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ACKNOWLEDGMENTS

The biennial Northeast Greenhouse Conference is co-sponsored by New England Floriculture, Inc., a group of grower representatives from the Northeast, in collaboration with University and Cooperative Extension staff in each state who specialize in greenhouse crops and management.

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NAME BADGE FOR ENTRY
All attendees, exhibitors, speakers and moderators MUST check in at the Conference Registration Desk onsite to pick up their nametag, and prominently display it during the conference. Nametags will be required for entry into all areas, and special designated nametags will be required for entrance into the educational workshops.

FLORICULTURE PEST MANAGEMENT GUIDE
Floriculture Pest Management Guides are available at a special rate for conference attendees! The New England Greenhouse Floriculture Guide: A Management Guide for Insects, Diseases, Weeds and Growth Regulators has been the reference of choice for hundreds of greenhouse growers throughout New England since its inception. The latest edition will be available at this conference at a reduced rate of $30. Stop by the Conference Registration Desk to purchase your copy onsite. After the conference, it will be available for $40 each, and can be purchased from the website at www.negreenhouse.com.

PERSONAL SHOPPING GUIDE
New to the show? Our veteran planning committee and Board will be on hand to give you one-on-one guidance on how to make the best of your trade show shopping experience. Sign up is required in advance. Please check at the Conference Registration Desk for availability.

PESTICIDE RECERTIFICATION CREDITS
Pesticide applicator recertification credits will be available at the conference, for the six New England states plus New York. A total of 14 one-hour presentations (credits vary by state) will be offered; check the program for the symbols. If you want to earn recertification credits, attend the appropriate sessions and obtain a ticket as you exit each session to verify your attendance. Check at the Pesticide Credit Information Table outside the meeting rooms to determine the process you should follow to complete credit submission for your state. Attention New York applicators: please check in at the conference registration desk BEFORE you attend a session!

TRADE SHOW
Visit with participating companies in the Exhibit Hall and discover the newest innovations in our industry, learn about new products and services, network with your professional peers, gather information for future purchases, and order products that will enhance what you currently offer. Be sure to check out State Resource and Nonprofit Organizations. These displays offer free and low-cost services to help your business. Displays will be located in the Courtyard.
FOOD OPTIONS
Food concessions will be available for purchase each day in the Terrace (across the hall from the entrance to the exhibit hall).

BREAKFAST WITH THE SPEAKERS
Many of the speakers at the conference will be available on Thursday morning for attendees to ask questions. Tickets are $25. Sign up to have breakfast with your favorite speaker at the Conference Registration Desk.

HARVEST MARKET LUNCH
The Planning Committee worked closely with the Holiday Inn Boxborough to develop lunch options showcasing local farms and producers. This will be located in the Courtyard and open from 11:30 AM -1:30 PM Wednesday and Thursday. Stay and shop during lunch and show your support for the local farms!

POST CONFERENCE SURVEY
We value your feedback! Please take a moment to visit www.negreenhouse.org for a link to our online conference evaluation or go directly to www.surveymonkey.com/r/negc16. We’d appreciate your thoughts and comments about your experience at this year’s event. Participants will be entered into a raffle for a chance to win two NEGC 2018 registration passes and a Floriculture Pest Management Guide. Thank you!
## SCHEDULE AT-A-GLANCE

### Tuesday, November 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM - 7:00 PM</td>
<td>Exhibitor Set-Up</td>
<td>Parade Room</td>
</tr>
<tr>
<td>7:30 PM - 8:30 PM</td>
<td>Dazed and Infused Educational Cocktail Hour [Pre-registration required]</td>
<td>Courtyard</td>
</tr>
</tbody>
</table>

