

*Survive and Thrive
in the New Economy*



New England Greenhouse Conference

October 21 - 23, 2002 - Centrum Centre, Worcester, MA

- New England Greenhouse EXPO featuring over 200 exhibits showcasing the newest products and services
- 60 educational workshops
- New Varieties display
- Networking reception
- Pesticide recertification credits



CONFERENCE HIGHLIGHTS



CONFERENCE CD-ROMS AND AUDIO CASSETTES

Keep Learning All Year . . . Take the Conference Home With You!


For the first time, this year's New England Greenhouse Conference will be available on both CD-ROM and audiocassette. You can purchase all recorded sessions and their accompanying handouts on a CD-ROM, at the low cost of just \$129. You can also purchase audiocassettes of either individual sessions or all recorded sessions. Stop by the Digitell, Inc. booth in the first-floor lobby for a demonstration of the CD-ROMs, and to place your order. To order by phone, call Digitell, Inc., at 1-800-679-3646.

PEST MANAGEMENT MANUAL AVAILABLE

Available at special rate for conference attendees

New England Greenhouse Floricultural Recommendations has been the reference-of-choice for hundreds of greenhouse growers throughout New England since its inception. The 2003-2004 edition will make its debut at this conference, at the reduced conference rate of \$10. After the conference, it will be available for \$20 per copy. The 120-page manual presents biological, cultural and chemical management information for insects, diseases, weeds and plant growth regulation. Stop by the registration booth in the first-floor lobby to purchase your copy at the conference.

PESTICIDE RECERTIFICATION CREDITS AVAILABLE

Pesticide applicator recertification credits will be available at the conference, for the six New England states plus New York and Pennsylvania. A total of 14 presentations, each worth one credit, will be offered; check the program for the  symbols. If you want to earn credits, be sure to pick up a form at the Pesticide Credit Information Table outside the meeting rooms. Tickets will be handed

out at the end of each session to verify attendance. At the end of the conference, attach your tickets to the form and submit according to your state's procedure.

MASSACHUSETTS FLOWER GROWER'S BREAKFAST

Tuesday, October 22, 7 - 8:30 am, Crowne Plaza Hotel

Join the MFGA for an informative talk with Judy Sharpton on the future of the retail garden center and Bruce Baker on marketing your business.

TUESDAY EVENING, A TIME FOR NEW IDEAS

Tuesday, October 22, 7:30 - 9:00 pm

We promise that this year's Tuesday evening sessions will stimulate your imagination. Get a jump on the future as Garry Grueber, a true plant visionary, provides a sneak preview of some great new crops. Or, join Judy Sharpton for answers to your own marketing questions — bring your specific marketing questions to the session, and you'll go away with creative answers from a pro.

DAYLONG WORKSHOP ON GREENHOUSE PROFITABILITY

Wednesday, October 23, 8:30 am - 5:00 pm

Are you making money with your crops? Learn how to calculate costs of production and compare crops for profitability. The equation can be complex: hundreds of crops, different container sizes, various bench spacing strategies, hanging baskets, retail and wholesale prices . . . take an in-depth look at how all these variables affect your bottom line. Separate registration and an additional fee is required for this daylong workshop presented by Drs. Jim Faust (Clemson University) and Peter Konjoian (The Ohio State University). Space is limited; register early!

Lodging Accommodations

Special hotel rates have been established at a few Worcester hotels. Make sure you mention the New England Greenhouse Conference when you make your reservation.

Make reservations early because rates are only guaranteed for reservations made before September 21, 2002.

Crowne Plaza Hotel	1 block from Centrum	\$102.00	508-791-1600
Hampton Inn	1 block from the Centrum	\$95.00	508-757-0400
Holiday Inn	4 miles from the Centrum	\$92.00	508-852-4000

Directions and Parking

Interstate 495 to I 290 West to Exit 16. Bear right at end of ramp. At second set of lights is the entrance to the municipal parking garage. The Centrum is directly across the street from the garage.

