



WESTERN JANUARY 2021 KANSAS CITY, MO

EDUCATION • NETWORKING • TRADE SHOW

2021 Western Updates – Keynote speaker announced

Kansas City, MO, March 9, 2020 –

The Western Nursery and Landscape Association (WNLA) is thrilled to announce the **first confirmed keynote speaker** for the **2021 Western happening in Kansas City on January 13, 14, and 15, 2021!**

Kelly D. Norris of the **Greater Des Moines Botanical Garden** will be presenting the keynote address on Thursday January 14, 2021. His keynote topic will be announced in the coming months.

Kelly Norris is one of the leading horticulturists of his generation. An **award-winning author and plantsman**, he is the director of horticulture and education at the Greater Des Moines Botanical Garden, a revitalized and progressive public garden in Des Moines, Iowa. Throughout his career, **Kelly's work in gardens has been featured in The New York Times, Organic Gardening, Better Homes and Gardens, Martha Stewart Living, Fine Gardening and Garden Design and in numerous local and regional media appearances.** Kelly also presents plants for Cottage Farms Direct on QVC and lectures widely to consumer and industry audiences.

At the Botanical Garden, Kelly is responsible for leading and directing a team of horticulturists and educators in all aspects of design, curation, programming, and garden management, after serving as the principal horticulture consultant to the \$18 million renovation project completed in 2014.

He's the **author of four books** with his latest *New Naturalism: Designing and Planting a Resilient, Ecologically Vibrant Home Garden* debuting in 2021 from Cool Springs Press. His previous projects included *Iowa Gardener's Travel Guide* (2008), *A Guide to Bearded Irises: Cultivating the Rainbow for Beginners and Enthusiasts* (2012; winner of the 2013 American Horticultural Society Book Award), and *Plants With Style* (2015).

Kelly has been fortunate to earn recognition for his work from a variety of organizations including three awards from Iowa State Horticultural Society (2009-2011) for his service and contributions to horticulture in Iowa; early career and young professional awards from the Perennial Plant Association (2011), GardenComm (2018) and the American Horticultural Society (2018); the Iowa Author Award for Special Interest Writing (2013), the youngest Iowan to be recognized in the history of the awards program; and a fellowship from the Chanticleer Foundation (2015) for his curatorial and plant exploration work at the Botanical Garden.

Kelly holds a bachelor's and master's degree in horticulture from Iowa State University.

Stay tuned for more speakers, exhibitors and information about the 2021 Western. Updates will be on www.wnla.org, the **Western Nursery and Landscape Association Facebook** and coming through the WNLA weekly newsletter. Email callie@wnla.org to sign up to receive our weekly e-newsletter.

About the Western Nursery & Landscape Association

The trade association for independent horticultural companies in the Midwest. Members include independent retailers; landscape maintenance, contractors, designers & architects; wholesale and greenhouse growers; plant breeders; horticultural suppliers and distributors; and those involved in horticultural education, including professors, extension professionals and students. WNLA is a 501(c)6 non-profit organization.

For more information visit www.wnla.org

