

Green Matters, Orchids, SAF Action Days, and Don't Forget CAST

Event highlights from Hortcalendar.com

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HORTCalendar.com
highlights

COMING UP THIS WEEK:

Almost Spring!
Green Matters in MD
Hausermann Orchids, IL
PHS Flower Show, PA
ELA Conference in MA
SAF's CAD
Int'l IPM Symposium in MD
California Spring Trials

Spring is Coming!

As we start to see the first tentative signs of spring, it's time to get excited about spring shows. From organization meetings to flower shows, all the way to California Spring Trials, what could put you in a warmer mood than to get planning your travel for the next couple months? For details on all these shows and many more from around the world, check out www.hortcalendar.com.

Designing Eco-friendly Landscapes

Green Matters: Restoring Our Urban Landscapes (MD)

February 23

Silver Spring Civic Center—Silver Spring, MD

If you are in the business of landscaping, you're probably concerned with how to best design landscapes in ways that prevent harm to existing ecosystems and regenerate the environment.

Join Green Matters, an annual symposium sponsored by Brookside Gardens, that concentrates attention on the intersection of horticulture and environmental issues.

Talks are to include:

Biophillic Urbanism: A New Approach for Creating Sustainable Environments—Dr. Timothy Beatley and Teresa Heinz, University of Virginia

Creating Healthy Soils Through Regenerative Gardening Practices—Jeff Lowenfels, author and columnist

Habitat Matters: Restoring Ecosystem Functionality & Biodiversity—Heather Holm, horticulturist, biologist, writer and landscape designer

Lessons In Landscape Design: Integrating Natural Systems into the Built Environment—Kate Hayes, Associate, SCAPE Landscape Architecture DPC

To register, go [HERE](#).

3.5 Acres of Orchids

Orchids by Hausermann Open House Orchid Show and Sale

Feb 23-25 and March 2-4

Villa Park, IL

This event is one near and dear to my heart as I have been going with my dad since I was little! Family owned for 98 years, Hausermann's Orchid Show and Sale has 3.5 acres of greenhouse to walk through. Everything from wall-mounted epiphytic orchids to giant potted phalaenopsis are on display and for sale. You can even peek into their tissue culture room, and attend an orchid workshop and potting demonstration. It is a must-see, and a tradition for my family (as well as much of Chicagoland).

For more information, go [HERE](#).

Disco AND Butterflies?

PHS Philadelphia Flower Show

March 3-11

Philadelphia Convention Center—Philadelphia, Pennsylvania

Join the Pennsylvania Horticultural Society at the PHS Philadelphia Flower Show. Besides tons of beautiful flowers, there are plenty of events to attend including:

Flowers After Hours—Disco Fever

Enjoy exclusive evening access to the Flower Show, and dance the night away to the tunes of your favorite '70s hits. Sip on wine from the New York Finger Lakes and spirits samples while surrounded by breathtaking garden exhibits. There's even a '70s costume contest—Better pack your bell bottoms!

Butterflies Live!

This fully immersive habitat features native plants that attract butterflies and encourage pollination. It is an interactive and educational exhibit presented by California's SkyRiver Butterflies. More than 1,000 butterflies of 20-plus domestic and exotic species are included in the attraction. Upon entering the room, guests of all ages have the chance to walk through the pollinator garden and feed the butterflies. This sounds like a great event for kids and adults alike; it's never too early to instill in them a love of plants and pollinators.

2018 Tree Care Update

Bartlett Tree Experts and PHS are co-sponsoring the 16th Annual Tree Care Update, a seminar for tree professionals and those committed to planting and maintaining trees. This seminar will highlight the latest research, best practices, pests and legal perspectives in arboriculture. In connection with the Flower Show's theme "Wonders of Water," the topics of stormwater management and water-related tree issues will be discussed. Also offered are a variety of continuing education credits.

For more information, visit www.theflowershow.com or email phs-info@pennhort.org

ELA Conference and Eco-Marketplace

24th Annual ELA Conference & Eco-Marketplace

March 7-8

UMass Campus Center—Amherst, Massachusetts

Join the Ecological Landscape Alliance for their two-day Conference & Eco-Marketplace in Amherst, Massachusetts. Wednesday, March 7th will have two concurrent day-long sessions focusing on "Designing for Carbon Sequestration and Ecological Methods of Maximizing Landscape Productivity and Potential." The day will conclude with dinner and a keynote address, "Landscape Design as Ecological Art," by landscape architect Darrel Morrison, FASLA.

