



**FOR IMMEDIATE RELEASE**

## **2018 Farwest Show speaker Maria Zampini to share how new plant introductions set businesses apart from the competition**

Portland, Oregon (August 13, 2018) – At the 2018 Farwest Show, August 22–24 in Portland, Oregon, horticultural expert Maria Zampini will speak on the opportunities new plant varieties offer as sales and marketing tools for companies.

Zampini, the president of UpShoot LLC, will deliver her address, “Get New, Stand Out,” on Thursday, Aug. 23, 9:45–10:45 a.m., Room B115. She will explain how new plant varieties can help nurseries strategically differentiate themselves in the marketplace. New varieties can help improve sales and set companies apart from their competitors. Zampini will point out the who, what, where, when and how of new plant introductions, including tips on how to market to consumers and other businesses.

Zampini is a fourth-generation nursery grower and graduate from Penn State with a BS in horticulture. She ran her family’s 1,000-acre wholesale nursery, destination attraction garden center and new plant research and development division. In 2009 she partnered with her father to form UpShoot LLC, a boutique horticultural marketing firm focusing on sales, marketing and licensing of new plant introductions and gardening-related products. Zampini is a freelance writer for magazines for both consumers and the business-to-business horticultural trades. In 2015 she released her first book, an ASHA award winner, with co-author Pam Bennett titled *Garden-pedia: An A-Z Guide to Gardening Terms*. Zampini speaks nationally and internationally on a variety of gardening topics.

Registration is required for Zampini’s seminar and available online at <https://farwestshow.com/register/>. Complete details on the 2018 Farwest Show can be found at [www.FarwestShow.com](http://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](http://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](http://www.FarwestShow.com) or call 503-682-5089.

### CONTACTS:

Allan Niemi, Director of Events, Oregon Association of Nurseries, [aniemi@oan.org](mailto:aniemi@oan.org), 503-582-2005

Tom Kegley, Tom Kegley Communications, [tkegley@rev.net](mailto:tkegley@rev.net), 843-991-4366