### Wednesday, November 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM - 5:00 PM</td>
<td>Registration &amp; Information Desk Open</td>
<td>Courtyard</td>
</tr>
<tr>
<td>9:00 AM - 9:50 AM</td>
<td>Concurrent Educational Sessions</td>
<td>Federal Room</td>
</tr>
<tr>
<td></td>
<td>• Thrips Tips, Pot Drips, Mite Blips, and Neonic Hits: Management Matters from 2016</td>
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<td></td>
<td>• Water Quality for Irrigation</td>
<td>Colonial Room</td>
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<td></td>
<td>• 5-5-5 Best Ideas for Marketing</td>
<td>Cotillion Room</td>
</tr>
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<td></td>
<td>• Understanding Plants: Why We Do What We Do in the Greenhouse</td>
<td>Seminar Room</td>
</tr>
<tr>
<td>10:00 AM - 10:30 AM</td>
<td>Refreshment Break with Exhibitors</td>
<td>Parade Room</td>
</tr>
<tr>
<td>10:00 AM - 5:00 PM</td>
<td>Trade Show Open</td>
<td>Parade Room</td>
</tr>
<tr>
<td>10:30 AM - 11:20 AM</td>
<td>Concurrent Educational Sessions</td>
<td>Federal Room</td>
</tr>
<tr>
<td></td>
<td>• Alternatives to Neonicotinoids</td>
<td>Colonial Room</td>
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<td></td>
<td>• Advanced Plant Nutrition: Getting the Most Out of Your Fertilizer</td>
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<td>• Consumer Preferences for Pollinator-Related Promotions</td>
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<td>• Diagnosis: Disease, Abiotic Disorder or Normal? Know Enough to Know the Difference</td>
<td>Seminar Room</td>
</tr>
<tr>
<td></td>
<td>• Updates on Growing Media</td>
<td>Directors Room</td>
</tr>
<tr>
<td>11:30 AM - 1:30 PM</td>
<td>Harvest Market Lunch Stay and shop during lunch and show your support for the local farms and producers! This will be located in Courtyard. Lunch available for delivery to trade show booths with advance order.</td>
<td>Parade Room</td>
</tr>
</tbody>
</table>
## SCHEDULE AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Concurrent Educational Sessions</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM - 2:20 PM</td>
<td><strong>Concurrent Educational Sessions</strong></td>
<td>See pages 10-11 for details</td>
</tr>
<tr>
<td></td>
<td>• Advanced Biocontrol Panel - Double Session</td>
<td>Federal Room</td>
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<tr>
<td></td>
<td>• Switching to Organic-based Fertilizers</td>
<td>Colonial Room</td>
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<tr>
<td></td>
<td>• Cutting Edge PGRs</td>
<td>Cotillion Room</td>
</tr>
<tr>
<td></td>
<td>• Identifying the Good and the Bad Bugs</td>
<td>Seminar Room</td>
</tr>
<tr>
<td>2:30 PM - 3:20 PM</td>
<td><strong>Concurrent Educational Sessions</strong></td>
<td>See pages 10-11 for details</td>
</tr>
<tr>
<td></td>
<td>• Advanced Biocontrol Panel - Double Session</td>
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<td>• Being a Plant Diagnostic Detective</td>
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<td></td>
<td>• Saffron: A Golden Opportunity for Crop Diversification</td>
<td>Cotillion Room</td>
</tr>
<tr>
<td></td>
<td>• Work Safely in the Greenhouse</td>
<td>Seminar Room</td>
</tr>
<tr>
<td>3:30 PM - 4:00 PM</td>
<td><strong>Keynote Presentation:</strong> Connecting People with Flowers</td>
<td>Federal and Colonial Rooms</td>
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<tr>
<td></td>
<td><strong>Kate Santos, Dümmen Orange</strong></td>
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<td></td>
<td>The horticulture industry and its customers are constantly changing. Understanding each generation's similarities and differences allows businesses to be active participants in customers' decisions about purchasing plants. Kate Santos shares what the global firm Dümmen Orange is doing to understand who are those industry customers, how those customers impact company activities, and what the company is doing to help connect people with flowers.</td>
<td></td>
</tr>
<tr>
<td>5:00 PM - 7:00 PM</td>
<td><strong>Northeast Greenhouse Conference Reception (All Invited to Attend)</strong></td>
<td>Courtyard</td>
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<td></td>
<td><strong>Co-Sponsored by: Ball Seed/S.B. Machinerie and Griffin Greenhouse Supplies</strong></td>
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### Thursday, November 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:30 AM - 3:00 PM</td>
<td>Registration &amp; Information Desk Open</td>
<td>Courtyard</td>
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<tr>
<td>7:30 AM - 8:30 AM</td>
<td>Breakfast with the Speakers</td>
<td>Courtyard</td>
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<tr>
<td></td>
<td>Tickets are $25. Advance registration is required.</td>
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<td></td>
<td>Space is limited. Visit the Registration Desk for more</td>
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<td>information.</td>
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<tr>
<td>8:00 AM - 3:00 PM</td>
<td>Trade Show Open</td>
<td>Parade Room</td>
</tr>
<tr>
<td>9:00 AM - 9:50 AM</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 12-15 for details</td>
</tr>
<tr>
<td></td>
<td>• What’s New and How Do We Stop It: Disease Management on Flowers and Herbs in the Greenhouse</td>
<td>Federal Room</td>
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<td></td>
<td>• Commonsense Greenhouse Mechanization: Lower Labor Input</td>
<td>Colonial Room</td>
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<td></td>
<td>• Yield Response to CO₂ Enrichment</td>
<td>Cotillion Room</td>
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<td></td>
<td>• Monitoring the Greenhouse Environment</td>
<td>Directors Room</td>
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<td>• Proven New Perennials</td>
<td>Seminar Room</td>
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<tr>
<td>10:00 AM - 10:30 AM</td>
<td>Refreshment Break with Exhibitors</td>
<td>Parade Room</td>
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<tr>
<td>10:30 AM - 11:20 AM</td>
<td>Concurrent Educational Sessions</td>
<td>See pages 12-15 for details</td>
</tr>
<tr>
<td></td>
<td>• Mealybug Management: How to Deal with this “Fuzzy-Sucking” Insect Pest</td>
<td>Federal Room</td>
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<td>• Sensor Based Irrigation for Height Control</td>
<td>Colonial Room</td>
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<tr>
<td></td>
<td>• Yield Responses to Supplemental Lighting</td>
<td>Cotillion Room</td>
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<td></td>
<td>• Monitoring Growing Media: pH and EC</td>
<td>Directors Room</td>
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<td></td>
<td>• Trends From the Trenches</td>
<td>Seminar Room</td>
</tr>
<tr>
<td>11:30 AM - 1:30 PM</td>
<td>Harvest Market Lunch</td>
<td>Courtyard</td>
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<tr>
<td></td>
<td>Stay and shop during lunch and show your support for the local farms and producers! This will be located in Courtyard. Lunch available for delivery to trade show booths with advance order.</td>
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</tbody>
</table>
# Schedule at-a-Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Concurrent Educational Sessions</th>
<th>See pages 12-15 for details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 PM - 2:20 PM</td>
<td><strong>The Ins and Outs of Using Biopesticides to Manage Diseases of Greenhouse Flowers and Herbs</strong></td>
<td><em>Federal Room</em></td>
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<td></td>
<td><strong>Energy Efficient Greenhouse Design</strong></td>
<td><em>Colonial Room</em></td>
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<tr>
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<td><strong>Growing Basil Start to Finish</strong></td>
<td><em>Cotillion Room</em></td>
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<td></td>
<td><strong>How to Get the Most From Your Beneficial Insects</strong></td>
<td><em>Directors Room</em></td>
</tr>
<tr>
<td></td>
<td><strong>Plants with Style: A Plantsman’s Choices for a Vibrant, 21st Century Garden</strong></td>
<td><em>Seminar Room</em></td>
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<tr>
<td>2:30 PM - 3:20 PM</td>
<td><strong>Social Media for Greenhouse Growers and Garden Centers</strong></td>
<td><em>Federal Room</em></td>
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<td><strong>Net Zero Energy Greenhouse: Growing with Zero Emissions</strong></td>
<td><em>Colonial Room</em></td>
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<td></td>
<td><strong>Managing Nutrient Solutions for Hydroponic Leafy Greens and Herbs</strong></td>
<td><em>Cotillion Room</em></td>
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<td></td>
<td><strong>Ornamental Grasses: Plants and Combinations that Sell</strong></td>
<td><em>Seminar Room</em></td>
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<tr>
<td>3:00 PM</td>
<td><strong>Trade Show Closes</strong></td>
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<tr>
<td>3:30 PM - 4:20 PM</td>
<td><strong>Gardening with a Y</strong></td>
<td><em>Federal Room</em></td>
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<td><strong>Perennials for Pollinators: Choosing the Best, Using Them Effectively</strong></td>
<td><em>Seminar Room</em></td>
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</tbody>
</table>

## Pesticide Credit Key

Pesticide Recertification Credit has been approved for these sessions. Some sessions are approved only for New York State, some for different amounts of credits, and some for different categories of applicators. **See page 15 for details.**

**Key to New York (NY) License Categories**
- 1a = Agricultural Plant
- 3a = Ornamental and Turf
- 24 = Greenhouse and Florist
- 25 = Nursery, Ornamentals and Turf

**Key to New England (NE) License Categories**
- 26 = Greenhouse (private license)
- 29 = Nursery (private license)
- 31 = Vegetable (private license)
EDUCATIONAL SESSION GRID - WEDNESDAY

