



FOR IMMEDIATE RELEASE

Elizabeth and Rick Peters to speak on streamlining business processes at 2019 Farwest Show

Portland, Oregon (July 1, 2019) — At the 2019 Farwest Show, Elizabeth and Rick Peters of The Peters Company will conduct two seminars focused on their Lean program for businesses. Lean is a way of identifying, reducing and eliminating waste in business processes. Their knowledge and expertise can open the door to dramatic cost savings for producers and retailers in the horticulture industry. The Farwest Show will be held August 21–23 at the Oregon Convention Center in Portland, Oregon.

The Peters' first session, "Lean Shipping: Better All the Time," is set for 1:30– 2:30 p.m., Thursday, August 22. This case study looks at how Robinson Nursery Inc., a grower of bareroot shade and ornamental trees and shrubs, improved productivity and flow in pulling and preparing trees for shipping. Through a series of improvement activities, the company was able to create standard work that cut their lead time in half, eliminated 30 percent of product touches, reduced the crew size from 11 to five, and engaged and motivated their employees. The time required to process a full truck order (about 3,200 trees) was cut from 3 days to 1.5 days.

The second session, "Receiving Product the Lean Way," is scheduled for 8:30–9:30 a.m., Friday, August 23. Spotlighting benefits for retail, this presentation looks at how the team at Al's Garden & Home transformed the company's receiving processes. Attendees will learn how one of the region's top garden retailers applied Lean principles to cut days off their time to receive product and slashed their labor cost per unit by 30 percent. The seminar will show ways to improve workflows and teamwork.

The Peters Company is dedicated to helping companies reduce risk and gain tactical advantage over their competitors by building the only appreciating asset: people. Company teams are strengthened by learning how to apply the Lean principles, aka the Toyota Production System, to drive a culture of continuous improvement. Elizabeth Peters has a 20-year background in leadership communications, product development and process improvement. Rick Peters is an Oregon business owner with more than 30 years of investment management experience. The Peters were honored in 2016 with the Distinguished Member of the Horticultural Allied Trades award by the Oregon Association of Nurseries.

Registration for both sessions is required. Convenient registration with discounts is available at <https://farwestshow.com/register/>. Complete details on events, daily schedules, speakers, and education for Farwest can be found at www.farwestshow.com. For further questions, contact Zen Landis, event and education manager, at 503-582-2011 and zlandis@oan.org.

The Oregon Association of Nurseries (OAN), based in Wilsonville, represents nearly 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 \$947 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 2019 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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