



March 2016

# The 2016 Northern Green Expo

*By: Lareina Taing with Charity Corbeille*

Today there seems to be a trade show or convention for every profession, hobby, or special interest. If you're a landscaper, nursery worker, or just know someone who works in Minnesota's "green" industry, you might have heard of the Northern Green Expo. The Minnesota Nursery & Landscape Association (MNLA) and the Minnesota Turf and Grounds Foundation (MTGF) jointly host this annual event at the Minneapolis Convention Center. The Northern Green Expo has been **THE** place for green industry professionals in the Northern U.S. to come together and learn about the latest trends in their industry since 2003. This year, the expo was hosted from January 13th- 15th.

The Northern Green Expo was born from two separate events sponsored by the MNLA and the MTGF. These two parent organizations found that the events each sponsored on their own had a lot in common: their shows were less than a month apart, and drew many of the same exhibitors and attendees. They decided to join forces and create a single larger event; one that would save exhibitors the expense of booth space at a second show and would provide attendees greater diversity in both content and vendors.



Over the last nine years, the Northern Green Expo has averaged 7,449 attendees and 919 exhibit spaces. In addition to the trade show floor, attendees can take advantage of nearly 100 educational sessions held during the Expo's three-day run.

GSOC has participated in the Northern Green Expo for over six years. GSOC attends the Expo and uses its booth to spread the "Call or Click before you dig" message to Minnesota's green industry.

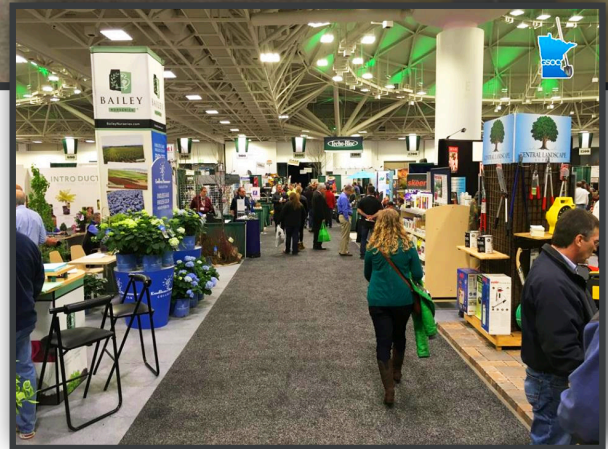
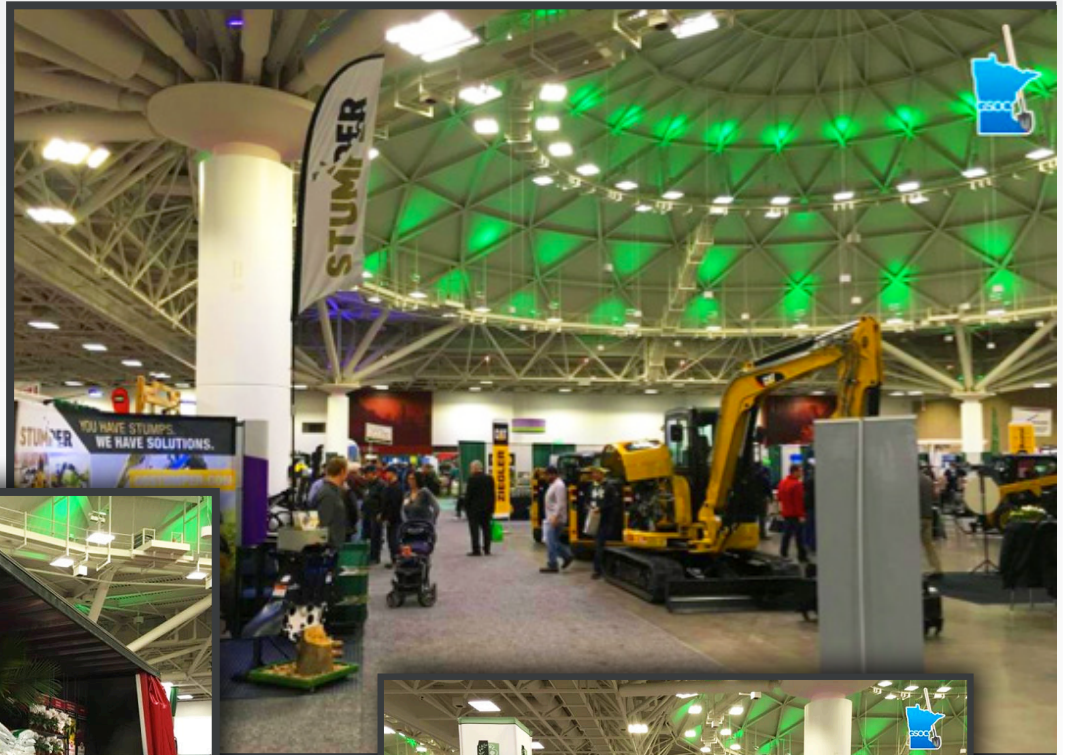
Estelle Richard, Marketing and Public Relations Specialist for GSOC, was on hand for her fourth Expo, passing out promotional items and answering questions. Her goals for the 2016 Expo? "This year," she says, "we hoped people would be able to learn more about the changes with our new online ticketing system and what they can expect when they use it in the spring." Estelle went on to describe the diverse training opportunities for the online system that are available both online or on-site. She



also talked about the large number of [damage prevention meetings](#) that will be held throughout the state right up to the spring thaw. “We definitely want people to be informed about all of the changes and the new products and tools that are available to them,” Estelle said.

Estelle calls the Expo “...a perfect opportunity to get in front of our target audience, especially because there was such a great turnout. Often when people have questions, they won’t pick up the phone and call us, but if they see us in person, chances are that they will be interactive. Contacting GSOC is something that many of the attendees probably do all the time. It helps us get a good idea about what the industry is thinking, what issues they’re seeing in the field, and what we can do better as GSOC to cater to their needs.”

The Facebook Photo Album of the event can be found [here](#).



**Customer Support**  
(651)681-7326

### To File a Locate Request:

-  Twin Cities Metro ..... 651-454-0002
- Greater MN Area ..... 800-252-1166
- Emergency ..... 866-640-3637
- Or you can go online at ..... [www.gopherstateonecall.org](http://www.gopherstateonecall.org)



[www.facebook.com/gopherstateonecall](http://www.facebook.com/gopherstateonecall)



[www.twitter.com/gopheronecall](http://www.twitter.com/gopheronecall)

1110 Centre Pointe Curve Suite 100  
Mendota Heights, MN 55120

[customersupport@gopherstateonecall.org](mailto:customersupport@gopherstateonecall.org)  
[www.gopherstateonecall.org](http://www.gopherstateonecall.org)