

Philly Flower Show, Perennial Pitfalls Webinar, Spring Trials

Event highlights from Hortcalendar.com

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highlights

COMING UP THIS WEEK:

PHS Philadelphia Flower Show
Perennial Webinar
SAF Congressional Action Days
California Spring Trials

PHS Philadelphia Flower Show

3/2/2019 - 3/10/2019

Pennsylvania Convention Center—Philadelphia, Pennsylvania

Last week, I received an email from Lloyd Traven of Peace Tree Farms, expressing disbelief that I had left out the illustrious Philadelphia Flower Show from my list of March events. But fear not, Lloyd, I was merely saving it for my next newsletter.

As Lloyd told me, the theme this year is Flower Power, to celebrate the 50th anniversary of Woodstock. If, like me, you missed that event the first time around, you can soak up some of the magic here.

Expect a bevy of flower-themed events and experiences such as:

Flowers After Hours—Saturday

All you need is love ... and flowers! Travel back to the era of Beatlemania at Flowers After Hours. Dance the night away to the tunes of Beatles tribute band The Beat-Tells, and DJ Robert Drake. Join in interactive flower power-inspired games and programs curated by partners WXPn, the Franklin Institute, the Philadelphia Museum of Art, Young Involved Philadelphia and Indego. The party includes liquor tastings, botanical cocktails and more. Tickets

for this event include exclusive access to Philadelphia Flower Show exhibits after the show has closed to the public.

Butterflies Live!

This event is an interactive and educational exhibit presented by California's SkyRiver Butterflies. This fully immersive habitat features native plants that attract butterflies and encourage pollination. More than 1,000 butterflies of more than 20 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.

Garden Tea

The Garden Tea event is a relaxing experience amidst the hustle and bustle of the Flower Show. The tea features light sandwiches with small treats and an assortment of fine teas provided by The Tea Can Company. Recharge while being immersed in our garden of flowers and soothing music.

This sounds very relaxing ... I wish every show had a tea event!

For more information, visit www.theflowershow.com.

Webinar: Perennial Production Pitfalls

Date: Thursday, March 7, 2019

Time: 1:00 PM Eastern/12:00 PM Central

Perennials may still be a trendy crop category, but that doesn't mean they're easy to grow or don't come with their own set of challenges. This webinar will focus on the common diseases and other issues that can crop up in your perennial production.

Laura Robles, Trials Manager for well-known perennial producer Walters Gardens, will give you an overview of the common production problems perennials face, and provide some practical, proven solutions. She'll look at methods for preventing, diagnosing and controlling diseases, and give you tips on avoiding them in the first place. This free webinar is a must-attend for anyone growing perennials, whether expert or newbie.

Hosted by Chris Beytes, editor, *GrowerTalks/Green Profit* and *Acres Online* and sponsored by Walters Gardens.

To register, visit <https://www.growertalks.com/Webinars/>.

SAF Congressional Action Days

3/11/2019 - 3/12/2019

Washington, D.C.

Are there issues that you wish your representatives knew about? After all, it wasn't all that long ago that legislators thought greenhouse gases came from greenhouses! That's why our industry needs to make sure that the powers that be know what we do and what we need. Be a part of it at Congressional Action Days. If you're not sure what to say (or how to say it), don't worry—SAF will be conducting a session on issues and advocacy training.

Here's what you can expect:

Kick Off Breakfast

Speaker: Reid Wilson, The Hill

One of Washington's most accomplished journalists, once named "The Greatest Political Mind of Our Time" by Comedy Central, Reid Wilson cuts through the spin and shares insights on trends and voting demographics. He's one of the few nonpartisan analysts to use visuals, giving a fun look at the political environment.

Issues and Advocacy Training

Speakers: Dr. Joe Bischoff, Alice Gomez, and John Sandell, 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 we're taking to Capitol Hill. You'll then meet with participants from your state or region over lunch to discuss how best to tell the industry's story during your congressional appointments.

Arlington National Cemetery Visit

Arlington National Cemetery encapsulates America's history—a living tribute to our Nation's past and how it continues to thrive through the service and sacrifice of those willing to dedicate their lives to its ideals. During this special networking experience, explore America's rich history with fellow participants, witness the time-honored ceremonies and take in the scenic grounds and landscapes.

Congressional Appointments

This is your chance to tell lawmakers about how laws and regulations affect your business. Wear comfy dress shoes, and SAF will give you a wearable flower and take you to Capitol Hill to visit congressional offices as part of your state or regional delegation. New to lobbying? SAF has you covered. They'll match you up with a "veteran" attendee or SAF staff member who'll be with you every step of the way on Capitol Hill.

If you can't make it (or if you want a rundown from someone who watches C-Span for fun) *GrowerTalks'* Managing Editor Jen Zurko will be there, getting the scoop for her new "JZ on D.C." column. Look for it in the March issue.

For more information and to register, visit www.safnow.org or contact meetings@safnow.org.

California Spring Trials

3/23/2019 - 3/27/2019

Multiple Locations—California

California Spring Trials is in March this year (a couple of weeks earlier than normal), which means if you are going, you'd better make plans asap! But rest easy, we at Ball Publishing have made that easy (or at least easier) for you. Check out our maps at www.SpringTrials.com to make sure you know where your suppliers are and to find places to stay, places to eat and more.

If you are new to Spring Trials, it's a chance for breeders and plant introduction companies to showcase their new varieties up close and in person, often compared to a competitor's varieties. It's like the Best in Breed portion of Westminster—but without all the drool and Astroturf.

If you aren't able to make it out this year, or not able to make it to all the stops, be sure to keep up with the Bobbleheads (Chris Beytes and Ellen Wells), who will have all of the Spring Trials highlights covered with daily emails and videos.

Don't miss a thing:

Sign up for the [Acres of buZZ!](#) e-newsletter.

[Spring Trials Facebook Page](#)

[Spring Trials Video Coverage](#)

For more information, visit www.springtrials.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

A handwritten signature in black ink that reads "Allison". The script is cursive and fluid, with a long, sweeping tail on the final letter.

Allison Westbrook

This e-mail received by 35,110 readers!

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