



Western

Jan. 16, 17 & 18, 2019 • Kansas City, MO
 education • networking • trade show • PLANTS WITH PURPOSE™

Trade Show • Learning Centers

Resource Center • Roundtable Discussions

Design Workshop • Retail Workshop

Western University • Grow Native! & KCNPI

Fashion Show of New Plants with Purpose™ • What's New in 2019

Keynotes: Plants with Purpose™ • Workforce & Labor Market

Student Advisory Committee • Student Forum • Student Volunteers

Emerging Leaders Cafe • Facilitated Discussion • Micro-Mentoring Lunch

Wednesday Evening Reception • Trolleys to Restaurants and Bars

Happy Hour with MoGIA, KNLA, ONLA, NNLA & INLA

Membership & LinkedIn Photo Booth

Celebrating Plants With Purpose™

The economic, environmental & quality of life benefits of plants

Wednesday Schedule

Schedule is subject to change

9:00 AM - 4:00 PM	Registration Open Exhibit Hall Open for Exhibitor Move In Only
12:00 - 5:00 PM	Retail Workshop & Lunch - The Sheridan Nurseries' Retail Way to Success *LA CEUs: 3 Art Vanden Enden, Vice President, Garden Center Operations, Sheridan Nurseries Limited (ticketed event, Benton)
1:00 - 4:00 PM	Design Workshop - Perennial Garden Design with Affection and Planting Through Self Discovery *LA CEUs: 3 Roy Diblik, Northwind Perennial Farm (ticketed event, Fremont)
5:00 - 8:30 PM	Wednesday Evening Reception Celebrating Plants With Purpose™ (ticketed event) Join us at Boulevard Brewing with local beer and Joe's Kansas City Bar-B-Que Wood Smoked Combo dinner. First trolley leaves the Sheraton Hotel lobby at 5:00 PM (Please pick up your name badge at the Western registration desk in Crown Center Exhibit Hall before 5 pm) Last trolley departs Boulevard Brewing Co. at 8:30 PM • Western Nursery and Landscape Association Awards presented Thanks to our sponsors! Western Partners Ball Seed Greenleaf Nursery Company Home Nursery Western Friends Cedar Valley Nurseries • Monrovia • Swedish Touch Peonies • Berger • Sedan Floral, Inc.

Thursday Schedule

Schedule is subject to change

Western

Jan. 16, 17 & 18, 2019 • Kansas City, MO
education • networking • trade show • PLANTS WITH PURPOSE™