MONDAY, 21 OCTOBER 2002

Registration – Lower Level Lobby, Centrum Centre 7:00am-6:30pm
EXPO, Lower Level Centrum Centre - 2:00pm - 6:30pm

	PERENNIALS	GREENHOUSE PRODUCTION	CUT FLOWERS	GARDEN CENTERS
8:30 – 9:30 am	New Hardy Plants Tony Avent, <i>Plant Delights Nursery</i>	Managing Fertility and pH of Spring Crops Doug Cox, <i>University of Massachusetts</i>	Managing Tarnished Plant Bugs David Handley, <i>University of Maine</i>	Advertising Can Fill Your Store But Promotions Will Fill Your Registers Ian Baldwin, <i>Nursery Business Consultant</i>
9:30 – 10:30	Daylily Rust and Leaf Streak Jean Williams-Woodward, <i>University of Georgia</i>	The Effects of Daylength on Annuals John Erwin, <i>University of Minnesota</i>	Great New Varieties from the ASCFG Field Trials John Dole, <i>North Carolina State University</i>	Be a Dynamic Salesperson and Provide Winning Customer Service Bruce Baker, <i>Middlebury Jewelry and Design</i>
10:30 – 11:30	Propagating Perennials Leo Blanchette, <i>Blanchette Gardens</i>	Managing Root Rots Cheryl Smith, <i>University of New Hampshire</i>	Hoop Houses and High Tunnels: Extending the Season Jay Holcomb, <i>Pennsylvania State University</i>	
11:30 – 1:00 pm				
1:00 – 2:00	Nematodes Jim LaMondia, <i>Connecticut Ag Experiment Station</i>	New Guinea Impatiens Jack Williams, <i>Paul Ecke Ranch/The Flower Fields</i>	Growing Lilies Chas Gill, <i>Kennebec Flower Farm and Nursery</i>	Box Stores: Learn From Their Strengths, Explore Their Weaknesses Ian Baldwin, <i>Nursery Business Consultant</i>
2:00 – 3:00	Green Roofs: A New Marketing Opportunity Robert Herman, <i>Robert Herman and Uncommon Plants</i>	Managing the Environment for Disease Control Jean Williams-Woodward, <i>University of Georgia</i>	Are You Making Money With Cuts? John Dole, <i>North Carolina State University</i>	The Rise of the Super League Garden Centers Ian Baldwin, <i>Nursery Business Consultant</i>
3:00 – 4:00	How to Schedule Perennials in Production Leonard Perry, <i>University of Vermont</i>	Managing Pests of Herbs Tina Smith, <i>University of Massachusetts;</i> Leanne Pundt, <i>University of Connecticut</i>	Postharvest Handling of Lilies and Other Cut Flowers Susan Han, <i>University of Massachusetts</i>	
4:30 – 6:30	Reception in EXPO, Lower Level Centrum Centre - Sponered by: JP Bartlett Company, Landmark Plastic, Pleasant View Gardens, American Takii, Richard D. Smith & Company, Olympic Horticultural Products			

Visit www.uvm.edu/~pass/greenhouse/negc.html for program updates.

 Pesticide applicator recertification credit available

TUESDAY, 22 OCTOBER 2002

Massachusetts Flower Growers Breakfast 7:00-8:30am, Crowne Plaza Hotel
 Registration, Lower Level Lobby, Centrum Centre 8:00am-6:00pm
 EXPO, Lower Level Centrum Centre 9:00am - 4:30pm