Thursday, March 8th includes concurrent workshops covering a variety of topics, including restoring urban habitat, permaculture approaches to managing invasive species and designing with the wild in mind. The day will also include two panel discussions, a talk and demonstration on seeding and propagating native plants, and a tour of the landscape for the UMass Design Building, recently constructed and considered a model of ecological design.

For more information, visit their [WEBSITE](#).

Take Action

SAF Congressional Action Days

March 12-13

Washington, D.C.

It can sometimes feel like the government doesn't know quite what we do in the plant business. This is an opportunity to fix that by getting to Washington and letting lawmakers know what matters to the horticulture industry.

Retailers, wholesalers, suppliers and growers will be there to tell Capitol Hill about their businesses and the floral industry's legislative priorities.

New to the process of lobbying? SAF has sessions to make sure you're well-prepared to go in front of your representative. They will pair you up with a veteran attendee or SAF staff member to show you the ropes. Here's some of what you'll be doing at Congressional Action Days:

Issues and Advocacy Training

Speakers: Dr. Joe Bischoff, Cornerstone Government Affairs; Shawn McBurney, SAF; Stephanie Vance, Advocacy Associates

Find out how to talk about the key issues affecting the industry in a way that brings it home to lawmakers and

their staff. During this informative session, SAF lobbyists explain the issues they'll be taking to Capitol Hill. You will also get a hands-on lesson in effective Hill communications from professional lobbyist trainer Stephanie Vance.

Meet Over Lunch

Meet with participants from your state or region over lunch and talk about how best to tell the industry's story during your congressional appointments.

Congressional Appointments

This is your chance to tell lawmakers about how laws and regulations affect your business. Per SAF: *Wear comfy dress shoes, and we'll give you a wearable flower and take you to Capitol Hill to visit congressional offices as part of your state or regional delegation.*

White House Briefing

CAD participants will have the opportunity to attend an exclusive Administration briefing with the President's advisors. Held on March 12, it will be in the Eisenhower Executive Office Building in the White House complex, and will replace the Newseum tour. More details coming soon.

For more information and to get involved, go to www.safnow.org or email info@safnow.org

IPM Symposium

9th International Integrated Pest Management (IPM) Symposium

March 19-22

Renaissance Baltimore Harborplace Hotel—Baltimore, MD

Act fast, the discounted registration ends today!

Learn the latest about invasive pests, biological controls, and other topics at the 9th International Integrated Pest Management (IPM) Symposium in Baltimore, Maryland.

More than 40 concurrent sessions will be presented during the symposium.

Other highlights include:

- Presentations specifically designed for practitioners of IPM in agriculture and community settings
- Latest information on Integrated Tick Management
- Mini-symposia featuring experts addressing hot topics in the IPM field
- CCA credits available – 25 CCA CEUs in IPM category, 5 CCA CEUs in the professional development category
- Field trips to see IPM in action in downtown Baltimore
- Exhibits from leading IPM suppliers
- Post-symposium workshop on evaluation IPM programs

For registration, visit [HERE](#).

Not Too Early To Start Planning ...

California Spring Trials

April 14-19

The California Spring Trials event is coming up soon. Travel up and down the coast to visit breeders and see what's new. For all your Spring Trials planning needs, check out *GrowerTalks*' newly redesigned webpage at <http://www.springtrials.com/> to find information on restaurants, hotels, and which breeder is at what location, along with contact information for each location to schedule appointments (some locations take visitors only by appointment). Be sure to plan your trip early to make sure you get to visit everyone you want to see!

Hope you enjoyed this edition of HortCalendar Highlights! Questions, comments, or have an event you'd like me to feature? Drop me a line at awestbrook@ballpublishing.com

A handwritten signature in black ink that reads "Allison". The script is cursive and fluid, with a small "ism" at the end.

Allison Westbrook

This e-mail received by 35,068 readers!

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