

from the road

# Short Course 2008 Wrap-Up

The 2008 OFA Short Course in Columbus, Ohio, helped exhibitors and attendees alike “Get Connected”! If you missed it, here’s a photo recap.

By Paige Worthy

This year’s OFA Short Course, sponsored by OFA — an Association of Floriculture Professionals — was held from July 12 to 15 at Ohio’s Greater Columbus Convention Center.

About 10,000 members of the floriculture industry were in attendance, and the pervasive attitude on the show floor was overwhelmingly positive! Despite a shaky economy and a rough spring growing season, attendees were convivial and in high spirits, ready to hear about new products and industry initiatives by day — and network and kick back by night.

Among this year’s focuses were sustainability, with many booths putting a heavy emphasis on their eco-friendly products, and education, with a full lineup of learning sessions for growers and retailers alike. Activities off the show floor included the Dramm 5K relay race, D.S. Cole Hockey and Unplugged, an opportunity for more than 300 young industry professionals to gather in a low-key setting with drinks and live music.

Short Course is sure to be even bigger and just as exciting next year. Mark your calendars for July 11 to 14, 2009! ▶



*Clockwise, from above: OFA President Bobby Barnitz of Bob’s Market & Greenhouses in Mason, W.V., kicks things off at the opening-day awards ceremony; GPN/Nexus Intern of the Year Eric Pitzen accepts his award at the ceremony; Syngenta Flowers’ booth has a cheery farmers market feel, showcasing new varieties and old favorites alike; Ball Horticultural’s booth features an enticing display of its signature Wave petunias.*

from the road



*Clockwise, from far left: Proven Winners' director of new products, Rick Schoellhorn, records video before the floor opens; Summit Plastic Company's booth touts its new "Eco 360" line of products; GPN Associate Editor Jasmina Radjevic and Managing Editor Paige Worthy put in a little time at the Lawn & Garden Retailer and GPN booth.*

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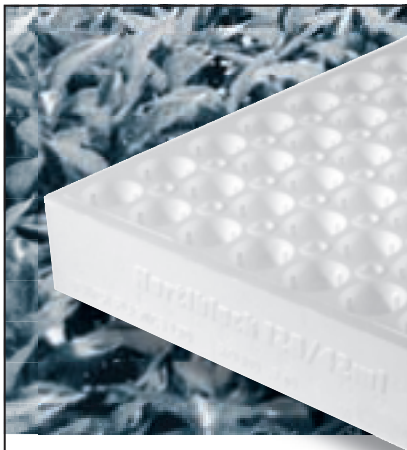


*Clockwise, from top left: Suntory's booth boasts a rustic shed and a wealth of new varieties; GPN Editorial Director Tim Hodson, Scott Lueder of Floral Plant Growers, Jim Barrett of the University of Florida and Vision Group's Dave Edenfield lead a discussion on the state of the growing industry; the GPN staff prepares for its awards reception; two members of the winning Svensson team hand off the baton during the Dramm relay race. **GPN***

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