<table>
<thead>
<tr>
<th></th>
<th>FEDERAL ROOM</th>
<th>COLONIAL ROOM</th>
<th>COTILLION ROOM</th>
</tr>
</thead>
</table>
| 9:00 AM - 9:50 AM | Thrips Tips, Pot Drips, Mite Blips, and Neonic Hits: Management Matters from 2016  
Dan Gilrein, Cornell University  
Thrips, broad mites and chemical sensitivity were hot issues in 2016 for greenhouse growers, who sought information on managing pests with fewer or no neonicotinoids. This presentation will cover these topics and address how to recognize and manage these pests most effectively. | Water Quality for Irrigation  
Bill Argo, The Blackmore Co.  
The goal of this session is to help growers understand their irrigation water. It will include information on how to interpret a water test, different water sources, and how irrigation water influences both pH management and plant nutrition. | 5-5-5 Best Ideas for Marketing Grover Panel  
Staying alive in our competitive environment takes quick thinking and good ideas. “5” panelists - 5 minutes each - 5 great ideas each. Sue Adams, Kirsten Smith Maskell, Teri Boardman, and Dustyn Nelson will tell us what worked to attract customers and increase sales. Our fifth panelist is the audience. What have you done that works? Take away innovative ideas from this interactive session to help your business grow. |
| 1:30 PM - 2:20 PM | Alternatives to Neonicotinoids  
Carlos Bográn, OHP, Inc.  
This presentation summarizes the attributes and limitations of neonicotinoid insecticides in floriculture and nursery production, and provides tips on the use of alternative chemicals within integrated pest management programs focused on production of high quality plants. | Advanced Plant Nutrition: Getting the Most Out of Your Fertilizer  
Bill Argo, The Blackmore Co.  
This session helps growers understand how nutrients are applied to their crops. It includes a discussion about how different management factors interact to influence plant nutrition, and shows how to develop an overall fertilizer strategy that minimizes nutritional problems. | Consumer Preferences for Pollinator-Related Promotions  
Alicia Rihn, University of Florida  
Declining pollinator insect populations have led to increased consumer interest in aiding pollinators. This session covers pollinator-related promotions including consumer preferences, perceptions, awareness of neonicotinoid pesticides, and pollinator-related marketing strategies. |
| 9:00 AM - 10:00 AM | Pests/Diseases  
Moderators: Brian Whipker & Cheryl Smith  
Advanced Biocontrol Panel  
[Double Session]  
Suzanne Wainwright-Evans, Buglady; Ron Valentin, Bioline Agrosciences Inc.; Jeff Marstaller, Cozy Acres Greenhouses  
Two consultants who have worked with growers globally to develop effective biocontrol programs, and a grower from our region with extensive experience with these, will share what is most important for you to know. They’ll go beyond the basics to cover specifics of what works, and doesn’t! Learn what’s required to get the most value and control from biological agents and products. | Switching to Organic-based Fertilizers  
Neil Mattson, Cornell University  
Many organic fertilizer products are on the market, but how do you know which to choose for your container-grown plants, what rates to use, and what the costs will be? Learn how to use several granular and liquid organic fertilizer products for your ornamental and vegetable plants. Learn how these fertilizers can reduce nutrient leaching and affect insect and disease pressure. | Cutting Edge PGRs  
Brian Whipker, North Carolina State University  
Research at NC State has focused on optimizing PGR performance and determining additional benefits of PGRs. Learn about the latest updates on PGR combinations, increasing foliar spray efficacy by leaf rewetting, adherence of PGRs to plastic pots, overcoming low doses in irrigation water, and how the use of PGRs increases profit by reducing water and fertilizer use. |
| 2:30 PM - 3:20 PM | Pests/Diseases  
Moderators: Lisa Tewksbury & Heather Faubert  
Being a Plant Diagnostic Detective  
Brian Whipker, North Carolina State University  
Nutritional and irrigation problems, chemical burn, and environmental issues can damage greenhouse crops in ways that mimic pathogen and pest damage. Learn the symptoms associated with these problems, and strategies to identify and avoid them in the future. | Cutting Edge PGRs  
Brian Whipker, North Carolina State University  
Research at NC State has focused on optimizing PGR performance and determining additional benefits of PGRs. Learn about the latest updates on PGR combinations, increasing foliar spray efficacy by leaf rewetting, adherence of PGRs to plastic pots, overcoming low doses in irrigation water, and how the use of PGRs increases profit by reducing water and fertilizer use. | Saffron: A Golden Opportunity for Crop Diversification  
Margaret Skinner, University of Vermont  
Saffron sells for $5,000/lb retail, and has culinary and medicinal value. UVM research on saffron production in unheated greenhouses produced yields greater than those in other saffron-growing regions, demonstrating its potential as a high-value specialty crop. |
<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>9:00 AM</td>
<td>Understanding Plants: Why We Do What We Do in the Greenhouse</td>
<td>Carlos Bográn, OHP, Inc.</td>
<td>This presentation will focus on basic concepts of plant health, factors that limit normal plant growth and development, irrigation practices, basic plant nutrition, pH and EC management and other cultural and crop management practices that directly and indirectly affect plant quality and susceptibility to pests and diseases.</td>
</tr>
<tr>
<td>Session 1</td>
<td>10:30 AM</td>
<td>Diagnosis: Disease, Abiotic Disorder or Normal? Know Enough to Know the Difference</td>
<td>Rosa Raudales, University of Connecticut</td>
<td>Plants get sick for multiple reasons. To develop an adequate management program it is important to first identify the cause of the problem. Apply diagnosis every time you interact with plants. This presentation discusses how to identify the cause of common plant disorders and diseases.</td>
</tr>
<tr>
<td>Session 1</td>
<td>11:20 AM</td>
<td>Updates on Growing Media</td>
<td>Dr. Daniel Jacques, Technical Services Manager, Sun Gro Horticulture</td>
<td></td>
</tr>
<tr>
<td>Session 2</td>
<td>1:30 PM</td>
<td>Identifying the Good and the Bad Bugs</td>
<td>Carlos Bográn, OHP Inc.</td>
<td>This presentation provides tips on detecting and identifying common pests and their natural enemies and methods for conserving and augmenting biological controls of whiteflies, aphids, thrips, mites, and leaf miners.</td>
</tr>
<tr>
<td>Session 2</td>
<td>2:30 PM</td>
<td>Work Safely in the Greenhouse</td>
<td>Anna Meyerhoff, NY Center for Agricultural Medicine and Health, New York</td>
<td>This session in Spanish will provide information on how to stay safe while working in greenhouses. Topics covered will include pesticide safety and the Worker Protection Standard (WPS), avoiding physical injuries, and use of personal protective equipment.</td>
</tr>
<tr>
<td>Session 3</td>
<td>3:20 PM</td>
<td>Trabaje con seguridad en los invernaderos</td>
<td>Anna Meyerhoff, New York Center for Agricultural Medicine</td>
<td>Esta sesión en español proveerá información sobre cómo mantener la seguridad cuando trabaja en los invernaderos. Mencionaremos la seguridad con los pesticidas y la Guía para Trabajadores Agrícolas (WPS, por sus siglas en inglés), cómo evitar lesiones, y el uso de equipo de protección personal.</td>
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# Educational Session Grid - Thursday

