

## Western Rebrands Trade Show for National Audience

Wednesday, March 10, 2010, 1:30 p.m., EDT

Western Nursery and Landscape Association renamed The Western conference and trade show to National Green Centre ([www.greencentreshow.org](http://www.greencentreshow.org)) to expand its audience. The first National Green Centre conference and trade show will take place Jan. 9-10, 2011, in St. Louis, Mo.

“This rebranding will build upon the historical success of The Western while expanding the event to serve the national nursery, lawn and garden retail, and landscape contractor markets,” said Sarah Woody Bibens, WNLA’s executive director. Beginning in 2011, National Green Centre’s location will alternate between St. Louis, Mo., and its traditional locale of Overland Park, Kan., near Kansas City.

“As the horticulture markets continue to change, the need for a powerful, national event to help bring the industry together and provide meaningful, educational programming and networking opportunities has never been greater,” said Jim Mason, 2010 WNLA president. “By alternating between St. Louis and Kansas City, we’ll be delivering a conference in the center of the country and maximizing the potential for growth. The center of the United States is ideal for a true national conference.”

The trade show portion of The Western typically featured about 400 industry suppliers. National Green Centre will offer five educational tracks addressing needs of retailers, growers and contractors, according to WNLA.