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Farwest Show Offers Retail Seminars

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This year's Farwest Show, running August 18-20 at the Oregon Convention Center in Portland, is offering three retail sessions along with many other sessions and the trade show:

- "Understanding Millennials from a Millennial Perspective" from Ryan McEnaney, marketing and communications manager for Bailey Nurseries
- "Promoting Your Family Business in Your Brand" from Sherri Noxel, Ph.D. and principal of Enterprising Generations LLC
- "Merchandising 101: How to Grow Your Business With Basic Visual Merchandising Techniques" from Joe Baer, CEO of ZenGenius.

To register for the trade show and educational sessions, visit www.farwest.com/register. **GP**