

# See and learn far more at Farwest

The 2015 Farwest Show offers more experts, seminars and new learning opportunities than ever

By Crystal Cady

Since the Farwest Show started more than 40 years ago, it has grown into the largest nursery trade show in the West.

Nursery professionals still consider it one of the industry's best shows. One of the reasons is Farwest's outstanding slate of seminars, classes and workshops, all of which are designed to provide nursery professionals with the essential knowledge they need to grow their careers as well as their businesses.

One attendee called last year's seminars "the best series of topics and speakers." Another asked, "How are they going to top it this year?"

The answer: the Farwest Show will increase the number of educational sessions presented from around 40 last year, to more than 70 this year. And, as always, they'll continue to be presented by the industry's top thought leaders and knowledgeable experts.

In short, attendees will find far more information and far more ideas than ever.

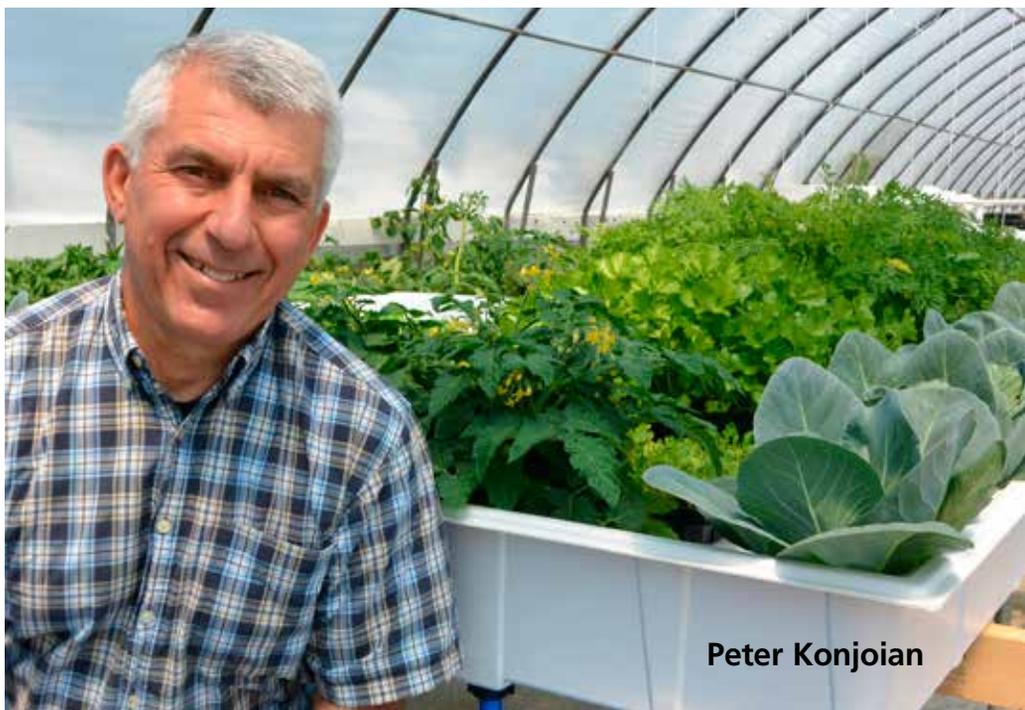
Offerings will include the traditional seminars, a free keynote session, several chances to "Walk the Show Floor with Experts," and two big traffic magnets on the expo floor: The Idea Center and the new Solution Center for Growers. For more information, read the Farwest Show Planning Guide inside this issue, or read on for some of the highlights.

## Seminar highlights

For 2015, the Farwest seminar schedule is stacked with new speakers, attendee favorites and topics that are vital and timely for our industry.

New to the roster are two well-known industry experts with the pulse on the latest information in their areas of expertise.

As technologies continue to advance



Peter Konjoian

and the demand for organics booms, many growers are converting growing space from ornamentals to produce.

Through his research, speaker **Peter Konjoian** has not only taken notice of this trend, but also action. He recently shifted his focus from ornamental plants to produce, and in so doing has come full circle back to his childhood farming days.

