

FOR IMMEDIATE RELEASE

2016 Farwest Show Hosts Emergent Networking Event For Young Horticulture Professionals

Wilsonville, Oregon (July 14, 2016) - The 2016 Farwest Show, August 25-27, in Portland, OR, will host a networking event this year designed to connect the industry's best and brightest professionals under 40. 'Emergent: A Group for Growing Professionals' will take place on Thursday, August 25, 3:30-5pm, in VIP Room B. Emergent attendees will have opportunities to network with like-minded horticultural enthusiasts, establish new relationships, and share in building a brighter future for the green industry.

Young professionals from all across the country will be in attendance to exchange insight, innovative ideas, and business practice. Originating five years ago as the Young Nursery Professionals Group, with a small handful of eager, talented young individuals, Emergent: A Group for Growing Professionals now boasts nearly 2,500 of the nation's brightest young minds in horticulture.

Extending the event beyond Farwest, participants will be able to network online at Emergent's Facebook page.

For complete details on this event and others, show schedules, host hotels, speakers, education, and registration, visit www.FarwestShow.com.

For further questions, contact Crystal Cady, Event and Member Services Manager, at 503-582-2006 and ccady@oan.org.

Farwest is the industry's premier west coast trade show gathering with attendees and exhibitors from around the world. This year will showcase 400+ exhibitors for 6000+ attendees. Area nursery and retail tours kick start the event on Wednesday, Aug. 24. The show Expo will be open Aug. 25-27 with new convenient floor hours. Experts from all segments of the industry will deliver 80+ educational seminars including over 40 free mini-seminars that will take place on the show floor at the Solution Center for Growers and the Idea Center for Retailers. Once again, show favorites, the New Varieties Showcase, Growers Showcase, and the New Products Showcase will preview the best new offerings in plants and hard goods for 2016/17. Every day and evening offer networking opportunities with industry professionals and leaders.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodity, with annual sales of \$830 million. Oregon's nursery industry is a traded sector; nearly 80 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit www.oan.org or call 503-682-5089.

The Farwest Show, the largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves the interests of the ornamental horticulture industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations.

For more information about the 2016 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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