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*Public Relations*

# News Release

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For Immediate Release

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## **Turfgrass Institute Hosts The Green Industry Talk Show Broadcast**

Ontario, CA- The Green Industry Talk Show in association with The Southern California Turfgrass Council broadcasted live from the councils' yearly 'Institute' held this year for the first time at the Ontario Convention Center.

"Even though the trek was farther than last year, this place is much nicer," says talk show host Nick Federoff. He continues, "We were able to interact with show attendees much easier."

Edward Wallace, Federoff's producer feels that "The 'Institute' is designed for continuing education which we fully support. The 'trade show' portion is an added feature that allows us to support the instructor's efforts."

Several interviews with attendees and vendors proved to be fruitful. "We were able to get enough sound bites so I can take the holidays off" jokes Federoff.

In addition to sharing show ideas and offering examples on how to listen to programming through the internet a display featuring a telephone offered attendees the chance to dial in and hear programs without a computer. "As much as we'd like to think the green industry pro is hooked-up to the internet, there still are a few stragglers out there that aren't. That's why we have made our programming available through cell and telephones. Everyone has one of those. Plus, we are hearing more people are using our shows for tailgate meetings to train employees." says Wallace.

The Green Industry Talk Show is the only audio program leading news and views for the green industry professional. For more information log on to AdviceRadio.com, click on the Green industry Talk Show Logo then choose one of the four on-demand programs. Or, if you can't listen through your computer you can use your cell or telephone like a mini boom box! Here is what you do in four simple steps: 1. Dial: 1-615-727-9201, 2. When asked for an I.D. number use this one: 800-405-64-25, 3. At the prompt select "1", 4. Now select a station number - 1127, 1129, 1732 or 1733.

For more information call Dan Stevens at 562-945-6469.

Photo's available.

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