	PERENNIALS	GREENHOUSE PRODUCTION	OWNERS AND MANAGERS	UNTAPPED MARKETS
8:30 – 9:30 am	Choosing Perennials: Ecological Habitats Robert Herman, <i>Robert Herman and Uncommon Plants</i>	Mixed Baskets Jack Williams, <i>Paul Ecke Ranch/The Flower Fields</i>	What Every Employer Should Know About Employment Law Robert Noonan	Developing a Mail Order Business Tony Avent, <i>Plant Delights Nursery</i>
9:30 – 10:30	Ferns for New England Gardens Bill Cullina, <i>New England Wild Flower Society</i>	Poinsettia Cultivars Rich McAvoy, <i>University of Connecticut</i>	Recruiting and Hiring Young Workers Norine Larson	People Buy Gardens, Not Plants Lynn Cohen <i>Eason Horticultural Resources</i>
10:30 – 11:30	Variegated Plants: Spots and Stripes Forever Gary Koller, <i>Koller and Associates</i>	Growth Retardants for Crops in the Northeast John Erwin, <i>University of Minnesota</i>	Motivating Young Workers for Greater Productivity Norine Larson	Developing Municipal and Community Landscapes Cricket Vlass, <i>Wellesley Public Works</i>
11:30 – 2:00 pm				
2:00 – 3:00	Industrial Strength Perennials Stephanie Cohen, <i>Temple University</i>	Scouting: The Basis for Effective Pest Management Colin Stewart, <i>University of Maine</i>	Employee Incentives Jim Costello, <i>Prides Corner Farms</i>	Marketing to Our Youngest Generation Ellen Talmage, <i>HR Talmage and Son</i>
3:00 – 4:00 pm				
4:00 – 5:00	Managing Diseases of Perennials Rob Wick, <i>University of Massachusetts</i>	Fall Crops: Pansies Joe Vaiuso, <i>Vaiuso Farms</i> Fall Crops: Fall Foliage Carol Huntington, <i>Pleasant View Gardens</i>	How to Increase Labor Efficiency and Productivity John Bartok	America in Bloom Delilah Onofrey, <i>Greenhouse Grower and American in Bloom</i>
5:00 – 7:30				
7:30 – 9:00	Stretching the Borders: Floricultural Crops for the Future Garry Grueber, <i>Kientzler</i>		The Doctor is In: Bring Your Marketing Questions! Judy Sharpton, <i>Growing Places</i>	

Visit www.uvm.edu/~pass/greenhouse/negc.html for program updates.

 Pesticide applicator recertification credit available

WEDNESDAY, 23 OCTOBER 2002

Registration, Lower Level Lobby, Centrum Centre 8:00am-4:00pm
EXPO, Lower Level, Centrum Centre - 9:00am - 3:00pm

	PERENNIALS	GREENHOUSE PRODUCTION	GREENHOUSE PROFITABILITY	MARKETING AND MERCHANDISING
8:30 – 9:30 am	A Walk on the Dark Side: Shade Garden Perennials Stephanie Cohen, Temple University	New Vegetative Annuals Garry Grueber, Kientzler	Profitable Greenhouse Production: A Special Day-Long Workshop Peter Konjoian, Ohio State University; Jim Faust, Clemson University	Answering Home Gardeners' Pesticide Questions Ron Kujawski
9:30 – 10:30	Managing Weeds in Perennial Plant Production Andy Senesac, Cornell University	Cultural Practices for New Vegetative Crops Alan Michael, Pennsylvania State University	Sponsored by New England Floriculture, Inc., and the Ohio Florists Association	Create a GreenPrint™ for Your Store Judy Sharpton, Growing Places
10:30 – 11:30	Improving Native Plants for Marketability Without Jeopardizing Their Essence Dale Hendricks, North Creek Nurseries	Managing Mites Dan Gilrein, Cornell University	Pre-registration and an additional fee is required for this workshop.	The Mannequin Method™ Judy Sharpton, Growing Places
11:30 – 3:00 pm				
3:00 – 4:00	Managing Deer: An Overview Laurie Anne Albrecht, Longwood Gardens	New Annuals From Seed Mitch Rand, Ball Seed Company	Profitable Greenhouse Production: A Special Day-Long Workshop (continued) Peter Konjoian, Ohio State University; Jim Faust, Clemson University	Creating a Mannequin Display Judy Sharpton, Growing Places
4:00 – 5:00	Nostalgia for Perennials Cindy Brockway, Past Designs	Managing Pests in Small Greenhouses Colleen Armstrong, University of Vermont	Pre-registration and an additional fee is required for this workshop.	Individual Store Design Judy Sharpton, Growing Places

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NEW ENGLAND GREENHOUSE EXPO



The New England Greenhouse Conference EXPO will be located in the Exhibit Hall on the Lower Level of the Centrum Centre. Over 200 companies and organizations will be represented in this area featuring seed houses, greenhouse manufacturers, suppliers of equipment and crop materials from the US and Canada.

Discover the newest innovations in our industry.
Learn about new products and services.
Network with your peers in the industry.
Gather information for future purchases.
Order products that will enhance what you currently offer.

