

Bailey's E-Learning Series, 2021 Western Canceled and 1924's Garden "Hints"

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COMING UP THIS WEEK:

Bailey's E-Learning Series
National Hardware Show Virtual Dates
NGMA Virtual Meeting
2021 Western Canceled
1924's Gardening "Hints"

Bailey Launches Quarterly E-Learning Series

Following the success of their virtual expo last month, Bailey is launching a quarterly e-learning series for its customers with specific content focused on market channel with targeted grower and retailer tracks. The series begins in September with a focus on grower customers and led by some of Bailey's foremost experts in their fields. Upcoming sessions in the fourth quarter will be focused on retail topics.

Two upcoming sessions in September include:

Everything Hydrangeas: From Variety Selection to Production and Sales

Wednesday, September 9, 10:00 a.m.–11:30 a.m. CST

This session focuses on the breeding and introduction process for Endless Summer Hydrangeas and First Editions Shrubs & Trees, a look at new and future varieties, production tips to grow beautiful and retail-ready hydrangeas, and Bailey's consumer marketing tactics used to drive pull-through sales for growers.

Bareroot Tree Speed to Market: Picking the Right Liner for the Right Situation

Wednesday, September 30, 10:00 a.m.–11:00 a.m. CST

Maximizing crop turns is essential to your business' bottom line, but can be a challenge with long-term crops such as trees. Understanding available liner options and how to efficiently utilize them in your production setting can have a dramatic impact. This session is led by Bailey's Production General Managers to offer insight so that you can balance speed to market with high-quality outputs.

For more information or to register, please contact your Bailey Sales Representative.

National Hardware Show Virtual Dates



The National Hardware Show has announced that their virtual show will take place October 12-15, 2020. They plan to offer education, networking, sourcing opportunities and direct appointment setting. They aim to provide the global hardware and home improvement community with the tools needed to equip customers, empower businesses and engage with industry leaders from the comfort of their home or office.

The show's education programming will be focused on today's challenges and trending topics, along with a roster of speakers, including Do it Best president and CEO Dan Starr and other industry innovators at the NRHA All-Industry Conference.

During the Virtual Show, attendees will be able to sync up their calendars and allow NHS to help facilitate direct and virtual appointment setting between top industry buyers, retailers, and NHS suppliers and manufacturers. Additionally, attendees will get the chance to see and source the newest products and tools to help expand their current product offerings.

Stay tuned for additional details and information from the NHS team focused on the Virtual Show, as well as plans for the physical show, slated to take place May 11-13, 2021.

NGMA's October 2020 Meeting Canceled, Virtual Meeting Scheduled



National Greenhouse Manufacturers Association

Due to COVID-19 concerns, the NGMA has decided to cancel their meeting that was to be held in Atlantic Beach, Florida, on October 11-13, 2020. The decision was made to ensure the safety and well-being of all attendees.

The NGMA Annual Membership Meeting will still go on and be held virtually on Tuesday, October 13 at 2:00 p.m. EST, with more details to come.

Those who were scheduled for the event will have their registration transferred to next April's Spring Meeting, scheduled for April 11–13, 2021 at the Omni Tucson National Resort in Tucson, Arizona. Attendees do not need to register again for this meeting.

Need to make changes to your registration? Contact Director of Conferences and Events Lori Zelesko at events@ngma.com. Reservations at the Omni Tucson National Resort can be made starting this fall.

In addition, all current guest reservations booked for the NGMA Spring Meeting at One Ocean Resort in Atlantic Beach, Florida, have been canceled.

2021 Western Trade Show Canceled

Another in-person show has been canceled due to safety considerations around COVID—the Western Nursery and Landscape Association (WNLA) Board of Directors has made the unanimous decision to cancel the 2021 Western scheduled for January 13-15, 2021 in Kansas City, Missouri.

In addition, with the financial uncertainty created by not holding a 2021 show, the WNLA board has also elected not to reschedule the 2021 Western for January 2022. Per a press release, the Board of Directors is committed to engaging WNLA members to explore new ways of re-launching a future event that provides education, networking and trade opportunities to help their green industry members thrive.

To keep up with information from the WNLA, visit www.wnla.org.

1924's Garden "Hints"

I found this on Facebook—proof that plant people have always had a sense of humor.

GARDEN HINTS

Buy vegetables at the store. Hide them in the garden like Easter eggs and claim they grew there.



yesterdaysprint

The Daily Times, New Philadelphia, Ohio, April 23, 1924



yesterdaysprint

The Daily Times, New Philadelphia, Ohio, April 7, 1924

GARDEN HINTS

Throw your empty tomato cans in the garden to let the tomato plants know you are getting impatient.

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

Allison

Allison Westbrook

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