



# WESTERN JANUARY 2020 KANSAS CITY, MO

EDUCATION • NETWORKING • TRADE SHOW

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## WOMEN IN HORTICULTURE

**Kansas City, MO, September 1, 2019 –**

Western Nursery & Landscape Association (WNLA) announces the **2020 Western happening in Kansas City, MO on January 15, 16 and 17!** We are happily introducing our Women in Horticulture speaker, **Sue Markgraf** who is the Founder and President of GreenMark Public Relations, Inc.

**Sue's passion for her work and the sustainable industry forges alliances among the firm's clients** that yield above-and-beyond results, including in industry leadership capacities, higher-profile visibility and reputation enhancement. She is on the **cutting edge of new media, guiding the firm's direction on Internet opportunities** for clients that are in addition to traditional marketing communications strategies.

Prior to co-founding GreenMark in 2006, **Sue led the public relations team at the Chicago Botanic Garden**, where she created and managed proactive, full-scale communications and reputation management programs. **Her work delivered millions of consumer impressions that increased visibility, drove attendance and provided tangible results** that contributed to a successful re-brand initiative and capital campaign launch. Under her direction, coverage of the garden and its work in science, education and leadership grew from minimal to international in just five years.

Sue will be speaking at The Western's second annual Women in Horticulture breakfast (*a ticketed event*). **She'll be discussing and empowering women in the workforce**, targeting all industries but specifically highlighting our work, the horticulture industry. You will be able to connect with her following her presentation at her Roundtable Discussion.

**Stay tuned for more speakers, exhibitors and information about the 2020 Western.** Updates will be on [www.wnla.org](http://www.wnla.org), the **Western Nursery and Landscape Association Facebook** and coming through the WNLA weekly newsletter. Email [callie@wnla.org](mailto:callie@wnla.org) to sign up to receive our weekly e-newsletter.

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### About the Western Nursery & Landscape Association

The trade association for independent horticultural companies in the Midwest. Members include independent retailers; landscape maintenance, contractors, designers & architects; wholesale and greenhouse growers; plant breeders; horticultural suppliers and distributors; and those involved in horticultural education, including professors, extension professionals and students. WNLA is a 501(c)6 non-profit organization.

**For more information visit [www.wnla.org](http://www.wnla.org)**

