

## All-America Selections announces Perennial Winners, Seeking Future Leaders and PPA Symposium(s)



*News and commentary for the perennial market*

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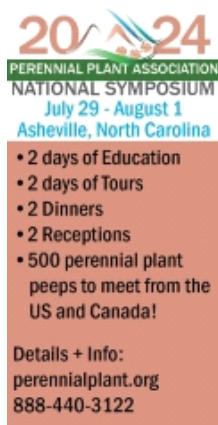
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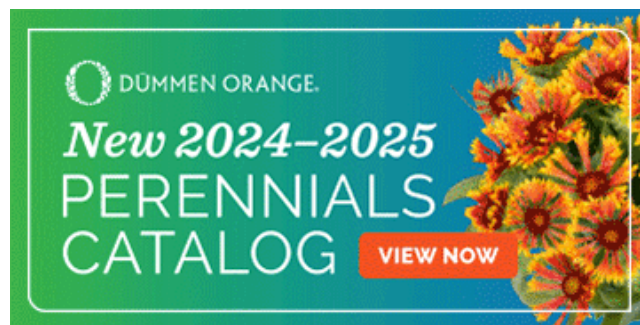


Cherry-  
Go-Round™  
Hydrangea



#### COMING UP THIS WEEK:

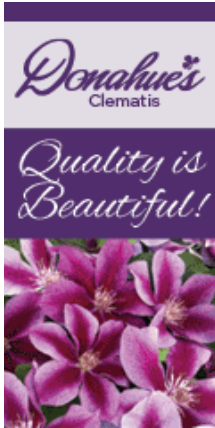
AAS Perennial Trials  
2020 Perennial Winners  
Seeking New Trial Entrants  
Pro Manager Mastercourse  
PPA Symposium  
Last Call for the Farwest Show



## AAS Herbaceous Perennial Trials

In 2016, All-America Selections (AAS), in partnership with the Perennial Plant Association (PPA), began a three-year trialing process for herbaceous perennials across numerous trial locations throughout North America. There were five entries in the inaugural year grown against 10 best-in-class comparison varieties. Throughout each growing season, 24 professional, independent and volunteer judges evaluated them. Only those entries that performed better than the comparisons are granted AAS award designations.

Unlike traditional AAS seed trials, entries in the very first Herbaceous Perennial Trial could consist of either seed or vegetative cultivars. Additionally, the entries could be recent introductions at the time they entered the trials. The first two winners were recently announced. Let's have a drum roll please ...



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"Producing premium plants for creating beautiful places"

... the AAS 2020 Herbaceous Perennial Winners are:

**Echinacea Sombrero Baja Burgundy**



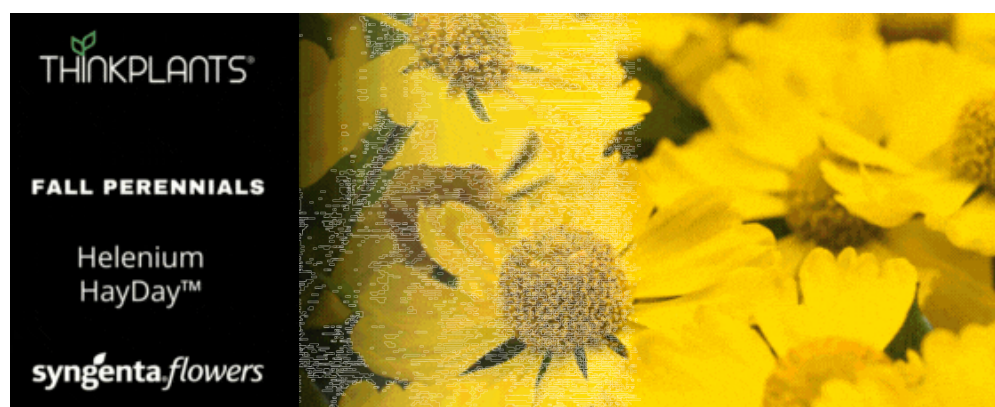
Sombrero Baja Burgundy from **Darwin Perennials** performed remarkably well and survived three tough winters. The AAS judges noted this standout's hardiness, sturdy branching and floriferous blooming habit. Large, rich burgundy blooms cover the mounding green foliage on upright stems from mid-summer until the first frost. Gardeners will appreciate its ability to attract birds and pollinators into the garden, while being resistant to grazing by deer. Hardy to Zone 4.

