

DIG Conference, Environmental Controls Webinar and Illumination Reimagined

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COMING UP THIS WEEK:

IFE Floral Connect
Environmental Control Webinar
AmHort DIG Conference
Illumination Reimagined

IFE Floral Connect Educational Sessions



September 17, 2020

Have you taken part in IFE's Floral Connect program? If not, there's still time to join in tomorrow for two educational sessions in collaboration with key industry insiders and influencers. Those happening tomorrow are:

Flowers are Fashion

Join Louise Valentine for the session "Flowers are Fashion" that will focus on the disciplines of marketing research and shopper insights, retail strategy development, brand activation, social media, and influencer marketing.

Sustainability Initiatives in the Global Floral Industry

Join Mark Allen as he takes you on the journey in developing his FloraLife 2025 sustainability initiatives and some key challenges we face as an industry.

Find more information at www.floriexpo.com/conference-program.

Ball Publishing Webinar: Environmental Controls

Preventative Maintenance and Environmental Controls in the Greenhouse

Date: Friday, September 18, 2020

Time: 1:00 p.m. Eastern/12:00 p.m. Central

With the winter heating season coming quickly, preventative maintenance is key to ensuring your operation is ready to face the harsh environmental conditions that could affect your greenhouse. Furthermore, getting ahead of potential issues with your heating, ventilation, curtain and other environmental control systems can avoid costly equipment failures.

In this panel-style webinar, we'll show you how an environmental control computer can help you in this process. In addition, you'll learn how automated environmental control systems can help optimize your equipment to make your processes as consistent and efficient as possible.

Our three experts will tell you:

- The importance of risk management and planning ahead in the greenhouse for extreme weather seasons/conditions
- The relevance of understanding the equipment in your facility to make the most out of it
- The impact and benefits of preventative maintenance in your greenhouse

- The best time to perform a system audit
- How can having an environmental control can help with preventative maintenance and system audits

Our guest experts are Joan Leonard, Technical Specialist with Consolidated Greenhouse Solutions; Brad Wolf, CEO of Green Valley Greenhouse; and Rico Garay, Key Account Manager with Argus Controls.

Host and moderator is Chris Beytes, editor, *GrowerTalks/Green Profit Magazine*.

Register [HERE](#).

AmericanHort DIG Conference



November 3-5, 2020

Join the AmericanHort DIG Conference online this November. You'll experience in-depth education on disease, insect, and growth regulator (hence the "DIG") management, meet industry peers, and learn the latest strategies and best practices in pest control, plant health, and PGRs. You'll walk away with an expanded green industry network and actionable solutions for the challenges you're facing in your operation.

DIG boasts four tracks of in-depth education from world-class speakers on topics such as growth regulator best practices, biologicals, new products and technology, sanitation, and more. Education will be offered both live and on-demand at this virtual conference.

New for this year is the inclusion of hemp management, focusing on pest and disease identification, and management education specifically for hemp growers.

Connect with other industry professionals and engage in peer-to-peer activities during the Coffee Chats, DIG Deeper Panel Discussions and Industry Interaction Roundtables.

For more information, visit www.americanhort.org/page/dig-conference-2020.

Illumination: Tree Lights at The Morton Arboretum



November 20, 2020–January 3, 2021

Holiday events are adjusting to take precautions for COVID-19 and one of Chicagoland's most popular winter happenings is doing the same. The Morton Arboretum's incredibly popular "Illumination: Tree Lights" is being reimagined from a walking tour into a new all-driving experience.

Returning favorites, such as Symphony Woods, will be re-envisioned and five newly designed sites will be displayed along a two-mile road among the Arboretum's magnificent trees.

Immerse yourself in a captivating tunnel of lights, filled with dazzling color and light, and a landscape filled with thousands of lights dancing to a musical soundtrack, all from the warmth of your car.

Also new this year, the exhibition will stay open later, until 10:00 p.m. on weeknights and 11:00 p.m. Friday through Sunday, and it will be open on Thanksgiving, Christmas Eve and Christmas, in addition to New Year's Eve and New Year's Day, as in previous years.

The members-only presale begins October 1 and ticket sales for all guests begin October 8. Be sure to pick up your **TICKETS** when they go on sale—they go quickly!

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

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