

FOR IMMEDIATE RELEASE

2016 Farwest Show Speaker Jonathan Pedersen Looks At The Expanding Role Of Digital Marketing For Today's Consumer

Wilsonville, Oregon (July 26, 2016) - The 2016 Farwest Show, August 25-27, in Portland, OR, welcomes Jonathan Pedersen, Chief Development Officer at Monrovia, to the speakers agenda as part of this year's educational program. Pedersen's address, 'Marketing in the Digital Age: Reaching Today's Time-starved Consumers', assesses the influence of digital marketing on today's marketing strategies and tactics. Social media is having huge impact on the ways we reach consumers and Pedersen will explain why digital marketing needs to be an ever-increasing part of marketing activities in order to reach today's garden center customer and the next generation of gardeners.

Pedersen brings more than 25 years' experience to Farwest 2016. With involvement from retail to marketing to intellectual property, he has a unique ability to merge homeowner insight with industry know-how. A native of New Zealand and today a full-time resident of Minnesota, he understands the challenges of home gardeners.

Sponsored by Monrovia, Pedersen will speak on Thursday, August 25, 8-9am, in Room B110-112.

For complete information on Pedersen's session and to register, visit www.FarwestShow.com.

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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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