

#CAST2020, AmericanHort's New Women in Hort Program and COVID-19 Resources

Event highlights from Hortcalendar.com

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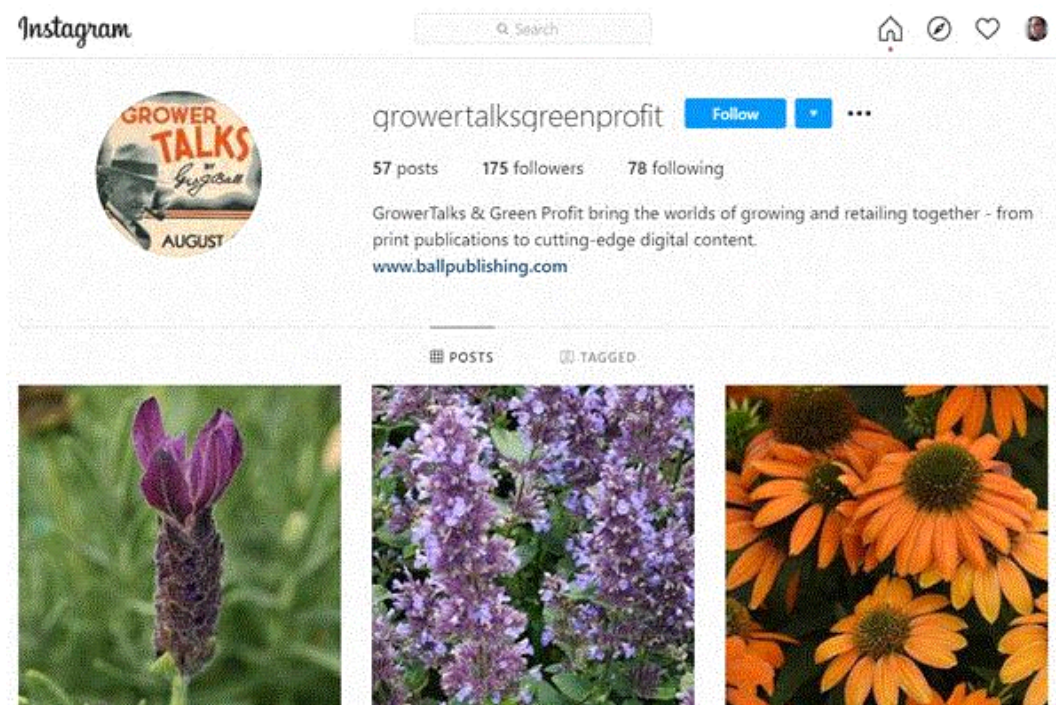


HORTCalendar.com
highlights

COMING UP THIS WEEK:

#CAST2020
Women in Hort
FlowerTrials 2020 Cancelled
COVID-19 News and Info

#CAST2020



While CAST 2020 has been cancelled, we're still committed to bringing you the coverage and information on new varieties from breeders.

To be sure you're getting all the info, you'll want to follow our social media—we're on all the big ones:

Instagram: @growertalksgreenprofit

Facebook: <https://www.facebook.com/springtrials/>

And you can also follow us on LinkedIn, if that's more your style: <https://www.linkedin.com/company/ball-publishing/>.

AmericanHort's New Women in Horticulture Program

AmericanHort has just announced a new Women in Horticulture program, which will be starting out with a series of monthly interviews with accomplished women in the industry, along with an educational networking event at Cultivate and plans for future programming.



The monthly webinar series will kick off on April 16 at 2:15 p.m., EST with a webinar interview with **Susie Raker-Zimmerman**, vice president of Raker Roberta's Young Plants in Litchfield, Michigan, and current chairwoman of the AmericanHort board of directors.

Additional webinars are planned as follows:

Wednesday, May 6 at 2:00 p.m., EST—**Kathy Fediw**, Interior Plantscape consultant, author, trainer and speaker, and 2020 Interior Plantscape Hall of Fame honoree
 Wednesday, June 3 at 2:00 p.m., EST—**Jennifer Moss**, owner and director of sales and marketing at Moss Greenhouses in Jerome, Idaho

The in-person educational networking event at Cultivate'20 is scheduled for Monday, July 13. This networking workshop will begin with **Leslie Halleck**, of Halleck

Horticultural, LLC providing a high-energy inspirational talk to guide you in bringing your own personal strengths and inner superpowers to the surface. After opening remarks, Leslie will facilitate a panel discussion with the following accomplished women in the green industry who'll share lessons they've learned as they've navigated their career path. Panelists include:

- **Lisa Fiore**, founder and CEO of LandscapeHub, a B2B online marketplace she created and launched in July 2017
- **Lela Kelly**, vice president and co-owner of Dosatron International Inc.
- **Rebecca Lusk**, retail director and key account sales manager for Dümmen Orange
- **Kelly Staats**, sales and marketing manager for Raker Roberta's Young Plants

The \$40 per person ticket price includes lunch and a portion of all tickets purchased will go to support an HRI horticulture scholarship. To learn more about AmericanHort's Women in Horticulture programs and to sign up for the webinars, go [HERE](#). To register for the Women in Horticulture event at Cultivate'20, go to cultivateevent.org.

FlowerTrials 2020 Cancelled

In a previous newsletter, I reported that the board of FlowerTrials would be making a decision on whether to hold the show by April 6. However, in light of the information currently available, they've decided not to wait for the previously announced deadline, but have taken the collective decision to cancel the FlowerTrials 2020 event.

With this announcement, the registration system will be taken off-line and all visitors who've already registered for 2020 will receive a cancellation message. An official statement will also be published on the website and shared via social media. While several participants in the show have indicated their intention to plan smaller, individual displays open in Week 24 or later, these events will not be under the FlowerTrials umbrella.

The board plans to keep in touch via online information with regards to 2021 plans. For further information, please contact Ann Jennen at organization@flowertrials.nl.



COVID-19 News and Info

Ball Publishing's COVID-19 News & Updates webpage is up and available to you. Jen Zurko has gathered information ranging from retail strategies to best management practices. You can access it from both magazine's websites: [Green Profit](#) and [GrowerTalks](#).

Need more information? You'll want to check out Ellen Wells' [Buzz](#) from last week, which included a compilation of great resources and information. And do you have a great information source to share? Give Jen a shout at jzurko@ballpublishing.com.

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 Westbrook

This e-mail received by 31,407 readers!

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