CHAPTER**  
vacant

**CLACKAMAS CHAPTER**  
**Tom Brewer**  
tbrewer@myerslawnandgarden.com  
Myers Industries  
Lawn & Garden Group  
503-686-8448  
**Jim Sinnitt**  
sinnittsy@canby.com  
Sinnitt Nursery  
503-266-9640

**EMERALD EMPIRE CHAPTER**  
**Tamara Clift**  
tamarareg@msn.com  
**Michael Nehls**  
nativegroundsnursery@gmail.com  
McKenzie River Nursery  
541-747-2767  
Native Grounds Nursery  
541-466-3561

**GREENHOUSE CHAPTER**  
**Dan English**  
daninglish@q.com  
**Dawn Hummel**  
beedazzledgardens@yahoo.com  
503-363-5227  
Beedazzled Gardens & Design  
503-784-0691

**MT. HOOD CHAPTER**  
**Anthony Kinen**  
akinen5@gmail.com  
**Scott Ekstrom**  
ekstrom.nsy@frontier.com  
Kinen's Big & Phat  
Special Plants  
503-866-3627  
Ekstrom Nursery Inc.  
503-663-4035

**RETAIL CHAPTER**  
**Sara Ori**  
sarao@portlandnursery.com  
**Lisa Barnett**  
lbarnett@wilco.coop  
Portland Nursery  
503-231-5050  
Wilco  
503-509-8755

**SUNSET CHAPTER**  
**Ron Kinney**  
rkinney@monrovia.com  
**Clayton Moore Jr.**  
orders@naplants.com  
Monrovia  
503-868-7941  
North American Plants Inc.  
503-474-1852

**WILLAMETTE CHAPTER**  
**Kyle Fessler**  
kyle@stchristophernursery.com  
**Val Tancredi**  
valjtan@gmail.com  
St. Christopher Nursery LLC  
503-580-4470  
503-585-1765

# Making things far better

Nursery trade shows are back! Those who predicted the demise of the trade show were proven wrong this past winter by several well-received shows. These shows experienced more visitors as well as a greater number of exhibitors. There's a lesson for us here.

Forty-two years ago, several Oregon growers and OAN members had a vision to create the Farwest Show in the basement of Veterans Memorial Coliseum. From those humble beginnings, our show grew into one of the most prestigious nursery shows in the United States. It has attracted visitors from every region, as well as every continent.

Even today, despite the effects of the recent recession, Farwest is far bigger and far more important than when it started. More importantly, it's ready to start growing again.

Now is the perfect time for us Oregon growers to ensure this happens, and we should. Farwest is the best showcase we have for our great products and nurseries.

The OAN staff and our volunteer show committee know the history and traditions of Farwest, and are diligently preserving and improving the show's status in the nursery industry. A new marketing campaign, "Farwest: Far From Ordinary," has helped create a refreshing buzz that is resonating with current and potential "Farwest Fanatics" (e.g., our exhibitors and attendees).

That's not just a feeling we have. Others see it that way, too. Last year the show added 50 new exhibitors to the show floor, and this year's booth sales are already ahead of last year's pace. What's more, some 12 exhibitors are already returning to Farwest in 2015 after staying on the sidelines the past two years or more.

One of Farwest's most compelling elements this year is hosting the 2015 International Trials Conference in Portland. This biennial conference is a prestigious international event that draws

nursery professionals from around the globe. Along with the development of a new trial garden, hosting this conference furthers Oregon's reputation as a global nursery industry leader.

Additionally, 2015 will be the second year of the highly successful Equipment Innovation Day, which demonstrates the newest technology in a nursery setting.

As always, the Farwest Tours will give visitors the chance to see some of Oregon's finest nurseries, gardens and retail garden centers. They can experience the industry trendsetters and thought leaders at the Farwest Seminars.

Organizers promise a lineup that is innovative, challenging and relevant.

The Farwest Show could not be effective without the OAN members who consistently exhibit and attend. For those who are not currently exhibiting, I urge you to look at the opportunities available.

In my experience as a nursery manager, Farwest generates leads as well as

sales. It also offers great opportunities to network and socialize with customers and fellow nursery professionals in a fun and comfortable environment.

Besides helping our own businesses, Farwest also supports the Oregon Association of Nurseries. Show profits provide resources to the OAN to speak up for our industry when it matters most, and provide beneficial programs to help your bottom line.

Without Farwest, the OAN would have to rely more heavily on membership dues to operate. OAN services and programs would be more limited. Dues would be higher.

By participating in this year's show, you'll benefit your business, your association and your industry. That's far better for everyone. ☺



By Mike Coleman  
OAN PRESIDENT