

# FARWEST

PORTLAND 2017

BE FAR FROM ORDINARY 



**FOR IMMEDIATE RELEASE**

## **Farwest 2017 Retailer Idea Center Offers 17 Mini-Sessions Covering Topics Essential To Garden Retail**

Wilsonville, Oregon (July 6, 2017) – The 2017 Farwest Show, August 23-25, in Portland, OR, has planned an informative series of free Mini-Sessions at this year's Retailer Idea Center which takes place during the show on the show floor. Sponsored by Garden Center magazine, the key sessions spotlight a menu of subjects and issues pertinent to garden retail owners and employees.

The Retailer Idea Center will inspire garden retailers to 'Be Far From Ordinary' with themes that address timely and trending topics including digital marketing, design, merchandising, new products and more. The sessions are free to attendees, included with the Farwest Trade Show pass. Session speakers are drawn from the best and brightest of the horticulture industry. Talks will be delivered in power-packed 25-minute segments starting at 11a on Wednesday, August 23, running during the trade show, with the last session at 12p on Friday, August 25. The Mini-Sessions are designed to give attendees an educational reprieve from the busy show floor.

"The Retailer Idea Center is one of Farwest's popular mainstays each year," says Allan Niemi, Director of Events for OAN. "These retail-focused Mini-Sessions keep garden retailers in tune with an industry segment that is competitive, dynamic, ever-trending."

For complete details on Farwest 2017 and to pre-register, visit [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 commodity, with annual sales of \$830 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 2017 Farwest Show, visit [www.FarwestShow.com](http://www.FarwestShow.com) or call 503-682-5089.

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