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Northwest Flower & Garden Show announces new **GardenPRO Conference** exclusively for gardening professionals, February 9, 2018 in Seattle

*New conference to be held during the 30<sup>th</sup> annual Northwest Flower & Garden Show with programming from 20 speakers geared exclusively for garden media and design/landscape professionals*

SEATTLE—The producers of the [Northwest Flower & Garden Show](http://www.gardenshow.com), February 7-11, 2018, have announced the introduction of a new, one-day conference during the 30<sup>th</sup> annual show at the Washington State Convention Center in Seattle.

Set for Friday, February 9, the inaugural [GardenPRO Conference](http://www.gardenpro.com) will spotlight topics of interest to professionals in all areas of the green industry: landscape architects, garden book authors, horticulturists, garden designers, bloggers, arborists, garden media personalities, nursery owners and emerging garden professionals. The event will be held in The Conference Center in the Convention Center.

Renowned plantsman [Timothy Walker](http://www.timothywalker.com), a 2018 Show Judge and the former director of the University of Oxford Botanic Garden, leads off the conference with his keynote presentation, “The Healing Power of Plants.” Dynamic leadership speaker [Matt Walker](http://www.mattwalker.com), author of *Adventure in Everything*, closes the conference with his inspirational “High Performance Living Every Day.”

In addition to the opening and closing presentations, **GardenPRO Conference** attendees may select from three seminars held during each of the three concurrent sessions throughout the day. Professional organizations have pre-approved the conference for continuing education units (CEU’s), including APLD (up to 8 sessions approved); CPH (7 credits); EcoPRO (5 credits) and LIC (5 credits).

Topics include “Romancing the Zone: Transplanting Life from Zone 4 to Zone 9” with 2018 Show Judge, Portland designer and horticulturist [Bob Hyland](http://www.bobhyland.com); “Pitch Perfect: Polishing Your Writing Craft to Sell Your Ideas,” with former *Sunset Magazine* Garden Editor [Kathy Brenzel](http://www.kathybrenzel.com), designer and author [Susan Morrison](http://www.susanmorrison.com), author [Mary-Kate Mackey](http://www.marykatemackey.com) and author and publicist [Katie Elzer-Peters](http://www.katieelzerpeters.com); “Aligning Your Business with Today’s Garden Trends” is presented by Garden Media Group founder [Suzi McCoy](http://www.suzimccoy.com) and creative director [Katie Dubow](http://www.katiedubow.com). “Social Outreach: Crafting a Strategy for Increasing and

Engaging Social Media Followers” includes author [Debra Prinzing](#), author and blogger [Stephanie Rose](#), Corona Tools digital marketing manager [Chris Sabbarese](#) and Katie Elzer-Peters.

The big line-up continues with “A New Garden Ethic: Cultivating Defiant Compassion for a New Garden Future” presented by [Benjamin Vogt](#), designer and author of the upcoming book, *A New Garden Ethic: Cultivating Defiant Compassion for an Uncertain Future*; “From Meh to Wow: Take Photos to Really Sell Your Work” with photographer [David Perry](#); “Creating a SITES Certified Garden” with [Debra Guenther](#), FASLA, a 2018 Show Judge and partner at Mithun; and attorney [Mike Atkins](#) [presents](#) “Intellectual Theft: Best Practices in Protecting Your Work and Brand.”

Learn about “Getting the Most From Your Professional Certifications,” with moderator [Will Bailey](#), LICM, EcoPro, and panelists [Heather Harris](#), CPH, owner/operator of Calluna Fine Gardening; [Lisa Port](#), APLD designer and owner of Banyon Tree Design; and [Jay Nyce](#), CIC, CLIA, designer and co-owner of Nyce Gardens.

Northwest Flower & Garden Show Manager Jeff Swenson is very positive about the benefits for **GardenPRO Conference** attendees.

“As the second-largest garden event in the United States, the Northwest Flower & Garden Show attracts garden professionals from all areas of the green industry. The conference is an exciting and new educational opportunity complementing our longstanding mission of helping professionals improve their business, no matter what kind of gardening market niche they serve.”

Janet Endsley, the Northwest Flower & Garden Show’s long-time Seminar Manager who is managing the conference, said the early response to the new event has been overwhelmingly positive.

“Both garden design and media professionals are very excited about learning opportunities tailored for their needs and networking among other garden professionals.”

Registration for the **GardenPRO Conference** includes opening and closing keynote presentations, three concurrent sessions (choose from three seminars each), two coffee breaks, a fabulous Evening Reception, and two tickets to the Northwest Flower & Garden Show, good for any day of the show.

Attendees can register at [www.seattlegardenpro.com](http://www.seattlegardenpro.com). Early registration (first 200 attendees) is \$225; regular registration (through Dec. 31, 2017) is \$275, and late registration (after January 1, 2018) is \$325. **Registered participants may add up to five guests to attend the Evening Reception for an additional \$50 per person.**

For more information and updates about the 2018 **GardenPRO Conference**, visit [seattlegardenpro.com](http://seattlegardenpro.com).

### ***About the Northwest Flower & Garden Show:***

The Northwest Flower & Garden Show celebrates its 30<sup>th</sup> anniversary in 2018. It is produced by Pacific Northwest-based, family-owned O’Loughlin Trade Shows, one of the largest consumer show producers in the United States. Attracting nearly 60,000 attendees, the five-day show features colorful display gardens, 350 exhibitors in the Marketplace, and a seminar program with over 100 seminars geared for both veteran and beginning gardeners.

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