**Rudbeckia x American Gold Rush**



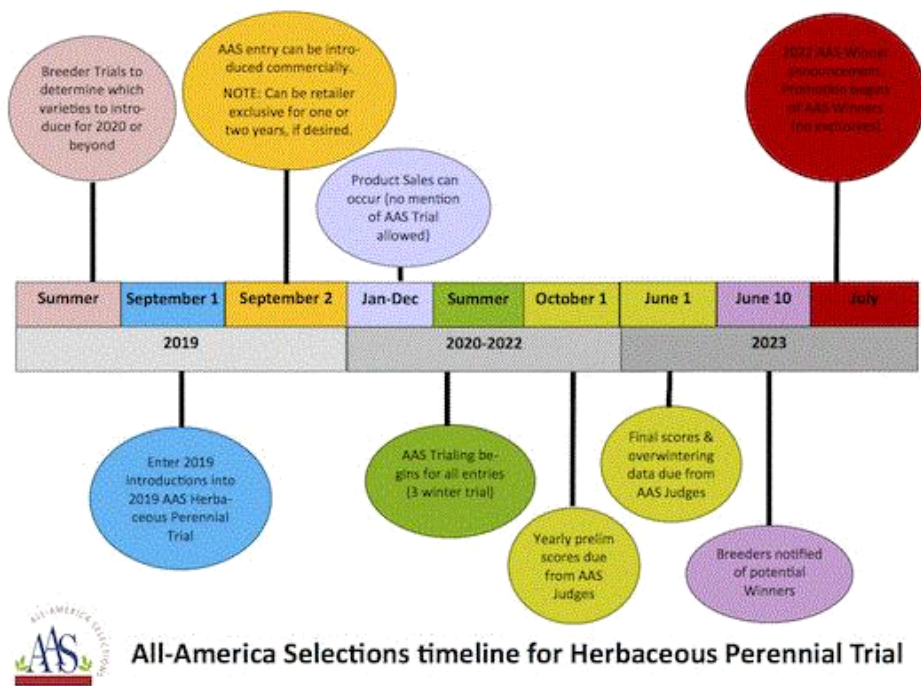


American Gold Rush bred by Brent Horvath of [Intrinsic Perennial Gardens, Inc.](#) was also a standout in the AAS Herbaceous Perennial Trials and with its strong performance secured its place in history as a 2020 award winner. American Gold Rush has hairy foliage, which resists attacks from pathogens such as Septoria that many rudbeckia cultivars are prone to. The plants are covered with golden-yellow flowers with black centers from July through September. Hardy to Zone 4.



## Perennial Entrants Being Accepted

Do you have a new perennial cultivar or a recent introduction you'd like to enroll in the AAS Herbaceous Trials? AAS award winners tend to become very popular plants. Not only are AAS winners highly recognized and respected, they also receive tons of free press (like I've provided above) from social media and other platforms.



If you're interested in entering one or more perennials into the AAS Herbaceous Perennial Trials, the deadline for next year's trials is September 1, 2019. Go to <https://all-americaelections.org/breeders/> for trial information and to download the application. It's that easy. If you have any questions, feel free to contact Jenny Boxell at [jboxell@aswinners.com](mailto:jboxell@aswinners.com).



## Pro Manager Mastercourse

Do you aspire to become a future leader in the floriculture industry? If so, I found a great opportunity for you to groom your leadership skills. It's the Pro Manager Mastercourse created by [Jungle Talks](#). This exciting 10-day/two-week program is being held from October 28 to November 8, 2019 in the Netherlands and will conclude with visits to the [Aalsmeet Trade Fair](#) and [IFTF](#). The main theme during the course is the future of global floriculture.



