



FOR IMMEDIATE RELEASE

Farwest 2019 speaker Christina Salwitz to examine the psychology of color in a retail environment

Portland, Oregon (August 6, 2019) — 2019 Farwest Show speaker Christina Salwitz will give a seminar on the role colors can play in the buying decisions of retail garden center customers. Her talk is scheduled for 8:30–9:30 a.m., Wednesday, August 21. The show itself will take place August 21–23 at the Oregon Convention Center, Portland, Oregon.

In her seminar, “Deciphering the Color Code for More Sales!,” Salwitz will give retailers insight on color so they can guide shoppers to faster and more efficient purchases. Attendees will learn how to take cues from customers and translate that information into sales by understanding how color affects people and their unconscious choices in the buying process.

Salwitz is the founder and owner of The Personal Garden Coach. As a photographer, speaker and designer, her designs for small spaces and container gardens have been featured in numerous magazines and books internationally. She and coauthor Karen Chapman have authored two award-winning books: *Fine Foliage* and the top-selling *Gardening with Foliage First*. She serves as a consultant with The Garden Center Group and is a popular speaker on design topics.

Registration for Salwitz’s session is required and available online 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 or 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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