



FOR IMMEDIATE RELEASE

2018 Farwest Show speakers Dr. Allan Armitage and Leslie Halleck to share insights on key topics for garden retail

Portland, Oregon (July 31, 2018) – At the 2018 Farwest Show, industry experts Dr. Allan Armitage and Leslie Halleck will speak on a range of topics, covering marketing, current and new plants, indoor gardening, and women in the workforce.

Armitage will deliver two addresses. In his first address, “Who Put Those Naked Ladies in My Garden?,” Wednesday, August 22, 8:30–9:30 a.m., Room B114, Armitage will look at a lighter side of plant marketing using stories about plants as means to better connect with staff and consumers. His second talk, “Do We Need More ‘New’ Perennials When We Are Just Getting Used to the ‘Old’ Ones?,” will be Wednesday, August 22, 1:30–2:30 p.m., Room B114. It will highlight trends in the marketplace with current plants and new breeding to come. This presentation is sponsored by Greenhouse Grower magazine.

Armitage, professor emeritus of horticulture at the University of Georgia, is in demand as a speaker nationally and internationally. A master plantsman and industry advocate, his 16 books, on-line courses and industry app are education standards for horticulture.

Halleck will also speak twice. Her first talk, “Indoor Gardening: Gardening and Plantscaping Under Lights,” will be Thursday, August 23, 9:45–10:45 a.m. in Room B110, and will highlight her new book on the same subject. Indoor gardening is a growing market segment that needs more accessibility for gardeners, enthusiasts, and professionals. Halleck will share insights on how to deliver education in relevant ways. In a second presentation, “Women in Horticulture: Maximize Your Power as a Woman in the Workforce,” Thursday, August 23, 2:30–3:30 p.m., Room B110, Halleck will offer inspiration and tips on how to navigate the industry as a woman in horticulture.

Halleck, owner of Halleck Horticultural LLC, is a Certified Professional Horticulturist, consultant and award-winning writer with a 25-year-plus career hybridizing horticulture science with home gardening consumer needs. Her new book “Gardening Under Lights: The Complete Guide for Indoor Growers,” from Timber Press, is available now.

Registration is required for the Armitage’s and Halleck’s talks and available online at <https://farwestshow.com/register/>

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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