

# THE Western

Western Nursery & Landscape Association

Established 1890

Trade Show

Learning Centers

Emerging Leaders

Western University

Doug Tallamy

Roundtable Discussions

Education in Spanish

Fashion Show of New Plants

Student Advisory Committee

Trolleys to Bars & Restaurants

Western Pub with MLNA, KNLA, ONLA, NNLA & INLA

Kids + Nature Wednesday Evening Reception

Education Series: New Plants • Native Plants

Greening the Industry • Emerging Leaders • Management

**NEW DATES: January 20, 21 & 22, 2016 (trade show 21 & 22)**

Crown Center Exhibit Hall • Kansas City • 888-233-1876 • wnla.org

## Wednesday Schedule


Schedule is subject to change

### Pre-Conference

9:00 AM	<p><b>Registration Open:</b> 9:00 AM - 4:30 PM  <b>Exhibit Hall Open for Exhibitor Move In Only:</b> 9:00 AM - 4:30 PM</p>
1:00 - 4:00 PM	<p>Greening the Industry: Wrapped in Economics (<i>meet tour leader Jeff Bruce at the registration desk - you will drive yourself between four stops</i>). An afternoon tour of three Kansas City projects focused on sustainability: the green roof at the old TWA Building (now Barkley), the 909 Walnut building and the landscaping at the Kauffman Center for the Performing Arts.  <i>Part of the WNLA Sustainability Education Series.</i></p>
7:00 PM	<p><b>Kids + Nature Reception</b>  <b>Western Nursery and Landscape Association Awards presented</b>            Listen to quick-fire presentations on how companies and organizations are encouraging kids to get out of the house and interact with nature! Presentations by: Denise Scribner &amp; students, Eisenhower High School • Shelley Mitchell, OSU Department of Horticulture, Youth Programs • John Gordon &amp; the young men of Boys Grow • Chad Wehrbein, Greenlife Gardens</p> <p><b>Thanks to our sponsors!</b>  <b>Western Partners</b>            Ball Seed • Forrest Keeling Nursery • Gard'N-Wise • Greenleaf Nursery Company • Honey Creek Nursery • American Nurseryman Magazine</p> <p><b>Western Friends</b>            Cedar Valley Nurseries • Double-Bar Pine Nursery &amp; Tree Farm • DPM, Inc. / Plains Tree Farm • Faron Green Nursery • Forest Lawn Nursery • Foster Brothers • Hillermann Nursery &amp; Florist • Loma Vista Nursery • Monrovia • Swedish Touch Peonies</p> <p>Orchid displays thanks to Birds Botanicals.</p>