<table>
<thead>
<tr>
<th>Pests/Diseases</th>
<th>Greenhouse Automation</th>
<th>Growing Vegetables in the Greenhouse</th>
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<tbody>
<tr>
<td>Educational Session Grid - Thursday</td>
<td>Pests/Diseases Moderators: Tina Smith &amp; Geoffrey Njue</td>
<td>Greenhouse Automation Moderators: Mandy Bayer &amp; Scott Longfellow</td>
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<td><strong>FEDERAL ROOM</strong></td>
<td><strong>COLONIAL ROOM</strong></td>
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<td></td>
<td><strong>SESSION 5│9:00 AM - 9:50 AM</strong></td>
<td><strong>SESSION 6│10:30 AM - 11:20 AM</strong></td>
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<td></td>
<td>What’s New and How Do We Stop It: Disease Management on Flowers and Herbs in the Greenhouse</td>
<td>Commonsense Greenhouse Mechanization: Lower Labor Input</td>
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<td>Margery Daughtrey, Cornell University</td>
<td>John Bartok, University of Connecticut</td>
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<td>It seems there are more downy mildews to deal with every time you turn around, and a different virus attacking your bedding plants every year. And we still haven’t licked Pythium, Thielaviopsis, Botrytis or Xanthomonas. Learn to recognize the most important diseases of flower and herb crops, and how to best control them with IPM practices.</td>
<td>With labor the greatest cost in producing plants, growers need to evaluate their methods to see where savings can be made. Efficient methods and low cost equipment can improve production and lower labor input. Learn some simple techniques and devices and take a look at some of the latest technology.</td>
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<td>Mealybug Management: How to Deal with this “Fuzzy-Sucking” Insect Pest</td>
<td>Sensor Based Irrigation for Height Control</td>
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<td></td>
<td>Raymond Cloyd, Kansas State University</td>
<td>Mandy Bayer, University of Massachusetts</td>
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<td>Mealybugs are among the most difficult insect pests to deal with in greenhouse production systems. Learn about the biology, behavior, and damage associated with mealybugs, and the most effective management strategies to prevent outbreaks. Results will be shown from recent efficacy trials associated with evaluating insecticides against mealybugs.</td>
<td>Soil moisture sensor controlled automated irrigation can increase irrigation efficiency and reduce water use during plant production. The precise control possible with this technology provides the potential to control plant growth with deficit irrigation. Learn about the systems and their impacts on plant growth.</td>
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<td></td>
<td>The Ins and Outs of Using Biopesticides to Manage Diseases of Greenhouse Flowers and Herbs</td>
<td>Energy Efficient Greenhouse Design</td>
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<td></td>
<td>Margery Daughtrey, Cornell University</td>
<td>Tom Manning, Rutgers University</td>
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<td>Can we fight fire with fire? Bacteria with bacteria? Fungi with fungi? Yes, we can! Learn about opportunities for biological control of some of the major diseases affecting floral and herbal crops. Increase your understanding of Trichoderma, Bacillus and Streptomycyes, and learn what they can do for you.</td>
<td>Energy represents a significant portion of greenhouse operating costs. Greenhouse designs can incorporate many different energy efficiency measures. Learn about available options and their applicability in different types of greenhouse operations and structures.</td>
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<tr>
<td>SESSION 8</td>
<td>2:30 PM - 3:20 PM</td>
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<td><strong>FEDERAL ROOM</strong></td>
<td><strong>COLONIAL ROOM</strong></td>
<td><strong>COTILLION ROOM</strong></td>
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| Social Media for Greenhouse Growers and Garden Centers  
*Kathy Kelley, Penn State University*  
As overwhelming as it might be, social media (Facebook, Twitter, Instagram, etc.) can be used by both retailers and wholesalers to reach customers. Learn about the various social networks, messages, posts, and images you can use to engage consumers.  
**Note:** This session has been canceled. |
| Net Zero Energy Greenhouse: Growing with Zero Emissions  
*Jeff Marstaller, Cozy Acres Greenhouses*  
In 2014, after growing conventionally in double poly greenhouses for 15 years, Cozy Acres Greenhouses added a 3,000 sq ft Conley greenhouse which has its electricity produced from the sun and its heat from the earth, with emissions at zero. Learn about the facility, grant sourcing, tax credits and accelerated depreciation.  
**Note:** This session has been canceled. |
| Managing Nutrient Solutions for Hydroponic Leafy Greens and Herbs  
*Neil Mattson, Cornell University*  
Hydroponic greens and herbs are produced in systems with recirculating nutrient solutions. In order to maintain productive high-quality crops, it is important to know how to properly maintain your nutrient solution. Learn strategies for managing pH and EC, formulating nutrient solutions, and identifying common nutrient disorders.  
**Note:** This session has been canceled. |
| **SESSION 9** | 3:30 PM - 4:20 PM |
| Gardening with a Y  
*Kelly Norris, Greater Des Moines Botanical Garden*  
With all the discussion around the issue of Generation X and Y gardeners, some might wonder what the future holds for horticulture. Confounding the issue is a general lack of demographic data and inaccurate perceptions of young or beginning gardeners. Why not talk to a Gen Y horticulturist about the needs, wants and interests of new gardeners under 40? |
### Hands-On Workshops

**Moderator:** Rosa Raudales

#### DIRECTORS ROOM

**SESSION 5 | 9:00 AM - 9:50 AM**

**Monitoring the Greenhouse Environment**  
**Chris Currey, Iowa State University**

Light and temperature have a great impact on greenhouse crop growth and development. Knowing how to effectively monitor your greenhouse environment can help you produce high-quality crops reliably. Learn about some tools that measure and monitor light and temperature.

**Monitoring Growing Media: pH and EC**  
**Rosa Raudales and Juan Carlos Cabrera, University of Connecticut**

Learn how to properly collect samples from plugs and larger containers, how to measure pH and EC of the growing media, and how to interpret the results to make decisions. Come ready to be an active participant!

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### Perennials

**Moderators:** Leonard Perry & Sarah Salatino

#### SEMINAR ROOM

**SESSION 6 | 10:30 AM - 11:20 AM**

**Proven New Perennials**  
**Sinclair Adam Jr., Pennsylvania State University**

Which of the many new perennials on the market are good landscape and garden plants? See the best new performers in the region-- plants that have shown promise in trials at Penn State University's Flower Trials.

**Trends From the Trenches**  
**Stephanie Cohen, Collegeville PA**

The “Perennial Diva” returns to our conference to highlight the latest trends with perennials, and how to use these trends and particular plants in your marketing.

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### Hands-On Workshops

**Moderators:** Lisa Tewksbury & Heather Faubert

#### SESSION 7 | 1:30 PM - 2:20 PM

**How to Get the Most From Your Beneficial Insects**  
**Suzanne Wainwright-Evans, Buglady**

Most greenhouse operations incorporate some form of biological control into their operations these days. Get tips and recommendations on how to get the most out of these beneficiaals so you are running the most efficient program possible.

