



FOR IMMEDIATE RELEASE

Solution Center at the 2018 Farwest Show offers mini-sessions on subjects essential to garden retail

Portland, Oregon (July 23, 2018) – The 2018 Farwest Show will conduct a retail focused series of free live mini-sessions at the Solution Center on the Oregon Convention Center show floor. The informative sessions, sponsored by Garden Center and Nursery Management magazines, take place each day during the show. Topics will cover issues pertinent to garden retail owners and employees.

Each 30 minute session will be delivered by the best and brightest of horticulture retail with themes that cover timely and trending topics, including millennial marketing, enhancing store reviews and reputation, bio-marketing for consumers, motivating gardeners with Pinterest, and brand building. In addition, the Solution Center will be place to be learn about up and coming plants in 2018 and the showcase for the best retail products from the show floor with the Retailers' Choice Awards.

Solution Center mini-sessions are free to attendees and located on the show floor at the end of aisle 10000. The series begins at 1:15 p.m. on Wednesday, August 22 and runs the course of the show with the final talk at 12:30 p.m. on Friday, August 24. The talks are designed to give attendees and educational reprieve from the busy show floor.

The complete schedule, speakers, and topics for the Solution Center can be found online at <https://farwestshow.com/events/category/solution-center/>

The 2018 Farwest Show will be held August 22-24 in Portland, Oregon. Complete details on can be found at 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 commodities, with annual sales of \$909 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 2018 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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