# Thursday Schedule

Schedule is subject to change

	<b>Learning Centers</b> <i>by Western exhibitors</i> <i>exhibit hall (booth number)</i>	<b>Western University</b> Thanks to KAT Nurseries <i>exhibit hall: fashion show runway</i>	<b>Meetings</b> <i>Sheraton Hotel</i>
7:30			
8:00	<b>Exhibit Hall Open 8:00 AM - 5:30 PM</b>		
8:15	ROUNDTABLE DISCUSSIONS: West side of exhibit hall <ul style="list-style-type: none"> <li>• Mark Bartlow, Ryan Lawn &amp; Tree: Reacting to the Changing Business Environment</li> <li>• Cheryl Boyer and Scott Stebner: Questions You Need to Ask Your Social Media Manager</li> <li>• Jessica Feuerbach, McHutchison, Inc.: Chrysanthemums: The Direction Breeding in Chrysanthemums is Headed, New Varieties, General Growing and Cultural Practices</li> <li>• Molly Palmer, Rothwell Landscape, Inc.: Confessions of a Young Professional</li> <li>• Christina Riessen, Bailey Nursery: Employee Longevity</li> <li>• Lupe Rios, Forrest Keeling Nursery: How to and the Importance of Developing Future Leadership</li> <li>• Jennifer Schamber, Greenscape Gardens: Pollinator Powwow: A Checklist for Merchandising / Selling Natives</li> </ul>		7:30: MLNA Board Meeting <i>Benton A/B</i>  7:45: KNLA Board Meeting <i>Boardroom</i>  8:30: KNLA Membership Meeting <i>Boardroom</i>
9:00	<b>Creating Living Landscapes, Doug Tallamy</b> ( <i>fashion show area</i> ) Thanks to: Bohn's Farm & Greenhouses, Forrest Keeling Nursery and Taylor Creek Restoration Nurseries. <i>Part of the WNLA Native Plants Education Series.</i> <b>Book signing to follow in Applied Ecological Services &amp; Bohn's Farm &amp; Greenhouses booths (#223 and 324)</b>		
10:00	Ball Horticultural Company (#309): Flourish with Awesome New Annuals! Loma Vista Nursery (#501): Creative Outdoor Living PlantRight/Schwoppe Brothers Tree Farms (#201): Tree Economics 101		
10:30	Greenleaf Nursery Co. (#701): Garden Debut® & Greenleaf Nursery New Varieties Hummert (#409): Marengo herbicide KAT Nurseries (#301): The Role of Natural Stone in Landscape Design and Installation		
11:00			<b>Extension Efforts in Combating Rose Rosette Disease</b> Dr. Mike Schnelle Oklahoma State University
11:30	Ball Horticultural Company (#309): Digital Tools for Growers and Retailers Loma Vista Nursery (#501): Top Performing Perennials & Groundcovers PlantRight/Schwoppe Brothers Tree Farms (#201): The Right Way to Receive Your Trees		
12:00	<b>How Drones Can Work in Horticulture</b> , Dr. Jim Robbins, PhD, University of Arkansas Division of Agriculture Lunch available for purchase on the trade show floor. <i>Part of the WNLA Management Education Series.</i>		
1:00	Greenleaf Nursery Co. (#701): Current Marketing Strategies & Trends Hummert (#409): Segway O fungicide KAT Nurseries (#301): Basic Tips to Improve Landscape Design		
1:30	Student Forum with Doug Tallamy	<b>Not Just a Pretty Face: Breeding Good Looking Plants That Work</b> Dr. Ryan Contreras Oregon State University	
2:00	Ball Horticultural Company (#309): Inspiring Consumers with Burpee & Wave Loma Vista Nursery (#501): Do It Right, Planning to Planting PlantRight/Schwoppe Brothers Tree Farms (#201): Fruit of the Future		
2:30	Greenleaf Nursery Co. (#701): Recent Innovations and New Ideas in the Nursery Industry Hummert (#409): Pollinators and Insecticides KAT Nurseries (#301): Edible Ornamental Landscape Design and Installation		
3:00	<b>What's New in 2016 - A panel discussion with the breeders &amp; growers</b> ( <i>fashion show area</i> ) Panelists are: Ben Cecil, Greenleaf Nursery Co. • Natalia Hamill, Bailey Nurseries Moderated by WNLA Board members Bill Calkins and Jennifer Schamber. <i>Part of the WNLA New Plants Education Series.</i>		
4:00	<b>Western Pub: in partnership with KNLA, MLNA, ONLA, INLA &amp; NNLA.</b> Food, beer and networking sponsored by: Arborjet • B & B Bedding • Cherry Springs Nursery • Deep Fork Tree Farm • Hidden Valley Nursery • Marshall Trees and Nursery • Remote Design Solutions • Sedan Floral, Inc. • Tree Frog Nursery • Whitetail Tree Farm		
4:15	<b>Fashion Show</b> - sponsored by American Nurseryman Magazine. Emceed by Jennifer Schamber. <i>Part of the WNLA New Plants Education Series.</i> Orchid displays thanks to Birds Botanicals. (cash bar available following the Western Pub)		
4:45 - 5:30	MLNA Auction to benefit the MLNA College Scholarship and FFA		
5:30 - 10:30	Trolleys to Breweries and Bar-B-Que. Thanks to Pea Ridge Forest Trolley stops: Border Brewing (access to Double Shift Brewing) • Torn Label Brewing • Bristol Seafood (access to Power & Light) • Tom's Town Distilling • The Rieger Hotel Grill (access to Manifesto) • Jack Stack Barbecue (access to Lidia's & Grunauer)		

