



OFA

2130 Stella Court
Columbus, OH 43215
614-487-1117 • Fax: 614-487-1216
ofa@ofa.org • www.ofa.org

ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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Attention Interiorscapers: Make It Your Business to Attend the OFA Short Course

Make it your business to attend the 2009 OFA Short Course in Columbus, Ohio. The interiorscape program will be held on Sunday and Monday, July 12-13.

Education Designed to Meet Your Needs

Back By Popular Demand! Last year's Interiorscape Expo was so successful, you asked that we do it again. But we also listened to how it could be better, including having sessions for your technicians on Monday – which means you don't have to pay overtime for them to attend!

Managers: Sunday afternoon is all about YOU! This afternoon manager workshop will include sessions on greening your "green" business, and HR/hiring issues. But the real fun comes in the sessions called: 7/10/14: Water Management, and Chunks & Boing Boings: A Sparkling Holiday.

Technicians: A full slate of sessions is in store for you on Monday. Sessions include:

It's Raining "New" Plants!
Methods of Maintenance: Tricks of the Trade
Diseases & How to Treat Them
Nutrient Disorders of Tropical Foliage Plants
Pest Solutions
Planning Pruning
Reception

Exhibit Area

Get face-to-face time with vendors that have products and services to help you be more successful.

And More...

In addition to this intense lineup of sessions, you can get even more great ideas by taking advantage of the full track of education focused solely on management and marketing. Those highlights include:

- Dealing with your banker
- Personnel issues
- Marketing

- Customer service

But We're Not Done Yet!

The learning doesn't just happen in the classroom or in the exhibit area. Get other great ideas from these events:

- Manager Idea Exchange
- OSU Trial Gardens Tour
- OFA Keynote Address
- Hints & Tips for First-Time Attendees

There's something for everyone at the OFA Short Course!

New this Year! Register for the OFA Short Course Before Getting Your Hotel Reservation

We've listened to your concerns about the hotel reservation system, and have developed an easy, one-stop shopping process to ensure that only those committed to attending the Short Course are booking hotel rooms. You will first register your staff for the event, and then be given an immediate opportunity to make any necessary hotel reservations for those people. The new and improved system is designed to allow you to register several staff at once for the OFA Short Course and then get the hotel rooms you need.

Registration and hotel reservations open on Tuesday, May 5. Hotel reservations must be made by June 19. The pre-registration deadline is June 26.

The full program, complete with conference, registration, and hotel information, will be available by early April, so you will have plenty of time to review the materials to decide what sessions you want, who's attending from your company, and how to get the most out of your experience in Columbus.

Make it YOUR business to attend the 2009 OFA Short Course. Visit www.ofa.org for more details.