



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

### **Join Proven Winners® at the 2024 Fall Roadshows in Charlotte and Cincinnati**

The free events feature education, networking and more for retailers, growers, brokers, landscapers and other industry professionals.

[DeKalb, IL] – [Aug. 20, 2024] – Equip yourself with the tools to make great decisions next spring by attending a Proven Winners® Roadshow this fall! Designed for retailers, growers, brokers, landscapers and anyone who works in the green industry, Proven Winners Roadshows are opportunities to learn about upcoming trends, brainstorm with likeminded industry pros and learn all about new plants, products and programs from Proven Winners.

This year, the Roadshows will take place in Charlotte, North Carolina, on Tuesday, Oct. 1, and Cincinnati, Ohio, on Tuesday, Oct. 8. Both events include a sit-down lunch, networking, roundtable discussions, new variety information and much more.

The goal of these Roadshows is not only to share news about new Proven Winners plants, programs and products, but for us to learn more about your business and how we can partner together to increase your profits and help you achieve success. Our team of plant and retail experts will share insights on growing the newest varieties and increasing sales through marketing, merchandising and more.

“I look forward to hosting our Roadshows every year because they give us a chance to come together in an informal setting to hear about the challenges and opportunities retailers, growers and others in the industry face every day,” says Jessica DeGraaf, Proven Winners director of retail accounts. “We learn just as much from these events as our attendees, and I can’t wait to see everyone in October!”

Two esteemed guest speakers will be joining attendees this year. Dr. Bridget Behe, one of the horticulture industry’s leading retail marketing experts and a professor of horticultural marketing at Michigan State University, will deliver the keynote speech in Charlotte. And in Cincinnati, Scott Beuerlein, manager of botanical garden outreach at the Cincinnati Zoo & Botanical Garden, will share his insights.

These events are free, but space is limited, and registration is required. For more information about special room rates and to register, visit [provenwinners.com/roadshows](https://provenwinners.com/roadshows)



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*Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at [provenwinners.com](http://provenwinners.com).*