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FARWEST SHOW ANNOUNCES SEMINAR LINEUP FOR 2011

Portland, OR - Officials for the 2011 Farwest Show have announced the full lineup of professional seminars for this year's event, according to show manager Aimee McAuliffe.

Scheduled from Thursday, August 25 to Saturday, August 27, the 34 hours of seminars cover topics ranging from fresh new varieties and demographic trends to lean management and inventory automation. Notable experts come from the garden center, nursery and landscape industries, such as Ian Baldwin, Kelly Norris, Steve Mydelski and Gary Lewis of Phoenix Perennials.

This year also includes a special opening night seminar. College Football Hall of Fame coach Vince Dooley and Dr. Michael Dirr are teaming up to discuss the evolution of a college football coach and the future of the nursery industry. Attendees will have a chance to win a Dooley autographed football.

Dooley and Dirr, as well as Richard Bitner and Ivette Soler, have scheduled book-signings in Farwest's Flora & Fauna bookstore throughout the show.

"Farwest seminars are always one of the most talked-about features of the conference," McAuliffe said. "This year's schedule promises to deliver thought-provoking ideas to assist in increasing the bottom-line and thriving in today's economy."

The full schedule of Farwest seminars can be accessed [here](#).

The 2011 Farwest Show will take place August 25-27 at the Oregon Convention Center, in Portland, Oregon.

The Farwest Show is produced by the Oregon Association of Nurseries (OAN), a trade organization representing and

serving 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 2011 Farwest Show seminar schedule, nursery tours, expo hours and other features, visit www.farwestshow.com or call 503-682-5089.

The Oregon Association of Nurseries, based in Wilsonville, represents more than 1,000 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is among the state's largest agricultural commodities, with annual sales of \$740 million. Oregon's nursery industry is a traded sector; nearly 75 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit <http://www.oan.org> or call (503) 682-5089.

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