

Front Lines

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Postponed and Virtual Events

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We have some more details on events that have either been cancelled, postponed or turned into virtual events:

- The Canadian Greenhouse Conference has decided to cancel the trade show component of the show and instead offer several of its scheduled speakers as virtual sessions. The physical show was to take place in Niagara Falls, Ontario, October 7-8. The virtual conference programming will take place during those same two days in October. And while not a replacement for the entire conference, the programming that will be offered is aimed at providing support for growers and the industry as a whole with timely information. As soon as they determine the virtual program, we'll let you know.
- Cross the 2020 Farwest Show off your calendar, which was scheduled for August 26-28 in Portland, Oregon. A decree in early May by Oregon Governor Kate Brown that no large public events could take place through the end of September led the Oregon Convention Center to make the call that it could not host the event.

It goes without saying that the board is very disappointed. Said Show Chairman Patrick Newton, "Our show dates back to 1973 and is the biggest nursery trade show in the West. We know what Farwest means to the industry—it's where nursery professionals from all over the region, the country and the world renew old connections, make new ones, gain new knowledge, advance their careers, find new customers, and discover new plants and products. We will now focus on bringing the industry back together for a strong and vital show in 2021."

If you've registered for the show, your fees will be refunded. And if you've booked a hotel, you should contact them directly. Meanwhile, the Oregon Association of Nurseries is already planning for a spectacular Farwest Show for August 18-20, 2021.

- AmericanHort has announced the schedule for its 100% online event, Cultivate'20 Virtual. Debuting on Monday July 13 at 10:00 a.m. EST, Cultivate'20 Virtual scheduled activities will occur for four days, ending on Thursday, July 16. The virtual event platform and content will continue to be available to registered AmericanHort members until September 1.

Each day, you can start in the exhibition hall with a tour of the 3D booths, check out main stage programming, and join educational and networking sessions.

So how exactly does a 3D booth show floor work? Each exhibitor's booth will allow you to watch product videos and demonstrations, download product information and talk to exhibitors via live chat. Just like real life, only without the bowl of free candy.

Who's going to be there? Information on exhibiting companies will be available on the cultivatevirtual.org website in

coming weeks, so be sure to check back and make your list of exhibitors you want to connect with.

Live educational sessions will also be offered on such diverse topics as pricing, an introduction to hemp production, succession planning and marketing, among many others. And they're specially designed for the online platform, so attendees can easily interact with presenters and ask questions. In total, there will be more than 50 educational sessions, some of which will be pre-scheduled live sessions and others on-demand.

As for main stage programming, those events happen each day at 11:30 a.m. EST. These sessions include:

- State of the Industry Presentation—Monday, July 13
- Town Hall: Management Lessons from a Pandemic: What I Learned About Management, Leadership, and Myself—Tuesday, July 14
- Women in Horticulture: Strategic Networking and Mentorship; Accessing and Building Power through Relationships—Wednesday, July 15
- Town Hall: What Lies Ahead: Charting an Industry Path Forward—Thursday, July 16

Want more info? Check out [Cultivatevirtual.org](https://cultivatevirtual.org) where you'll find a list of commonly asked questions.

• America In Bloom's National Awards Program will not be conducting in-person visits to communities nor will they offer the in-person symposium this fall. However, the communities participating in the AIB/CN grant program will have evaluations proceed in a virtual format. That means the grant projects and requirements will continue—a little differently, but continue nonetheless. As for AIB's national symposium, the in-person event has been cancelled, but details on a "Symposium In the Sky" for later in the year will be forthcoming. Check back here or visit

www.americainbloom.org. **GP**