Trade Show Hours:

Monday, October 21st: 2:00-6:30pm (RECEPTION FROM 4:30-6:30PM)

Tuesday, October 22nd: 9:00am-4:30pm

Wednesday, October 23rd: 9:00am-3:00pm

Your registration badge is required for admission to the show.

**Please join us for a reception with the exhibitors
on Monday from 4:30 - 6:30 pm**

Partial listing of Companies

Exhibitor	Major Product Categories
A.M.A. Plastics/ AI's Flower Pouch	AI's Flower Pouch, Ellepots, Pot Hangers
Acme Engineering & Manufacturing Corp	Greenhouse Ventilation, Cooling & Controls
Aerotech	Ventilation, Cooling, Fans
Agrinomic Inc.	Greenhouse Equipment
AMT Systems	Labels, Tags, Thermal Printers
Applied Agricultural Technologies	Electrostatic Sprayers by ESS
ARC Growing Software, Inc.	Computers/Communications
A-V International	Benches, Carts, Benching Systems
Ball Publishing	Publications
Ball Seed Company	Greenhouses/Structure, Plant Materials, Liners
Barlett Bench & Wire, Inc.	Greenhouse Equipment
Beaver Plastics Ltd.	Containers/Pots/Trays
Becker Underwood	Biological Controls, Greenhouses/Structure
Berger Horticultural Products	Peat Products
Bio Safe Systems	Chemicals, Environmentally-safe disease prevention
Blackmore Company, Inc.	Fertilizers, Filing, Equipment, Plugs
Bouldin & Lawson, LLC	Greenhouse Equipment, Nursery Equipment
Branch-Smith Publishing	Publications
Braun Horticulture, Inc.	Wire Hanging Baskets, Olde Stone Planters, English Hayracks
Charter Oak Landscape & Nursery Sales	Bare Root Perennials, Bare Root Roses
CO-EX Corporation	Plastic
Conrad Fafard, Inc.	Mulch, Peat Products, Soils
Country Folks Grower	Publications
Custom Medallion Inc.	Specialty Products
D.S. Cole Growers, Inc.	Young Plants, Potted Flowering Crops
Daehnfeldt	Seeds-Flower, Annual & Perennial Flower Seeds
DCN Plastic Inc.	Containers/Pots/Trays
De Cloet Greenhouse MFG LTD.	Greenhouses/Structure/Equip., Heating & Cooling
Dillen Products, Inc.	Containers, Plastic
Dosatron International	Fertilizer Injectors
Emerson-Swan Inc. / Modine Mfg.	Heating/Cooling
FAF Growers	Plant Material
Farm Family Life & Casualty Ins. Co.	Insurance Services
Fenner Drives	Power Transmission Belts, Pulley, Belt & Chain Tensioners
Financial Services	Financial Services
First Pioneer Farm Credit	Key Employee search for ornamental horticulture
Florapersonnel, Inc.	Water Garden Products, Aquatic Plants, Landscape Plants
Fourth Generation Nursery	Plant Material, Seed, Supplies
Fred C. Gloeckner & Co.	Bulbs, Decorative Accessories, Fertilizers
Garden Connections, LLC	Phase 5, Olympic Fertilizer, Fiber Baskets
Geiger Companies, The	Plant Materials/Pots, Herb Plants
Gilbertie's Herb Gardens, Inc.	Greenhouses/Equipment, Grower Supplies
Global Horticultural Inc.	Chemicals
Gowan Company, C/O David Pieczarka	Greenhouse Structure & Equipment, Heating & Cooling
Greenhouse Supply, Inc.	Pots, Equipment, Supplies
Griffin Greenhouse & Nursery Supplies, Inc.	

