

Welcome to Farwest

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Welcome all to the 2015 Farwest Show, and a special thanks to our sponsors and exhibitors. The OAN is proud to present the premier trade show the nursery industry has to offer. Our dedicated volunteers and OAN staff have produced this first-class show for 43 years, and this year's edition is more exciting than ever.

The International Trials Conference, held in conjunction with Farwest during show week, is creating more excitement and drawing more people to Oregon. This conference was first held in England in 2011, and it draws plant professionals from around the world. Any serious professional involved in plant trials should definitely attend this event. Not only will attendees get to visit trial gardens and first-class nurseries, but also have the opportunity to attend educational seminars presented by industry luminaries.

For equipment junkies, the Equipment Innovation Day is once again part of Farwest. Participants can watch new equipment being demonstrated in real nursery situations. The day will also include a tour of GK Machine, a pioneering manufacturer catering to the nursery industry.

With our industry experiencing a real labor shortage, growers need to know what kind of labor-saving equipment is available. We need to learn how these machines can be incorporated in our individual operations. The Equipment Innovation Day is the opportunity you have been waiting for.

The Farwest Show floor is a great venue to meet new and existing customers and provides a perfect backdrop to present your plants and other products. The show is loaded with exciting extras like the New Varieties Showcase

and also includes a seminar lineup presented by industry rock stars. Go to www.farwestshow.com to discover the other exciting features this year's show has to offer.

After the show, I suggest taking part in the Pub Crawl, showcasing the best beer available in the world's greatest beer town. During show week, you can also get something to eat at any of Portland's fantastic restaurants (for a list of ideas, see Page 66).

If beer isn't your refreshment of choice, Oregon also has an outstanding wine industry that includes growing

areas easily accessible from Portland. Oregon's scenery is spectacular in August, so take the opportunity to visit some of our beautiful natural areas like the Columbia Gorge or the Oregon Coast. Both are just a short drive from the city.

On a personal note, my nursery has exhibited in the show since our inception in the late

1990s. The show has been instrumental to our success, helping us develop the strong personal and professional relationships that have continued to this day.

In this Internet age, the Farwest Show lets you get the face-to-face time that is often missing in business today. For our nursery, trade shows are an important avenue to keep in touch with our customers around the country. Farwest is at the top of our list because it allows our customers and nursery associates to meet with us in the center of Nursery Country and showcases Oregon, the Nursery State. ☺



By Mike Coleman
OAN PRESIDENT