



Southeast Greenhouse Conference
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OFA To Manage Southeast Greenhouse Conference (SGC)

The Southeast Greenhouse Conference, an educational conference and trade show held in Greenville, SC, has announced that OFA will manage the event beginning in October 2007. Terri Bates Cantwell, Chair of the SGC Board, stated the Board recently underwent an extensive search process to identify a new management team. Cantwell said, "We are excited about this new opportunity to work with OFA. They have a proven track record of association and event management. In addition, their areas of expertise complement SGC's mission. We are excited to have John Holmes and his staff as our management team."

OFA will continue to manage the OFA Short Course, held in Columbus, Ohio, but is able to expand their management to other organizations and events. "We are pleased to have been selected by SGC as their new management team. We look forward to working with the Board to ensure the most efficient use of resources, and to help southeastern greenhouse growers succeed," said incoming OFA President Bobby Barnitz. "OFA's mission is to support and promote all floriculture professionals, and this is a great opportunity for us to reach out and assist another industry organization. It's a win-win for everyone."

Association Services Group (ASG) of LaGrange, GA, has managed the Southeast Greenhouse Conference since 1995. Charles Hall, President of the management firm and currently Executive Director of SGC, stated the company made a strategic decision

not to continue SGC management and will focus efforts on continuing to build a national client base for the firm. Hall said, "We are honored to have been a part of the Southeast Greenhouse Conference and the tremendous growth the show has experienced over the past 12 years."

Cantwell said, "We are very fortunate to have worked with Association Services Group over the years. Under the leadership of ASG, we were able to grow this show into a very successful event."

The Southeast Greenhouse Conference will be held on June 20-23, 2007 at the Carolina First Center (formerly the Palmetto Expo Center) in Greenville, SC. The event includes tours, a three day trade show and three days of educational sessions and workshops.

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About SGC

The Southeast Greenhouse Conference was established in 1993 as a regional educational conference and industry trade show. During the past 15 years the event has grown to be recognized as one of the top 4 greenhouse conferences in the nation. SGC exists to enhance the profitability of the floriculture industry by providing a quality educational program and trade show. The conference continually offers the most prestigious speakers for greenhouse producers and retail garden centers, as well as showcases top exhibitors from all across the country. Additionally, SGC strives to promote industry service and networking while maintaining an atmosphere of southern hospitality and value.

SGC is currently managed by Association Services Group, a professional management firm with offices in Atlanta and LaGrange, GA, and accredited by the American Society of Association Executives.

For more SGC information contact Shanan Smith, Director of Operations, Southeast Greenhouse Conference, PO Box 2945, LaGrange, GA 30241-2945, phone 800-453-3070, or fax 706-883-8215, website www.sgcts.org and e-mail ssmith@asginfo.net;

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