**Plants with Style: A Plantsman’s Choices for a Vibrant, 21st-Century Garden**  
**Kelly Norris, Greater Des Moines Botanical Garden**

Gardeners need chic, sustainable, thriving plants for modern lifestyles. Join 20-something plantsman Kelly Norris for a spirited provocative call for a garden revolution: out with boring plants and in with stylish alternatives that captivate and enthrall. For every environment, structure and season, he shines a spotlight on A-list plants — plants that will thrive, not merely survive.
Educational Session Grid - Thursday

**Perennials**

Moderators: Leonard Perry & Sarah Salatino

**SEMINAR ROOM**

**SESSION 8 | 2:30 PM - 3:20 PM**

**Ornamental Grasses: Plants and Combinations That Sell**
Stephanie Cohen, Collegeville PA

Don’t overlook ornamental grasses in your sales and marketing, as these multifunctional perennials are aesthetic, easy to grow, and provide habitat for wildlife. Learn from a plant pro which are best, and how to combine them effectively.

**SESSION 9 | 3:30 PM - 4:20 PM**

**Perennials for Pollinators: Choosing the Best, Using Them Effectively**
Annie White, Nectar Landscape Consulting

Pollinator-friendly landscaping is a trend in our industry. Learn about some of the top perennial picks for pleasing pollinators, and hear about creative and effective ways to use these plants in the landscape to help support a diversity of pollinators.

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**Pesticide Recertification Credit has been approved for these sessions:**

**Wednesday, November 9**

9:00 AM - 9:50 AM

**Thrips Tips, Pot Drips, Mite Blips, and Neonic Hits: Management Matters from 2016**
NY: .75 credits (1a,3a,24); NE: 1 credit (26,29,31)

**Understanding Plants: Why We Do What We Do in the Greenhouse**
NY: .75 credits (1a,3a,24); NE: not approved

10:30 AM - 11:20 AM

**Alternatives to Neonicotoids**
NY: .75 credits (1a,3a,24,25); NE: 1 credit (26,29,31)

**Diagnosis: Disease, Abiotic Disorder or Normal? Know Enough to Know the Difference**
NY: .75 credits (1a,3a,24,25); NE: 1 credit (26,29,31)

1:30 PM - 2:20 PM

**Advanced Biocontrol Panel - Double Session**
NY: .75 credits/hour (1a,3a,24,25); NE: 1 credit/hour (26,29,31)

**Cutting Edge PGRs**
NY: .75 credits (1a,3a,24,25); NE: 1 credit (26,29,31)

**Identifying the Good and the Bad Bugs**
NY: .75 credits (1a,3a,24,25); NE: 1 credit (26,29,31)

2:30 PM - 3:20 PM

**Being a Plant Diagnostic Detective**
NY: .50 credits/hour (1a,3a,24,25); NE: 1 credit/hour (26,29,31)

**Work Safely in the Greenhouse**
NY: .75 credits/hour (1a,3a,24); NE: 1 credit/hour (26,29,31)

**Thursday, November 10**

9:00 AM - 9:50 AM

**What’s New and How Do We Stop It: Disease Management on Flowers and Herbs in the Greenhouse**
NY: .75 credits (1a,3a,24); NE: 1 credit (26,29)

10:30 AM - 11:20 AM

**Mealybug Management: How to Deal with this “Fuzzy-Sucking” Insect Pest**
NY: .75 credits (1a,3a,24); NE: 1 credit (26,29,31)

1:30 PM - 2:20 PM

**The Ins and Outs of Using Biopesticides to Manage Diseases of Greenhouse Flowers and Herbs**
NY: .75 credits (1a,3a,24); NE: 1 credit (26,29)

**How to Get the Most From Your Beneficial Insects**
NY: .75 credits (1a,3a,24); NE: not approved
MEET THE PRESENTERS

SINCLAIR ADAM JR.
Penn. State University SEAREC, Manheim, PA
e-mail: saa19@psu.edu
trialgardenspsu.com

Sinclair has been a grower, plant breeder, university lecturer, and now manages one of the foremost and longest running field flower trials in the country. After receiving a B.S. from the University of Wyoming, and then an M.S. degree from the University of Vermont, both in Plant and Soil Science, Sinclair spent quite a few years both growing perennial liners commercially, breeding new perennials (15 plant patents including Shortwood garden phlox, several foamflowers, and several perennial chrysanthemums), and teaching many topics at Temple University. For several years now he has served as an Extension Educator with Penn State University, and is charge of the flower trials at the Southeast Agricultural Research and Education Center, evaluating over one thousand different annuals and several hundred perennials yearly for breeders and growers worldwide.

SUE ADAMS
Mark Adams Greenhouses, Poughkeepsie, NY
e-mail: soaadams@aol.com
adamsfarms.com/departments/mark-adams-greenhouses

Sue Adams is vice-president of Adams Greenhouses, a five acre operation in Poughkeepsie, NY. Their largest account is the family’s four garden centers which they supply with over four million garden plants. Sue works closely with Adams’ marketing department, creating special promotions, brochures and website information. She is an award-winning container designer, graduate of Cornell University, and board member of New York State Flower Industries and the New England Floriculture Board, of which she serves as president.

BILL ARGO
Blackmore Company, Belleville, MI
e-mail: bargo@blackmoreco.com
www.blackmoreco.com

William R. Argo received his undergraduate degree in chemistry from Indiana University and his graduate degrees in horticulture science from Michigan State University. Since 1996, Dr. Argo has worked for the Blackmore Company providing technical services on nutritional problems in plug and greenhouse production around North America. Dr. Argo has co-authored over 200 scientific and technical publications including the 1996, 2003, and 2004 winner of OFAs (American Hort) Alex Laurie award.
JOHN BARTOK
Brooklyn, CT
email: jbartok@rcn.com

John Bartok was a Cooperative Extension Agricultural Engineer providing technical support and educational programs to the greenhouse and nursery industry for over 35 years at the University of Connecticut in Storrs. He is the author of over 500 technical papers, bulletins, and magazine articles. He is also co-author with the late Robert Aldrich of the book “Greenhouse Engineering”. He is author of the revised book “Energy Conservation for Commercial Greenhouses.” John is currently a consultant on greenhouse and nursery design, energy conservation, environment control and mechanization to universities, schools, manufacturers, and commercial businesses. He is a Technical Service Provider for USDA-NRCS energy funding programs.

MANDY BAYER
University of Massachusetts, Amherst, MA
email: abayer10@umass.edu

After graduating from Penn State University, Mandy worked as a landscape designer and in garden centers before going to graduate school. Her Ph.D. research at the University of Georgia focused on improving irrigation and fertilization in container plant production, focusing on how plant growth is affected by substrate water content and fertilizer application rate. Her current research focus as an Extension Assistant Professor includes more sustainable production of container plants and best management practices for the landscape and nursery industries, with an emphasis on improving irrigation and fertilization practices. She is also interested in using irrigation as a tool for controlling plant growth and how plant growth can be manipulated via irrigation control.

