

FOR IMMEDIATE RELEASE

2016 Farwest Show Guest Speaker, Judy Sharpton, Focuses On Garden Retail's Key Demographic, Where The Customer Lives, With Homestyle Merchandising® Program

Wilsonville, Oregon (May 10, 2016) - The 2016 Farwest Show announces that garden center design and renovation expert, Judy Sharpton, will deliver a feature presentation, titled *Homestyle Merchandising®* at this year's show. Homestyle Merchandising® sheds light on retail's most important customer demographic- where the customer lives. Sharpton's hands on presentation will help attendees understand exterior spaces and housing styles within a 15 mile radius of their garden centers. Recognizing the customer's Homestyle brings focus to the kinds of products, presentations, and events retailers can develop to bring more shoppers into the store.

In a second presentation, *Your Store's Most Important Department*, Sharpton builds on Homestyle Merchandising® demographic information to show how other stores have developed container garden departments and outlines a plan to create a successful and profitable department in the garden center. Participants will be able to download the entire program plus a Container Garden Department Handbook for use with staff.

Judy Sharpton is an industry leader in garden retail with 35 year's experience in advertising and promotion and the owner of Growing Places Marketing. Since 1995, Growing Places Marketing has specialized in on-site consultations on store design, renovation and branding exclusively for independent garden centers and farm markets. Sharpton also provides program content on store development, store branding and product placement to trade groups and suppliers through Growing Places' Store School™. Her free electronic newsletter, Success Stories (S2), chronicles store development and merchandising campaigns that measure success in the dollars added to store's the bottom line. Sharpton has LEED Green Associate accreditation from the U.S. Green Building Council.

"Judy's participation in this year's show underscores our commitment to independent garden retail," said Allan Niemi, Director of Events for OAN. "Her expertise and experience has made positive impact in this key segment for decades and we're thrilled to have her as part of our program."

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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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