Exhibitor	Major Product Categories
Grimes Seed & Plants	Seed (Annual, Perennial, Herbs, Vegetables)
GR0mor Enterprises	Seeds, Seeders
Gro 'N Sell, Inc.	Plant Material/Baskets/Liners
Grower Direct Farms	Containers, Plant Materials/Baskets, Pots
Growing Systems, Inc.	Carts, Containers/Pots/Trays, Irrigation/Watering
H.R. Talmage & Son	Ceraniums, Annuals, Perennials & Native Plants
Hanna Instruments	pH, Fertilizer Control, Temperature
Henry F. Michell Company	Plants, Seeds
Henry Molded Products Inc.	Nursery & Greenhouse Fiber Growing Containers
Hillcrest Nursery	Plant Material/Liners
Horica	Full range of insurance products and coverages
Hyde Park Products, Inc.	Horticultural Products, Growing Media, Peat Moss
ITML Horticultural Products Inc.	Plastic Horticultural & Fiber Growing Containers, Pot & Tray Systems
J M Trading Corp.	Fertilizer, Grower Supplies, Peat Products, Soils
J.P. Bartlett Co. Inc.	Ceranium cuttings, Vegetative plugs, Spring Annuals
J.R. Peters, Inc.	Fertilizer, Laboratory Testing & Analysis, Contract Packaging
Jaderloom Co., Inc.	Greenhouses, Nursery Carts
John Henry Co.	Tags & Labels, Signage & Stands, Marketing Promotional
Johnny's Selected Seeds	Seeds
Joseph Giannino Co.	Bulbs, Plant Material/Baskets/Liners/Plugs/Pots
King Farm Inc.	Plant Materials-Baskets, Plugs, Pots
Klerks Manufacturing, Inc.	Greenhouse Equipment
Koba Corp.	Containers
Lafaille Peat Moss Inc.	Growing Mixes, Peat Moss, Horticultural Equipment
Landmark Plastic Corp.	Containers/Pots/Trays
Listo Products Ltd., A Myers Industries Co.	Decorative Planters, Color Bowls, Hanging Baskets
Ludy Greenhouse Mfg. Corporation	Greenhouses/Structure/Equipment
Lynx Associates Inc.	Manufacturer rep. for Bamboo Supply, the DeWitt Company, ProSource Plus
Machinerie SB Inc.	Filling/Potting Machines, Irrigation/Watering
Maine Bucket Company, The	Manufacturer of wooden planters, displays, barrels
MasterTag	Tags, Signs, Banners
McHutchison	Perennial Liners, Ferns, Grasses, Lilies, Flowering Plant Liners
Midwest Cromaster	Greenhouse Equipment, Irrigation, Lighting
N. Casertano Greenhouses & Farms, Inc.	Perennial Starters, Holiday Wreaths, Plants
Natural Industries, Inc.	
New England Seed Co. dba Carolina Seed	Plant Materials/Plugs/Seeds
Nexus Corporation	Greenhouses, Automation/Visser Equip., Heating & Cooling
North Country Organics	Biological Controls, Fertilizers, Soils/Additives
North Creek Nurseries Inc.	Plant Materials/Liners, Plugs
OTESCO, Inc.	Spray Equipment, Hand Tools, Handling Equipment
Olympic Horticultural Products	Marathon Insecticide, Cycocel Plant Growth Regulator, Insect Growth Regulator

