

# DAN HEIMS

## A HORTICULTURE ICON



LECTURES  
CONSULTING  
JOKES FOR DAYS

WITH ALL DUE RESPECT, DAN HEIMS SHOULD BE HIS OWN SPECIES.  
HE'S CERTAINLY A FORCE OF NATURE IN THE HORTICULTURAL WORLD.  
THE PECKS, FOR THE OREGONIAN/OREGONLIVE



INTRODUCED  
**1,000+**  
NEW PLANTS TO  
HORTICULTURE OVER  
THE LAST 26 YEARS



**RECEIVED**  
THE AWARD OF MERIT  
THE PERENNIAL PLANT  
ASSOCIATION'S HIGHEST HONOR



**2**  
BOOKS  
PUBLISHED



**APPEARED**  
ON TV AS A GUEST ON:  
THE MARTHA STEWART SHOW,  
HGTV & BBC



**37** COUNTRIES  
VISITED

SPOKEN IN  
**14** COUNTRIES

PRESENTED AT  
**100+** VENUES



**AWARDED**  
REGINALD RADCLIFFE  
CORY MEMORIAL CUP  
BY THE ROYAL HORTICULTURAL SOCIETY  
FOR DEVELOPMENT AND PROGRESS WITHIN  
A SINGLE GENUS (HEUCHERA)



PUBLISHED  
**100+**  
ARTICLES IN TOP  
INDUSTRY MAGAZINES

## GARDEN FEATURED

IN TOP MAGAZINES, LIKE...



Better Homes  
& Gardens



USA  
TODAY

Forbes

## ORDER UP SOME DAN HEIMS

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## SPEAKING STATS



LECTURES  
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## DAN HAS A VARIETY OF TALKS ON:

PLANTS,  
PLANTS,  
PLANTS



WORLD  
TRAVEL



HORTICULTURAL  
HIGHLIGHTS



## TOP 5 LECTURES

PLANTS  
THAT PAY  
THE RENT!



CONTAINER  
CRAZY



NEW PLANTS FROM  
AROUND THE WORLD



GARDEN  
GEMS



## IT'S ALL IN THE DETAILS

PROGRAM  
LENGTH



YOU PROVIDE:



AIR



TRANSPORT



MEALS



ROOM



LECTURE FEE

WANT MORE THAN ONE TALK? LET'S TALK.

# DAN HEIMS

## SPEAKING TOPICS: PLANTS

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### PLANTS THAT PAY THE RENT

No plant—be it tree, shrub, bulb, or perennial—evades eviction. Tap Dan's 40+ years of plant knowledge to find out which plants fill multiple seasons with foliage color, long bloom times, fragrance, and decorative character. Discover proven plants that give more.



### PERENNIALS FOR CONTAINERS

Many perennials not only adapt well to containers, they truly shine! Come explore an array of awesome, colorful perennials, and learn how to take care of them. Tips on maintaining fertility and winterizing pots will also be revealed. Walk away with some great "recipes" to use in your own garden or garden center.



### FOUR FABULOUS GENERA

Dan presents a brief history of Pulmonaria, Tiarella, Heuchera, and x Heucherella, followed by slides of native populations and the breeding programs that have transformed these quiet woodlanders into some of the most sought-after perennials on the market.



### RIGHT PLANT, RIGHT PLACE: PLANT SOLUTIONS FOR PROBLEM AREAS

Individual gardens can have deserts, swamps, and shady refuges. This is a talk on how to make smart choices for problem spaces. Drawing from his life experience with thousands of plants, Dan not only presents plants as problem solvers, but offers expert advice on how to make them thrive.



### CRAZY ABOUT CORAL BELLS! (AND THEIR ALLIES)

Dan presents a brief history of this group of plants (the Saxifragaceae), followed by slides of native populations and the breeding programs that have transformed this quiet woodland group into some of the most sought-after perennials today. Learn from the man who wrote the book!

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### SHADE GARDENING WITH NEW PERENNIALS

Discover how to master different types of shade and learn how to conquer the problems of root and light competition. Drool over gorgeous plant combinations that feature an overview of new perennials and old favorites. Dry shade? You'd be surprised what thrives there! Also find out how to create spectacular shade containers.



### CONTAINER CRAZY (AND PLANTS FOR SMALL GARDENS)

Dan's trips around the world have exposed him to an amazing array of wild containers planted with the most unusual plants. Dan will cover these, plus an assortment of unusual plant materials that give new life to containers. Tips on how to design containers and small garden spaces, as well as information on soil fertility and plant health.



### BONKERS FOR BEGONIAS

An entirely new program covering the varieties and uses of this fascinating and ginormous family. Explore rare species, from two-inch-tall, yellow-blooming terrarium plants from Africa, to twelve-foot giants from Brazil. Care, culture, and propagation will all be revealed. A new element has been added—that of Hardy Begonias! Discover what could thrive in your garden!



### HOT HEUCHERAS AND THEIR USES

Heucheras are hot—the palette of foliage colors alone is amazing! Join Dan, who literally wrote the book on them, in this overview of how Heucheras and Heucherellas are used around the world. Magnificent green walls, surprising containers, and landscape uses will be featured. Learn how these multipurpose plants can be used to their best advantage in garden centers and landscapes. Participants will be wowed by these plants' beauty and diversity.

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### GARDEN GEMS

Dan has been exposed to more plants, in more places, than your average bear. This talk is a fun compilation of some of the newest, most exciting perennials, tropicals, and woodies seen today. Dan pulls together these plants from worldwide trips, botanical gardens, plant shows, and nurseries. Indulge the nerd within!