TERI BOARDMAN
Volante Farms, Needham, MA
email: teri@volantefarms.com
volantefarms.com

Teri Volante Boardman and her two brothers are fourth generation owners of Volante Farms in Needham, MA. In 2008 they opened their 14,000 sq ft glass retail greenhouse featuring a wide array of annuals, perennials, vegetable plants, small shrubs, and tropica. Shortly after, they built a new farmstand which added a farm kitchen, deli, bakery and seasonal ice cream stand to the mix. Teri runs the retail farmstand which features their homegrown produce, local grocery items, and various seasonal offerings. The Volante family is thrilled to be celebrating the farm’s 100th year in business in 2017.
CARLOS E. BOGRÁN
OHP Inc, College Station, TX
demail: cbogran@ohp.com
www.ohp.com

Dr. Bográn is Technical Manager, and leads the insecticide and fungicide research and development efforts at OHP Inc., having been involved in agricultural research and education for more than 20 years. Carlos is originally from Tegucigalpa, Honduras where he completed a degree in Agriculture in 1990 and a Bachelors of Science in Plant Protection in 1993. He completed an M.S. degree in Entomology at Iowa State University in 1996 and a PhD in Entomology at Texas A&M University in 2000. Between 2001 and 2012 he was assistant and then associate professor and extension specialist at Texas A&M AgriLife, Department of Entomology and Department of Plant Pathology & Microbiology, where he led an extension education and applied research program for the ornamental horticulture industry. Carlos currently serves as subject editor of the Journal of Integrated Pest Management (ESA) and Arthropod Management Tests (ESA) and consulting editor for plant health of HortTechnology (ASHS).

JUAN CARLOS CABRERA
University of Connecticut, Storrs, CT
demail: Juan.cabrera@uconn.edu

Juan Carlos Cabrera has a B.S. in Agriculture from Zamorano University. Currently he is a third year Ph.D. Student in Dr. Raudales’ lab at the University of Connecticut. Juan Carlos worked in a soils lab in Honduras where he delivered nutrient recommendations to farmers. At UConn Juan Carlos conducts research on water quality to understand why emitters clog and provides training to greenhouse growers on monitoring water and growing media.

RAYMOND CLOYD
Kansas State University, Manhattan, KS
demail: rclloyd@ksu

Raymond is a Professor and Extension Specialist in Horticultural Entomology/Plant Protection, Department of Entomology, with an extension (70%) and research (30%) appointment. His research and extension program involves pest management in greenhouses, nurseries, landscapes, turfgrass, conservatories, interiorscapes, Christmas trees, and vegetables and fruits. Raymond is the extension specialist in horticultural entomology for the state of Kansas with a major clientele that includes homeowners, master gardeners, and professional and commercial operators. Raymond has published over 70 scientific refereed publications and over 600 trade journals on topics related to pest management/plant protection. In addition, he has authored or co-authored numerous books (Pests and Diseases of Herbaceous Perennials, IPM for Gardeners, Plant Protection: Managing Greenhouse Insect and Mite Pests, and Compendium of Rose Diseases and Pests), book chapters, manuals, PICT or picture-pocket guides, and extension-related publications. Raymond is a frequent speaker at state, national, and international conferences and seminars. Raymond has received numerous awards and honors including the American Society for Horticultural Sciences Outstanding Extension Educator Award 2012.
MEET THE PRESENTERS

STEPHANIE COHEN
Collegeville, PA
email: PERPLANTS@aol.com
www.theperennialdiva.com

Stephanie (aka The Perennial Diva or the Vertically Challenged Gardener) is an author, lecturer, educator, and consultant. She began with a B.A. degree in English, and teaching in junior high school, but went on to get a B.S. degree in horticulture. During her 21 subsequent years, teaching various horticulture subjects at Temple University, she went on to get her M.S. degree in ecological studies. While teaching, she received awards from the Philadelphia Horticulture Society, and the Perennial Plant Association. She was instrumental in establishing an arboretum at Temple, which she directed for the first five years. Later she continued teaching for five more years at the Barnes School of Horticulture. Stephanie has received many other awards, including ones from the American Nursery and Landscape Association, and Garden Writers of America (GWA). Stephanie has lectured in 35 states, and written many magazine articles. She has written 3 books, The Perennial Gardener's Design Primer and Fallscaping—both with Nancy Ondra, and the Non-stop Garden with Jennifer Benner. Her first book won the best book award from the GWA.

CHRIS CURREY
Iowa State University, Ames, IA
email: ccurrey@iastate.edu
www.hort.iastate.edu/directory/christopher-j-currey

Christopher J. Currey is an Assistant Professor of Horticulture with an emphasis in greenhouse and controlled-environment crop production. His responsibilities include teaching, research, and Extension. He received a B.S. in Horticulture and M.S. in Applied Plant Science at the University of Minnesota and a Ph.D. in Horticulture from Purdue University. His research interests focus on understanding how environment (light, temperature) and culture (mineral nutrition, plant growth regulation) affect growth of culinary herbs and ornamental plants.

MARGERY DAUGHTREY
Cornell University, Riverhead, NY
email: mld9@cornell.edu
cuaes.cals.cornell.edu/farms/lihrec

Margery Daughtrey is a Senior Extension Associate with the Section of Plant Pathology and Plant-Microbe Biology of Cornell University, doing research and extension on managing diseases of ornamental plants. She has worked for Cornell at the Long Island Horticultural Research & Extension Center since 1978. She holds a B.S. degree in Biology from the College of William and Mary and an M.S. in Plant Pathology from the University of Massachusetts. Daughtrey lectures widely, and is coauthor of several books including Diseases of Herbaceous Perennials published by APS PRESS. She was named a Fellow of the American Phytopathological Society in 2012.
MEET THE PRESENTERS

DAN GILREIN
Cornell University, Riverhead, NY
cornell.edu

dog1@cornell.edu
cuaes.cals.cornell.edu/farms/lihrec

Dan Gilrein is Extension Entomologist with Cornell Cooperative Extension of Suffolk County on Long Island, NY where he has worked with Long Island’s commercial agriculture and professional landscape industries since 1987. He holds a Master's degree in Pest Management from Cornell University and his BS degree from SUNY College of Environmental Science and Forestry.

CELINA GÓMEZ
University of Florida, Gainesville, FL

celina.gomezv@gmail.com

Born in San José, Costa Rica. Dr. Gómez earned a BS in Plant and Animal Production (Agriculture) with an emphasis in Horticulture from Zamorano University in Honduras. She completed an MS program in Horticulture at the University of Arkansas working with Dr. Jim Robbins on the evaluation of soil-less container substrates for nursery production. She then earned a PhD in Horticulture from Purdue University, working under the advice of Dr. Cary Mitchell. Her PhD work primarily focused on evaluating LED technologies to be used as supplemental lighting sources for greenhouse-vegetable production. Dr. Gómez recently joined the University of Florida as the Controlled Environment Horticulture specialist. Her work is primarily focused on solution-based technologies for optimizing horticulture production systems through the understanding of plant-environment interactions.

