



Joint Winter Meeting Co-sponsored by NHLA, NHPGA, and UNH Cooperative Extension

January 13, 2016
The Marriott Grappone Center,
Concord, NH
8:00 am to 3:30 pm

Registration Details

Cost:

\$50.00 per person if paid in full by January 6, 2016. Price includes lunch. After the 6th and at the door the cost will be \$60 per person. Walk ins are accepted on a space-available basis and lunch is not guaranteed.

Note: a reservation made is a reservation guaranteed. No shows will be billed. Thank you for your understanding.

RSVP by January 6, 2016

www.nhfarmbureau.org/2016jointwintermeeting

Questions?

Contact NH Farm Bureau, 603-224-1934

This program is a collaborative effort of UNH Extension, NH Landscape Association, and the NH Plant Growers Association

* Pesticide credits approved, 2 NHCLP credits awarded

8:00—9:30	Registration, Refreshments, Visit Vendor Booths and Discussion Groups	
8:15—9:15	Discussion Groups Come early to network on these important topics and check signage at the event for room locations and last minute additions. Topics: Creative Employee Solutions, Year in Review, Plant Something Campaign, Pesticide Training Regulations Update.	
9:30—10:45	Creating a Customer-Focused Culture Phil Harwood, Management Consultant and Business Coach; Managing Partner and CEO, Pro-Motion Consulting	
11:00—12:00	The Buzz on Pollinator Friendly Landscapes* Annie White, Univ. of Vermont doctoral candidate and adjunct lecturer, and Editor-at-Large, Inside Grower magazine	Lease or Purchase? Mike McPhail, loan officer with Farm Credit East, ACA
12:00—1:15	Lunch, visit with vendors, announcements	
1:15—2:25	The Best of the Best—Perennial Evaluations for Cold Climates Richard Hawkes, Plant Evaluation Manager, Chicago Botanic Gardens	
2:30—3:30	Insect Control without Neonics; and Pollinator Safety* Rick Yates, GGSPRO Technical Services Manager, Griffin Greenhouse Supplies	Hellstrip Gardening Kerry Ann Mendez, Perennially Yours, Kennebunkport, ME

Special Thanks to New England Floriculture (nengreenhouse.org) for helping to support the Joint Winter Meeting and the selection of speakers.

General Session: Creating a Customer-Focused Culture

Phil Harwood, Management Consultant and Business Coach; Managing Partner and CEO, Pro-Motion Consulting

Great customer service is becoming increasingly rare while mediocre and even poor service is becoming the norm. This is especially true in green industry segments, including production operations, wholesalers, retail garden centers, and landscape contractors, who all rely on various forms of labor to interact with customers.

Despite this trend, some have discovered how to create a culture of world class customer service and are reaping the rewards of increased customer and employee satisfaction. This session will provide you with insights and tools to create such a culture in your company. Attendees will learn:

- Why world class customer service is such a challenge today in all organizations
- Examples of world class customer service organizations

Tools to create a culture of world class customer service

The Buzz on Pollinator Friendly Landscapes*

Annie White, Univ. of Vermont doctoral candidate and adjunct lecturer, and Editor-at-Large, Inside Grower magazine.

Our industry has the opportunity to play an important role in bringing back our pollinators—selecting, growing, marketing, and selling plants for pollinator-friendly landscapes. Annie will discuss the best plants for pollinators and tips for designing with them, as well as her research on pollinator preferences for straight species native plants vs. native cultivars.

Lease or Purchase?

Mike McPhail, loan officer with Farm Credit East, ACA

Participants will learn what considerations to make when acquiring new (or used) equipment to maximize the long-term financial benefit to their business. Discussion will include the different type of lease structures, what types of assets can be leased and what facts to consider when making a purchase.

General Session: The Best of the Best—Perennial Evaluations for Cold Climates

Richard Hawkes, Plant Evaluation Manager, Chicago Botanic Garden Glencoe IL

The Chicago Botanic Garden evaluates hundreds of perennials every year to determine the best ones for northern gardens. A variety of perennials—new and old—will be highlighted based on their strong performance in our trials.

Insect Control without Neonics; and Pollinator Safety*

Rick Yates, GGSPRO Technical Services Manager, Griffin Greenhouse Supplies

Pollinator safety is important to all of us. Simply avoiding neonicotinoid insecticides may not be enough to ensure pollinator safety as some of the recommended alternatives are toxic to pollinators as well. In this session we will summarize the science behind the threats to pollinators and wrap up with bee friendly application strategies and insecticide options.

Hellstrip Gardening

Kerry Ann Mendez, Perennially Yours, Kennebunkport ME. Consultant, designer, lecturer and author of three books – The Right-Size Flower Garden, The Ultimate Flower Gardener's Top Ten Lists and Top Tens Lists for Beautiful Shade Gardens

This session will Spotlight some of the toughest, top performing plants for those tough areas including dry shade, slopes, poorly drained areas and hot, baking sites. Of course these beauties will also thrive in less stressful locations. No matter where you put them, they will make your gardens beautiful.

NHPGA Student Scholarship Announced

The NHPGA is pleased to support the future leaders of our industry by providing a scholarship each year to a New Hampshire resident attending a two or four-year college or university or a full time student at a two or four-year college or university in New Hampshire. The applicant's field of study should have a focus on Horticulture. Students on a Business track with the intention of applying this to a career in horticulture are also encouraged to apply.

Applications are read by the Board of Directors and selection is based upon the written essay and references. Scholarships will be awarded to qualified applications only as determined by the NHPGA Board of Directors. We encourage all eligible students to apply!

Deadline for application is March 31st, 2016.

Scholarship winners will be contacted by April 30th.

Apply at http://www.nhpga.org/student_scholarship.php



Dr. Roberto Lopez & Garrett Owen

NHHE Awards Grant to Lopez & Owen

The New Hampshire Horticulture Endowment, the granting arm of the NHPGA, is pleased to announce it has awarded Dr. Roberto Lopez (Assistant Professor and Controlled Environment/Floriculture, Department of Horticulture, Michigan State University) and Garrett Owen (PhD student, Department of Horticulture and Landscape Architecture, Purdue University) \$10,000 for their research: *Optimizing Herbaceous Perennial Cutting Physiology, Morphology and Rooting*. Dr. Lopez and Mr. Owen have two objectives for their research. The first is to be able to provide propagators with daily light integrals (DLI) and rooting medium temperature requirements for callusing, rooting and producing high-quality, well-rooted herbaceous perennial liners, with respect to morphological characteristics. The second objective is to quantify how daily light integral (DLI) and rooting medium temperature influence photosynthesis and carbohydrates of three herbaceous perennial cutting species (fast, moderate, and slow rooting). Once this research is completed, New Hampshire perennial growers and growers around the country will have species-specific researched-based recommendations for the optimal propagation environment (light and medium temperature) and cultural parameters needed to help optimize callus and root development especially of some of the more "difficult-to-root" herbaceous perennials.

In 1997, the NHPGA founded the NHHE, the only grant maker in New Hampshire that awards funds to individuals engaged in ornamental horticultural research and education. Since its inception, the NHPGA has grown the endowment beyond the original goal of \$100,000 and funds continue to be raised to allow for expanded granting opportunities. In keeping with the wishes of our donors, projects should benefit the ornamental horticulture industry in New Hampshire, and secondarily the industry at large.

The NHHE needs your help to continue growing. Contributions are fully tax deductible and may be pledged when you renew your NHPGA membership or anytime at <http://tinyurl.com/nzwp5dh>.

**Learn More about the
NHPGA, visit NHPGA.org**