Peter's work includes developing hydroponic production systems for vegetables and herbs, both greenhouse based and in a warehouse using LED lighting. Early research results have been exciting, particularly in the area of root crops in plug trays using flood and drain irrigation.

Industry leaders involved in growing crops aren't the only ones taking notice of trends, however. Well-known designer **Bernard Trainor** has also taken note of changes in the landscape design and

architecture segment of our industry.

Trainor has seen a shift in thinking about how we combine architecture and landscape. He notes there is now more appreciation for nature and what plants can potentially bring to the structured environment in and around buildings. These days his clients and collaborators are more interested in the total atmosphere created, versus just decorating with plants. It is about the way we make people feel in our spaces combined with a living visual art.

Also new to the roster is respected professor, accomplished garden speaker and three-time Emmy Award winning television personality **Bryce Lane**. Passionate about plants and the industry, and full of experience, Bryce is sure to deliver in his talk.

As Bryce notes, "Gardening in ►

Modern Times: The Good, The Bad and The Ugly' is an informational, inspirational, and entertaining talk about the many challenges we face as gardeners today." As a horticulture professional and avid gardener for 35 years, he'll share many of his own experiences and observations. He'll lead a discussion of what makes gardening good, what makes it bad, and what we can do to make it better!

### Pesticide recertification

Of course, the Farwest Show Seminars wouldn't be complete without hours of pesticide recertification credits to keep growers and employees abreast on the latest in the world of insects, diseases and weeds. This year, show organizers are please to have invited **Ann Chase** to speak.

Well-known and respected when it comes to diseases, Ann will deliver a solid presentation titled "New Diseases on the Horizon" as one of this year's four "Power Hour" speakers. New this year, the Power Hour is designed to kick off the show with some of the industry's top experts and hottest topics.

### The return of a keynote

Last year saw the return of a free keynote session on the opening day of Farwest — and it also saw standing room only for those who slipped in the door a few minutes late.

Award-winning speaker, author and business coach **Ron Rosenberg** will deliver this year's free keynote session, entitled "Must Be Present to Win! The Secret to Finding the Opportunities in Business and Life That Other People Miss." This can't-miss session will equip attendees to take action and get results.

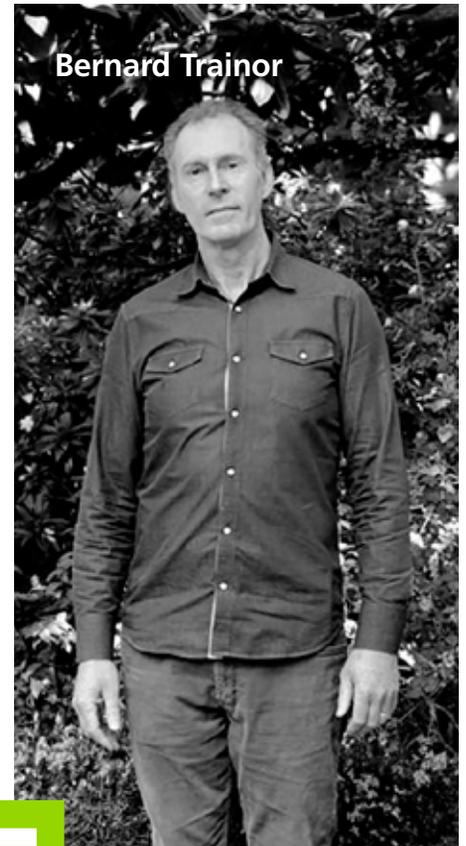
To learn more about this year's educational sessions and speakers, and to register, dig into the Farwest Show Planning Guide found in this issue of *Digger*, or visit [www.FarwestShow.com](http://www.FarwestShow.com). ☺

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*Crystal Cady serves as event and member services manager with the Oregon Association of Nurseries. She can be reached at [ccady@oan.org](mailto:ccady@oan.org).*



Ann Chase



Bernard Trainor



Bryce Lane



Ron Rosenberg