KATHY KELLEY
Penn State University, University Park, PA

KathyKelley@psu.edu

Kathy Kelley is a Professor of Horticultural Marketing and Business Management at The Pennsylvania State University. She teaches Retail Horticultural Business Management and Issues in Landscape Contracting. Her research interests include studying consumer attitudes and behaviors for various horticultural goods and services. She also has extension responsibilities that include developing business and marketing educational programs for horticultural crop producers and retailers.

TOM MANNING
Rutgers University, New Brunswick, NJ

manning@aesop.rutgers.edu

Tom Manning is a Project Engineer with the New Jersey Agricultural Experiment Station at Rutgers University. He received Bachelors and Masters degrees in Agricultural Engineering from Rutgers University. He has worked extensively on improving the energy performance of systems and structures by increasing efficiencies and incorporating new energy sources and innovative energy conversion technologies. His work has focused on the use of improved environmental...
controls and innovative energy conservation technologies to reduce energy needs in greenhouses and other structures. His projects have included work with solar heating systems, photovoltaics, waste heat utilization, combined heat and power and methane digestion. He is currently working on developing techniques for monitoring, understanding and improving energy use in greenhouses and other agricultural operations.

JEFF MARSTALLER
Cozy Acres Greenhouses, No. Yarmouth, ME
email: greenhouse.ppc@yahoo.com
www.cozyacresgh.com

Jeff and Marianne Marstaller, the owners of Cozy Acres Greenhouses in North Yarmouth, Maine, have been wholesale growers of annuals, vegetables and herbs since the early 1990’s. Over the years they built 7 connected double poly greenhouses covering 21,000 sq ft. In 2012 they entered a program through Maine’s Department of Agriculture whereby a new greenhouse was built in which the electricity is from the sun, the heat from the earth and the emissions are at zero. This new greenhouse is certified for organic production through the Maine Organic Farmers and Gardeners Association and, along with conventional herbs and vegetable sets, they produce organically certified microgreens and harvested onions and ground cherries. Cozy Acres Greenhouses strives to provide all insect control via beneficial predators and parasites. With only a few small aphid outbreaks in the last year, this goal has been nearly achieved.

NEIL MATTSON
Cornell University, Ithaca, NY
email: nsm47@cornell.edu
www.greenhouse.cornell.edu

Since 2007, Neil Mattson has been at Cornell University where he is an Associate Professor and Greenhouse Extension Specialist in the School of Plant Science. He received his Ph.D. from the University of California, Davis in 2007; and Bachelors and Master's degrees from the University of Minnesota in 2000 and 2002, respectively. Neil serves the greenhouse industry by conducting applied research and outreach related to increasing greenhouse production efficiency while decreasing energy, water, and fertilizer consumption. Recent research areas include: use of granular slow release fertilizer in bedding plant and vegetable transplant production, greenhouse supplemental lighting for vegetable crops, finishing bedding plants in unheated high tunnels, and practices to enhance the retail shelf life of bedding plants. Neil is the co-director of Cornell’s Controlled Environment Agriculture Group.

ANNA MEYERHOFF
Bassett Healthcare Network/NYCAMH, Cooperstown, NY
email: anna.meyerhoff@bassett.org
www.nycamh.org

Anna Meyerhoff is Farm Safety Coordinator for The New York Center for Agricultural Medicine & Health / Northeast Center for Occupational Safety and Health- Agriculture, Forestry and Fishing
Meet the Presenters

(NYCAMH/NEC) in Cooperstown, NY. She is responsible for coordination and oversight of a farm safety training grant providing education and outreach services across New York State. Anna develops and delivers farm safety and emergency response trainings in NY and the Northeast. She also provides respirator fit testing services to agricultural workers. Anna received a BA in Spanish from SUNY Geneseo, worked on her family’s dairy farm, and has lived and studied abroad in Central America.

DUSTYN NELSON
Kogut Nursery, Meridan, CT
email: info@kogutnursery.com
www.kogutnursery.com

Dustyn Nelson is a young nursery professional currently working as the inventory manager at the family-owned wholesale nursery, and serving as a board member for the Connecticut Nursery and Landscaping Association. Formerly, he was employed as the business development coordinator at The Garden Barn Nursery, as well as the assistant manager at The University of Connecticut’s flower and plant shop, UConn Blooms. During his time at each establishment, Dustyn developed locally-grown branding programs and marketing plans that utilized new ways to connect with the upcoming generation of consumers. He encourages companies to feel proud to be the most expensive. Dustyn's primary focus has always been to create a positive customer experience for every consumer, which led him to be selected as this year’s NENA Young Nursery Professional of the Year for Connecticut.

KELLY NORRIS
Greater Des Moines Botanical Garden, Des Moines, IA
email: Knorris@dmbotanicalgarden.com
kellydnorris.com

Kelly D. Norris is a 20-something, award-winning author and plantsman from Iowa and the first director of horticulture at the Greater Des Moines Botanical Garden, a newly revitalized public garden in Des Moines, Iowa. Throughout his career, his work has been featured in The New York Times, Organic Gardening, Fine Gardening, The American Gardener, Martha Stewart Living, Country Gardens, Garden Design and in numerous local and regional media appearances. Kelly regularly contributes to industry trade publications, including Greenhouse Grower and Green Profit. He’s popularly known for his book A Guide to Bearded Irises: Cultivating the Rainbow for Beginners and Enthusiasts from Timber Press, which won the 2013 American Horticultural Society Book Award. His most recent book—Plants with Style—debuted in December 2015. Kelly’s career began at age 15 when he talked his parents into buying a nursery (Rainbow Iris Farm), and since then he’s become one of the few gurus on marketing horticulture to emerging demographics.
ROSA RAUDALES
University of Connecticut, Storrs, CT
email: rosa.raudales@uconn.edu
www.greenhouse.uconn.edu

Rosa Raudales is an Assistant Professor and Greenhouse Extension Specialist. Rosa’s educational background is in agricultural sciences and production systems (Zamorano Agricultural University, Honduras), plant pathology (The Ohio State University), and horticulture and communications (University of Florida). Rosa puts her skills together to conduct research and education programs relating to the management of low-quality water for irrigation and biotic and abiotic factors that affect plant health of container-grownamentals and hydroponic vegetables.

ALICIA RIHN
University of Florida, Apopka, FL
email: arihn@ufl.edu

Alicia Rihn received her Ph.D. in Applied Plant Sciences-Horticulture Marketing from the University of Minnesota and is currently a post-doctoral research associate at the University of Florida’s Mid-Florida Research and Education Center in Apopka, FL. She conducts leading edge research on consumer behavior which combines innovative biometric measures (e.g., visual attention data) with proven economic methods to assess how consumers respond to and value in-store promotions and novel plant attributes. Her research interests include consumer behavior, sustainability, marketing, and horticultural products/services. Previously, she has conducted consumer behavior studies on ornamental plants, indoor foliage plants, cut flowers, fruits and food products.

