



WESTERN JANUARY 2020 KANSAS CITY, MO

EDUCATION • NETWORKING • TRADE SHOW

2020 Western Updates – Keynote Speakers

Kansas City, MO, October 4, 2019 –

The Western Nursery and Landscape Association (WNLA) is thrilled to announce the following **keynote speakers** at the 2020 Western in Kansas City January 15, 16, and 17!

Paul Westervelt of Saunders Brothers, Inc. will be presenting “Are they Better or Just New” at Thursday’s keynote address. In his talk, Paul will share some of the winners and losers of recent plant introductions. More information to come on this stellar presentation!

Phil Harwood, Managing Partner of Grow the Bench, will be presenting “Creating a Modern Workforce: Emerging expectations of a new generation” Thursday afternoon. Employers today are facing a new generation of workers with expectations that are vastly different from previous generations. Successfully creating a modern workforce requires an understanding of these emerging expectations and significant cultural and policy changes to attract and retain a new generation of workers. This keynote session will provide insight into these emerging expectations and tangible solutions to be implemented in response to them. Following his presentation, **Phil will be moderating a panel discussion with industry leaders** addressing the following questions:

- What is working for you in recruiting? What are your methods?
- How are you approaching recruitment differently today than before the labor shortage?
- What are you doing to improve retention?
- What have you tried that didn’t work as well as you had hoped?
- How have you addressed compensation in an environment of rising wages?
- What does the industry as a whole need to do to improve attractiveness of landscape careers?
- What initiatives are already under way that you are involved in or supporting?

Each attendee will be provided with a 30-day all-access pass to GrowTheBench.com.

Stay tuned for more speakers, exhibitors and information about the 2020 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.





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For more information visit www.wnla.org

