

FARWEST

PORTLAND 2017

BE FAR FROM ORDINARY 



FOR IMMEDIATE RELEASE

Farwest 2017 Invites Women To ‘Be There’ At This Year’s ‘Women in Horticulture’ Networking Event With Industry Leader Leslie Halleck

Wilsonville, Oregon (June 20, 2017) – Farwest’s 2017 ‘Be Far From Ordinary’ theme takes front stage at this year’s ‘Women in Horticulture’ Networking Event. Farwest takes place this year August 23-25 in Portland, OR. ‘Women in Horticulture’ brings women together to establish connections, share knowledge, and encourage progress to advance women in the green industry. The event will be a place to network and discuss the unique opportunities and challenges women face in today’s business.

Featured guest this year is, Leslie Halleck of Halleck Horticultural, LLC. Halleck is a Certified Professional Horticulturist (ASHS) with 25 years of green industry experience. She currently runs Halleck Horticultural, LLC, providing horticultural consulting, business and marketing strategy, product development and branding, and content creation for green industry companies.

The premier industry networking event takes place on Thursday, August 24 - 3:30pm to 5pm, VIP Room B (2nd Floor).

“‘Women in Horticulture’ is one more way Farwest advances our industry,” said Allan Niemi, Director of Events for OAN. “Providing a forum for movers and shakers to connect and share ideas and expertise expands the horizon for women and, through them, everyone in horticulture.”

For complete details on Farwest 2017, 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 2017 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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