

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	Registration Open: 9:00 AM - 4:30 PM Exhibit Hall Open for Exhibitor Move In Only: 9:00 AM - 4:30 PM
1:00 - 4:00 PM	Greening the Industry: Wrapped in Economics (meet tour leader Jeff Bruce at the registration desk - you will drive yourself between four stops). 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>
7:00 PM	Kids + Nature Reception Western Nursery and Landscape Association Awards presented 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 & students, Eisenhower High School • Shelley Mitchell, OSU Department of Horticulture, Youth Programs • John Gordon & the young men of Boys Grow • Chad Wehrbein, Greenlife Gardens Thanks to our sponsors! <u>Western Partners</u> Ball Seed • Forrest Keeling Nursery • Gard'N-Wise • Greenleaf Nursery Company • Honey Creek Nursery • American Nurseryman Magazine <u>Western Friends</u> Cedar Valley Nurseries • Double-Bar Pine Nursery & Tree Farm • DPM, Inc. / Plains Tree Farm • Faron Green Nursery • Forest Lawn Nursery • Foster Brothers • Hillermann Nursery & Florist • Loma Vista Nursery • Monrovia • Swedish Touch Peonies Orchid displays thanks to Birds Botanicals.



Thursday Schedule

Schedule is subject to change

	Learning Centers <i>by Western exhibitors exhibit hall (booth number)</i>	Western University Thanks to KAT Nurseries <i>exhibit hall: fashion show runway</i>	Meetings <i>Sheraton Hotel</i>
7:30			7:30: MLNA Board Meeting Benton A/B
8:00	Exhibit Hall Open 8:00 AM - 5:30 PM		7:45: KNLA Board Meeting Boardroom
8:15	ROUNDTABLE DISCUSSIONS: West side of exhibit hall • Mark Bartlow, Ryan Lawn & Tree: Reacting to the Changing Business Environment • Cheryl Boyer and Scott Stebner: Questions You Need to Ask Your Social Media Manager • Jessica Feuerbach, McHutchison, Inc.: Chrysanthemums: The Direction Breeding in Chrysanthemums is Headed, New Varieties, General Growing and Cultural Practices • Molly Palmer, Rothwell Landscape, Inc.: Confessions of a Young Professional • Christina Riessen, Bailey Nursery: Employee Longevity • Lupe Rios, Forrest Keeling Nursery: How to and the Importance of Developing Future Leadership • Jennifer Schamber, Greenscape Gardens: Pollinator Powwow: A Checklist for Merchandising / Selling Natives		8:30: KNLA Membership Meeting Boardroom
9:00	Creating Living Landscapes, Doug Tallamy (<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> Book signing to follow in Applied Ecological Services & Bohn's Farm & Greenhouses booths (#223 and 324)		
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		Extension Efforts in Combating Rose Rosette Disease 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	How Drones Can Work in Horticulture , 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	Not Just a Pretty Face: Breeding Good Looking Plants That Work 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	What's New in 2016 - A panel discussion with the breeders & growers (<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	Western Pub: in partnership with KNLA, MLNA, ONLA, INLA & NNLA. 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	Fashion Show - 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					MLNA Business Meeting Benton A/B
8:00	Exhibit Hall Open 8:00 AM - 4:00 PM.				
8:00	Using Natives in Your Horticulture Business: a Panel Discussion with Doug Tallamy (<i>fashion show area</i>) with Heather Byers, Great Plains Nursery • Bryan Kinghorn, Kinghorn Gardens • Kim Lovelace-Young, Forrest Keeling Nursery moderated by Jennifer Schamber, 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. Book signing to follow in Applied Ecological Services & Bohn's Farm & Greenhouses booths (#223 and 324)				
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		People Management Workshop 10:00 - 12:00 Fernando Fernandez, Clarke Woods and Alfredo Rios Thanks to: Loma Vista Nursery	Embracing Horticultural Ecology: Must-Have Plants for Your Palette & Introduction of the Pollinator Buffet Alan Branhagen, Powell Gardens	Student Advisory Committee 10:00 - 1:00 Benton A/B
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>		<i>This session is in Spanish.</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			The Million Pollinator Garden Challenge: Building it Into Your Business Plan Jennifer Schamber & Tammy Behm, Greenscape Gardens & Mervin Wallace, Missouri Wildflowers Nursery	
11:00		Bulb Envy: If You Haven't Got It ... You Will Dr. Chad Miller Kansas State University			
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	Understanding Specifications: Reading Between the Lines , 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		Plant Management Workshop 1:00 - 3:30 Fernando Fernandez, Clarke Woods and Alfredo Rios Thanks to: Loma Vista Nursery	Plants with Purpose: Native Edibles for the Landscape Dr. Nadia Navarrete-Tindall	
1:30		Nine Years of Elm Evaluations in the National Elm Trial 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			<i>This session is in Spanish.</i>	
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				
4:00	Exhibit Hall Closed. See you January 19 & 20, 2017 at the Crown Center Exhibit Hall in Kansas City!				