	Keynotes & Western University	Learning Centers by Western Exhibitors Emerging Leaders Cafe by WNLA Emerging Leaders Roundtable Discussions	Resource Center <i>Plants with Purpose™ Zone</i>	Meetings, Test, Auction, Coffee
6:45				6:45-8:00 CEO/Owner Breakfast Club (ticketed event, Spectator's Pub)
7:45				
8:00	Exhibit Hall Open 8:00 - 5:15			7:00-9:00 MoGIA Board and Members Meeting (Van Horn BC)
8:00		ROUNDTABLE DISCUSSIONS: (by registration desk) Winning in the New Garden Center Model • Kelly Chamberlain, Colonial Gardens/DCA Labor Issues • Lyndsi Oestmann, Loma Vista Nursery Company Roles in Landscape Design • Kristopher Dabner, The Greensman, Inc. Therapeutic Value of Horticulture • Jennifer Smith, Missouri Botanical Garden Re-Imagining the Modern Container • Sarah Riedler, Kinghorn Gardens		7:45-8:30 KNLA Board Meeting (Boardroom) 8:30-9:30 KNLA Business Meeting (Boardroom)
9:00	Plants with Purpose™ Keynote: Stay Relevant with the Power of Plants *LA CEUs: 1 Shannon Currey, Hoffman Nursery, Inc. (Plants with Purpose™ Zone)			
10:00	Photo Booth Open 10:00 - 4:00 (next to registration desk)	Annual & Perennial Pollinators • Ball Seed Co. (#309) Nursery Practices - 75 Years in the Making • Greenleaf Nursery Co. (#710) Innovations in Tree Growing • PlantRight, LLC. (#201)		10:00 MoGIA Education Foundation "Silent/Not-So-Silent Auction" opens (On Trade Show Floor)
10:30	Student Forum with Shannon Currey (Plants with Purpose™ Zone)	New Varieties • Bailey Nurseries (#501) The Role of Landscape Distribution • KAT Wholesale Outdoor (#301) 5 Weird Tricks Using Biologicals That Will Make You Rich • Suburban (#413)	Cure Plant-Blindness in Youth • Susan Yoder, Seed Your Future	Emerging Leaders Coffee (ticketed event, Suite 4008)
11:00	Hemp in Kansas: A Legacy Crop Returns • Kelly Rippel; Kansans for Hemp (New Plants Zone) Western University • <i>Thanks to KAT Wholesale Outdoor</i>			
12:00	Emerging Leaders Micro-Mentoring Lunch (ticketed event at Harvey's at Union Station)			
12:30		Underutilized Combo Components • Ball Seed Co. (#309) Top 50 Shrubs and Trees for the Midwest • Greenleaf Nursery Co. (#710) Incorporating Agritourism and Vegetable Production into a Traditional Nursery • PlantRight, LLC. (#201) Why Horticulture Matters • Emerging Leaders Cafe (#409)	Boxwood Blight Update • Collin Wamsley, MO Ag Dep't & Judy O'Mara, K-State	
1:00		Flow Vision Shipping Process • Bailey Nurseries (#501) Living Walls • KAT Wholesale Outdoor (#301) If Your IQ is Over 140, You Will Understand Why Landscape Fabric is More Important Than Ever Before • Suburban Lawn & Garden (#413) Career Conversations • Emerging Leaders Cafe (#409)	It All Starts With a Soil Test! • Tamra Reall & Cory Creed, Univ. MO Extension	WNLA Business Meeting (Boardroom)
1:30		Fun New Veggies for 2019's Gardens • Ball Seed Co. (#309) 2019 New and Underutilized Plants • Greenleaf Nursery Co. (#710) How to Create and Maintain a Loyal Customer Base by Exceeding Expectations • PlantRight, LLC. (#201) Career Conversations • Emerging Leaders Cafe (#409)	Certified GreenPRO Town Hall • MoGIA & KNLA	
2:00	Plants with Purpose™ Keynote: Knockout Natives • George Coombs, Mr. Cuba Center (Plants with Purpose™ Zone) • <i>Thanks to Taylor Creek Restoration Nurseries</i>			
3:00	What's New in 2019 - A panel discussion on new plants • (New Plants Zone) Moderated by: Jennifer Schamber, Greenscape Gardens & Gifts; Panelists: Eric Clark, Greenleaf Nursery; Robert Clark, Bailey Nurseries; Bill Malouche, J Berry; John McDonough, Star® Roses and Plants; Jeff Pipp, Spring Meadow Nursery, Inc.			KNLA Certification Test (Benton)
3:30		New Website Resources Features • Bailey Nurseries (#501) Native Plants • KAT Wholesale Outdoor (#301) Try Not To Gasp When You See these Paver Chemical Accidents • Suburban Lawn & Garden (#413) Creating an Ecological Business • Emerging Leaders Cafe (#409)	Updates from JCCC Horticultural Sciences • Dr. Lekha Sreedhar, JCCC	
4:00	Happy Hour with MoGIA, KNLA, ONLA, NNLA & INLA <i>Thanks to Gator Products • BFG Supply Co. • Capital Sand Company • Cherry Springs Nursery • Marshall Trees & Nursery • Alliance • B and B Bedding • Sedan Floral, Inc.</i>			4:20 MoGIA Education Foundation "Silent/Not-So-Silent Auction" closes
4:20	Fashion Show of New Plants , showcasing Plants with Purpose™			
4:40	Presentation of WNLA Best Booth Awards, MoGIA Education Foundation Scholarship Awards and KNLA Scholarship			
5:00 10:30	Trolleys to area restaurants and bars. Trolleys will leave from the front door of the Sheraton Hotel. Last trolley will stop at the Sheraton at 10:30pm (pick up at restaurants prior to this!). • <i>Thanks to Oregon Nurseries</i>			
5:15 - 7:00	Native Plant Geeks Gathering in partnership with Kansas City Native Plant Initiative • <i>Thanks to Taylor Creek Restoration Nurseries • Walnut Creek Nursery</i> (ticketed event at Lidia's Restaurant)			
5:30- 7:30	Student Advisory Committee & Volunteer Reception with Sponsors (by invitation only, Suite 4008)			

Friday Schedule

Schedule is subject to change

Western

Jan. 16, 17 & 18, 2019 • Kansas City, MO
education • networking • trade show • PLANTS WITH PURPOSE™

