

MAUMEE VALLEY GROWERS

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MEDIA ALERT

- WHO:** Garden center design and marketing expert Judy Sharpton
- WHAT:** Presenting “Marketing Greenhouses 101” to owners and operators of Northwest Ohio greenhouses
- WHERE:** Toledo Botanical Gardens, 5403 Elmer Drive, Toledo, Ohio
- WHEN:** March 9, Thursday, 5:30-8 p.m.
- WHY:** To help greenhouse growers improve their operations and grow their business in an increasingly competitive market. The presentation and Q&A session with Judy Sharpton is organized by the Maumee Valley Growers.

About Maumee Valley Growers:

The Maumee Valley Growers consists of retail and wholesale greenhouse growers in Erie, Fulton, Lucas, Ottawa, Sandusky and Wood counties. The group is the first economic cluster formed in Northwest Ohio. Its purpose is for members to work together, share best practices, and other resources to effectively compete against out-of-the-region growers, and improve their own products and services.

“Northwest Ohio is in the top 5 percent of the country’s greenhouse producing regions. By pooling the expertise in the area, greenhouses will be better equipped to deal with competition from Canada and surrounding states, improve their operations, all while providing better plants for customers,” said Michael Carroll, Ph.D., director, Bowling Green State University Center for Regional Development and a member of the Maumee Valley Growers advisory board.

About Judy Sharpton

For 20 years, Judy Sharpton has worked with greenhouses and retail garden centers retailers across the U.S. and even in the United Kingdom. Her business, Growing Places Marketing, Norcross, Ga., specializes in store design and renovation, product selection and placement and store branding for independent retail garden centers.

Sharpton has contributed articles to several industry publications, including American Nurseryman, Garden Center Merchandising and Lawn & Garden Retailer. Sharpton also is a frequent speaker at state and regional industry meetings and conventions.

Media representatives interested in attending Judy Sharpton’s presentation and/or talking with her, please contact Mike Driehorst: 1-419-887-6811, or miked@lmgnet.com.