

# 2020 WESTERN HIGHLIGHTS

Kansas City, MO, December 12, 2019 –

The Western Nursery and Landscape Association (WNLA) is thrilled to announce the following events at the 2020 Western in Kansas City January 15, 16, and 17!

Register by **DECEMBER 20** to take advantage of the **EARLY BIRD RATES!**

**HOTEL BLOCK** rate closes **DECEMBER 20!**

**NO** ticket sales after **JANUARY 6!**

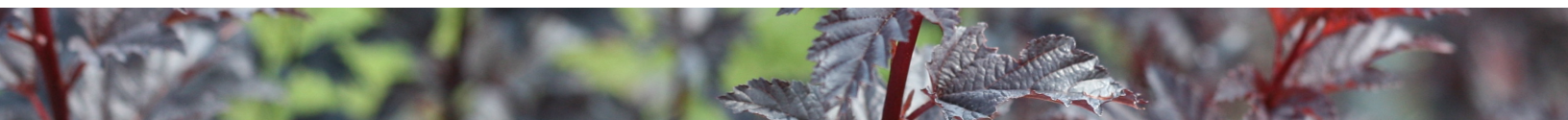
- **Tradeshow** – Come see your favorite reps, build your network, and keep pace with new products and materials! Visit Westfall O'Dell's booth to try to "crack the code" on a vault to win a **New GMC Sierra 1500 Crew Cab 4WD truck!** New this year, **cash bars** will be open in the afternoon of both trade show days!
- **Free beer and lunch tickets** if you select them during pre-registration!
- **Wednesday Evening Welcome Reception** - Join us at Boulevard Brewing! Enjoy drinks and Joe's Kansas City Bar-B-Que. (ticketed event, no ticket sales after Jan 6)
- New this year, come to **Party on the Terrace** Thursday night. There will be live music and cash bars.
- **Fashion Show of Plants** – come see what's new!
- **Stellar line up of keynote speakers:**
  - **Design Workshop:** *Creating Timeless Landscape Projects*, Haig Seferian, Seferian Design Group (ticketed event, no ticket sales after Jan 6)
  - **Labor Keynote:** *Creating a Modern Workforce: Emerging expectations of a new generation*, Phil Harwood, GrowTheBench
  - **New Plants Keynote:** *Are They Better or Just New?*, Paul Westervelt, Saunders Brothers, Inc.
  - **Women in Horticulture Breakfast:** *The Brand that is YOU: How to Own It, Work It, Live It!*, Sue Markgraf, Greenmark (ticketed event, no ticket sales after Jan 6)
- **Labor panel with industry leaders** addressing recruiting methods, the labor shortage, employee retention, compensation, industry labor initiatives.
- **Western University is back!** Topics to include "Can Industrial Hemp Fit Into your Nursery Operation?" and "The Ecology of Gardens."
- **Lightning Talks** - get rapid-fire tips and tricks adopted by industry pros! Each speaker gets five minutes to introduce a business tactic.
- **Roundtable discussions** – topics ranging from cannabis to customer service and everything in between!
- **Learning Centers** from Ball, Bailey, Greenleaf, KAT, Loma Vista, & PlantRight

Thank you to all of our generous sponsors:

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Randy's Lawn Service  
Sedan Floral  
Southeast Missouri State University  
Suburban Lawn & Garden  
Surface Nursery, Inc.  
Taller Horticulture  
Wenke Greenhouses  
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Stay tuned for more speakers, exhibitors and information about the 2020 Western. Updates will be on [www.wnla.org](http://www.wnla.org), the [Western Nursery and Landscape Association Facebook](#) and coming through the WNLA weekly newsletter. Email [callie@wnla.org](mailto:callie@wnla.org) to sign up to receive our weekly e-newsletter.

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#### **About the Western Nursery & Landscape Association**

The trade association for independent horticultural companies in the Midwest. Members include independent retailers; landscape maintenance, contractors, designers & architects; wholesale and greenhouse growers; plant breeders; horticultural suppliers and distributors; and those involved in horticultural education, including professors, extension professionals and students. WNLA is a 501(c)6 non-profit organization.

**For more information visit [www.wnla.org](http://www.wnla.org)**

