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FOR IMMEDIATE RELEASE

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**REGISTRATION OPENS FOR MONTANA GREEN EXPO
– TRADE SHOW AND CONVENTION FOR THE NURSERY & LANDSCAPE INDUSTRY**

BIGFORK, MT, OCTOBER 13, 2008 — Registration has officially opened for the 2009 Montana Green Expo. On January 7, 2009 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 event attracts people involved in the horticultural and related industries. 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. All events will take place at the Holiday Inn Grand Montana in Billings, Montana January 7 through 9, 2009. 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_Broch1108_2_WEB.pdf or from the MNLA office.

Denver Botanical Gardens Senior Curator and Director of Outreach Panayoti Kelaidis will present two separate keynote sessions. In “Great Plants for Rocky Mountain Gardens” Panayoti will discuss over 70 new and underutilized plants for Rocky Mountain conditions. A result of twelve years of work between the Denver Botanical Gardens, Colorado State University, and 40 wholesale nurseries, these plants are all selected for cold hardiness, drought tolerance, and weather appropriateness. His “Alpine Glory in the Garden” address will take a look at growing and marketing the highly underused natural alpine wildflowers of the Rocky Mountain region.

Executive coach and leadership development expert Bob Coulter will present “Working Smarter to Improve Quality of Life and Business Results”. His talk will reveal the Working Smarter Training Challenge (WSTC) as the most unique and cost-effective way of bringing the foundational concepts of LEAN (doing things in the least waste way) to organizations. The WSTC takes the effective tools of LEAN and blends them with innovative methods to help organizations improve their processes.

Numerous industry experts will also share their knowledge on seminar topics ranging from the specialty areas of landscape design, growing and planting trees, newly introduced plants, edible and medicinal plants, rose breeding, Leadership in Energy and Environmental Design (LEED) developments, pesticide options, mountain pine beetle conditions, and permeable pavers, to the specifics of marketing green industry businesses, building a loyal customer base, and revolutionizing business practices, and more. A special Great Green Ideas session will address sustainability in the horticulture industry, and the Breakfast of Champions session provides an opportunity 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 The Ringling 5 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 2008 event.

Individuals or companies interested in participating in the Montana Green Expo either as exhibitors or seminar attendees 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. Members of the media are invited to join us at no charge for the events. Please complete a Media Pass Request on the website or call the office to obtain one.

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.

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