



Montana Nursery & Landscape Association, Inc.

PO Box 1366 • Bigfork, MT 59901-1366

Toll Free 888.220.1569 • Tel. 406.755.3079 • Fax 406.755.3072 www.plantingmontana.com

FOR IMMEDIATE RELEASE

Contact: Lori Curtis, Executive Director
888.220.1569 or 406.755.3079

MONTANA GREEN EXPO – TRADE SHOW AND CONVENTION FOR THE NURSERY & LANDSCAPE INDUSTRY RETURNS TO MISSOULA

BIGFORK, MT, DECEMBER 14, 2009 —On January 6, 2010 the Montana Nursery & Landscape Association (MNLA) will present its annual Montana Green Expo to attendees from throughout the West, Great Plains, and Pacific Northwest. The Expo will take place at the **University of Montana University Center in Missoula, Montana** January 6 through 8, 2010. This is the first time the Expo has been back on the west side of the state since 2004. The event attracts people involved in the nursery and landscape industries and business related to the horticultural industry. The Expo offers both a Trade Show and a Convention. The Trade Show has more than eighty (80) exhibitors and the Convention offers over twenty hours of educational seminars for individuals who work in – and provide to – the nursery and landscape industry. Participants will include nursery crop and greenhouse growers; arborists; landscape contractors and designers; retail nursery center owners, operators, and employees; service, equipment, and materials suppliers; and many others involved in an assortment of horticulture-related enterprises. A downloadable copy of the brochure is available at http://www.plantingmontana.com/Docs/MNLA_EXPO_2010_Brochure.pdf or from the MNLA office. Early registration for the 2010 Montana Green Expo closes December 15th.

Terra Nova Nurseries president, Dan Heims will present two separate keynote sessions on Wednesday, January 7th. In Dan's first keynote, "Right Plant – Right Place: Plant Solutions for Problem Areas," Dan will discuss making good plant choices for problem spaces. In his "How Dry I am: Dryscaping with Dan" he will address water-wise landscaping, as well as water shortages and distribution.

American Nursery & Landscape Association executive vice president, Robert Dolibois will present two important keynotes. On January 6th, Dolibois will share his perspective on our important, ever changing industry in his "National Update on the Green Industry". In "Sustainability in the Green Industry – Good News?" he will look at sustainability – what it is and what it is not. He'll review some of the major initiatives and discuss growth and profitability

with sustainability.

Numerous industry experts will also share their knowledge on seminar topics ranging from the specialty areas of tree and turf management, Integrated Pest Management, fire-wise landscaping, the interaction of ponds and watersheds, nursery plants and water quality, native plants, fertilizers and chemicals, soil microbiology, and new plants, to the specifics of marketing green industry businesses, managing business in a difficult economy, financial solution for the horticultural industry, and using the Internet to grow your business. A special Great Green Ideas session will be an open discussion forum this year, and the Breakfast of Champions session will provide opportunities for in-depth discussions on a variety of industry topics.

In addition to educational seminars, Expo participants will have an opportunity to preview and purchase new industry products in the Trade Show of 80+ exhibitors. Products range from plant materials (trees, perennials, annuals), mulches, fertilizers and lawn products to hand tools and heavy equipment used in nursery, landscape, and landscape maintenance businesses. The Annual Banquet this year will feature Gordy Pratt - *the Fabulous One Guy* for entertainment and the presentation of awards to recognize outstanding members and their work.

Because exhibitors are predominantly wholesalers selling directly to professionals and garden centers, the Expo Trade Show is not open to the general public. Trade Show attendees must be actively engaged in a horticulture-related business in order to tour the exhibits. The Montana Green Expo is held in Montana in early January of each year. Approximately 500 individuals participated in the 2009 event.

Individuals or companies interested in participating in the Montana Green Expo will find details available on the MNLA website: www.plantingmontana.com or by contacting the Association office at 888-220-1569 or in Bigfork, Montana 406.755.3079.

The Montana Nursery & Landscape Association is a trade association of approximately 300 members from the United States and Canada. Its goal is to provide education, information, and opportunities for professional development to its members.

###