

FOR IMMEDIATE RELEASE

2016 Farwest Show Speakers Connect Retail With The Now Generation Through Lifestyle and Wellness

Wilsonville, Oregon (July 1, 2016) - The 2016 Farwest Show, August 25-27, in Portland, OR, will put a spotlight on garden retail with two of the industry's rising stars who bring fresh perspectives on how retail can connect with today's gardener. In seminars, garden industry communicator, Brie Arthur, and garden designer, Jenny Peterson, will share insights on making gardening relevant in the modern day, pointing out lifestyle options and health benefits inherent to plants.

In one of her two seminars, Arthur's 'Marketing to Generation Me' looks at opportunities for green industry professionals to reinvent themselves for the modern consumer, taking the lifestyle of gardening to the next level. She'll share strategies to connect with and retain millennial-aged customers, from foodscape design techniques to modifying the product that supports a gardening lifestyle. Arthur's fresh take will enhance the retail relationship with a new generation of gardener.

Arthur writes, speaks and appears as the Foodscaping correspondent on the PBS television series Growing A Greener World. She serves as the GWA National Director Region IV and is on the Executive Committee of International Plant Propagators Society. With a background in landscape design and more than a decade of experience in nursery production she inspires and encourages gardeners to appreciate all the attributes horticulture offers.

Peterson's seminar, 'Selling Wellness: Cultivating the Relationship between Gardening and a Healthy Lifestyle', emphasizes that garden centers are a link to health and wellness for their customers. She'll show how to develop special events and use displays and labeling to create awareness of the health benefits of gardening. Retail customers want to be healthy. Peterson connects the dots between health and their love of gardening.

New to the Farwest Show, Peterson, is a Texas-based garden designer and owner of J. Peterson Garden Design. In addition to running a successful design firm, Peterson also is a writer, author, and speaker. As a breast cancer survivor, she specializes in educating others on how gardening helps enhance the quality of life, healing from the inside out, and helps to create balance and enhance wellness.

Arthur's seminar takes place Thursday, August 25, at 10-11a, in Room B110-112. Peterson will speak Friday, August 26, at 10-11a, in Room B115-116. For more information 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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