	Keynotes & Western University	Learning Centers by Western Exhibitors Emerging Leaders Cafe by WNLA Emerging Leaders Roundtable Discussions	Grow Native Plants with Purpose™ Zone	Resource Center Plants with Purpose™ Zone	Meetings Sheraton Hotel
6:00	Speed Walking - an indoor walk • (meet Mark & Tabitha West in the Sheraton Lobby)				
6:45	Women in Horticulture Breakfast , Leslie Halleck, Halleck Horticultural, LLC (ticketed event, New Plants Zone)				
8:00	Exhibit Hall 8:00 AM - 4:00 PM				
8:00		ROUNDTABLE DISCUSSIONS: (by registration desk) Creating and Selling Experiential Landscapes • Misty Riley, Chris' Lawn Care & Landscape Why Influencer Marketing Can Impact Your Business • Molly Giangreco, Kinghorn Gardens Motivation: Creating a Sense of Ownership & Responsibility Within Your Team • Jonah Nelson, Family Tree Nursery			
8:30		Container Designing • Heidi Welsh, Eve Helvershom & Lexus Wellman, Campbell's Nurseries & Garden Center High Performance Landscape Maintenance • Jeff Bruce, Jeffrey L. Bruce & Co. A New Look on Handbooks • Dan Moore, Kinghorn Gardens Sustainable Measures Using Bacillus Amyloloiquefaciens for Active Root Zone • Dean Alberty, BioForest & Kim Lovelace-Young, Forrest Keeling Nursery		It All Starts With a Soil Test! • Tamra Reall and Cory Creed, University of MO Extension	
9:00	Green Industry Recruiting: Attract, Grow, & Keep the Right Employees • Leslie Halleck, Halleck Horticultural, LLC (New Plants Zone) • <i>Thanks to Forrest Keeling Nursery</i>				
10:00	Photo Booth Open 10:00 - 3:00 (next to registration desk) The Horticulture Assembly Line: Still More Chocolates Than We Can Eat, Or Not? • Dr. Todd Lasseigne, Tulsa Botanic Garden (New Plants Zone) Western University • <i>Thanks to KAT Wholesale Outdoor</i>		Invasive Plants & the Horticulture Industry *LA CEUs: 2 <i>An interdisciplinary presentation and panel discussion</i> Carol Davit, Linda Lehrbaum, Pete Millier, Nathan Muenks, Hank Stelzer		9:30 - 1:30 Student Advisory Committee Meeting & Lunch with WNLA Board of Directors (Van Horn BC)
11:00		Capitalize on Current Trends with Fun Foliage & Tropicals • Ball Seed Co. (#309) 2019 New and Underutilized Plants • Greenleaf Nursery Co. (#710) Incorporating Agritourism and Vegetable Production into a Traditional Nursery • PlantRight, LLC. (#201) Plants With Purpose in Containers • Emerging Leaders Cafe (#409)			
11:30		Pollinators - Trees/Shrubs • Bailey Nurseries (#501) Living Walls • KAT Wholesale Outdoor (#301) Customers Cringe Every Time Their Landscapers Make this Hardscaping Mistake • Suburban Lawn & Garden (#413) Career Connections • Emerging Leaders Cafe (#409)			
12:00		Podcast Tips from a Podcast Rookie • Ball Seed Co. (#309) Top 50 Shrubs and Trees for the Midwest • Greenleaf Nursery Co. (#710) How to Create and Maintain a Loyal Customer Base by Exceeding Expectations • PlantRight, LLC. (#201) Career Connections • Emerging Leaders Cafe (#409)		Green Infrastructure Training and Certification in Stormwater Management • Chris Cardwell & Carl Stafford, Bridging the Gap	
12:30		New Website Ordering/Transaction Features • Bailey Nurseries (#501) Hardgoods Add-ons: Bubblers, Fire Pits, Boulders and More! • KAT Wholesale Outdoor (#301) If You Have Used Mulch in the Last 14 Months, This News Will Blow Your Mind • Suburban Lawn & Garden (#413) The Future of Design • Emerging Leaders Cafe (#409)		Restoring Habitats for Monarchs and Pollinators • Chip Taylor, Monarch Watch	
1:00	Keynote: Keep on Trucking! And Digging, and Planting, and... • Craig Regelbrugge, AmericanHort (New Plants Zone)				
2:00		What's New with Wave? • Ball Seed Co. (#309) Nursery Practices 75 Years in the Making • Greenleaf Nursery Co. (#710) Innovations in Tree Growing • PlantRight, LLC. (#201)		It All Starts With a Soil Test! • Tamra Reall & Cory Creed, University of MO Extension	
2:30	Keeping Research and Extension Centers Relevant • Dr. Jason Griffin, John C. Pair Horticultural Center (New Plants Zone) Western University • <i>Thanks to KAT Wholesale Outdoor</i>				
3:30		Reliable Shrubs for Color • Bailey Nurseries (#501) Native Plants • KAT Wholesale Outdoor (#301)	Native Alternatives to Standard Non-natives and Invasives *LA CEUs: 1 Carol Davit, Elliott Duemler, James Faupel, Kim Lovelace-Young	Updates from JCCC Horticultural Sciences • Dr. Lekha Sreedhar, JCCC	
4:00	Exhibit Hall Closed. See you in 2020 at the Crown Center Exhibit Hall in Kansas City!				