

2013 Industry Seminars for Growers and Retailers

Presented by the OAN Retail & Greenhouse Chapters



Schedule of Events

7:30-8:30am

- Sponsor Setup for Trade Show

8:30-9:00am

- Registration & Light Breakfast

9:00-9:05am

- Welcome & Opening Intro

9:05-9:45am - William

McClenathan & Judy Alleruzzo

- Highlights and Lowlights of 2012, What to Expect in 2013

9:45 am-10:45am - Choose from:

- Logistical Green Steps with **Alison Kutz** *or*
- Local Markets...New Options for Growers & Retailers with **Miles McCoy**

10:45-11:00am

- Break/Trade Show/Networking

11:00-11:30 - Cheryl Goar

- Don't Just Stand There...Plant Something!

11:30-11:45am - Ann Murphy

- Plant Something Oregon

11:45-1:00pm

- Lunch/Trade Show/Networking

1:00-1:45pm - Group Mixer

- Plant Something Live Action!

1:45-2:45pm - Choose from:

- Growing Outside the Box with **Gary Vollmer** *or*
- Retailing Outside the Box with **Linda Cahan**

2:45-3:00pm

- Break/Trade Show/Networking

3:00-4:00pm - Brian Minter

- The Changing Relevancy of our Industry and the Value of our Product

The OAN Retail and Greenhouse Chapters invite you to join us for our Annual Industry Seminars. We've put together a wide range of seminars from trusted leaders to help you build and grow your future success. Space is limited – register today!

Date & Time: February 21st, 2013 8:30am to 4pm

Location: Chemeketa-Eola NW Viticulture Center
215 Doaks Ferry Road NW Salem, OR 97304

Cost (if pre-registered by February 15th):

\$40.00 each or 3 attendees from the same company for \$100.00
(Late registrations will be \$50.00 each)

Students welcome! Student rate \$25.00 w/ valid student ID.

Presenters include:

Judy Alleruzzo – Co-Host, Garden Time and Perennial and Tropical Buyer, Al's Garden Centers

Linda Cahan – Retail Design Consultant, Cahan & Company

Cheryl Goar – Executive Director, Arizona Nursery Association

Alison Kutz – President, Sound Horticulture

William McClenathan – Co-Host, Garden Time and Owner, Viscaya Gardens and Nursery

Miles McCoy – Co-Owner, 19th St. Farms & Manager, West Linn Farmers Market

Ann Murphy – Director of Marketing, Oregon Association of Nurseries

Gary Vollmer – Product and Technical Manager, BallFloraPlant/Selecta

And Keynote Speaker Brian Minter!

President, Minter Country Garden and Minter Gardens

Questions? Please call Crystal Cady at 541-207-2665 or email at crystal@cadyacres.com

Cut Here

Pre registration must be received no later than
February 15th, 2013

Mail: OAN Retail & Greenhouse Chapters
Care of: Crystal Cady
1960 Crocker Lane NW Albany, OR 97321

Online: www.oan.org under members tab

Company Name & Contact: _____

Attendee Names: _____

Payment enclosed: (Yes/No) Total Amount Enclosed: \$

Checks to OAN Retail or Greenhouse Chapter

Email Address: _____

Phone Number: _____