

In searching the publicly accessible web, we found a webpage of interest and provide a snapshot of it below. Please be advised that this page, and any images or links in it, may have changed since we created this snapshot. For your convenience, we provide a hyperlink to the current webpage as part of our service.

Joe Lamp[™] announced as OFA Short Course keynote speaker

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The screenshot shows the FloraCulture International website. At the top left is the logo. A search bar is in the top right. A notification box states: "We've moved office, our new telephone numbers will follow in due course, In the meantime you can contact us on the following numbers: +31 (0)6 532 411 21, +31 (0)6 221 652 20, +31 (0)15 213 67 64". A navigation menu includes: Digital Magazine, Subscribers, Contact, Media Kit, Classifieds, Yellow Pages, Job Bank. A sidebar on the left lists: NEWS, Home, World News, Business, People, Product, Country, Trade show, Events, Technology. The main content area features a "Latest News" section with the headline "Yara makes SOP investment". Below it is the main article: "Joe Lamp'l announced as OFA Short Course keynote speaker". The article text reads: "COLUMBUS, USA, April 8, 2012: How to find and influence today's consumer will be the focus of the keynote presentation that TV personality Joe Lamp'l will give during this summer's OFA Short Course, horticulture's premier convention and marketplace. Joe's presentation, 'Can You Hear Me Now? Voices from Beyond the Greenhouse,' will be on Sunday, July 15 at 8 a.m. Lamp'l, a.k.a. joe gardener®, will share strategies to reach today's consumers and what to say when you do. Joe will take a look at the products and services we sell, and offer a valuable consumer perspective that challenges product relevance, marketing messages, and if we are even using the right vehicles. With his eyes and ears on today's home gardener, Lamp'l helps homeowners succeed with a wide". To the right of the article is a small image with text: "We've re-planted our roots! On 21st March 2012". Below that is a weather widget for Amsterdam showing "9 °C" and "Amsterdam 9°C +".

Quote of the Week

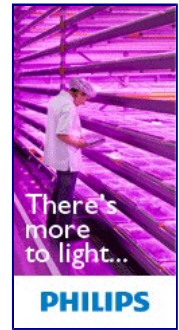
"What we think, or what we know, or what we believe is, in the end, of little consequence. The only thing of consequence is what we do."



variety of home garden projects. You can see and hear Joe on Fresh from the Garden on DIY Network, GardenSMART on PBS, and his latest series, Growing a Greener World, also on national public television. Joe also shares his know-how on NBC's TODAY SHOW, ABC's Good Morning America, and more.

Ball Horticultural Company is sponsoring Lamp's participation.

The Association of Horticulture Professionals is the leading horticulture trade association in the United States. It is a 501(c)(5) non-profit, all-industry organization and its core purpose/mission is "to support and advance professional horticulture." Industry segments served include: garden centers, greenhouses, nurseries, retail and wholesale florists, and interior plantscapers. OFA is especially known for its outstanding publications and its annual OFA Short Course, U.S. horticulture's premier convention and marketplace. The next Short Course will take place on July 14-17, 2012 in Columbus, Ohio USA.



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**11-13 April
IEC, Kiev
Ukraine**