### PUTTING THE POSH IN GARDEN CENTERS

Prepare yourselves for some mind-blowing images of the poshest garden centers in the world. Much attention is paid to British nurseries, which can truly keep you entertained for an entire day. You'll see Petersham Nurseries (the model for Terrain); Dobies, the home of the butcher, the baker, and the candlestick maker; and other nurseries designed to keep customers shopping. How do they do it? Come find out!



### SEXY SUCCULENTS INDOORS AND OUT

Explore the fascinating world of succulents with the only guy to have planted a South African succulent garden next to his bed in college. Learn how to grow succulents in both temperate and desert climates, and view outrageous container plantings from around the world. Take a virtual tour from Arizona to South Africa and see magnificent specimens in the wild. Learn how to classify, care for, and propagate these plants successfully. One of the hottest gardening trends today!



### ASIAN FASCINATION

Discover the marvels of Japan, how to collect plants and bring them home (legally!), and enjoy an overview of Japanese nurseries and wacky collectors. Lose yourselves in images of incredible Japanese plants in cultivation and in the wild.

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### THE GREATEST GARDEN SHOWS ON EARTH

Dan has been a repeat visitor to the RHS Chelsea Show and RHS Hampton Court, two of the finest flower shows on earth. See the most superlative flowers and display gardens imaginable. Dan's behind-the-scenes access provides an unobstructed view that few attendees ever see. From the rarest plants to a portrait of the queen, we'll have our share of "oohs and aahs!"



### FLASH AND SPLASH: BUILDING THE COLOR STORY

One of the most comprehensive slide presentations of variegated and colorful foliage plants in the world, including surprises from New Zealand, Japan, and Europe. Topics include how variegated plants are discovered, chimera versus virus, and variegation classification. Use of color in design is revealed, featuring color echoes, repetition, contrast, and harmony.



### NEW PERENNIALS FROM AROUND THE WORLD

Join Dan on a whirlwind tour of ten horticultural countries—Japan, China, Germany, Tasmania, Australia, the U.S., Holland, England, Ireland, and New Zealand—to learn how new plants are discovered. Meet the movers and shakers in each country, plus the plants they love. Focusing primarily on hardy perennials, Dan's lecture will feature exceptional "temperennials." As a bonus, learn how to legally bring plants into the U.S. Dan's most popular presentation!



### PLANT MARKETING AROUND THE WORLD

Dan has visited 28 countries, taking a keen interest in how plants are promoted, presented, and sold. Check out the best of the best and the worst of the worst. Dan will also discuss his unique perspective on marketing and how participants can better put themselves and their products forward.

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### CREATING COLOR, OR HOW TERRA NOVA TURNS ORDINARY PLANTS INTO SUPERSTARS

Nature deals a reasonable hand. It is human intervention that shuffles the deck and redeals the gifts of nature, then combines them in such a way that they become a spectacular creation. For over 20 years, Terra Nova has been at the forefront of the “Wow” in horticulture. Join Dan on his journey.



### THESE ARE A FEW OF MY FAVORITE THINGS

Come visit Dan’s world—a world of fascinating plants, both temperate and tropical. See the breeding operation that puts out the coolest plants. Visit a few stops around the globe where plant collectors thrive, and meet some of the world’s best plantsmen. One for the hortiholics! (First presented at Heronswood’s “Horthead’s Holiday.”)



### HOW DRY I AM (DEALING WITH DROUGHT)

As water sources dwindle in many areas, changes need to be made in plant selection, garden design, and watering techniques. Climate change has resulted in hose bans and watering restrictions in some areas, and it has definitely impacted plant sales. Dan’s talk is primarily plant-centric for water-wise landscaping, but he also touches on water storage and distribution. His handout lists resources to help consumers deal with this side effect of climate change.



### MAKING MORE: PLANT PROPAGATION FROM A PRO

Drawing from his 35+ years of in-the-trenches propagation experience, Dan will offer real-world advice on how to increase your own plant production. Not only will you discover how to multiply annuals, shrubs, and perennials, but you’ll also get a behind-the-scenes look at some major propagators in the field. As a bonus, Dan will provide handouts that feature 100 plants—and explain how to make more of them.

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### TO MARKET, TO MARKET, TO LAUNCH A NEW PLANT

Dan divulges the processes of selection, “sport fishing,” and trials, as well as the intricacies of marketing, patenting, and trademarking new plants. Current Terra Nova perennial trials are featured, as are many of its introductions, many of which have been patented. Media Launches 101—for both print and the web—are also disclosed.



### HAS TECHNOLOGY SAVED HORTICULTURE?

Don't be left in the potting soil dust! From the advent of the irrigation ppe, to LEDs that illuminate crops on their way to Mars, technology has been holding hands with horticulture for centuries. Come explore this world with Dan as he shares his views on the topics of tissue culture, mechanization, and the movement of horticulture into the twenty-first century.



### CANNABIS: A GREEN MARKET

Cannabis is the talk of the town... and nation! Dan has served as a consultant in this rapidly growing industry and wants to share the lingo, mechanics, and horticulture as it relates to this mystical herb. You're invited into the grows and labs where the green matter is refined into remedies and salves sold by dispensaries. We'll visit a few of these stores in the US and Holland where surprising items are made available. Dan takes some of the mystique of this plant and presents it in an illuminating, educational platform. (Sorry, no samples)



### HOW TO CREATE A CATALOG IN 60 MINUTES OR LESS

Discover the fascinating creative process of putting your plants to paper. Dan covers computers, software, digital and film cameras, and the process of how they all come together. See real examples of catalog development from the “napkin sketch” to the shipped catalog.

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