

EDUCATION ROCKS!

Get schooled by the experts at the 2016 Farwest Show

BY CRYSTAL CADY



Suzanne Wainwright-Evans



Ron Valentin



Judy Sharpton



Brian Minter

THE DAYS OF RACING downstairs on Saturday mornings to watch “Schoolhouse Rock” are long gone. But if you’re a green industry professional, you’re in luck — the OAN has curated a program of fun, fresh education opportunities for this year’s Farwest Show, and they really rock.

In today’s rapidly changing world, it’s crucial to take advantage of learning opportunities that come along, especially when they have the power to positively impact you and your business.

As the Farwest Show continues to grow, so do the offerings of top-notch education from thought leaders and industry experts. Attendees have come to expect education that is relevant, inspiring, entertaining and compelling, and this year will be no exception.

No matter what segment of the industry you are in, you’ll find the answers you need and the expertise you seek — both on and off the show floor. From professional development seminars and the free keynote session, to the Idea Center for Retailers and the Solution Center for Growers, there’s more than 80 educational sessions covering the most important topics. All have been designed to help you keep growing.

Tune in and see what’s in store for you this August.

For the growers

“The Buglady,” **Suzanne Wainwright-Evans**, is back. She brings more than 25 years of expertise focusing on biological control and the proper use of pesticides. If you haven’t had the opportunity to meet Suzanne and see her in action, she’s a must-see this year.

“I always love coming to the Farwest Show,” she said. “Growers are so willing to learn and discuss all the latest pest management tactics, especially those involving biocontrol. I am always willing to stop in the aisle and talk bugs with anyone.”

Ron Valentin, technical lead of Bioline AgroSciences Inc., is one of the industry’s most respected experts in pest management solutions. We’re excited about his first appearance at Farwest. He brings a wealth of knowledge and strong understanding of the green industry.

“I am happy to discuss all the exciting changes that are happening with the use of biological

control at the Farwest Show — sustainability of biological control agents (BCAs) with the help of banker plants and habitat plants, as well as other open rearing systems of BCAs that can be used to make bio-control more successful,” Ron said.

“Using biological control agents as the first line of defense in any pest management program typically leads to better results and pesticide interaction, and compatibility needs to be carefully considered to avoid disappointments. I look forward to a great meeting.”

For the retailers

Judy Sharpton is known across the industry as one of the top garden center experts on merchandising, design and ways to improve the retail bottom line. It’s been far too long since she has been out to Farwest and shared her expertise. She will be offering several sessions for retailers.

“Farwest is a great learning opportunity for everyone, from the far-out, fun promotional photo that has dahlias sprouting from my hat, to the opportunity to talk retailing with progressive West Coast garden centers,” she said. “I’m really looking forward to all I can learn. Plus, maybe I can throw out a few worthwhile consumer-focused store development ideas.”

Brian Minter is a local favorite for those of us on the West Coast, and he’s widely respected across the country for his innovative and revolutionary concepts on reaching retail consumers. It is always a treat to have Brian speak at the show, but his appearance this year is especially timely and extremely relevant.

“There’s been a dramatic change in the perceived value of plants and their relevancy,” Brian said. “It’s more about how plants add value to our lives because of what they can do.”

According to Brian, consumers now expect more from their plants. “Can you bring new flavors to my meals, provide pollen and nectar for bees, add perfume to delight my senses, or create repeat bloomers to extend my enjoyment?” he asked. “How about providing me with privacy and cleaning the air in my home, or making me smarter and feeling better, too? This is just the tip of the iceberg when it comes to connecting plants to people. This will be an edgy seminar you don’t want to miss!”

2016 Farwest Show — Featured Speakers

For the landscapers and designers

For the past several years, Farwest has attracted numerous talented professionals to speak about landscape design and architecture. This year continues that tradition, with the show proudly welcoming **Owen Dell**, principal at Owen Dell and Associates LLC.

“Sustainable landscaping is not only the wave of the future and the right thing to do, it’s a tremendous business opportunity for every landscape professional,” Owen said. “I’m looking forward to introducing Farwest Show attendees to new, profit-generating strategies for sustainable landscape management.”

Full of passion and perspective, **Dan Benarcik**, horticulturalist at Chanticleer, will bring fresh ideas and concepts that everyone in the industry can apply to their business. This year marks his first appearance at Farwest.

“This is such a wonderful industry, large and with a host of players,” Dan said. “I’m excited to come to Farwest for the first time and catch up with so many West Coast friends, meet new people and see new plants and gardens. Things are always better shared, and I’m looking forward to sharing an East Coast perspective on designs and container gardening.”

For everyone

Based on the great response we received from his keynote and breakout sessions in 2015, we’re very excited that **Ron Rosenberg** will be returning to the Farwest Show this year with two new programs!

First, in a special featured session, Ron will show you how to “Double Your Memory” —

recall names and faces, to-do lists, important information, or practically anything else you want to remember at work or at home.

Then, in a follow-up to last year’s popular marketing program, he’ll show you how to create “Outrageously Effective Marketing Materials” that will help you get improved results from all your marketing efforts.

“I’m really looking forward to sharing these two special programs with the Farwest attendees,” Ron said. “They’re both packed with proven strategies that will help them get more customers, increase revenue, and have more fun in the process!”

No stranger to the show, **Kelly Norris** has long been touted as one of the rising young stars in the horticultural industry. With the release of his latest book, “Plants with Style,” Kelly is back this year to share his latest plant tips and market savvy.

“It’s always an honor to speak at Farwest and participate in its high-caliber educational programs,” he said. “The Farwest audience is one of the best in the country and tends to embrace progressive opportunities in the marketplace.”

To learn more about the educational sessions and speakers planned for this year’s show, dig into the “Farwest Show Planning Guide” found in this issue of *Digger*.

Log on to www.farwestshow.com for more information and to register. ☺

Crystal Cady is OAN’s event and member services manager. As a member of the Farwest planning team, she coordinates many aspects of the event, including the speakers, seminars and show booths.



Owen Dell



Dan Benarcik



Ron Rosenberg



Kelly Norris

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