Exhibitor	Major Product Categories
Pan American Seed	Seeds
Pioneer Gardens, Inc.	Plant Materials
Plainview Growers	Plant Material/plugs
Pleasant View Gardens, Inc.	Plant Materials/Baskets, Liners, Pots
Premier Horticulture, Inc.	
Pride Garden Products	CCCD Baskets & Planters; Wall, Window, Floor, Topiary, Bowl & Oval Planters; Accessories
Private Garden Greenhouse Systems	Greenhouse Structure/Equipment
Quansett Nurseries, Inc.	Plant Material/Pots
Rainbow Garden Products	Coco Baskets, Natural Baskets, Plant Supports
Rapid Automated Systems Inc.	greenhouses/equipment
Richard D. Smith & Co., Inc.	Garden Mums, Plant Liners, Perennials, Herbs, Annual Plugs
Roseland Nursery	Plant Material/Scrubs
Rough Brothers, Inc.	Greenhouses/Structure
S.G. Calanti Company, LLC	Bulbs, Grower Supplies, Plant Material
Sakata Seed America, Inc.	Seeds, Seeders
Schaefer Ventilation Equipment	Heating/Cooling
Scotts Company, The	Aqua Gro Products
SePRO Corporation	Crop Protection Products, Plant Growth Regulators
Serres Claude Beauvais Inc.	Plant Material/Plugs, Cyclamen Plugs
Siebring Mfg. Inc.	Greenhouse Heating, Sprayers, Soil Sterilizers
Silverleaf Greenhouses, Inc.	Plant Materials/Liners/Pots
Smithers-Basis North America	Propagation Growing Mediums, Wetting Agents
Source Technology Biologicals, Inc.	Chemicals
Sposato Wholesales Greenhouses Inc.	Spring, Summer & Fall Crops
Spring Valley Greenhouse Inc.	Plant Material/Liners
Stokes Seeds Inc.	Seeds, Seeders
Sun Gro Horticulture Inc.	Peat Products, Soils/Additives
Sunny Border Nurseries	Bulbs, Plant Material/Pots, Roses, Annuals, Alpine
T.O. Plastics Inc.	Flat Packs, Carry Trays, Press Fill Pots & Trays, Hanging Baskets
TLC Polyform Inc.	Containers
Tyco Plastics	AG Films - Plastic
United Greenhouse Systems, Inc.	Greenhouse Structures, Curtain Systems, Benches
Valley View Wholesale Greenhouse	Plant Materials/Baskets/Liners/Pots
Van Bloem Gardens	Perennials, Bulbs, Waterplants
W.H. Milkowski Inc.	Greenhouse Structure/Equipment
Wadsworth Control Systems Inc.	Greenhouses/Equipment
Wellmark International	Maurik Insecticide/Miticide, Enstar II Insect Growth Regulator
Westbrook Greenhouse Systems	Greenhouses/Structure/Equipment, Heating/Cooling, Insect Pest Management
Whitmire Micro-Gen	Soils/Additives
Whitemore Co., Inc.	Greenhouse Structures, Equipment, Heating & Ventilating
Winandy Greenhouse Company, Inc.	Greenhouse Structures, Benches, Material Handling Systems
X.S. Smith, Inc.	Plant Materials/Plugs
Yoder Brothers	

REGISTRATION FORM

New England Greenhouse Conference and EXPO
October 21-23, 2002



Three easy ways to pre-register!!

Fill out this form and fax it to **(802) 655-6098**;
Fill out this form and **mail it to the address listed below, or**;
Register on-line at www.uvm.edu/~pass/greenhouse/negc.html

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Business Type: Grower Allied Supplier Educator Retailer Grower/Retailer
 Student Exhibitor Other (fill in) _____

Please fill out the registrants for your organization, including letter code for events, and total per person.

The first name listed should be the contact person, in case of questions.

A	B	C	D	E	F	G	H	I
One Day- Mon.	One Day- Tues.	One Day- Wed.	Three Days	Trade Show Only	Student	MFGA Breakfast	Pest Guide	Profitability Workshop
\$50.00	\$50.00	\$50.00	\$80.00	\$20.00	\$15.00	\$25	\$10.00	\$70.00*
Names of Registrants						Letter Code(s)	Total \$	
1.								
2.								
3.								
4.								
5.								
6.								

**Pre-registration and an additional fee is required for this workshop*

Registration Package

Payment Options:

NOTE: Registrations must be received before October 15th. Registrations received after October 15th will be returned unprocessed, and you will have to register on-site. On-site registration will cost \$60 for one day and \$95 for the three day package. Cancellations up to October 15 will be refunded; Cancellations after October 15 are non-refundable, but substitutions will be allowed. Only US funds will be accepted.

1. Check Enclosed (Make check payable to NEF, Inc.)

Mail checks and forms to: **Delaney Meeting & Event Management**
One Main Street #36
Winooski, VT 05404

2. Credit Card

Card Number: _____

Exp. Date: _____

Signature of Cardholder: _____

Questions? E-mail cindy@delaneymeetingevent.com



New England Greenhouse Conference

October 21 - 23, 2002 - Centrum Centre, Worcester, MA



Take 290 into Worcester, exit 16 onto Central Street, and the Centrum is 2 blocks west signposted in the middle of downtown. Uncovered parking (suitable for vans and trucks) is available on Central Street. Plenty of covered parking is available one block east of the Centrum at the Municipal Lot – just follow the signs. Free parking is available at most hotels for guests. A free shuttle will provide regular service between hotels and conference site.



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One Main Street, #36
Winooski, VT 05404

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