



Jan. 9-10, 2011
St. Louis, MO

The Leader in Education and Trade.

Presented by the Western Nursery & Landscape Association

www.nationalgreencentre.org

The Sweet Melissa Fashion Show: the Trendiest in Horticulture

Breeders: Your new plants can be on the catwalk

Hosted by Dr. Michael Dirr, the Sweet Melissa Fashion Show at the 2011 National Green Centre will feature the newest plants from the top breeders and growers in the United States. Select plants will be presented on the runway (think lights, cameras, music!) by professional models. Make sure your new plant introduction has the time it deserves in the spotlight!

The fashion show will be Sunday, January 9th on the trade show floor. It will benefit Dr. Michael Dirr's charity of choice: the Sweet Melissa Fund. The Sweet Melissa Fund at the University of North Carolina Hospital provides financial assistance to lung transplant recipients and their families.

Following the fashion show, join Dr. Michael Dirr and some of the top breeders and growers to discuss their marketing strategies for the new plant introductions you just saw in the fashion show. We'll discuss the rationale for branding and how to make it work. We'll also talk about breeding aspects and how to secure licenses.

A limited number of new plants will be featured in the fashion show. To nominate your new plant for consideration contact Sarah by email: exhibits@nationalgreencentre.org.

Join independent garden center owners, landscape contractors, landscape architects and designers, growers, and other green industry professionals as the industry gathers at the 2011 National Green Centre. The 2011 National Green Centre - the next generation green industry event.

The 2011 National Green Centre, presented by the Western Nursery and Landscape Association will be January 9-10 at the AMERICA'S CENTER in St. Louis, MO. The Western Nursery and Landscape Association has been on the leading edge of the industry for 120 years. Our newly renamed and rebranded show, the National Green Centre (previously The WESTERN), continues to help shape the industry.

Watch www.nationalgreencentre.org for more information about the 2011 show and sign up for our weekly e-newsletter to get updates delivered right to your inbox. On social media? Follow the Western Nursery and Landscape Association on Twitter (@NatlGreenCentre), friend us on Facebook, connect with us on LinkedIn and subscribe to our YouTube channel.