During the Mastercourse, future leaders will learn about current and upcoming trends in the industry, visit a leading Dutch floricultural company and be challenged to think about the future of horticulture (your future). Each day will cover in-depth discussions of various topics, including biological crop protection, autonomous production practices, resilient cropping, greenhouse lighting, the future of floricultural chains across the globe, management skills and more.

Attendees are selected from horticultural managers between 25 and 40 years old who are currently in or expected to enter upper management roles within their companies within the next five years, have advanced English speaking skills and are characterized as the future "Captains of Industry." If this sounds like you and you're ready to take the next step, consider applying for the upcoming Pro Manager Mastercourse. The deadline for registration is August 15, 2019.

Potential candidates are invited to attend one of two informative one-hour webinars on August 8, 2019 to learn more in-depth details about the program, the selection process and program costs.

- Click [here](#) to register for the 2:30 - 3:30 p.m. EDT webinar on Thursday, August 8, 2019.
- Click [here](#) to register for the 9:30 - 10:30 p.m. EDT webinar on Thursday, August 8, 2019.

Visit [www.jungletalks.com](http://www.jungletalks.com) or contact Ed Smit directly at [ed@jungletalks.com](mailto:ed@jungletalks.com) to learn more about the upcoming Pro Manager Floriculture Mastercourse.

The advertisement is split into two main visual sections. The top section shows a close-up of several runners' legs and feet as they start a race on a red track, with their feet on starting blocks. The bottom section shows five different potted plants, including various types of grasses and leafy greens, arranged in a row. To the right of the plants, the text "The Season's Best Lineup" is written in a large, dark red font. Below this, in a smaller black font, is the phrase "Our Availability is Always Fresh!". At the bottom right is the logo for "EMERALD COAST GROWERS", which features a stylized green plant inside a yellow semi-circle.



## PPA Symposium

Unfortunately, my work and travel schedule didn't allow me to attend the 2019 PPA Symposium in Chicago last week. I hear the symposium was a huge success and was packed with educational opportunities, excellent tours and incredible networking opportunities.



Lurie Garden



Garfield Park

Images graciously provided by Stonehouse Nursery ([www.stonehousenursery.com](http://www.stonehousenursery.com)).

There were over 500 attendees from 10 countries and 38 states. According to Beth Engle (SHS Griffin Assistant Product Manager and proud PPA member/coordinator), "A good time was had by all!" There were several prestigious industry awards given out, including the Award of Merit presented to Anna Ball, President and CEO of Ball Horticultural Company, and the Grower Award given to Midwest Groundcovers in St. Charles, Illinois. I'll cover more of the award recipients in the next newsletter.

If you're like me and feel you missed a great event and opportunity, don't beat yourself up too badly. On the bright side, the 2020 PPA Symposium is less than a year away. Next year the Symposium is being held in Lancaster, Pennsylvania, August 3 to August 6, 2020. Mark your calendar now and stay tuned for more details. I'll keep you up to date a few times between now and then, or feel free to check out the PPA website ([www.perennialplant.org](http://www.perennialplant.org)) on occasion.



## Last Call for the Farwest Show

It's nearly time for the Farwest Show. On August 21 to 23, 2019, the Farwest Show will be held in Portland, Oregon. This means there isn't much time left to plan your trip to the Pacific Northwest.



The Farwest Show draws over 5,000 growers, garden centers, buyers, suppliers, landscape professionals and nurseryman each year. If you attend, you'll obtain ideas on how to increase efficiency, sales and profitability. While there, you can visit over 400 exhibitors on the trade show floor, check out the New Varieties Showcase, the Grower Trends Showcase, take a tour, and

attend one or more of the 49 seminars, including the keynote presentation from Chief Economist for AmericanHort, Dr. Charlie Hall.

As you can see, there's plenty of educational and networking opportunities. It's a beautiful region to visit; if your schedule allows, plan a few additional vacation days and enjoy the sights the Pacific Northwest has to offer.

Visit <https://farwestshow.com/> for complete event information.

Thanks for reading this edition of *Perennial Pulse*. Please let me know if you have any questions or article ideas for future newsletters.

My email is [ppilon@ballpublishing.com](mailto:ppilon@ballpublishing.com).

Take care,

**Paul Pilon**  
Editor-at-Large  
Perennial Pulse

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