## Friday Schedule

Schedule is subject to change

	Learning Centers <i>by Western exhibitors exhibit hall (booth number)</i>	Western University Thanks to: KAT Nurseries runway	Education in Spanish	Grow Native <i>Benton A/B Sheraton Hotel</i>	Meetings <i>Sheraton Hotel</i>
7:30					
8:00	<b>Exhibit Hall Open 8:00 AM - 4:00 PM.</b>				MLNA Business Meeting Benton A/B
8:00	<b>Using Natives in Your Horticulture Business: a Panel Discussion with Doug Tallamy</b> ( <i>fashion show area</i> ) with Heather Byers, Great Plains Nursery • Bryan Kinghorn, Kinghorn Gardens • Kim Lovelace-Young, Forrest Keeling Nursery moderated by Jennifer Chamber, Greenscape Gardens. <i>Part of the WNLA Native Plant Education Series.</i> Thanks to: Bohn's Farm & Greenhouses, Forrest Keeling Nursery and Taylor Creek Restoration Nurseries. <b>Book signing to follow in Applied Ecological Services &amp; Bohn's Farm &amp; Greenhouses booths (#223 and 324)</b>				
9:00	ROUNDTABLE DISCUSSIONS: West side of exhibit hall • Dawn Bulechek, Pleasant Valley: Growing in a Retail Space • Fernando Fernandez, Loma Vista Nursery: Interactive Question & Answer Session ( <i>this roundtable is in Spanish</i> ) • Gabby Grutsch, Kinghorn Gardens: Selling the People Plant Connection • Nadia Navarrete-Tindall, Lincoln University: Native Plants for Pollinators ( <i>this round table will be in Spanish</i> ) • Lupe Rios, Forrest Keeling Nursery: How to and the Importance of Developing Future Leadership ( <i>this roundtable is in Spanish</i> ) • Collin Wamsley, MO Department of Agriculture: EAB Update				Western Business Meeting Boardroom
10:00	Greenleaf Nursery Co. (#701): Garden Debut® & Greenleaf Nursery New Varieties Hummert (#409): Marengo herbicide KAT Nurseries (#301): The Role of Natural Stone in Landscape Design and Installation		<b>People Management Workshop 10:00 - 12:00</b> Fernando Fernandez, Clarke Woods and Alfredo Rios  Thanks to: Loma Vista Nursery	<b>Embracing Horticultural Ecology: Must-Have Plants for Your Palette &amp; Introduction of the Pollinator Buffet</b> Alan Branhagen, Powell Gardens  <b>The Million Pollinator Garden Challenge: Building it Into Your Business Plan</b> Jennifer Chamber & Tammy Behm, Greenscape Gardens & Mervin Wallace, Missouri Wildflowers Nursery	Student Advisory Committee 10:00 - 1:00 <i>Northrup</i>
10:30 - 1:00	Emerging Leaders Workshop and Discussion - join us at Parisi Coffee, Union Station for a facilitated discussion on the challenges and opportunities facing young professionals. This session is designed for under-35s! Thanks to Ball Seed! Lunch provided. <i>Part of the WNLA Emerging Leaders Education Series.</i>				Thanks to: Bailey Nurseries, Cedar Valley Nurseries, Loma Vista Nursery, and McKinstry Plant Sales
10:30	Loma Vista Nursery (#501): Creative Outdoor Living PlantRight/Schwoppe Brothers Tree Farms (#201): Tree Economics 101				
11:00		<b>Bulb Envy: If You Haven't Got It ... You Will</b> Dr. Chad Miller Kansas State University	<i>This session is in Spanish.</i>		
11:30	Greenleaf Nursery Co. (#701): Current Marketing Strategies & Trends Hummert (#409): Segway O fungicide KAT Nurseries (#301): Basic Tips to Improve Landscape Designs				
12:00	<b>Understanding Specifications: Reading Between the Lines</b> , David Stokes, Jeffrey L. Bruce & Co. ( <i>fashion show area</i> ) Lunch available for purchase on the trade show floor. <i>Part of the WNLA Management Education Series.</i>				
1:00	Ball Horticultural Company (#309): Digital Tools for Growers and Retailers Loma Vista Nursery (#501): Top Performing Perennials & Groundcovers PlantRight/Schwoppe Brothers Tree Farms (#201): The Right Way to Receive Your Trees		<b>Plant Management Workshop 1:00 - 3:30</b> Fernando Fernandez, Clarke Woods and Alfredo Rios  Thanks to: Loma Vista Nursery	<b>Plants with Purpose: Native Edibles for the Landscape</b> Dr. Nadia Navarrete-Tindall	
1:30		<b>Nine Years of Elm Evaluations in the National Elm Trial</b> Dr. Jason Griffin Kansas State University			
2:00	Greenleaf Nursery Co. (#701): Recent Innovations and New Ideas in the Nursery Industry Hummert (#409): Pollinators and Insecticides KAT Nurseries (#301): Edible Ornamental Landscape Design & Installation				
3:00	Ball Horticultural Company (#309): Awesome Annuals & Inspiring Consumers with Burpee & Wave Loma Vista Nursery (#501): Do It Right, Planning to Planting PlantRight/Schwoppe Brothers Tree Farms (#201): Fruit of the Future		<i>This session is in Spanish.</i>		
4:00	<b>Exhibit Hall Closed. See you January 19 &amp; 20, 2017 at the Crown Center Exhibit Hall in Kansas City!</b>				