KATE SANTOS, KEYNOTE SPEAKER
Dümmen Orange, Columbus, OH
email: K.Santos@DummenOrange.com
na.dummenorange.com

Kate Santos, PhD, earned a bachelor of science degree in Plant Biology from the University of New Hampshire. Following undergraduate school she worked as a grower for Cavicchio’s Greenhouse operation, where she was responsible for a variety of container grown annuals and perennials. Kate returned to graduate school and worked with Dr. Paul Fisher at the University of Florida, where she focused on quantification of nutrient uptake during propagation of unrooted cuttings. After earning her PhD she joined Costa Farms as the Director of Research and Development where she oversaw the trial garden and research teams at each of their facilities. Kate currently works for Dümmen Orange as the Operations Director where she has the opportunity to devise strategies to develop and bring new products to market.
MEET THE PRESENTERS

MARGARET SKINNER  
University of Vermont, Burlington, VT  
email: Margaret.Skinner@uvm.edu  
www.uvm.edu/~entlab/  

Margaret Skinner, Ph.D., is a Research Professor and Extension Entomologist at the University of Vermont, Entomology Research Laboratory, where she has worked for over 32 years, conducting research on management of a wide array of insect pests in forest, vegetables and greenhouse ornamentals. Her primary focus is development of cost-effective IPM strategies to combat aphids, whiteflies, western flower thrips and various exotic invasive forest pests. She coordinates a regional interdisciplinary greenhouse program to encourage grower adoption of IPM. Recognizing growers’ need for added revenue from high value specialty crops, she and other UVM scientists recently initiated a study on the potential of growing saffron in unheated greenhouses in the Northeast.

KIRSTEN SMITH MASKELL  
Smith’s Acres, Niantic, CT  
email: kirsten.smithsacres@hotmail.com  
www.smithsacres.com  

Kirsten Smith Maskell has been a part of Smith’s Acres since she was born. From picking strawberries, planting in the greenhouses, going to Farmer Markets with her parents, and now as a part of the managerial team at the garden center, there are not many jobs related to the business that she has not done and helped with as the business has grown and evolved. Kirsten now helps to supervise the garden center staff. As office manager, she handles most of the day to day bookkeeping tasks associated with running the farm and garden center. She pushed the company into the 21st century with the purchase of a POS system, and many other improvements to help keep the garden center fresh and relevant. Kirsten graduated from CANP program in 2006. She is the second generation in her family’s business, and with her husband’s help, will carry on the family business for decades to come.

RON VALENTIN  
Bioline Agroscience Inc., Oxnard, CA  
email: rvalentin@biolineagrosciences.com  
www.biolineagrosciences.com  

Ronald Valentin was born in the heart of the greenhouse industry in the Netherlands. As a teenager, he was managing and producing the biological control agents for the family greenhouse operation. After finishing his education in crop protection management, biochemistry and vegetable production at State Secondary College of Agriculture in De Lier, The Netherlands, he embarked on a career in biological control in 1986. After working in biological control technical support in the Netherlands and several other European countries, he first came to Canada in 1996, and became a Canadian citizen in 2004. Over the years Ronald has worked with many growers to set up sustainable and effective pest management programs with as a focus to use BCAs as a first line of defense. He also has trained and managed technical support teams in Europe, Canada and the USA.
SUZANNE WAINWRIGHT-EVANS
Buglady Consulting, Slatington, PA
email: info@BugladyConsulting.com
www.bugladyconsulting.com

Suzanne Wainwright-Evans, a graduate of the University of Florida, has been in the horticulture industry for more than 25 years, focusing on biological control and using pesticides properly. She has worked throughout the United States and internationally consulting with greenhouses, nurseries, and gardens. She is the owner of Buglady Consulting, now in business 15 years.

BRIAN WHIPKER
North Carolina State University, Raleigh, NC
email: brian_whipker@ncsu.edu
www.e-gro.org

Brian Whipker is a professor at North Carolina State University, specializing in floriculture production. He has an extension and research appointment, plus teaches a graduate level plant nutrition class. His research and extension interests include the areas of plant growth regulators, plant nutrition, and problem diagnostics.

ANNIE WHITE
Nectar Landscape Design and Consulting, Burlington, VT
email: annie.white@uvm.edu
pollinatorgardens.org

Annie White, PhD, is a horticultural researcher, ecological landscape designer, and the owner of Nectar Landscape Design & Consulting. Annie has an MS in Landscape Architecture, and recently received her PhD in Plant & Soil Science from the University of Vermont. Since 2011, Annie has been studying plant/pollinator interactions and is continually scouting for the best plants for pollinators.
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CO-EX Corp / Booth 4
Country Folks Grower / Booth 74
Creek Hill Nursery / Booths 48 & 49
DS Cole Growers / Booth 84
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Grimes Horticulture / Booth 73
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Hanna Instruments / Booth 72
Harnois Greenhouses / Booth 24
Harrells / Booth 75
Helena Chemical Co. / Booths 69 & 70
Henry F Michell / Booths 25 & 40
Heveco (Hecomix) / Booth 46
International Greenhouse Company
Booth 52
IPM Laboratories, Inc. / Booth 11
J R Peters, Inc / Booth 94
J.C. Van Der Spek Greenhouse Services
Booth 85
Jolly Farmer Products / Booths 61 & 68
JP Bartlett Co, Inc. / Booth 13
Juniper Farms / Booths 29 & 36
King Farm, Inc. / Booth 92
Koppert Biological Systems / Booth 39
Kube Pak / Booth 42
Lambert Peat Moss / Booth 55
Lynx Associates / Booth 79
Messersmith Manufacturing, Inc.
Booth 43
Micro Macro International / Booth 3
Mycorrhizal Applications / Booth 80
NESEED / Booth 53
Nexus Corporation / Booth 81
Northeast Nursery / Booths 77 & 78
OHP / Booth 50
Oldcastle Lawn & Garden / Booth 76
P.E.X. Inc. / Booths 7 & 8
Patpasco Valley Pottery and Sales
Booth 34
PlasGro / Booth 9
Pleasant View Gardens / Booth 96 & 97
Rimol Greenhouse Systems / Booth 5
Secret Garden Herb Farm / Booth 1
Smithers Oasis NA / Booth 59
Spectrum Technologies / Booth 38
Spring Valley Greenhouse, Inc. / Booth 22
Sun Gro Horticulture / Booths 32 & 33
Sustane Natural Fertilizer / Booth 91
Syngenta / Booth 58
Texpak, Inc. / Booth 6
The Vermont Mulch Company / Booth 82
United Greenhouse Systems, Inc.
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